



CROWN MEDIA FAMILY NETWORKS TAPS KRISTIN BURKS AS DIRECTOR, MEDIA RESEARCH AND CONSUMER INSIGHTS

New York, NY, May 1, 2018 – Crown Media Family Networks announced today that **Kristin Burks** is joining the company as director, media research and consumer insights. Burks will be based in Crown Media’s New York office and report to Jess Aguirre, senior vice president, media research and consumer insights.

Burks is charged with managing all ongoing and ad hoc requests from distribution, publicity, and finance clients. In collaboration with the distribution team, she will develop research to assist in the closing of distribution agreements for the company’s three linear networks, Hallmark Channel, Hallmark Movies and Mysteries and Hallmark Drama, as well as subscription video on-demand streaming service, Hallmark Movies Now. In addition, Burks will maintain and run all internal data systems to create weekly, monthly, quarterly, and full year ratings materials to be used for marketing and external B-to-B communications.

“At such a pivotal time in the cable industry, with the ongoing proliferation of content platforms and options, it is now more critical than ever that we employ every tool and product at our disposal to broadcast our story and keep Crown Media top of mind with advertisers and affiliates,” said Aguirre. “I am confident that Kristin’s strong background in research analysis and strategic thinking will be instrumental in further driving our success and we are so pleased to welcome her to the team.”

Burks comes to Crown Media from MediaBiz Data Solutions where she acted as consultant of product development and strategy. Previously, she served as vice president, distribution research and insights at NBCUniversal. Burks holds a bachelor’s degree in marketing from University of Maryland.

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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](#)

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

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