

JULIE TAYLOR

VICE PRESIDENT OF PROGRAM PLANNING, HOME CATEGORY



As vice president of program planning for Scripps Networks' home category, Julie Taylor oversees the program planning, program schedule and budget for HGTV and DIY Network, and applies her skills in developing strategic programming events. Her responsibilities include playing a key role in growing and developing cross promotional opportunities with both networks. Taylor's scheduling team works closely with the home category's research department and is responsible for evaluating network ratings and fine-tuning the program schedule to continue building a strong, loyal audience.

Taylor joined DIY Network in program administration in 2004. Along with her duties for DIY Network, Taylor jointly oversaw program administration for Fine Living Network (FLN) from 2006 to 2008. Prior to her roles with DIY Network and FLN, she worked for Scripps Productions as a production manager and supervised budgets and staffs for high-profile HGTV projects, including *Dream Home* and *White House Christmas*.

She began her television career nearly 20 years ago, working first as a community affairs producer and then as a senior news promotion producer for WBIR, the NBC affiliate in Knoxville, Tenn. During this time, she received numerous local ADDY awards through the American Advertising Federation (AAF).

Taylor is a University of Tennessee graduate and holds a bachelor's degree in advertising. She resides in Knoxville with her daughter Olivia. She is an active volunteer at Olivia's elementary school and annually gives her time to The Fantasy of Trees, an East Tennessee Children's Hospital event.

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.

