

## **CROWN MEDIA FAMILY NETWORKS TAPS JANE GROSS AS CREATIVE DIRECTOR OF ON-AIR PROMOTION**

**New York, NY, February 27, 2017** – Crown Media Family Networks, home of Hallmark Channel and Hallmark Movies & Mysteries, announced today the appointment of Jane Gross as Creative Director of On-Air Promotion. Gross is based in Studio City, CA and reports to Jill Underhill, SVP, On-Air Promotion.

Gross will work closely with Underhill to create inventive promotional strategies for both networks. She is responsible for overseeing all writers and producers as well as guiding compelling campaigns and projects for each individual brand. Additionally, she will oversee the ideation and execution of promotional content across digital and social platforms.

“As two distinct cable destinations, Hallmark Channel and Hallmark Movies & Mysteries offer unique viewing experiences and our On-Air Promotion department takes a leading role in crafting the look and feel of promotional elements for each network,” said Susanne McAvoy, EVP, Marketing, Creative and Communications. “Jane’s insight and perspective will further strengthen our brand’s creative on-air presence and we look forward to welcoming her to the team.”

Gross joins Crown Media from Pivot, where she served as Creative Director of Creative Services. She also worked as a Consultant for Participant Media in their Creative Services department. Previously, she acted as Executive Director in the On-Air Promotion departments for NBC Universal, Nickelodeon and G4. Gross holds a BA in English from Boston University.

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

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable’s leading family friendly networks, Hallmark Channel and Hallmark Movies & Mysteries, as well as their corresponding digital extensions HallmarkChannel.com and HallmarkMoviesandMysteries.com. The company operates and distributes both channels in high definition (HD) and standard definition (SD) with Hallmark Channel available to 90 million subscribers and Hallmark Movies & Mysteries in 67 million homes in the United States. Hallmark Channel features an ambitious slate of new, original content, including movies; scripted series, such as “When Calls the Heart,” and “Good Witch” and “Chesapeake Shores”; annual specials including “Hero Dog Awards” and “Kitten Bowl”; world premieres of Hallmark Hall of Fame presentations, and a daily, two-hour lifestyle show, “Home & Family.” Hallmark Channel is also home to the popular annual holiday franchise “Countdown to Christmas,” featuring a lineup of 24/7 holiday programming. Rounding out the network’s lineup are television’s most beloved comedy and drama series, including “The Golden Girls,” “The Middle,” “Frasier,” “Last Man Standing” and “Home Improvement.” Hallmark Movies & Mysteries is a separate 24-hour, digital 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, “Most Wonderful Movies of Christmas,” as well as presentations from the multi-award-winning Hallmark Hall of Fame library.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

###