

**CROWN MEDIA FAMILY NETWORKS FURTHER EXPANDS
NEWLY CREATED CROWN GLOBAL BRAND GROUP WITH TWO CREATIVE
APPOINTMENTS**

**TERRY McCORMICK TAPPED AS SVP, BRAND CREATIVE;
CHRIS DOYLE NAMED VP, BRAND DESIGN**

NEW YORK, July 12, 2021 – Crown Media Family Networks has tapped two industry creative veterans for the company’s growing marketing division, Crown Global Brand Group. **Terry McCormick** joins Crown as senior vice president of brand creative, and **Christopher Doyle** has been appointed vice president, brand design. Both are based in the company’s Studio City offices.

McCormick will lead Crown Media’s team of writer/producers, editors, and pre-editors, and is charged with overseeing and executing the creative and brand vision for the company’s newly established division, Crown Global Brand Group. In this capacity, he will spearhead all in-house development and production of creative marketing elements for on-air promotions, off-channel marketing, radio promotions, out of home, digital marketing, and corporate brand initiatives. McCormick reports to the company’s Chief Marketing Officer, **Lara Richardson**.

“Having a strong, unique brand vision, backed up by compelling creative, has never been more important, and Terry is the perfect person to lead the charge as we revitalize and transform our aesthetic,” said Richardson. “With an innovative, imaginative mind, along with a proven track record of successfully managing and inspiring teams, he is instrumental in our efforts to redefine the way our audience sees and engages with our brand.”

Doyle is charged with creative oversight and brand vision for the company’s various design teams, including consumer, digital, print, key art, social branding, and copywriting. He will provide innovative creative approaches to promoting business initiatives across Crown Media’s portfolio of entertainment platforms. Doyle will be based in the company’s Los Angeles office and reports to senior vice president of brand design, **Jennifer Lee-Temple**.

“Christopher is an incredibly talented design executive with excellent creative instincts,” said Lee-Temple. “He joins the company during an exciting period of evolution, and his expertise will be a great asset as we reimagine and visually enhance our brand identity.”

Prior to joining Crown Media, McCormick was contracted as creative director by Discovery’s Magnolia Network, where he was instrumental in helping to launch the service’s direct-to-consumer platform. Previously from 2012-2019, he held an extended in-house tenure of ascending positions at Discovery Inc./Scripps Network Interactive, the most recent of which was vice president of brand creative and production for Food Network and Cooking Channel. McCormick’s background also includes creative positions at Viacom Media Networks, where he worked for over a decade, and Lifetime Television. He earned a M.A. in Communication Arts from New York Institute of Technology, as well as a B.B.A. from Hofstra University.

Doyle joins the company from Travel Channel, where he served as creative director for over a decade. In that capacity, he was responsible for the brand voice, development of 360 promotional campaigns, and maintaining a consistent brand identity. He also led creative direction across social/digital, key art, video, internal channels, TV, and PR.

Contact: Allison Bennett | 212-445-6692 | AllisonBennett@CrownMedia.com

ABOUT CROWN MEDIA FAMILY NETWORKS

Owned and operated by Hallmark Cards, Inc., Crown Media Family Networks is home to 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, and annual specials. Hallmark Channel is also home to the popular annual holiday franchise *Countdown to Christmas* featuring a 24/7 lineup of 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 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' publishing extension, Hallmark Publishing, creates novelizations of previously aired original movie favorites.

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