
DISCOVERY COMMUNICATIONS, INC.



BIOGRAPHY

John S. Hendricks

**Founder, Chairman and CEO
Discovery Communications, Inc.**

John S. Hendricks is founder, Chairman of the Board and Chief Executive Officer of Discovery Communications, Inc. (DCI).

DCI owns and operates cable television's The Discovery Channel and The Learning Channel. DCI also operates ancillary businesses in home video, print and CD-ROM publishing, merchandising, and international program sales and distribution. Recently, the company formed a wholly-owned subsidiary, Your Choice TV, Inc., of which Hendricks also serves as Chairman.

Hendricks incorporated his company, originally called Cable Educational Network, Inc., in 1982 in order to develop a new cable television service. As a result of these efforts, The Discovery Channel was launched on June 17, 1985. As the founder of The Discovery Channel, Hendricks created America's first cable network designed to provide world class documentary programming in the areas of nature, science and technology, history, human adventure and world exploration. The Learning Channel, which the company acquired in May 1991, complements Discovery with its mission to consistently offer people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

With an initial investment of \$25 million and Hendricks' obsession to bring documentary programming and innovative specials to American television, The Discovery Channel has become one of the fastest growing cable television

- more -

John Hendricks

(continued)

networks and now ranks fourth in size, with 62 million subscriber households in the U.S.A. and 13 million more subscribers in over 60 other countries.

Hendricks also serves as: Chairman, Board of Governors, National Academy of Cable Programming; Member, James Madison Council, Library of Congress; Member, National Council, National Museum of Natural History, Smithsonian Institution; and Member, Advisory Board, Lowell Observatory.

Hendricks has been profiled in *Business Week* magazine, and has made appearances on television programs such as the *CBS Evening News*, CNN's *Crossfire* and *Larry King Live!*, and PBS' *Technopolitics*. Recently, he became the first corporate leader to receive the NEA's *Friend of Education* award for "innovations in education and technology and greatly expanding educational opportunity for America's schoolchildren." This award has in the past been presented to such noted figures as President Lyndon Johnson and Supreme Court Justice Thurgood Marshall.

Before Discovery, Hendricks served as president of the American Association of University Consultants (AAUC). Hendricks founded AAUC, a private consulting organization specializing in television distribution and marketing of educational programs and services. Clients of AAUC during Hendricks' tenure included over 160 colleges, universities and educational film distributors.

In conjunction with his AAUC duties between 1974 and 1980, Hendricks served as Director of Corporate Relations for the University of Maryland (Central Administration). Hendricks managed efforts that generated corporate and foundation contributions totaling \$7 million annually.

From 1973 to 1974, Hendricks served as Director of Community and Governmental Relations for the University of Alabama in Huntsville. While serving as director, Hendricks raised \$3 million in contract awards.

Hendricks holds a B.A. in History (*magna cum laude*, 1973) and an honorary doctorate (1991) from the University of Alabama in Huntsville.

DISCOVERY COMMUNICATIONS, INC.



FAST FACTS

Discovery Communications, Inc. (DCI) is a diversified, privately held multimedia company anchored by cable television's the **Discovery Channel** and **The Learning Channel**. DCI also operates businesses in home entertainment, interactive multimedia, publishing, merchandising and international sales and distribution.

Discovery Networks, a division of Discovery Communications, Inc., manages and operates both the **Discovery Channel** and **The Learning Channel**. The Discovery Channel offers the finest in non-fiction entertainment to more than 64 million U.S. households. The Learning Channel is the only cable network that consistently offers people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

PARENT COMPANY: Discovery Communications, Inc.

HEADQUARTERS: 7700 Wisconsin Avenue
Bethesda, MD 20814-3522
(301) 986-1999

LAUNCH DATE: Discovery Channel
June 1985

The Learning Channel
November 1980
(Acquired by Discovery Communications in May 1991)

SUBSCRIBERS: Discovery Channel: 66.3 million households
(Nielsen Universe Estimate, November, 1995)

The Learning Channel: 42.4 million households
(Nielsen Universe Estimate, November, 1995)

- more -

Discovery Communications Inc.

(continued)

EXECUTIVES:

John S. Hendricks
Founder, Chairman and CEO
Discovery Communications, Inc.

Gregory B. Moyer
President and COO
Discovery Networks and Worldwide Programming

W. Clark Bunting
Senior Vice President
Programming

Daniel Fischer
Senior Vice President
Research

Bill Goodwyn
Senior Vice President
Affiliate Sales and Relations

Bill McGowan
Senior Vice President
Advertising Sales

Chris Moseley
Senior Vice President
Marketing & Communications

PRESS CONTACTS:

Jim Boyle (ext. 5670)
Vice President
Communications

Katherine Urbon (ext. 5771)
Senior Manager
Corporate Communications

What is NCTA?

The National Cable Television Association is the cable industry's major trade association. Founded in 1952, NCTA's primary mission is to provide its members with a strong national presence by providing a single, unified voice on issues affecting the cable industry.

Association Members

NCTA represents cable systems serving more than 80 percent of the nation's 59 million cable subscribers. It also represents more than 60 cable programmers — networks such as CNN, HBO and MTV. In addition, NCTA represents the hardware suppliers and providers of other services to the industry.

NCTA's mission is to advance the cable television industry's public policy interests before Congress, the executive branch, the courts and the American public; and to promote the industry's operating, programming and technological developments. NCTA, working with state cable associations, also represents the industry's interests to state and local policy makers. NCTA hosts the industry's annual trade show, which typically features more than 250 exhibitors and attracts more than 16,000 attendees.

NCTA is overseen by a board of directors comprised of CEOs of NCTA member companies. The board has established working committees, such as the Satellite Network Committee, the Public Affairs Committee and the Small Cable Operators Committee, that address industry issues on an ongoing basis.

NCTA employs a staff of 90 people in the following departments:

- Administration and Finance
- Association Affairs
- Government Relations
- Industry Affairs
- Legal
- Programming and Marketing
- Public Affairs
- Research and Policy Analysis
- Science and Technology

Together, these departments provide NCTA members with resources and programs addressing the public policy, programming, public relations, and engineering aspects of the cable television industry.

Administration and Finance	(202) 775-3685
Association Affairs	(202) 775-3622
Government Relations	(202) 775-3644
Industry Affairs	(202) 775-3669
Legal	(202) 775-3664
Programming and Marketing	(202) 775-3611
Public Affairs	(202) 775-3629
Research and Policy Analysis	(202) 775-3680
Science and Technology	(202) 775-3637

NCTA Publications

Cable Television Developments

Produced three times a year, Cable Television Developments includes a compilation of useful statistics concerning the cable industry, a directory of the top 50 MSOs and a directory of current and planned national and regional networks. To receive a copy of Cable Television Developments, contact the NCTA Research & Policy Analysis department.

Secure Signals

This bimonthly informational newsletter includes topics on theft of service in criminal and civil cases, legislative activities on the state and federal level, legal precedents, technological advances, educational forums and "how-to" information for cable operators. Its audience is made up of legal, technical, operations, finance and marketing personnel within cable systems, programmers, motion picture studios and equipment manufacturers. Contact the NCTA Office of Cable Signal Theft for more information.

Kids and Cable

Produced to coincide with the beginning of the school year, Kids and Cable is a complete overview of children's and educational programming available through national cable networks and local cable companies. Along with general descriptions and air dates for kids' programming on many cable networks, the guide also includes contact names and phone numbers at those networks. Call the NCTA Public Affairs department for a free copy.

Linking Up

A bimonthly newsletter of the NCTA Public Affairs department, Linking Up serves as a forum for the exchange of successful community and public relations projects for system general managers and public relations professionals. A "Corporate Guideline" column provides specific suggestions on how to incorporate the industry's public affairs guidelines into system public relations goals. Available through the NCTA Public Affairs department.

Only on Cable

To provide general managers with resources for promoting the variety of programming featured on their cable systems, the NCTA Public Affairs department created the five-part Only on Cable series. Each guide in the series focuses on a specific genre of cable programming, and offers program air dates and times, as well as contact information for each network. Topics will include sports, health, documentaries, holiday specials and programs focusing on social issues.

Producers' Sourcebook: A Guide to Program Buyers

For producers trying to market their programming to national or regional cable services, the Producers' Sourcebook is a complete listing of those networks with programming content and formats, guidelines and requirements for submitting programs for acquisition, and key contact names, addresses, phone and fax numbers for each network. For more information, or to receive an order form for the Producers' Sourcebook, contact the NCTA Programming and Marketing Department.

(Note: This is just a sampling of NCTA publications.)