KTXL-TV (FOX40) in Sacramento Appoints Leisha Beard to News Director

News Director with 20+ Years of Broadcast Television Experience Will Oversee News Operations at KTXL-TV and FOX40.com

SACRAMENTO, CA – November 1, 2024 – KTXL-TV (FOX40), Sacramento's FOX affiliate, today announced the appointment of Leisha Beard as News Director. In her new role, Ms. Beard will oversee all aspects of broadcast, digital, and social media operations. She will officially assume her duties on November 18, 2024, reporting to Cathy Gunther, Vice President and General Manager of FOX40.

Ms. Beard brings over 20 years of news leadership experience to FOX40. Known for her ability to thrive in dynamic newsroom environments, she has a proven track record of enhancing team performance, fostering collaborative and inclusive workplace cultures, and maintaining the highest journalistic standards.

Before joining FOX40, Ms. Beard served as News Director at WHTM ABC27 in Harrisburg, PA, where she led long-term strategy and daily operations, overseeing a team of 60 professionals. Under her leadership, the station achieved strong growth across both broadcast and digital platforms.

"Leisha is an exceptional broadcast executive who has delivered consistent, high-impact results throughout her career," said Ms. Gunther. "Her deep newsroom expertise, digital-first mindset, and passion for local news, make her the perfect leader for our Sacramento operations. I am confident that her vision and leadership will inspire our team and enhance our connection with the community."

Commenting on her appointment, Ms. Beard shared, "I am honored to join the FOX40 team and eager to make Sacramento my new home. This is an incredible opportunity to work with such talented professionals, and I look forward to delivering the most engaging, relevant, and impactful local news coverage to our viewers."

Ms. Beard's work has been recognized with multiple broadcasting awards in both Missouri and Pennsylvania, including honors for Outstanding Public Service Announcement, Best Special Programming, and Best Newscast.

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