



CROWN MEDIA FAMILY NETWORKS PROMOTES LAURIE FERNEAU TO SENIOR VICE PRESIDENT, DEVELOPMENT

New York, NY, April 15, 2019 – Crown Media Family Networks announced today **Laurie Ferneau’s** promotion from Vice President to Senior Vice President, Development. Based in the company’s Los Angeles office, she reports to Randy Pope, Senior Vice President, Programming and Development.

Ferneau is charged with overseeing the development and production process for original movies and series on Hallmark Channel and Hallmark Movies & Mysteries, with a specialized focus in original series and movie development. She will work closely with Michelle Vicary, Executive Vice President, Programming and Network Publicity, to develop conceptual strategies that drive corporate initiatives and build brand value, while increasing viewership, ratings, and ad sales revenue.

“As our original programming slate has steadily expanded over the past several years, Laurie has been a great asset to our team, demonstrating a unique creative vision and excellent leadership capabilities,” said Vicary. “I am confident that her increased oversight will play a key role in our networks’ ongoing success.”

Ferneau joined Crown Media in 2014 as director, programming, scripted series. Prior to joining the company, she served as director of development and current programming at Prospect Park Television where she oversaw projects in development at NBC, FOX, FX, USA, and TNT.

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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, “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

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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