
SCRIPPS NETWORKS

INTERACTIVE

MEDIA KIT



BY: KAMI MUSKAT

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Dec. 1, 2017

FACT SHEET- NEW NETWORK

Who

Scripps Networks Interactive: Vegetarian Food Channel
Kenneth W. Lowe, CEO

What

Starting a new network called 'Vegetarian Food Channel'
Hiring 150 employees

Where

Knoxville, Tennessee.

When

Feb. 2, 2018.

Why

Scripps Networks Interactive wishes to create a network that is oriented towards instructional and vegetarian chef-orientated programming. With an increasing vegetarian community, the interest in vegetarian and vegan cooking has increased.

Benefits

New jobs for currently unemployed workers.
Allows for production of shows geared towards the vegetarian community.

Quote

Lowe: "I'm excited for the Vegetarian Food Channel to begin airing in a few short months. We at Scripps Networks Interactive are always looking to bring diversity and passion to the American television. We are bringing more diversity in personalities and menus by adding a vegetarian-oriented network."

Background on Scripps Networks Interactive

Headquartered in Knoxville, Tennessee
The leading developer of engaging lifestyle content in the home, food and travel categories for television, the internet and emerging platforms.

INFORMATION CONTACT:

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Ted Allen Biography



Photo by: Susan Magnano

Ted Allen is the host of hit competition series “Chopped” and “Chopped Junior” on “Food Network,” and a frequent contributor to “The Best Thing I Ever Ate.” The Emmy-Award winner was also the judge on the first four seasons of “Bravo’s” “Top Chef” and “Food Network’s” “Iron Chef America,” and the food and wine specialist on the loved “Bravo” series, “Queer Eye.” Allen is also an author. His books include, “The Food You Want to Eat: 100 Smart, Simple Recipes,” and “In My Kitchen: 100 Recipes and Discoveries for Passionate Cooks.” He is also the co-author of the New York Times best-seller “Queer Eye for the Straight Guy: The Fab Five’s Guide to Looking Better, Cooking Better, Dressing Better, Behaving Better, and Living Better.”

Allen got his start in restaurant criticism while working as a member of the bi-weekly group-review team called “The Famished Four.” Since 1997, he has been a contributing editor to Esquire Magazine, where he writes about food, fine, style and everything else the American man needs to know. Before this, Allen was a senior editor at Chicago Magazine.

Allen won a 2012 James Beard Award for his work hosting “Chopped;” the show itself also received a Beard for best in-studio program. He was also a finalist for a National Magazine Award for an Esquire feature on the little-known phenomenon of male breast cancer. Allen has written for publications such as Bon Appetit, Epicurious and Food Network Magazine.

Allen volunteers his time to several national and local charities. He has been the spokesperson for “Dining Out For Life,” an annual fundraiser held on the last Thursday in April in which more than 3,000 restaurants donate a portion of the day’s proceeds to local AIDS service organizations. Allen also serves on the “Culinary Council of the Food Bank for New York City.”

Allen holds a Master of Arts in Journalism from New York University, with an advanced certificate in the school's Science and Environmental Reporting Program, and a Bachelor of Arts in Psychology from Purdue University. He lives in Brooklyn with his husband, Barry Rice.

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For Immediate Release

HGTV to Premiere ‘White House Christmas 2017’ on Sunday, Dec. 10, at 6 P.M. ET.

KNOXVILLE, Tenn. (Dec. 5)- The holidays are upon us, which means we at HGTV have the exciting opportunity to take a room-to-room tour of the decorated White House. Designer and home renovator, Alison Victoria, will be following the White House staff and volunteers as they show her the home’s holiday decorations. The one-hour special will be premiering Sunday, Dec. 10 at 6 p.m. This year’s White House décor theme is Time-Honored Traditions.

This special will follow Victoria as she helps volunteers decorate, tries pastries made by the White House pastry chefs, views the Blue Room tree and gets an up-close look at the making of the 350-lb White House Gingerbread House.

Pictures from the special will be posted on HGTV.com/WhiteHouseChristmas. Fans and staff can follow the fun on social media by searching #WhiteHouseChristmas.

ABOUT HGTV

HGTV broadcasts a variety of how-to shows with a focus on home improvement, gardening, crafts and remodeling. HGTV offers: a top 10 cable network that is distributed to more than 91 million U.S. households; a website, HGTV.com, that attracts an average of 9.7 million people each month; a social footprint of 16.8 million; HGTV magazine, a monthly publication that reaches more than one million readers and exclusive collections of home-oriented products through HGTV HOME consumer products line. HGTV is owned by Scripps Networks Interactive, which also owns and operates Food Network, Travel Channel, DIY Network, Cooking Channel and Great American Country. HGTV is headquartered in Knoxville, Tennessee.

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KNOXVILLE, Tenn. (Dec. 5)- The holidays are upon us, which means it’s time to decorate the White House! HGTV’s White House Christmas 2017 will be premiering Sunday, Dec. 10, at 6 p.m. ET/PT. The one-hour special will include a room-to-room tour as designer and home renovation star Alison Victoria follows White House staff and volunteers through the iconic home’s holiday transformation. This year’s décor theme is Time-Honored Traditions.

This special will follow Victoria as she helps volunteers decorate, tries delicious pastries made by the White House pastry chefs, views the Blue Room tree and gets an up-close look at the making of the 350-lb White House Gingerbread House.

For more White House Christmas fun, fans can visit HGTV.com/WhiteHouseChristmas for photo galleries of the holiday festivities and can interact via social media using #WhiteHouseChristmas.

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Broadcast Release- 30 sec.

AM- HGTV
Kami Muskat:

10 lines

30 Seconds

Happy Friday!

Here is Kami Muskat with some bittersweet information about everyone's favorite show, Fixer Upper.

Fixer Upper's Chip and Joanna Gaines recently announced that their H-G-T-V hit series will be coming to an end after this upcoming season five.

Season five is set to begin airing on November 21st and it is going to be a big one.

Some good news is that the H-G-T-V stars have collaborated with Target and are releasing

Hearth and Hand with Magnolia, an exclusive home and lifestyle brand, on November Fifth.

(more)

AM-HGTV
2-2-2

Hopefully this makes your holiday shopping a whole lot easier!

For more news follow us as at Scripps Networks Interactive on social media.

(end)

Broadcast Release

AM- HGTV
Kami Muskat:

15 lines

60 Seconds

Happy Friday!

Here is Kami Muskat with some bittersweet information about everyone's favorite show, Fixer Upper.

Fixer Upper's Chip and Joanna Gaines recently announced that their H-G-T-V hit series will be coming to an end after this upcoming season five.

Season five is set to begin airing on November 21st and it is going to be a big one. H-G-T-V announced in a release that the season will include special guests stars, including Tim Tebow [TEE-bow] and former First Lady Laura Bush.

(more)

AM-HGTV
2-2-2

Jo's all-time favorite makeover will also be aired, as she and Chip will reveal the house they designed for her sister.

If you're sad about the show coming to an end, you do have something to look forward to as the H-G-T-V stars have collaborated with Target and are releasing Hearth and Hand with Magnolia, an exclusive home and lifestyle brand, on November Fifth.

Hopefully this makes your holiday shopping a whole lot easier!

For more news follow us as at Scripps Networks Interactive on social media.

(end)

For my project, Scripps Networks Interactive, I created different social media posts announcing that the Travel Channel's "Bizarre Food" will be shifting its focus from exploring the world, to exploring America's backcountry. Scripps Networks Interactive owns the Travel Channel.

I created the social media posts using Instagram, Pinterest and Twitter.

I chose Instagram because on the platform, I am able to share a picture and write information on the caption. I also used hashtags so that users who search the specific hashtag will see my post, and hopefully become interested in the show.



I chose Pinterest because I thought back to how I got into the show “Stranger Things.” I saw a cool post on Pinterest about the show while scrolling through my feed one day and decided to check watch it because of the post. Pinterest allows for the post to pop on someone’s feed.



Saved by
Kami Muskat

Open

Tried this Pin?

Be the first to share how it went

Add photo or note



You saved to PR Project

Andrew Zimmerman explores the bizarre food America's historical back-country has to offer.

I chose Twitter because on the platform I am able to post a picture with a limited caption to capture my follower's attention.



Kami @KamiKattt · 3m



After more than 10 years of trying the world's most interesting eats, [@andrewzimmern](#) shifts his focus to exploring America's backcountry.

