



Richard Turner Joins UP as Vice President, Digital Media

ATLANTA – June 11, 2013 – UP, America’s favorite channel for uplifting family entertainment, announced today that Richard Turner has joined the network as vice president, digital media. He is based in Atlanta and reports to Philip Manwaring, senior vice president, strategic planning, research and technology. In his new role, Turner will be responsible for overseeing UP’s (formerly GMC TV) digital presence and driving viewer engagement through web sites, social media, mobile apps and other online platforms.

“Not only is Richard a highly-respected leader of award winning digital efforts, he has been a true pioneer in connecting entertainment brands with audiences through a wide range of online platforms,” Manwaring said. “With the launch of UP and the incredible lineup of uplifting originals we have in production, I’m excited to have Richard playing a major role in advancing our brand and our programming through an exciting array of new digital initiatives.”

Turner most recently was vice president of digital activation at TNT and TBS. Under his leadership, the TBS and TNT digital teams garnered more than 50 industry honors including Emmy and Peabody awards. TBS and TNT were also the first networks to work with multichannel video programming distributors through Turner’s “TV Everywhere” initiative.

Previously, Turner was senior director of interactive marketing for TBS, overseeing the re-launch of tbs.com in conjunction with the introduction of the TBS Very Funny brand. Under his direction, TBS produced the first enhanced TV event for a network, “Cyber Bond,” in 1997. He also launched the first web site for TBS and served as the network’s director of interactive marketing.

Turner holds a master's degree in mass communication, advertising from the University of Georgia, and a bachelor's degree in speech communication from the University of Georgia. He has lectured on new media and digital marketing at various conferences and colleges.

About UP

UP, (www.UPtv.com) based in Atlanta, is America's favorite network for uplifting family entertainment. The network presents original and acquired movies, series, stage plays and music specials along with gMovies, the first faith-friendly streaming movie service. The UP brand is reflected in "Uplift Someone," the network's successful pro-social initiative. UP can be seen in more than 62 million homes on major cable systems including Comcast, Time Warner Cable, Cox Communications and Charter Communications, as well as DIRECTV on channel 338, DISH Network on channel 188, and Verizon FiOS on channel 224. Follow UP on Facebook & Twitter <http://facebook.com/UPtv> & [@UPtv](https://twitter.com/UPtv).

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