

KENT TAKANO

EXECUTIVE PRODUCER OF BRANDED ENTERTAINMENT



As executive producer of branded entertainment for DIY Network, Kent Takano works with the programming team to execute ad sales related partnerships and integration. He identifies programming opportunities and assets the sales team can monetize. In this role, he also conceptualizes and develops sponsor-integrated series and specials that bridge the programming and ad sales departments' ratings and revenue goals.

Previously, Takano was the vice president of original programming responsible for development and production of all long-form series and specials and short-form programming for FLN (Fine Living Network). He developed and oversaw all branded entertainment programming, which included identifying and executing organic production opportunities, post-production graphics, and virtual software. He managed the programming department's budget, and worked closely with business affairs department and FLN's production companies.

During his nine-year tenure with Scripps Networks, Takano has also been a director of programming at HGTV and director of Scripps Emerging Media. He created new strategies for Scripps Networks' emerging platforms, including on-air, online and digital media applications. At HGTV, he was responsible for the development and supervision of a variety of series and specials for the network's primetime lineup, including *Curb Appeal*, *Weekend Warriors*, *Designer Finals*, *Date With Design*, *Restore America*, *Garden Giants*, *Homestead Holdouts*, and *Pet Palaces*.

Prior to coming to Scripps Networks in 2001, Takano served as an independent producer/writer for various broadcast and cable programs and networks, including HGTV, Food Network, Discovery, Tech TV, C/Net, *The View (ABC)*, *ET* and Fox Broadcasting. He was a consultant in the San Francisco television market at the NBC, ABC and CBS affiliates, an executive producer of programming at WFAA in Dallas, and the senior director of development at Belo Productions.

As a member of Scripps Networks' Diversity Committee, Takano plays an active role in identifying diversity workshops and job fairs. He also works with company to bring greater internal and external awareness on the importance of diversity in the workplace. He was named in *CableFax's 2009 Most Influential Minorities in Cable* list and is a graduate of NAMIC's Executive Leadership Development Program at UCLA Anderson School of Management. Takano is the recipient of two Emmy awards, four Telly Awards and a Bronze CLIO Award. From 2006 to 2009, he served as a participant and facilitator at the Realscreen Summit. He is currently a mentor in Scripps Networks' Mentoring Experience program.

Takano resides in Knoxville, Tenn., and is a graduate of the University of California, Berkeley.

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.

