

# Crown Media



## CROWN MEDIA'S CASTING EXECUTIVE, PENNY PERRY, ELEVATED TO SVP, CASTING

### JESSICA CALLAHAN PROMOTED TO DIRECTOR, DEVELOPMENT

**New York, NY, March 26, 2018** – As part of Crown Media Family Networks' recently announced programming department overhaul, **Penny Perry** is being elevated to senior vice president, casting. Penny is based in Crown Media's Studio City, CA office and will report to Randy Pope, senior vice president, original programming and development.

Perry is charged with strategic oversight of all talent agreements, maintaining relationships with existent talent rosters, and adding high caliber actors to all programming endeavors. Penny joined Crown Media from Larry Levinson Productions in 2016, where she casted over 150 original movies for the Hallmark Channel as well as several mini-series' for the SyFy Channel.

In addition, **Jessica Callahan** is being promoted to director, development. In this role, she will oversee development of original movies and potential projects from start to finish. Most recently, Callahan served as manager, development at Crown Media. Previously, she held the position of director, development for Hallmark Hall of Fame Productions. Callahan is also based in Studio City, CA, and reports to Pope.

"Both Penny and Jessica's contributions to our increasing original programming slate have proven to be invaluable," said Michelle Vicary, executive vice president, programming and network publicity. "I have every confidence that these well-deserved promotions better position our team in this exciting era of growth and expansion."

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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](http://www.crownmediapress.com)

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