



NEWS

LAURA WILLIAMSON NAMED PRESIDENT & GENERAL MANAGER OF KSBW-TV AND CC ABC, MONTEREY-SALINAS

Native Californian and Accomplished Executive at Hearst Television's Sacramento Duopoly Moves to Central Coast's TV News Leader

NEW YORK, NY, and Monterey, CA, August 4, 2020 – Laura Williamson, for nearly 25 years a senior sales executive at KCRA-TV and KQCA-TV, Hearst Television's NBC and MyNetworkTV duopoly serving the Sacramento-Stockton-Modesto, California, television market, has been named president and general manager of KSBW-TV, Central Coast ABC (CC ABC) and Estrella Costa Central—the company's NBC, digital ABC and Estrella TV subchannels serving the Monterey-Salinas, California, television market.

Williamson, whose appointment is effective September 8, 2020, succeeds Joseph W. Heston, who recently announced plans to retire after more than three decades with Hearst Television.

“Laura has been instrumental in the growth of our Sacramento duopoly,” said Hearst Television President Jordan Wertlieb. “A native Californian, her familiarity with the region and her management experience at one of the nation’s leading local stations make her ideally suited to work with the outstanding team in Monterey in achieving even greater success.”

“Laura’s track record of success and her engagement in the business and civic communities in our state’s capital make her a wonderful fit for leading KSBW, CC ABC and Estrella Costa Central,” Heston said. “I look forward to working with Laura in her transition to the Central Coast.”

A Bay Area native, Williamson most recently served for a dozen years as general sales manager of KCRA-TV; she previously was the station’s local sales manager. She joined Hearst Television in 1996 as an account executive at KCRA sister station KQCA-TV and was promoted to local sales manager in 2000. She 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 was a member of the Junior League of Sacramento and served on the board of the Boys and Girls Club of Greater Sacramento, helping that organization launch a new facility in South Sacramento. Through a Hearst partnership with the non-profit American Corporate Partners (ACP), she has participated in the ACP mentoring program to assist veterans transitioning from the military to the private sector. She also has actively supported various charitable initiatives within the Sacramento business community.

Laura Williamson named GM of KSBW-TV ...

Williamson is a graduate of the University of California, Berkeley, with a degree in Liberal Arts.

About Hearst Television

[Hearst Television](#) owns and operates 33 television and two radio stations serving 26 media markets across 39 states reaching over 21 million U.S. television households. Through its partnership with nearly all of the major networks, Hearst Television distributes national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, This TV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. 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](#).

Contact:

Tom Campo
Campo Communications, LLC
(646) 202-2557
Tom@CampoCommunications.com