LAURA WILLIAMSON TO RETIRE AS PRESIDENT & GENERAL MANAGER OF KSBW-TV, MONTEREY-SALINAS

Native Californian Concludes Exceptional Run at Helm of Central Coast's News and Community Leader

NEW YORK, NY, and Monterey, CA, September 3, 2026 – Laura Williamson, who since 2020 has served as president and general manager of KSBW-TV, Central Coast ABC and Estrella Costa Central – Hearst Television's NBC, ABC and Estrella TV channels serving the Monterey-Salinas, California, television market -- will retire at year-end. Her successor will be named at a later date.

Prior to taking over Hearst's Central California stations, Williamson served for 12 years as general sales manager of KCRA-TV and KQCA-TV, Hearst's duopoly serving the Sacramento-Stockton-Modesto, California, television market.

"Laura is dedicated and passionate about local television – and California," said Hearst Television President Michael J. Hayes. "Her leadership has helped build on and evolve the remarkable legacy of KSBW. KSBW and Central Coast ABC are an indispensable community asset and the market's unrivalled news leaders. Laura's personal and professional commitment to the region's success has been instrumental to enhancing those marks of distinction."

During Williamson's tenure, KSBW earned numerous awards and honors for journalism and community service. The station was named a finalist for the 2026 National Association of Broadcasters Leadership Foundation's Celebration of Service to America Awards for its "Mobilizing the Central Coast" campaign, and it received a 2026 Business Excellence Award from the Monterey Peninsula Chamber of Commerce. In 2024 the San Francisco/Northern California Chapter of The National Academy of Television Arts & Sciences honored KSBW with the Emmy® Award for *Outstanding Achievement: Newscast-Smaller Markets* for in-depth coverage of an atmospheric river slamming the Central Coast. KSBW received the *Best TV Station* honor at the 2023 Monterey Bay Stars Awards and an Emmy® for breaking news coverage of a June 2022 Monterey Bay shark attack.

KSBW's community service efforts have included its Golden Whistle Award honoring transformational high school coaches and athletic leaders, its participation in annual Community Blood Drives alongside multiple area healthcare partners, and its *Feeding Families Telethon* in partnership with food banks throughout the region.

"Serving the Central Coast has been one of the great honors of my career," Williamson said. "I'm deeply grateful to our KSBW team who have made this station so special and whose passion, professionalism, and commitment have inspired me every day. I leave with tremendous pride in what we've accomplished together and immense gratitude for the people and communities we've had the privilege to serve."

A Bay Area native, Williamson initially joined Hearst Television in 1996 as an account executive at KQCA-TV. She was promoted to local sales manager in 2000 and later moved to KCRA as local sales manager, before becoming general sales manager. During her tenure, the station earned a Hearst Tower Award, the company's highest honor recognizing sales excellence.

Williamson has served on local boards and with community organizations on both the Central Coast as well as in Sacramento. Her board service has included the Dean's Advisory Board of California State University Monterey Bay College of Arts, Humanities and Social Sciences and the Advisory Council for the Arts Council of Monterey; she has also been active within the Salinas Rotary Club, the Boys & Girls Club of America and the Junior League chapters in Sacramento, and the American Corporate Partners Mentoring Program, which assists veterans with career development. She also participates in the Hearst Television mentoring program and was an executive sponsor for the Hearst Television Asian American/ Pacific Islander Employee Resource Group.

Williamson began her sales career in the hotel industry, initially in her hometown of San Francisco at that city's prestigious Fairmont Hotel. She later held positions at the Sacramento Convention and Visitors Bureau and the Hyatt Regency Sacramento, where she was sales manager.

Williamson is a graduate of the University of California, Berkeley, with a degree in Liberal Arts and participated in the Hearst Management Institute, Hearst's executive leadership development program.