



HEARST TELEVISION PROMOTES DEREK SCHNELL TO VICE PRESIDENT, NEWS

NEW YORK, N.Y., and SACRAMENTO, Calif., August 13, 2026 — Award-winning news executive and Hearst Television veteran Derek Schnell has been promoted to vice president, news, effective immediately. He will continue to report to Barbara Maushard, Hearst Television senior vice president, news, and chief content officer.

Since 2024, Schnell has served as Hearst Television's regional director, news while continuing as news director of KCRA-TV and KQCA-TV, the company's NBC and CW affiliates in Sacramento, California. He has led the KCRA/KQCA news operation since 2018. His successor as the stations' news director will be named at a later date.

In his new role, Schnell's editorial responsibilities will expand to include oversight of a broader group of station newsrooms across the company's 27-market footprint, along with increased involvement in Hearst Television's companywide editorial strategy and initiatives.

In addition to leading the Sacramento news operations, Schnell, as regional director, news, provided management oversight and editorial support to Hearst Television's duopolies in Monterey-Salinas, California and Albuquerque, New Mexico. He also spearheaded expanded news and investigative coverage of Northern California through a partnership with Hearst Newspapers' San Francisco Chronicle.

"As journalism continues to evolve, leaders who honor our values while embracing new ideas are more important than ever," Maushard said. "Derek is one of those leaders. He is both a journalist's journalist and journalism futurist. His innovative mindset, exceptional news judgment and unwavering passion for supporting and inspiring journalists have earned him the trust and admiration of colleagues across the company. He is a thoughtful mentor, a creative problem solver and a champion for journalism that makes a meaningful difference in the communities we serve."

During his tenure leading the KCRA and KQCA news operations, Schnell helped advance the stations' already strong news presence, adding 13 hours of newscasts each week and expanding their digital, social and interactive storytelling. He launched daily Spanish-language content across linear and digital platforms while increasing the stations' production of specials and documentaries. That journalism has helped change California laws, prompted new investment in historically underserved communities and earned numerous national and regional honors across platforms.

Schnell has spent his entire professional career at Hearst Television, progressing from intern to news director and regional news executive. Following an investigative internship at KETV in Omaha, he joined KOCO-TV in Oklahoma City as a producer and later became an executive producer. He subsequently served as an executive producer at KMBC-TV and KCWE-TV, Hearst Television's ABC and CW affiliates in Kansas City, before joining KCRA/KQCA in the same role. He later was promoted at KCRA/KQCA to assistant news director and, in 2018, news director.

Schnell began his journalism career at KOMU-TV, the university-owned NBC affiliate at the Missouri School of Journalism. In addition to his broadcast journalism degree from Mizzou, he is a graduate of the Hearst Management Institute, Hearst's executive leadership development program.

About Hearst Television

[Hearst Television](#) owns and/or operates 35 television and two radio stations serving 27 media markets across 39 states reaching over 22 million U.S. television households. Through its partnership with nearly all major networks, Hearst Television distributes national content over more than 120 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Its Hearst Media Production Group unit produces original programming across linear and streaming platforms for domestic and international distribution. Its Very Local app, free to download on household OTT devices and available across popular streaming services, offers 24/7 access to local news, weather and an array of local and regional programming. Hearst Television is recognized as one of the industry's premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of [Hearst](#).