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WTVA
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News Release

January 20, 2022

Pat Peterson Named WTVA News Director

WTVA General Manager, Danny Walker, announced today the addition of Pat Peterson as News Director for the top-rated NBC affiliate in the Tupelo-Columbus, Mississippi, television market. This follows a two-month search to fill this critical position.

Pat Peterson is an award-winning and Emmy-nominated journalist with almost 30 years' experience in television news.

Pat got his start at WDAM TV in Hattiesburg in 1993 during his senior year at the University of Southern Mississippi. An unpaid internship at WDAM turned into a part-time, paid position which eventually led to a full-time, on-air reporter position after graduation. After leaving WDAM, Pat worked at stations in Huntsville, Alabama, Biloxi, Mississippi and Mobile-Pensacola in various reporting and leadership roles before moving to WTOK in Meridian, Mississippi where he currently serves as News Director.

Although a proud Southern Miss graduate, Pat is now also loyal to Mississippi State University where his daughter is currently majoring in Bio-medical Engineering. He's become an avid, Bulldog fan who never misses a home football game! Hail State!

When asked about his new position, Peterson responded, “I’m very excited to join WTVA and lead its award-winning news team. WTVA is the station viewers in Northeast Mississippi trust. I take this responsibility seriously and look forward to working with such a great group of talented journalists.”

In announcing the hire, Walker said, “Pat will offer a great deal of knowledge, a high degree of energy and an emphatic work ethic to our seasoned, award-winning staff here at WTVA. We look forward to this tremendous addition to our station.”

WTVA (Mississippi TV, LLC) is owned by Byron Allen Media in Atlanta, Georgia, and delivers up to 9 hours a day of live, local news to almost 200,000 households in North Mississippi and Northwest Alabama. WTVA provides services for Coastal Broadcasting’s WLOV (FOX 27).