We are thrilled to announce Lizbeth Licon is the new Assistant News Director for NBC4 & T52.

Lizbeth embodies the ability, the know-how, the corazón, and the spirit of this newsroom. Over the years, she has continually broken new ground with us. In 2016, she became our first duopoly assignment manager. In 2023, she took on the role of our first duopoly managing editor. And now, for the first time, she'll take on this newly created duopoly position, designed to bridge our teams together.

Lizbeth got her start in news in her hometown of El Paso, Texas at the CBS station before moving to Fox in Las Vegas, Fox in Phoenix and eventually to T52 in 2013. After that, she moved to our duopoly in Dallas to become the Managing Editor and eventually came back to LA to the Managing Editor role for NBC and Telemundo.