



June 24, 2020

**MARTIN ORTIZ ELEVATED TO
NEWS DIRECTOR OF ABC30/KFSN-TV FRESNO,
THE NO. 1 SOURCE FOR LOCAL NEWS IN CENTRAL CALIFORNIA**

Martin Ortiz has been named news director of ABC30/KFSN-TV Fresno, announced today by Michael Carr, president and general manager, KFSN-TV, to whom he will report. Ortiz will be responsible for directing the Action News team for KFSN, the No. 1 source for local news in central California.

“Martin Ortiz is a dynamic news manager with a passion for storytelling, team building and recruiting,” said Carr. “As a central California native, Martin has a strong understanding of the issues and challenges that impact our local communities. And as someone who began his journalism career at KFSN, I am confident his leadership will only grow ABC30’s already strong connection to our local audiences.”

“I grew up watching Action News,” said Ortiz. “Every day, our family TV was tuned to ‘AM Live’ in the morning and ‘Live at Five’ in the evening, I was lucky enough to then start my news career at ABC30. I can’t think of a better honor than to come home, help lead the Action News team, and tell the important stories of Central California.”

Since 2017, Ortiz has been the executive producer for weekday editions of “ABC7 Mornings” (4:30-7:00 a.m.) and “Midday Live” (11 a.m.) at sister station ABC7/KGO-TV San Francisco. In October 2017, he helped lead the station through 25 hours of continuous wall-to-wall coverage on the North Bay wildfires, subsequently earning KGO a Northern California Emmy® Award nomination. Additionally, he has been instrumental in leading the transition to a new newsroom operating and editing system, as well as working alongside linear and digital content producers focused on maximizing the station’s multiplatform reach and overall content strategy. Other responsibilities have included identifying, hiring and scheduling emerging talent, while also recruiting top producers and writers; producing continuous coverage of breaking news and special events; and working with the station’s sales department to carry out integrations of key sponsors into linear newscasts. Previously, Ortiz was a news producer for KGO’s top-rated ABC7 News at 11 p.m. and weekday 6 a.m. and 4 p.m. newscasts, where he produced wall-to-wall breaking news coverage and special events including the Warriors Championship Parades in 2015 and 2017.

Prior to his tenure at KGO, Ortiz was hired as the news producer and writer for the weekend morning newscasts at KTVU Channel 2 News, where he was part of the team that launched the new newscast to immediate ratings success.

He began his career at KFSN in 2007 as an assignment editor and writer but was soon promoted to weekend morning news producer. Within a year, he was promoted once more to news producer for the ratings-dominant hour-long weekday 6 a.m. newscast, which was the winner of the 2010 Northern California Emmy® Award for Best Daytime Newscast, Medium Market.

Ortiz holds a bachelor's degree in political science with a minor in mass communication & journalism from California State University, Fresno.

About ABC30/KFSN-TV Fresno

KFSN-TV ABC30 is the No. 1 source for local news in central California, both online and on the air. The station has dominated the local news ratings in the San Joaquin Valley for decades as a leader in multiplatform audience engagement. KFSN-TV is an ABC owned television station based in Fresno, serving Fresno, Madera, Merced, Mariposa, Tulare and Kings counties.

Twitter: <https://twitter.com/ABC30>

Instagram: https://www.instagram.com/abc30_actionnews

Facebook: <https://www.facebook.com/ABC30>

About ABC Owned Television Stations

The ABC Owned Television Stations includes WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WPVI-TV Philadelphia, KGO-TV San Francisco, KTRK-TV Houston, WTVD-TV Raleigh-Durham and KFSN-TV Fresno. The eight owned stations reach 23% of all U.S. television households. The stations are consistently market leaders in multiplatform local news, collectively No. 1 in local news among Adults 25-54 for 11 consecutive broadcast seasons, and in overall digital audience, video consumption and social reach and engagement. In 2018, the Stations further expanded their content portfolio and reach with the launch of the digital-first national lifestyle brand Localish that in its first year produced over 650 pieces of digital video content, totaling more than 240 million video views. The Live Well broadcast channel was rebranded as Localish in February 2020, delivering locally sourced yet nationally relevant storytelling as long-form linear programming to more than 14 million viewers across America.

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