

# Food Network Searches For the Next Star

## Season 11



Season 11 of *The Next Food Network Star* starts this weekend. And the ever present ad offers a few glimpses of contestants: one proclaims destiny and Hollywood while another mentions a specific target group for her culinary skills...children.

If the latter contestant has creative cooking talent, communication chops and personality for video, and there are enough numbers in the target viewing audience, the contestant is in the running. The network has no regular feature in the genre. Although kid-friendly themed programming aired last year...

**As for the other contestant...destiny and Hollywood are not niches...**

The TV industry is a vast array of niches... evident when you glance through Roku's list of free and fee-based channels.

It will be interesting to see what the other contestants will offer. Some bios point to specific kinds of specialties. Karam and Decote might be possibilities...

Note TV.com's description of prerequisite skills needed by contestants is misleading because even if one nails all the points described, if the point of view presented is already part of the Food Network's regular programming...next.

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Finding Your Niche: Discover...**

**<https://nichecreativity.com/finding-your-niche-ebook/>**

## **References**

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