

Fine Living Network rolls out slate

'Wingman' to fly in Feb; 'Closet' to open in April

By MIKE FLAHERTY

In what it described as a “mini-upfront,” Fine Living Network rolled out a copious slate of projects for this year and 2010 at a breakfast in Gotham.

The sesh at the Flatiron district eatery Eleven Madison included the Scripps Networks Interactive cabler’s announcement that its ratings will now be reported by Nielsen -- a move that marks a growth milestone for any niche channel.

Unveiling its tagline “Entertainment you can use,” FLN trumpeted a handful of original series, among them “Wingman,” which offers dating advice from standup comedian Michael Somerville and bows Feb. 10; eco-oriented magazine “Green With Envy” (March 17); and style-and-storage tutorial “Closet Cases” (April 13).

Also on tap are a number of skeins making a U.S. debut. “The Last 10 Pounds Boot Camp” (premiering Jan. 26), personal-adventure anthology “The List” (April 10), flip-and-fix real estate docu “Sarah’s House” (May 5) and home-improvement prank hour “The Fix” (April 1) come from Canada, while the self-explanatory “How to Find a Husband” (April 9) hails from Blighty.

Recently acquired titles include “Bulging Brides,” a kind of “Biggest Loser” for the betrothed that had a brief run on WE and bowed earlier this month; and al fresco makeover “Outer Spaces,” formerly of HGTV and which premieres on April 5.

“Our goal has always been to make FLN part of the pop culture vernacular,” said general manager Chad Youngblood, who made the presentation.

On the development side, Youngblood sneak-peeked “Bartender Wars,” a competish involving mixmasters and their unwitting customers slated for the fourth quarter. The first three quarters of 2010 will see reality projects based on, respectively, hidden-camera dating (“Love Taxi”), personal intervention (“Tough Love”) and high school nostalgia (“20-Year Reunion”).

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