

# Crown Media



## **CROWN MEDIA FAMILY NETWORKS TAPS MARYBETH SPROWS AS VP, DEVELOPMENT**

---

**New York, NY, May 14, 2018** – Crown Media Family Networks announced today that **Marybeth Sprows** has been appointed as vice president, development. Sprows is based in Crown Media’s Los Angeles office and reports to senior vice president, original programming and development, Randy Pope.

Sprows is charged with the sourcing and development of original scripted content for the company’s three linear networks, Hallmark Channel, Hallmark Movies & Mysteries and Hallmark Drama. Working closely with producers, writers and agents, she will evaluate pitches and incoming submissions and facilitate the production, marketing, and promotion of new scripted programming.

“Over the last few years, our slate of original programming has grown exponentially and we reached a critical point where it was imperative that we expand our team to effectively manage this volume,” said Michelle Vicary, executive vice president, programming and network publicity. “Marybeth’s understanding of the industry, creative instincts, and extensive background in content development will make her an invaluable asset as we continue to expand and diversify our original programming across all three linear networks.”

Sprows comes to Crown Media from Paulist Productions where she served as vice president, development and production. Previously, she held development and production positions under development deals for 20<sup>th</sup> Century Fox and ABC Studios. Sprows holds a bachelor’s degree in communication from University of Scranton and a master’s degree in library and information science from Drexel University.

Contact: Megan Van Tine, 212-445-6694 | [MeganVanTine@crownmedia.com](mailto:MeganVanTine@crownmedia.com)

### **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, “Miracles 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)

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](#)

###