

KELLY KANTZ

President

Canyon Star Network's president is Kelly Kantz-Ferguson. She brings more than a quarter century of experience in strategic and operational leadership, personnel management, sales and marketing, public relations, and strategy design along with expertise in American digital cable and satellite broadcasting. She further brings advanced knowledge in broadcast infrastructure, standards and archiving, programming schedule management, program screening and packaging, along with revenue optimization.

Prior to joining Canyon Star Network, Kelly also is the owner of Kantz Media from Dec. 2019 to present. Kelly was the former Vice President of Programming and Marketing at Centerpost Media | Youtoo America | BizTV | BizTalkRadio | Youtoo America GO | Bizvod from June 2016-January 2020.

Kelly also worked as Senior Vice President of Programming at RFD-TV, a leading cable channel serving rural America, where she optimized productivity and performance through diligent oversight of daily operations for more than 50 employees. In this role, Kelly developed and implemented strategies that grew programming revenue from \$5M to more than \$8M. She is recognized for her people skills along with her innate ability to formulate realistic financial forecasts and oversee complex projects through to their successful completion.

At RFD-TV, Kelly was solely responsible for the sale and management of network time slot buys to programmers, rural radio programming sales, and the company's programming grid. She worked closely with news producers to get stories on-air while building the company's impressive programming pipeline. She also acted as a liaison with the company's owner/founder, keeping senior executives abreast of expectations and requests. Having joined RFD-TV's parent company, Rural Media Group, Inc., as General Manager, her stellar performance helped her quickly ascend the ladder to General Manager/Vice President/Programming and ultimately Senior Vice President of Programming.