

BRANDII TOBY-LEON

DIRECTOR OF PRESS AND PUBLIC RELATIONS



Brandii Toby-Leon is director of press and public relations for DIY Network, where she oversees the network's press strategies and serves as the primary liaison between consumer and trade media as well as DIY Network's talent and executives. Under her leadership DIY Network has received tremendous media attention, including regular home improvement segments on NBC's *Today* show and inclusion in articles for such leading publications as *The Wall Street Journal*, *The New York Times* and *Sports Illustrated*. Toby-Leon joined DIY Network in 2006 and has spearheaded award-winning campaigns for various network programs including *Blog Cabin*.

Prior to joining Scripps Networks, Toby-Leon was publicity manager for the Fox Television Stations duopoly in New York City (WNYW-TV and WWOR-TV). Other corporate and entertainment public relations experience includes a stint with LB Lipman Public Relations in publicity, where she handled the nationally syndicated television shows *Maximum Exposure* and *Real TV*.

Toby-Leon is a member of Women in Cable Telecommunications (WICT). She worked on the 2009 WICT Leadership Conference committee and is an active member of the WICT Atlanta chapter, serving as the director of communications on the 2010 Board. She received the 2009 WICT Atlanta Rising Star and Cheryl Greene Fellowship Awards, and is a member of the 2010 WICT Rising Leaders, Class 7.

In addition, she's involved with the Entertainment Publicists Professional Society (EPPS), Public Relations Society of America (PRSA) and National Association for Multi-ethnicity in Communications (NAMIC). She is a member of the Diversity & Marketing Communications Committee and the Community Pillar Team for Scripps Networks. In November 2007 Toby-Leon was one of 40 selected in the cable industry to participate in NAMIC's Leadership Seminar.

Toby-Leon is a graduate of American University's School of Communication with a master's degree in journalism and public affairs. She holds bachelor's degrees in communications (TV/film) and criminal justice from California State University, Fullerton. She lives with her husband, Rennie, in Knoxville, Tenn., and enjoys cross-country road trips, reading, watching movies and dancing.

About DIY Network

DIY Network, from the makers of HGTV and Food Network, is the go-to destination for rip-up, knock-out home improvement television. DIY Network's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. One of the fastest growing digital networks and currently in more than 53 million homes, DIY Network's programming covers a broad range of categories, including home improvement and landscaping. The network's award-winning Web site, www.DIYNetwork.com, is a leader in the Nielsen Online Home and Garden category and features multiple resources, including thousands of do-it-yourself home improvement projects, expert advice, how-to videos and images, and user-friendly reference guides with step-by-step instructions.

