

## CHAD YOUNGBLOOD

### **FINE LIVING NETWORK GENERAL MANAGER**

As general manager of the Fine Living Network, Chad Youngblood has a vision. “We really believe that lifestyle television is something that should be entertaining and engaging and informative in people’s lives,” he says. “We focus the channel on programming that helps people better themselves, their surroundings, or their world in a way that is highly entertaining and captures their imagination—whether it’s daytime or primetime.”

Fine Living Network’s programs are dedicated to inspiring and empowering people to live better, maximize their time and get the most out of their money. “We do great shows on relationships, weddings, interior design, cooking,” Youngblood enthuses. “We have some of America’s favorite lifestyle experts creating shows with us—Christopher Lowell, Martha Stewart, Emeril Lagasse. We’re on a quest to make FLN America’s favorite lifestyle network.” With a slate of 40 to 50 different titles on air, FLN is creating an impressive 600-800 hours of original programming per year.

Part of Youngblood’s talent as a network head lies in having his finger on the

pulse of the ever-changing creative landscape. As he puts it, “You have to be insanely curious about pop culture to even have a chance at creating a product that people respond to. I watch a lot of TV, read a lot of magazines, and go to a lot of concerts. I immerse myself.”

Youngblood observes how, in America today, people’s homes have become ways of expressing themselves. He also is quick to point out the current it-factor of “green,” which he says “has exploded, partially because the product side of it has taken off, inviting in wonderful new design trends like bamboo flooring and on-demand water heaters.”

A creative mind in the truest sense of the word, Youngblood thrives on the ups and downs of life. “The best ideas come when I am at my worst, some of my best ideas come at times of crisis,” he says.

And, Youngblood explains that, at his core, he wants all his FLN viewers to feel three things: “That we haven’t insulted your intelligence, that we made you feel like you are a little bit smarter, and that you were entertained, whether we made you laugh or made you cry.”



Chad Youngblood. Image courtesy of Fine Living Network.