

Crown Media



CROWN MEDIA'S ONGOING GROWTH AND EXPANDED ORIGINAL CONTENT SLATE PROMPTS RESTRUCTURE OF PROGRAMMING DEPARTMENT

Newly Added Role and Key Promotions a Critical Step as Production Volume Grows and Diversifies

New York, NY, March 12, 2018 –Crown Media Family Networks announced today a strategic overhaul of its programming department with the creation of a new senior production position and several key promotions. The announcement comes as the company continues to register record breaking ratings results and plans to further expand its development slate of original programming.

Seasoned production executive, **James Holcomb**, has been tapped as vice president, physical production, a new position at the company. In addition, **Angela Polk** has been promoted from director of development to vice president, original development, specials. Moreover, **Heather Overton** and **Jennifer Phillips**, formerly managers, have been upped to directors of development, scripted programming, while **Jennifer Kramer** has transitioned from manager to director of development, unscripted programming. Holcomb, Polk, Overton, and Kramer are based in Crown Media's Studio City offices and report to Randy Pope. Jennifer Phillips is stationed in the company's New York location and also reports to Pope.

"Over the past several years, we have exponentially increased and diversified our original production slate, making it imperative that we restructure and expand our department," said Michelle Vicary, executive vice president, programming and network publicity. "The addition of James to our team, as well as the promotions of Angela, Heather, Jennifer, and Jennifer to elevated and more specialized roles will allow us to more effectively manage and produce our amplified volume of original content."

In his role, Holcomb, is charged with ensuring efficient production across Hallmark Channel and Hallmark Movies & Mysteries. In close collaboration with Pope, he oversees all aspects of production operations including budget management, vendor oversight, and creative production standards. Holcomb joins Crown Media from The Documentary Channel where he served as chief operating officer, leading all planning, acquisitions, and technical operation behind the network's launch.

As Crown Media continues to branch out into different forms of programming, Polk, Overton, Phillips, and Kramer are each assuming more focused oversight in their new positions. Polk will assume greater accountability for the production of network specials including *Kitten Bowl*, *Hero Dog Awards*, and the *American Rescue Dog Show*, while Overton and Phillips will be responsible for ushering scripted content, including movies and primetime series, through the development process. Kramer, meanwhile, will manage unscripted programming like Hallmark Channel's daytime lifestyle show, *Home & Family*.

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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, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 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, "Most Wonderful Movies of Christmas". Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, 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' digital publishing extension, Hallmark Publishing, is an eBook division that creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company's three linear networks.

For more information, please visit www.crownmediapress.com

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

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

Hallmark Drama on Social Media: [Twitter](#)

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