



MARTIN ORTIZ

President and General Manager, ABC30/KFSN-TV Fresno

Martin Ortiz is president and general manager of KFSN-TV, where he has overall management responsibility for KFSN-TV ABC30 and its ancillary businesses.

Martin Ortiz previously worked as KFSN-TV's news director, overseeing coverage of several major stories, including the Creek Fire in 2020 and the historic 2023 winter storms that led to the reformation of the dormant Tulare Lake. With a focus on breaking news, severe weather and community storytelling – Ortiz helped steer ABC30 Action News during a time of great ratings growth in crucial periods across all dayparts, including the critical 6 a.m., 5 p.m. and 11 p.m. newscasts. He was also instrumental in the successful expansion of multiple newscasts on several platforms, including new 7 a.m. and 3 p.m. shows.

Ortiz also worked with station department heads to help launch the ABC30 Central California 24/7 stream, the only local 24/7 streaming platform in the Fresno DMA.

Before joining the Fresno team, Ortiz served as an executive producer at ABC Owned Television Stations' San Francisco station ABC7/KGO-TV, where he was in charge of morning news and oversaw the expansion of the 11 a.m. newscast to a full hour.

Ortiz is a Central California native who started his local television career at KFSN-TV as a college intern before joining the team full time as an assignment editor and producer. He is a proud California State University, Fresno, graduate and a member of NLGJA: The Association of LGBTQ+ Journalists and the National Association of Hispanic Journalists (NAHJ). He is also the co-lead of ABC OTV Belong and an ABC News Pride BERG member.