



Kristina Stafford Kelly
Head of Public Relations // Senior Director

Kristina Stafford Kelly is the head of public relations at UP Entertainment. She is charged with developing and executing comprehensive consumer and trade publicity plans for the company's portfolio of brands: UPtv, UP Faith & Family and AspireTV. Since joining UP Entertainment in 2015, Kristina has helped increase awareness through earned media coverage in major entertainment and trade outlets. With her multi-platform communications strategies, she continues to direct attention to and engagement among these networks that are a destination for uplifting and authentic storytelling.

Prior to joining UP Entertainment, Kristina worked at Turner Broadcasting System, Inc. for five years managing publicity for shows airing on four Turner networks: TNT, TBS, truTV and Turner Classic Movies. Kristina began her media career at Lifetime Television in Los Angeles before moving to a boutique publicity agency.

She earned a bachelor's degree in public relations from the University of Georgia, with a minor in sociology. Her experience, accomplishments and enthusiasm have been recognized on a national level by her being named a "Rising Star" by *Cynopsis Media* in 2017, and she was named for *Cablefax's* "People to Watch" list in 2019. Additionally, Kristina participated in the week-long Women in Cable Telecommunications Rising Leaders Program in 2017.