

## **CROWN MEDIA TAPS VETERAN CONTENT DEVELOPMENT AND PRODUCTION EXECUTIVE,**

### **LISA HAMILTON DALY, AS EXECUTIVE VICE PRESIDENT, PROGRAMMING**

**NEW YORK, September 2, 2021** – Crown Media Family Networks has appointed **Lisa Hamilton Daly** as executive vice president of programming, the company announced today. Daly is based in the company's Studio City offices and report to President & CEO, **Wonya Lucas**.

As head of Crown Media's programming department, Daly is charged with identifying, developing, and creating impactful, top-quality, brand-building content across the company's three linear networks, **Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama**, as well as its SVOD service, **Hallmark Movies Now**, and AVOD platform, **Hallmark Movies & More**. Additionally, she is responsible for building on Crown Media's programming strategy and diversifying the voice and breadth of the company's talent pool, both in front of and behind the camera. Also central to her oversight is bringing parent company Hallmark's legacy and brand values to life in new ways and translating Hallmark IP into content that serves existing viewers and attracts new audiences across various platforms in a rapidly changing market.

"Delivering first-rate, heartfelt programming that resonates with our audience, while aligning with the Hallmark brand promise, is at the core of everything we do," said Lucas. "Lisa has incredible creative instincts and a proven track record in producing beloved, compelling content that stands the test of time – making her the perfect person to lead the charge as we evolve our programming strategy and expand the kinds of stories we tell. I eagerly look forward to her putting her talent and insights to work for our various channels and services and am confident our viewers will love what she brings to the table."

Prior to joining Crown Media, Daly served as executive vice president, creative affairs and executive producer at Bedrock Entertainment. In that capacity, she spearheaded all business and creative functions, including oversight of the company's scripted development and production slate in partnership with ITV Studios America. Previously, she was director of original series at Netflix, developing and producing such popular programs as *Virgin River*, *Sweet Magnolias*, and *Firefly Lane*, among others. Additional industry experience includes a seven-year tenure at A+E Networks, where she was vice president of programming, as well as a position at Dreamworks Studios, where she acted as vice president, literary & creative affairs from 2003-2009.

Daly earned M.A. and Ph.D. degrees in English & American Literature & Language from Harvard University, in addition to a B.A. in English Literature from UCLA, where she graduated magna cum laude.

Contact: Allison Bennett | 212-445-6692 | [AllisonBennett@CrownMedia.com](mailto:AllisonBennett@CrownMedia.com)

### **ABOUT CROWN MEDIA FAMILY NETWORKS**

Owned and operated by Hallmark Cards, Inc., Crown Media Family Networks is home to cable's leading family friendly networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, and annual specials. Hallmark Channel is also home to the popular annual holiday franchise *Countdown to Christmas* featuring a 24/7 lineup of holiday programming.

Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, *Miracles of Christmas*. Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company's subscription streaming service, which offers wholly distinct content from the company's linear channels. Crown Media Family Networks' publishing extension, Hallmark Publishing, creates novelizations of previously aired original movie favorites.

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