



Kristen Cantrell
Owner and Operator
Seven Mountains Media
CapCity Communications

My career started on the docks of the Chesapeake Bay. My father owned WYRE in Annapolis MD, and he would take me on remote broadcasts to give away boat baggies when I was 5 years old. We moved to Williamsport when I was 7, and Dad would take me to the radio stations WILQ/WLYC to record commercials. When we moved to Little Rock I was 10 years old and I started participating in theatre productions. Dad launched KSSN FM and he would walk around draped in KSSN and Razorback gear. I was completely embarrassed and I did not appreciate Country music AT ALL. So I didn't go to the radio station, but I did spend a whole summer ironing red KSSN transfers on to yellow t-shirts for giveaways at the station. Dad paid me 50 cents a shirt. I was in business!

Attending Berry College, I met my husband and we got married in 1987, when I was a sophomore. I needed money. The local radio station needed a board op, so I applied. I have been working in a radio station ever since. Rome, GA (Southern Broadcasting). Altoona, PA (Vital Communications, Forever Media). Steubenville OH (Keymarket Communications). And now Frankfort KY (CapCity Communications and Seven Mountains Media) and beautiful towns all over Central PA and Southern NY.

I have participated in every aspect of the operation of a radio station. I even got the radio station back on the air, in the middle of a storm, when I was working in Rome, GA. The tower was located on a pig farm and I was scared out of my mind. But the engineer talked me through it via telephone and then my owners promptly installed a remote start generator.

Currently I own and operate CapCity Communications in KY and Seven Mountains Media in PA and NY. I also serve as the GM in KY where I carry a client list, provide client consults for all our platforms and creative service products and manage the community relationships that allow us to thrive. I believe very strongly that our radio stations should be the hub of the communities we serve, so I actively participate and partner with organizations and clients to achieve positive outcomes for our listeners.

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