

Betsy Ayala - Vice President of Programming

Scripps Networks - HGTV, Food Network, DIY Network, Travel Channel and Great American Country

Mandates: Scripps Networks

HGTV

- Talent comes first, above all else
 - Strong personalities who are relatable and likeable
 - Love good-looking duos
 - Diversity
 - Looking for expert characters who are truly running businesses, not only for authenticity, but for series sustainability.
 - Everything about the show is organic to the characters
- Real-world characters set in middle of country
- Bigger picture stories with renovation, demo and restoration, i.e., how to get a better life, not how to get a better kitchen
 - Their audience needs to see the before and after of an entire house not just a room or backyard
- Always looking for pitches that are a step ahead of the next trend in housing, i.e. tiny houses
- Looking at formats again. Nothing too predictable. Maybe look toward technology.
- DIY is pure Renovation and HGTV has more real estate in each episode

Food Network

- 50/50 M/F; 25-54, focused on older Millennials, and P2-17
- Focused on family viewing: family shows at 8p, parents stay on network after kids are in bed
- Talent is a priority
 - Want virgin, never-before-seen-on-TV characters who are passionate and can get a laugh with a fun, light attitude who can bring a humorous tone to information
 - Not just chefs but anyone with a real, authentic, passionate connection to food (home cook, bakery owner, family run catering company, etc.)
 - Open to digital talent but must be able to stand offline; too often YouTube talent audiences do not translate to broadcast
 - Will greenlight series off of Skype submissions if the talent is good enough; will help develop the format/series around the talent
- Food needs to be the star of any show, any genre
 - Looking for a build element—that's why they love *Cake* so much
 - Backing off competition, but still looking for repeatable, compelling format
 - *Celebrity Food Fight* failed because of game, rather than food, focus
 - No dating formats, skews too female
 - Developing more in docs, occudocs and business makeovers
- Food Network Food is Guy Fieri Food: Broadly appealing, ingredients available at Super Walmart stores, dishes about which the audience has an existing base level of experience and knowledge (can see it on TV and know how it should taste)
- Interested in family fun food businesses – relatable personalities
- Keys to a successful pitch:
 - format includes opportunity for take-away food information/knowledge (*Celebrity Food Fight* not working because games could be played on any network)

- o food beauty shots – network needs to see a production company can produce food that looks delicious on tape; successful “food porn” in a sizzle makes a big difference during internal consideration
- Trying travelogues but need fun hook + personalities (prefer duos) and at least a soft format: each episode needs a goal and reveal (think old-school “\$40 A Day” type format)
- Cooking Channel now being used as an incubator for possible Food Network prime-time programming

Travel Channel

- 25-54 years old, 50/50 M/F
- Don’t overdevelop before pitching
- Formats should have an achievable mission
- Looking for Adventure/Expedition, more open to Mystery (no Ghost)
- Everything idea should come in with talent attached
 - o Diversity helpful
 - o Should not be too blue collar
- No music, bands

Betsy Ayala currently serves as the as Vice President of Programming for Scripps Networks Interactive’s home category team. In her new role, Ayala manages the development and production of series and specials for HGTV, DIY Network and Great American Country.

Ayala joined Scripps in 2016 with more than 15 years of television and digital programming experience, managing teams in everything from live daily shows and events to docu-soaps. Before joining HGTV, Ayala was the head of Programming and Production at PTA Networks, a digital streaming television travel network. Ayala also served as Executive Producer and Head of New Development for Moxie Pictures, home of multi-season successes like Animal Planet’s *Ice Cold Gold* and FYI’s *Arranged*, which she created. Her previous television experience also includes developing and producing programming for luxury lifestyle network Plum TV, as well as the NFL Network, CBS Sports Network, NBC Sports and ESPN.

Ayala holds a master’s degree from Northwestern University in broadcast journalism and received her undergraduate degree from Vanderbilt University.