

*Bloomberg* - February 5, 2007

### **Discovery Says U.S. President Leaves in Shakeup**

By Christopher Stern

Discovery Communications Inc., owner of cable television's Discovery Network, said Billy Campbell left as president of its U.S. operation in a shakeup designed to streamline management.

Four other senior executives are leaving as part of the shuffle, the Silver Spring, Maryland-based company said today in an e-mailed statement.

The departures mark the first major changes by Chief Executive Officer David Zaslav since he was appointed in November. The goal is to make managers more responsible for the financial performance of their divisions, said Zaslav, who led NBC Universal's and domestic TV and new media distribution.

"What I have tried to do is take out some of the layers," Zaslav said in an interview.

General managers of the Discovery's five networks including TLC and Animal Planet will report directly to Zaslav.

Other executives who will be leaving the company are David Abraham, president and general manager of TLC; Maureen Smith, general manager of Animal Planet Media; Dawn McCall, president of Discovery Networks International and Pandit Wright, senior executive vice president for human resources.

The company is seeking a successor to Abraham. Marjorie Kaplan was named president and general manager of Animal Planet Media and Discovery Kids. Greg Ricca was named to lead Discovery Networks International and Adria Alpert-Romm will head human resources.

Discovery Communications, which also operates the Travel Channel and Discovery Health, is owned by Discovery Holding Co., Cox Communications Inc., Advance/Newhouse Communications and John S. Hendricks, Discovery's founder and chairman.

Class A shares of Discovery Holding Co., based in Englewood, Colorado, fell 16 cents to \$16.43 at 4 p.m. New York time in Nasdaq Stock Market composite trading. They have gained 13 percent in the past year.

*Associated Press* - February 5, 2007

### **CEO Shakes Up Discovery Communications**

Five Senior Executives Ousted in Shake-Up at Discovery Communications

By Seth Sutel

Five senior executives are leaving cable network operator Discovery Communications Inc. as part of a corporate overhaul announced Monday by David Zaslav, the new chief executive officer.

Billy Campbell, who had been president of Discovery's U.S. networks, is leaving and his position is being eliminated. Also leaving are David Abraham, the head of the TLC channel; Maureen Smith, who ran Animal Planet; Dawn McCall, who ran Discovery's international operations, and human resources chief

Pandit Wright.

At the same time, Zaslav is strengthening the positions of the executives leading the company's five network groups: the Discovery Channel, TLC, Travel Channel, a family-oriented group that includes Animal Planet, and a health group. The heads of each will now report directly to Zaslav -- "Creating a lean and aggressive organization that fosters a real performance culture is vital to our success," Zaslav, a former senior NBC executive who was tapped to lead Discovery last November, said in a memo to the company's staff. "The objective is to push authority and accountability down across the company."

The company said it was looking for a replacement for Abraham as head of TLC. Smith's duties as chief of Animal Planet were being assumed by another executive, Marjorie Kaplan, who also will oversee Discovery Kids Media in a group focusing on family programming.

Zaslav tapped Greg Ricca, a former chief operating officer at MTV International, to take over responsibility for Discovery's international operations, and Adria Alpert-Romm becomes the new head of human resources.

As part of the overhaul, the company also is consolidating all of its production facilities into one unit, and each network operation will also get its own business manager, a new position that Zaslav likened to a chief operating officer.

Zaslav said the goal of the many changes was to put more power in the hands of executives directly in charge of each of the company's network cable brands.

Discovery Communications, based in Silver Spring, Md., is owned by the publicly traded entity Discovery Holding Co., as well as Cox Communications Inc., Advance/Newhouse Communications and John Hendricks, the company's founder and chairman.

*Washington Business Journal - February 5, 2007*

### **Discovery Communications makes high-level management changes**

By Neil Adler

The new top executive of Discovery Communications on Monday announced changes in the company's upper management.

President and CEO David Zaslav, who left his post as president of NBC Universal Cable and Domestic TV in mid-November to join the Silver Spring-based company, says he wants Discovery to focus on building strong brands and creating a lean, aggressive organization to compete in the cable and new media markets.

Among the moves:

The position of president of Discovery Networks U.S., is being eliminated. Billy Campbell, who has been with Discovery for five years and led Discovery Networks U.S., is leaving the company.

David Abraham, general manager of TLC, is also leaving the company. Discovery will search for a replacement.

The position of general manager of Animal Planet Media is being eliminated, and Maureen Smith will leave Discovery.

Dawn McCall, president of Discovery Networks International, is leaving the company and will be replaced

by Greg Ricca. Ricca previously served as chief operating officer of MTV International.

Pandit Wright, senior executive vice president of human resources, also is moving on. She will be replaced by Adria Alpert-Romm, who is joining Discovery from NBC Universal. New CEO Zaslav has worked with Alpert-Romm for "many years," according to Zaslav.

In other moves, Discovery plans to hire a senior business manager for each of its network brand groups, Zaslav says. The company is also looking for a head of business development.

*Advertising Age* - February 5, 2007

### **New Discovery CEO Lines Up His Team**

Zaslav Says Good-Bye to President Billy Campbell

By Andrew Hampp

Just weeks into his new role as CEO of Discovery Networks, David Zaslav is rearranging house. In a statement issued to his new company today, Mr. Zaslav expressed a desire to "create a lean and aggressive organization," which will begin with the elimination of the president position and its current title holder Billy Campbell.

**Led way to ratings gains**

Mr. Campbell had worked with the company for five years and led Discovery and TLC to double-digit ratings gains. Also leaving is David Abraham, TLC president-general manager. He will leave his post at the end of March, with a search to replace him effective immediately. Marjorie Kaplan, president-general manager of Animal Planet Media and Discovery Kids Media assumes the duties of Maureen Smith, Animal Planet Media general manager, whose position has been eliminated and who will leave the company.

Under a new structure, general managers of Discovery's five major brands will take on president-like responsibilities. So Ms. Kaplan takes charge at Animal Planet and Discovery Kids. A new president will be found for TLC. The other top managers of the other networks assume president titles: Jane Root was named president-general manager of the Discovery Channel and the Science Channel; Pat Younge is now president-general manager of Discovery Travel Media; Len Tacconi is now president of Discovery Health Media Enterprises.

"These leaders will assume additional authority over key business functions including production, marketing, new media, communications and research and will have dedicated brand support from advertising sales and business development," Mr. Zaslav said in his statement. "More direct control of these functions is an essential part of our strategy to empower managers in charge of the company's growth businesses. These network brand groups will become the primary creative engines across the company's TV and distribution platforms."

**More focus on digital**

Another part of Mr. Zaslav's reorganization is the creation of Discovery Studios and an Emerging Networks Group to lend more manpower to the company's growing multiplatform and HD initiatives. Former MTV Networks International chief operation officer Greg Ricca steps in for Dawn McCall as the new president-CEO of Discovery Networks International.

"These changes are substantial," Mr. Zaslav said in the statement. "The goal is to maintain Discovery's leadership as the No. 1 nonfiction media company in the world, while clarifying responsibilities, improving financial performance and ultimately creating more shareholder value."

*UPI - February 6, 2007*

(Pick ups: *The Washington Times, DailyIndia.com, EarthTimes.org, Playfuls.com, Monsters and Critics.com, The Post Chronicle* )

#### **Discovery Network leadership shaken up**

A Discovery Networks U.S. shakeup by Discovery Communications CEO David Zaslav saw several key departures, including president Billy Campbell.

Other executives leaving as a result of the reorganization are David Abraham, TLC president and general manager, Dawn McCall, Discovery Networks International president, and Maureen Smith, Animal Planet president and general manager, Variety said.

Other changes include promoting Jane Root to president and general manager of the Discovery Channel and adding the Science Channel to Root's portfolio, the Silver Springs, Md.-based network said.

Zaslav placed Animal Planet and Discovery Kids into a family-oriented networks operation. Marjorie Kaplan was promoted to president and general manager of Animal Planet Media and Discovery Kids Media.

Root and Kaplan report directly to Zaslav, as do Pat Younge, president and general manager of Discovery Travel Media, and Len Tacconi, president of Discovery Health Media Enterprises.

Zaslav indicated he would soon add a programming executive to replace Abraham as president of TLC.

Mark Hollinger was promoted to president of global businesses and operations. Greg Ricca, a former MTV COO, was hired as Discovery Networks International president and CEO.

*World Screen News - February 6, 2007*

#### **Senior Restructure at Discovery**

David Zaslav, the new CEO of Discovery Communications, has initiated a significant restructure at the company with five senior executives exiting, including Billy Campbell and Dawn McCall.

Campbell's position, of president of U.S. networks for Discovery, is being eliminated. Dawn McCall, the longtime president of Discovery Networks International, is being replaced by Greg Ricca, a former COO of MTV International. Also leaving are David Abraham, the executive VP and GM of TLC; Maureen Smith, the executive VP and GM of Animal Planet Media Enterprises; and Pandit Wright, the senior executive VP of human resources. Zaslav, who was recruited from NBC Universal to succeed former CEO Judith McHale, is restructuring the company into five distinct divisions: Discovery Channel, TLC, Discovery Travel Media, Animal Planet Media/Discovery Kids Media and Discovery Health Media Enterprises.

Jane Root has been upped to president and general manager of Discovery Channel, adding oversight of Science Channel to her portfolio. Marjorie Kaplan will oversee Animal Planet Media/Discovery Kids Media as president and GM. Pat Younge will be president and GM of Discovery Travel Media and Len Tacconi will oversee Discovery Health Media Enterprises. The search for an executive to helm TLC is underway. Each of those divisional heads will report directly to Zaslav.

"This is about focusing on creating a lean culture with less layers so that we're more efficient, we're faster," Zaslav told the New York Times. "The objective is to push authority and accountability down across the company. And I want to get my hands on the key jewels at this company."

Zaslav also tapped Tom Wolzien, a former media analyst for Sanford C. Bernstein & Company, to advise the company on global growth strategy. And Joel Berman, the former president of CBS Paramount Worldwide Television Distribution, will advise the company on international content sales. Further, Mark Hollinger has been promoted to president of global businesses and operations.

*Guardian Unlimited* (UK) - February 6, 2007

### **Jane Root promoted in Discovery reshuffle**

By John Plunkett

Former BBC2 controller Jane Root has been given an expanded role at Discovery after a management shakeup at the US cable broadcaster.

Ms Root, who was previously executive vice-president and general manager of the Discovery Channel, becomes its president and general manager and also takes charge of Discovery's sibling, the Science Channel.

Among those leaving the broadcaster are Billy Campbell, the president of Discovery Networks US and David Abraham, the executive vice-president and general manager of TLC.

Ms Root was controller of BBC2 for five years before leaving to join Discovery in 2004. She was succeeded by Rojy Keating.

David Zaslav, the recently appointed president and CEO of Discovery Communications, said the shake-up was aimed at creating a "lean and aggressive organisation".

Ms Root will report directly to Mr Zaslav, as will another former BBC executive, Pat Younge.

Mr Younge, the BBC Sport head of programming and commissioning editor for multicultural programmes at Channel 4, is president and general manager of Discovery Travel Media. He joined Discovery in 2005.

Also leaving the channel are Dawn McCall, the president of Discovery Networks International, and Maureen Smith, the president and general manager of Animal Planet.

*The Hollywood Reporter* - February 6, 2007

### **Discovery restructures; 5 execs exit**

By Andrew Wallenstein and Kimberly Nordyke

Last week at a Discovery Communications sales conference in Florida, Billy Campbell tried something different to break up the usual lineup of pitches and programming reels. He arranged for a survivor from the 1972 plane crash in the Andes Mountains to recount his ordeal for the assembled employees. Then Campbell took to the stage and spoke movingly of the importance of perseverance amid hardships, a message those in attendance understood as applying to pending changes at Discovery.

Now Campbell might be heeding his own advice. He was ousted Monday from his post as president of Discovery Networks U.S. amid a big shake-up at the company, along with four other senior executives.

The changes were unveiled by Discovery's new president and CEO, David Zaslav, who was recruited this year by chairman John Hendricks from NBC Universal to replace longtime CEO Judith McHale. Zaslav is eliminating Campbell's position, which had overseen all domestic programming assets, and also restructuring the company into five overarching brand groups: Discovery Channel, TLC, Discovery Travel Media, Animal Planet Media/Discovery Kids Media and Discovery Health Media Enterprises.

Also departing Discovery in the reshuffle are David Abraham, president and GM of TLC; Maureen Smith, GM of Animal Planet; Dawn McCall, president of Discovery's international holdings; and Pandit Wright, senior executive vp human resources.

In addition, broader layoffs are expected at Discovery. In an interview, Zaslav declined comment on the possibility but said in response to a question about job cuts: "If we're going to invest more in new media and business, we have to invest less in infrastructure. We're going to be looking very hard at our traditional cost basis."

But Discovery also is adding new blood as a result of the shake-up. Among the execs filling a slew of new positions at the channel are Joel Berman, former president of CBS Paramount Worldwide Television, and Tom Wolzien, a veteran media analyst formerly of Sanford C. Bernstein. Both are coming on as consultants to the company.

That a company with Discovery's stability is being socked by such a dramatic change is a testament to the growing pains many companies are enduring in the face of the advent of digital media. Although two of Discovery's key assets, Discovery Channel and TLC, looked wobbly last year as their ad revenue waned, both networks were considered back on track alongside a relatively strong and extensive roster of brands.

The shake-up was not entirely unexpected, sources said. Discovery staffers have been bracing for cuts since Zaslav's former boss at NBC Uni, AOL's Randy Falco, instituted broad changes and job reductions at AOL just months after he departed the peacock as well for the Time Warner division. Falco left NBC Uni one week before Zaslav, who was presumed to be carrying out the same mandate for systemic overhaul that his close colleague was brought in to do at AOL.

Sources said Campbell made no secret inside the company of his ambition to succeed McHale in the CEO post. When Zaslav was hired instead, Discovery observers assumed Campbell would move on; staffers said he hoped to try his hand at producing back on the West Coast.

But when Campbell appeared jovial throughout Discovery's conference in Florida last week, some assumed he was assured a place in the new regime. It is not known whether Campbell had any idea then that he was on the way out or perhaps knew but was not letting on where he would land next. Campbell was not available for comment.

Asked about Campbell's exit, Zaslav said: "Billy is a great leader, and he's really driven the success of Discovery's domestic business. But my overall focus is we need to create less layers and a more hands-on approach. And in that kind of structure and environment, we had a hugely talented senior executive who was between me and the channels. I wanted my hands directly on those businesses."

Since joining Discovery Networks in 2002, Campbell presided over a period of extensive change but strong growth for the channel roster. Although the hair-raising life and death of Animal Planet star Steve Irwin provided Campbell with a few public relations challenges, there were far more highlights during his tenure, including the addition of hit series like "Monster Garage" and the signing of Lance Armstrong to a high-profile endorsement deal with Discovery.

But his biggest coup at Discovery was one of his first moves at the company: luring CBS veteran Joe Abbruzzese to run ad sales, which instantly elevated the company's profile on Madison Avenue.

While Campbell ably steered Discovery in his time there, he always was an odd fit in Discovery's toned-down culture out of its Silver Springs, Md., headquarters. If the soft twang that divulged his Southern roots

as a native of Greenville, S.C., wasn't enough to confer outsider status, his well-stocked Hollywood Rolodex surely did. By the time Campbell arrived at Discovery, he already had worked at ABC, Warner Bros., Miramax and CBS, where he served as No. 2 to Leslie Moonves during the late 1990s.

Discovery also had already been restructuring slowly in response to digital media realities. Travel Channel and Discovery Health already had refocused from channel-centric operations to broader businesses that embraced the full panoply of media platforms. Although Discovery insiders had expected Zaslav to remake the company in the image of NBC Uni, the new structure actually owes more to Viacom, which also consolidates power for each brand in the hands of two execs -- one creative and the other financially minded.

Meanwhile, the five network brand groups, which will report to Zaslav, will be headed by:

Jane Root, president and GM of the Discovery Channel, who also will oversee the Science Channel.

A yet-to-be-named president and GM of TLC, replacing Abraham, who is set to leave the company at the end of March and return home to the U.K. The company is launching a search that includes internal and external candidates.

Pat Younge, president and GM of Discovery Travel Media.

Marjorie Kaplan, who is being promoted to president and GM of Animal Planet Media and Discovery Kids Media, which means the company's "family-focused networks" are being consolidated under one executive. Smith's position as GM of Animal Planet Media is being eliminated.

Len Tacconi, president of Discovery Health Media Enterprises.

Zaslav said the five executives will assume additional authority over key business functions including production, marketing, new media, communications and research and also will have dedicated brand support from advertising sales and business development.

Zaslav added that there will be a senior business manager, similar to a COO, for each of the network brand groups "to allow the creative executives to focus on the creative work and business executives to focus on the operations." A search will be launched to find these executives, who will oversee all business operations and administration, coordination across business units and leading the strategy for brand extensions.

In addition to the five brand group chiefs, Abbruzzese, president of advertising sales, and Bill Goodwyn, president of affiliate sales and marketing, also will now report to Zaslav.

Goodwyn will now take the title of president of domestic distribution and enterprises. As part of the restructuring, Discovery Education, headed by president Steve Sidel, will now report to Goodwyn.

Meanwhile, Zaslav is forming a new division dubbed Discovery Studios that will comprise Discovery Production Group, Discovery Films, Discovery Creative Resources and the shortform content unit Predator. Veteran Discovery executive Clark Bunting will serve as president of Discovery Studios, reporting to Zaslav.

Zaslav also is restructuring the Military Channel, Discovery Times Channel, Discovery Home Channel and Discovery HD Theater into a new division dubbed the Emerging Networks Group. A search is being launch to fill the top position.

Meanwhile, in their new role as consultants, Wolzien will work with senior management on Discovery's overall global growth strategy and to explore opportunities in digital television, the Internet and new media, while Berman will look to develop an "aggressive" syndication strategy for Discovery's content domestically and abroad.

Other promotions and appointments:

Mark Hollinger is being upped to president of global businesses and operations, with his additional responsibilities now including management of Discovery Commerce and Discovery Networks International. Discovery Commerce president Frank Rosales will now report to Hollinger.

Greg Ricca, a former COO at MTV International, has been named president and CEO of Discovery Networks International, replacing McCall, who had been with the company for 20 years. He will report to Hollinger.

Adria Alpert-Romm, who headed human resources for the NBC Entertainment and News division at NBC Universal, has been named senior executive vp human resources, reporting to Zaslav. Alpert-Romm replaces Wright, a 12-year Discovery veteran.

Discovery also is launching a search to find a business development chief, who will lead the team devoted to determining the growth priorities for DCI's global assets and "will centralize, at the corporate level, the planning for acquisitions, joint ventures and other potential partnerships in the digital and new-media space," Zaslav said.

Discovery, which reported revenue of \$722 million in the third quarter, is half-owned by Discovery Holding Co., a spinoff of Liberty Media. The other half is split between Cox Communications and Advance/Newhouse Communications.

*The Rocky Mountain News* - February 6, 2007

#### **BRIEFS; Discovery Shakeup**

Discovery Networks CEO David Zaslav on Monday announced an executive shakeup. U.S. President Billy Campbell and the general managers of Animal Planet Media and TLC are among those leaving.

Discovery is 50 percent owned by Discovery Holdings, a spinoff of John Malone's Liberty Media, and Advance Communications and Cox Communications each own 25 percent.

*Variety* - February 6, 2007  
(Pick ups: *Forbes.com*)

#### **Campbell to leave Discovery** Top execs depart due to reorganization

By John Dempsey

Billy Campbell is out as president of Discovery Networks U.S. in a massive shakeup engineered by David Zaslav, the recently appointed CEO of Discovery Communications.

Other execs who will ankle in the wake of the reorganization are David Abraham, president-general manager of TLC; Dawn McCall, president of Discovery Networks Intl.; and Maureen Smith, prexy-general manager of Animal Planet.

"Creating a lean and aggressive organization" is one of the goals, according to a statement by Zaslav. The changes start with the promotion of Jane Root to prexy-G.M. of the Discovery Channel. Root will also add the Science Channel to her portfolio.

Zaslav is putting Animal Planet and Discovery Kids into an operation centered on family-oriented networks. Marjorie Kaplan gets a promotion to prexy-G.M. of Animal Planet Media and Discovery Kids Media.

Root and Kaplan report directly to Zaslav, as do Pat Younge, president and general manager of Discovery Travel Media, and Len Tacconi, prexy of Discovery Health Media Enterprises. A programming exec will soon be hired by Zaslav to replace Abraham as president of TLC.

These five execs will also take responsibility within their networks for production, marketing, new media, communications and research. They will work more closely with Joe Abruzzese, president of advertising sales for all the Discovery networks, and Bill Goodwyn, prexy of affiliate sales and marketing, whose main job is to clear the networks on cable and satellite. Both Abruzzese and Goodwyn will now report to Zaslav.

Zaslav has promoted Mark Hollinger to president of global businesses and operations and hired Greg Ricca to run Discovery Networks Intl. as president and CEO. Ricca was chief operating officer of MTV Intl. from 1996-2003.

Another new division is Discovery Studios, which will house the production and film units, as well as creative resources. Longtime Discovery exec Clark Bunting will become president of Discovery Studios.

Also in the works is the Emerging Networks Group, which will run the Military Channel, Discovery Times Channel, Discovery Home Channel and Discovery HD Theater. Zaslav is searching both internally and outside Discovery for an exec to run this group.

Zaslav has tapped Joel Berman, former president of worldwide TV distribution for Paramount Pictures and CBS/Par TV, to serve as a consultant to help Discovery sell its library in syndication both domestically and overseas.

Another consultant will be Tom Wolzien, former media analyst for Sanford Bernstein, who'll assist Discovery in devising a global strategy for digital TV, the Internet and new-media platforms.

*MediaPost* - February 6, 2007

### **Executive Shuffle: Discovery Communications Sees Top Brass Depart**

By Wayne Friedman

A major reshuffling from new Discovery Communications President/CEO David Zaslav means a number of senior executives, such as Discovery Networks President Billy Campbell and Discovery Networks International President Dawn McCall, are departing.

Much of this was expected--especially Campbell's exit--since it was assumed he was in contention for Zaslav's position. Former NBC executive Zaslav assumed his new position three months ago. Zaslav filled Judith McHale's shoes; she left the company in December.

Another departure is Animal Planet General Manager Maureen Smith. TLC President David Abraham is also leaving, but this wasn't part of the Zaslav announcement.

Former Sanford C. Bernstein stock market analyst and NBC senior executive Tom Wolzien and former Paramount syndication executive Joel Berman have been hired as consultants. Former MTV executive Greg Ricca will join Discovery as president and CEO of Discovery Networks International.

Discovery Channel and TLC had some troubling years that witnessed major double-digit ratings decreases. But both recently rebounded in 2006.

Staying on is Discovery Networks U.S. Advertising Sales President Joe Abruzzese, who was hired by Campbell and will now report to Zaslav. Bill Goodwyn, Discovery Networks president of sales and affiliate sales and marketing, is also remaining and will report to Zaslav.

Discovery will restructure around five network brand groups--Discovery/Science Channel, TLC, Animal Health & Discovery Kids Media, Travel Media, Discovery Health, and an Emerging Network group.

Discovery Channel's President and General Manager Jane Root will stay and will now oversee the Science Channel, heading up one group. Travel Channel senior executive Pat Younge will also remain, now as the president and general manager of Discovery Travel Media. Marjorie Kaplan is being promoted to president and general manager of Animal Planet Media and Discovery Kids Media.

A new Emerging Networks Group will be formed to include the Military Channel, Discovery Times Channel, Discovery Home Channel and Discovery HD Theater.

A new division, Discovery Studios, will be formed to house the Discovery Production Group; Discovery Films; Discovery Creative Resources; and a short-form content unit.

*C21 Media - February 6, 2007*

### **Massive restructure at Discovery US**

By Jules Grant

Discovery Networks US has seen a far-reaching shake-up of its senior management instigated by new CEO David Zaslav, which sees president Billy Campbell out and Brit Jane Root promoted.

Zaslav is axing Campbell's position, which oversaw all domestic programming assets. The company will be restructured into five brand groups: Discovery Channel, TLC, Discovery Travel Media, Animal Planet Media/Discovery Kids Media and Discovery Health Media Enterprises.

Other key execs leaving Discovery are TLC president and general manager David Abraham, Dawn McCall, president of Discovery Networks International, and Maureen Smith, president and general manager of Animal Planet.

Meanwhile, former BBC exec Jane Root has been promoted to president and GM of the Discovery Channel, and also adds the Science Channel to her *portfolio*.

In a statement Zaslav said that the move was intended to create "a lean and aggressive organisation."

Zaslav is putting Animal Planet and Discovery Kids into a unit centred on family-orientated networks. This will see Marjorie Kaplan promoted to president and GM of Animal Planet Media and Discovery Kids Media.

Both Root and Kaplan will report directly to Zaslav, as does Pat Younge, president and GM of Discovery Travel Media, and Len Tacconi, president of Discovery Health Media Enterprises. A programming exec is soon to be hired by Zaslav to replace Abraham as president of TLC when he returns to the UK to head UKTV as chief executive.

Elsewhere, Zaslav has promoted Mark Hollinger to president of global businesses and operations and hired former MTV International chief operating officer Greg Ricca to run Discovery Networks International as president and chief executive.

A new division has also been created, Discovery Studios, which will house production and film units as well as creative resources. Discovery's Clark Bunting will become its president.

An Emerging Networks group is also in the offing, which will run the Military Channel, Discovery Times Channel, Discovery Home Channel and *Discovery HD Theater*. Zaslav is searching both internally and outside Discovery for an exec to run the group.

Zaslav has also hired two consultants to help oversee the restructure. Joel Berman, former president of worldwide TV distribution for Paramount Pictures and CBS/Paramount TV, will help Discovery sell its library in syndication both domestically and overseas. In addition, Tom Wolzien, a former media analyst, will help devise a global strategy for digital TV, the internet and new-media platforms.

Zaslav was hired this year by chairman John Hendricks from NBC Universal to replace longtime CEO Judith McHale. Further lay-offs are expected.

*MediaWeek* - February 5, 2007

### **Discovery's Zaslav Cleans House**

By Anthony Crupi

In his first major act since taking the top job at Discovery Communications last month, David Zaslav has engineered a sweeping reorganization of the company, eliminating the position of president of the networks group in favor of an org chart that will find each channel general manager reporting directly to Zaslav.

As a result of the reorg, which Discovery announced Monday afternoon, Billy Campbell has been let go after serving for five years as the head of Discovery's networks division.

Moreover, Maureen Smith is leaving the company, after her position as gm of Animal Planet Media was scrubbed. Animal Planet will now be consolidated with Discovery's other family-centric nets under the rubric Animal Planet Media and Discovery Kids Media. That group will be led by Marjorie Kaplan, who is being promoted to president and gm of the new unit, up from gm of Discovery Kids.

Elsewhere, Discovery Channel president and gm Jane Root will now oversee the Science Channel and Pat Younge has been named president and gm of Discovery Travel Media. As was first reported by *Mediaweek* earlier today, TLC remains without a steward, as president and gm David Abraham will leave in March in order to return home to the U.K. Abraham is close to accepting the top executive position at the English cable network group UKTV.

Lastly, Len Tacconi will retain his position of president, Discovery Health Media Enterprises, where among other properties, he oversees the emerging net FitTV.

In a memo to staffers, Zaslav indicated that the restructuring was part of an overarching plan to develop a "lean and aggressive organization," one that places a renewed emphasis on "push[ing] authority and accountability down across the company." Zaslav also included the requisite boilerplate about building strong brands for Discovery's 13 U.S. Networks, as well as beefing up the company's digital properties.

In addition to the new network heads, each brand will also be supplemented by a senior business manager, who will perform in a role similar to that of a COO. A search for candidates will begin immediately.

Zaslav credited Campbell for turning around the fortunes at the flagship channel and TLC, noting that under Campbell's leadership, the channels "had double digit ratings gains in 2006 and contributed to record revenue and cash flow at the division."

Prior to joining Discovery in 2002, Campbell served as president of Miramax Television.

In the absence of Campbell, Joe Abruzzese, the head of advertising sales, and Bill Goodwyn, head of affiliate sales and marketing, also will report directly to Zaslav.

Two new units will also be developed as part of the restructuring, including Discovery Studios and an emerging networks group that will encompass the Military Channel, Discovery Times Channel, Discovery Home Channel and Discovery HD Theater. While Zaslav did not name a president for the emerging nets unit, a likely candidate for the post is Clint Stinchcomb, the executive who spearheaded Discovery's original HDTV initiative and who presently serves as executive vp and gm for HDTV and New Media.

"The goal is to maintain Discovery's leadership as the number-one nonfiction media company in the world, while clarifying responsibilities, improving financial performance, and ultimately creating more shareholder value, Zaslav said by way of ending his communiqué. "These changes are substantial."

*The Boston Globe* - February 6, 2007

#### **Business notebook**

Discovering they're out: Five senior executives are leaving cable network operator Discovery Communications Inc. as part of a corporate overhaul by David Zaslav, the new chief executive.

*The Washington Post* - February 6, 2007

#### **New Chief Puts His Stamp on Discovery Five Executives Leaving Company**

By Amy Joyce

David M. Zaslav, the NBC executive hired recently to run Discovery Communications, began to put his own stamp on the company yesterday by eliminating superstar producer Billy Campbell's job, removing and shuffling other executives, and having most major departments report directly to him.

In all, five executives will leave the Silver Spring company, it was announced yesterday.

Zaslav said he was cutting Campbell's position of president of U.S. networks as part of the restructuring, which he said would "eliminate layers."

"The real focus here is to create a lean and aggressive organization," Zaslav said in an interview yesterday. "In doing that, we are taking a look at all the layers in the company. Billy Campbell was a fantastic executive who brought great leadership and success to the company. But looking at how we're going to grow, the decision to eliminate that job was a signal we're going to be against layers and for a culture of performance."

Zaslav was appointed chief executive in November, succeeding Judith A. McHale, who announced in August that she would leave the company Dec. 1. Until Zaslav was hired, there had been much speculation that Campbell would take over the job.

"I think David has accurately recognized that there's no room in the company for two heads, and Billy has clearly been running the show. I don't think anyone expected him to stay," said Jack Myers, who publishes a newsletter on the media industry.

Campbell was president of Miramax Television in 2002 when he left to become Discovery's president, and his arrival was heralded as a major coup, a sign that the company could attract high-level network talent. A prominent Hollywood television executive, he came to oversee the cable company's television channels as they ramped up digital and video-on-demand efforts.

When Campbell agreed to join Discovery, the company said that his West Coast star power would help the channel "move to the next level" of cable dominance.

Zaslav's departure from NBC to join Discovery in November was described as another major win for the company.

In announcing the changes to Discovery staff in an e-mail yesterday, Zaslav said the moves mean a stronger focus on Discovery's content. The company will grow by investing in new media and businesses that relate to each of the company's channels, he said in the interview.

The elimination of Campbell's position means five groups will now report directly to Zaslav: the Science Channel, TLC, Discovery Travel Media, Animal Planet Media and Discovery Kids Media, and Discovery Health Media Enterprises.

Jane Root, president and general manager, will oversee the Science Channel. David Abraham, who was president and general manager of TLC, will leave the company at the end of March. Marjorie Kaplan, general manager of Discovery Kids Media, will become the president of both that department and of Animal Planet Media, which are being consolidated under one executive. Maureen Smith, who was general manager of Animal Planet, will leave.

"If it works," Zaslav said, "we will see a bigger and stronger Discovery."

Other changes include the formation of a new Discovery Studios, which will house the Discovery Production Group, Discovery Films and Discovery Creative Resources. Clark Bunting, formerly head of U.S. production, will become president of the group and report to Zaslav.

Greg Ricca, an independent consultant who previously was chief operating officer at MTV Networks International, will soon join Discovery as president and chief executive of Discovery Networks International.

Dawn McCall, another well-known and long-term executive who was Discovery Networks International's president, will leave the company. Myers called the move "a little bit more of a surprise." McCall had been instrumental in helping increase Discovery's presence by increasing its number of cable operators in the United States. She also helped the channel expand its presence internationally.

A new Emerging Networks Group will form to include the Military Channel, Discovery Times Channel, Discovery Home Channel and Discovery HD Theater. The company has begun a search for a leader of the group.

The one person Zaslav brought with him from NBC is Adria Alpert-Romm, who will become the new senior executive vice president of human resources. Alpert-Romm will replace Pandit Wright.

Zaslav also hired Tom Wolzien, whom he has known for 20 years, to be a consultant to work with senior management on Discovery's overall strategy. Wolzien formerly ran the media practice for Sanford C. Bernstein and Co., where he covered Liberty Media, which owned half of Discovery.

*The Los Angeles Times* - February 6, 2007

### **Discovery Networks president to leave amid reorganization**

By Meg James

Billy Campbell, president of Discovery Networks, is leaving the company as part of a broad reorganization announced Monday by David Zaslav, the new chief executive of Discovery Communications Inc.

A former executive with Miramax Television, CBS Entertainment and Warner Bros., Campbell had sought the top job that went to Zaslav.

"I've really been lucky to work at Discovery. It's been a job of a lifetime," Campbell said. "I've had a good relationship with David, but he is the CEO and he deserves to run the company the way he sees fit."

Ratings are up at the company's key channels: Discovery and TLC. Campbell, who joined the company four years ago, said he would be gone by week's end.

Zaslav joined the Silver Spring, Md., company in January and wasted little time before reconfiguring the ranks. The former NBC Universal executive eliminated Campbell's position. Now, the general managers of the five network groups, including the Discovery Channel and Discovery Travel Media, will report directly to him.

"We need to take a hard look at our business structure and take out a number of layers so that we can put our resources on our brands, our programming and in new media," Zaslav said.

Two other key executives — Maureen Smith, general manager of Animal Planet, and Dawn McCall, president of Discovery Networks International — are stepping down. Marjorie Kaplan was promoted to general manager of Animal Planet and Discovery Kids Media.

In an unrelated move, the company said David Abraham, president of the TLC channel, was returning home to Britain to start a new job there.

*Broadcasting & Cable* - February 6, 2007

### **Major Shake-up at Discovery**

By Anne Becker

Just three months after he was named President/CEO of Discovery Communications, David Zaslav is cleaning house, ordering a sweeping reorganization that does away with Discovery Networks President Billy Campbell, and a slew of other senior managers.

Discovery Networks International President Dawn McCall, Human Resources chief Pandit Wright, and a couple of channel presidents are out, while marquee company outsiders, including analyst Tom Wolzien and former Paramount syndication chief Joel Berman, have been retained as consultants.

Zaslav, who decamped the senior ranks of NBCU to join Discovery in November, informed company employees of the changes this afternoon with a bluntly-worded, multiple-page internal memo entitled "Positioning Discovery for Growth: A Message from David Zaslav."

He detailed those executives' fates under a three-pronged plan to "build strong brands," "create a lean and aggressive organization," and "lead in new media and brand extension." As part of the plan, he has

eliminated Campbell's position altogether, organizing network general managers into five branded groups that will report directly to him.

"We really want to create a fast and lean organization that can take advantage of the great assets Discovery has and build on those," Zaslav told B&C, calling Discovery's previous management structure "centralized."

"And in order to build those, we've got to get really strong creative brand leaders and really give them a chance to have them be empowered," he said.

Campbell's departure isn't a big surprise. It was widely speculated Campbell would be leaving the company if he didn't get the President/CEO slot that went to Zaslav.

Ad Sales and Affiliate Sales and Marketing Presidents Joe Abruzzese and Bill Goodwyn keep their jobs, but now report to Zaslav. They had reported to Campbell.

Also remaining is *Discovery Channel* President/GM Jane Root, who has overseen a recent ratings resurgence at the channel and will now oversee the Science Channel with Discovery as the first of the five network brand groups. Staying as well is Travel Channel chief Pat Younge, who will head the second group as President/GM of Discovery Travel Media.

Out in the shuffle is TLC President/GM David Abraham, who will leave Discovery in March after two years to take a new job in the UK, while the company looks for a replacement to head TLC, the third branded group. Also out is Animal Planet General Manager Maureen Smith, who will leave the company. Marjorie Kaplan is being promoted from heading Discovery Kids to President and GM of Animal Planet Media and Discovery Kids Media, the fourth group. Len Tacconi stays as President, Discovery Health Media Enterprises, the final branded group.

While the heads of the five groups will oversee production, marketing, new media, communications and research - with support from ad sales and business development - each will be assisted by a senior business manager, similar to a Chief Operating Officer. The company is searching for candidates for those slots.

Zaslav plans to meet with the new division heads in the coming months to determine the employment structure under each, but declined to say whether he was looking to cut any specific number of people.

"We're focused on growing our brand and making our services stronger and investing in new growth initiatives and part of that is going to be reinventing the company a little," he said. "We're taking a look at all of our costs - in new media business and other areas - to reorganize money and help drive growth within the company."

Discovery will also look to fill a new position, head of Business Development, tasked with centralizing at the corporate level acquisitions and partnerships in the new media space.

Assisting in those moves will be at least two big-name consultants. Tom Wolzien, intimately familiar with Discovery board member Liberty Media after running Sanford Bernstein's media practice, will advise the company on its global growth strategy. Joel Berman, who last headed syndication for Paramount Pictures and CBS/Paramount Television, will advise on syndication strategy.

Two new divisions are being formed, Discovery Studios and Emerging Networks Group.

The former will encompass the company's production, films, creative resources, and short-form content groups and will be headed by company veteran Clark Bunting. The latter, likely inspired by NBC U's group of the same name, will include Discovery's smaller digital channels - the Military Channel, Discovery Times Channel, Discovery Home Channel and Discovery HD Theater. The company is looking for a head of that group.

Executive VP, Operations Mark Hollinger - also floated as a CEO possibility pre-Zaslav - is being promoted to head a new Global Businesses and Operations division, adding oversight of commerce and international departments. Out is Discovery Networks International President Dawn McCall, a 20 year company veteran, and in her place as President/CEO of the division is Greg Ricca, who was last CEO of MTV International from 1996-2003.

In two other big changes, Human Resources Senior Executive Vice President Pandit Wright is leaving the company. In her place is Adria Alpert-Romm, who last led HR for NBC TV Entertainment and News. Separately, Discovery Education President Steve Sidel will keep his position but will report to Goodwyn, now President, Domestic Distribution and Enterprises.

"The goal is to maintain Discovery's leadership as the number-one nonfiction media company in the world while clarifying responsibilities, improving financial performance and ultimately creating more shareholder value," Zaslav wrote in the memo, characterizing the changes as "substantial."

After his appointment in November, Zaslav praised Discovery's executive team to B&C when asked about any possible reorganization.

After a lengthy search, Discovery announced Zaslav as President/CEO in November. He left NBC U as head of Cable and Domestic TV and New Media Distribution and replaced Discovery's outgoing CEO Judith McHale, who officially left Dec. 1.

*CableFAX* - February 6, 2007

### **Shake the Tree: Zaslav Ushers In Big Changes at Discovery**

One thing's clear in Silver Spring today. Change is here. Just one month on the job, Discovery Comm pres/CEO David Zaslav gathered his sr managers together Mon to inform them of a series of big changes—chief among them the ouster of Discovery Nets US pres Billy Campbell, who was at one time a candidate for Zaslav's job.

The theme to the restructuring seems to be less micromanaging and more accountability further down as Discovery works to become a "lean and aggressive" organization. "The media business is changing," Zaslav said in an interview Mon. "We need to refresh our organization and take money out of some of the old places that we were spending that aren't garnering real return and value, and put more money against programming, marketing and new businesses and new media."

As part of the restructuring, HR sr evp Pandit Wright is being shown the door. NBC TV Ent, News HR head Adria Alpert-Romm, who has worked with Zaslav for years, will take the post. The role of Animal Planet gm was eliminated with Maureen Smith leaving the company. Discovery Nets Intl pres Dawn McCall—a 20-year vet—is out, with Zaslav bringing in ex-MTV Intl exec Greg Ricca as pres/CEO of intl.

Zaslav called the decisions "very tough." Next step will be to meet with the sr mgmt team and further drill down into this new philosophy (in other words, expect more changes). Tom Wolzien, formerly of Sanford Bernstein, is being hired as a consultant to work with sr mgmt on Discovery's overall global growth strategy. And Zaslav appears ready to borrow from NBCU's syndication strategy, hiring Joel Berman to develop an aggressive syndie strategy.

Zaslav has created 5 network brand groups that will report to him:

- Discovery Channel: Will continue to be headed by Jane Root (she also oversees Science Channel).
- TLC: GM David Abraham is leaving the company at the end of March. He will lead English cable network group UKTV. A search will begin immediately for a new TLC gm.
- Discovery Travel Media: GM Pat Younge will lead.

- Family-Focused Networks: These nets will be grouped together, with Marjorie Kaplan being promoted to pres, gm Animal Planet Media and Discovery Kids Media.
- Discovery Health Media Ent: Led by pres Len Tacconi.

Among other changes, ad sales and affiliate sales chiefs Joe Abruzzese and Bill Goodwyn will now report directly to Zaslav. Goodwyn is being promoted to president, domestic distribution and enterprises, with Discovery Education pres Steve Sidel reporting to him. Zaslav is also creating a sr business mgr post, similar to a COO, for each network brand group. They will oversee all business operations and administration. An internal and external search will begin to fill these spots. Zaslav said he expects to have positions filled over the next 3-6 months.

*The Wall Street Journal* - February 6, 2007

### **Five Top Executives To Exit at Discovery In Major Shake-Up**

By Brooks Barnes

Five top executives at Discovery Communications are to leave in a shake-up engineered by new CEO David Zaslav, aimed at improving the cable network giant's patchy performance.

Exiting immediately are Billy Campbell, president of Discovery Networks U.S.; Maureen Smith, general manager of Animal Planet Media; Dawn McCall, president of Discovery Networks International; and Pandit Wright, senior executive vice president of human resources. Discovery said David Abraham, president of TLC, will leave the company in March.

Mr. Zaslav, who took over as CEO just last month after a long tenure at General Electric Co.'s NBC Universal, wants to strengthen some of Discovery's core brands, which include Discovery Channel, TLC, Animal Planet and Travel Channel. Analysts and some advertisers have criticized the company in recent years for watering down its brands by launching new digital channels and favoring flashier reality shows over staid educational documentaries.

Ad sales and ratings at some of the channels suffered as a result. In 2005, for instance, both Discovery Channel and TLC saw ratings decline by double-digit percentages, although both have recently notched improved results with newer programs such as Discovery Channel's "Deadliest Catch," about Alaskan fishermen, and TLC's "Little People, Big World," about a family coping with dwarfism.

The reorganization is also designed to make the company leaner and more aggressive when it comes to new media, Mr. Zaslav said. Rather than the centralized decision-making structure Discovery has built over recent years, Mr. Zaslav said he wants to go in the opposite direction, pushing authority and accountability down across the company.

Along with the departures come structural changes. Mr. Campbell's job is being eliminated and the five units that reported to him will now report directly to Mr. Zaslav. Mr. Campbell was passed over for CEO, but had expressed an intention to stay at the company as recently as last week during visits with Hollywood advertising and talent agencies, according to a person he met with. Mr. Campbell couldn't be reached to comment.

Also eliminated is Ms. Smith's position at Animal Planet. Mr. Zaslav is combining Animal Planet and Discovery Kids under the leadership of Marjorie Kaplan, who is now general manager of Discovery Kids.

Succeeding Ms. McCall, a 20-year veteran of Discovery, will be Greg Ricca. He spent nearly a decade at Viacom Inc.'s MTV International, most recently serving as chief operating officer. Adria Alpert-Romm

joins Discovery as head of human resources, from NBC Universal.

Discovery is also reorganizing its business into a variety of different operating groups, including one to focus on what Mr. Zaslav is calling "emerging networks." These networks include Military Channel, Discovery Times Channel, Discovery Home Channel and Discovery HD Theater.

Discovery Channel's parent, Discovery Communications Inc., is owned by Discovery Holding Co., Cox Communications Inc. and Advance/Newhouse Communications.

*Associated Press - February 5, 2007*

(Pick ups: *Forbes.com, BusinessWeek.com, The Houston Chronicle, The Baltimore Sun, The Ventura County Star*)

### **CEO Shakes Up Discovery Communications Five Senior Executives Ousted in Shake-Up at Discovery Communications**

By Seth Sutel

Five senior executives are leaving cable network operator Discovery Communications Inc. as part of a corporate overhaul announced Monday by David Zaslav, the new chief executive officer.

Billy Campbell, who had been president of Discovery's U.S. networks, is leaving and his position is being eliminated. Also leaving are David Abraham, the head of the TLC channel; Maureen Smith, who ran Animal Planet; Dawn McCall, who ran Discovery's international operations, and human resources chief Pandit Wright.

At the same time, Zaslav is strengthening the positions of the executives leading the company's five network groups: the Discovery Channel, TLC, Travel Channel, a family-oriented group that includes Animal Planet, and a health group. The heads of each will now report directly to Zaslav -- "Creating a lean and aggressive organization that fosters a real performance culture is vital to our success," Zaslav, a former senior NBC executive who was tapped to lead Discovery last November, said in a memo to the company's staff. "The objective is to push authority and accountability down across the company."

The company said it was looking for a replacement for Abraham as head of TLC. Smith's duties as chief of Animal Planet were being assumed by another executive, Marjorie Kaplan, who also will oversee Discovery Kids Media in a group focusing on family programming.

Zaslav tapped Greg Ricca, a former chief operating officer at MTV International, to take over responsibility for Discovery's international operations, and Adria Alpert-Romm becomes the new head of human resources.

As part of the overhaul, the company also is consolidating all of its production facilities into one unit, and each network operation will also get its own business manager, a new position that Zaslav likened to a chief operating officer.

Zaslav said the goal of the many changes was to put more power in the hands of executives directly in charge of each of the company's network cable brands.

Discovery Communications, based in Silver Spring, Md., is owned by the publicly traded entity Discovery Holding Co., as well as Cox Communications Inc., Advance/Newhouse Communications and John Hendricks, the company's founder and chairman.

*Multichannel News* - February 5, 2007

### **Campbell, Others Out in Discovery Shakeup**

By Steve Donohue

Discovery Networks U.S. president Billy Campbell is one of several top executives leaving the company under a shakeup and reorganization announced by Discovery Communications CEO David Zaslav Monday.

Also leaving DCI are TLC president and general manager David Abraham, Animal Planet Media GM Maureen Smith, Discovery Networks International president Dawn McCall and DCI senior vice president of human resources Pandit Wright.

Zaslav, who was named CEO of DCI in November, formed an emerging-networks group that will include Military Channel, Discovery Times Channel, Discovery Home Channel and Discovery HD Theater. Each channel will have a GM, and Discovery is looking to recruit an executive to run the group.

Other moves announced by Zaslav:

- The company is conducting a search for a new president of TLC, who will replace Abraham.
- Marjorie Kaplan was promoted to president and GM of Animal Planet Media and Discovery Kids Media, a new unit that includes Discovery's family-focused networks.
- Former MTV Networks International chief operating officer Greg Ricca was named president and CEO of Discovery Networks International. He replaces McCall.
- Zaslav's former NBC colleague, Adria Alpert-Romm, was named senior executive VP of HR. She replaces 12-year veteran Wright.
- Affiliate-sales veteran Bill Goodwyn was promoted to president of domestic distribution and enterprises. Discovery Education, run by president Steve Sidel, will report to Goodwyn, Zaslav said.

The company formed a new Discovery Studios unit that will house Discovery Production Group, Discovery Films and Discovery Creative Resources. Clark Bunting was named president of Discovery Studios.

Mark Hollinger was promoted to president of global business and operations.

Zaslav is also turning to consultants to help restructure the company. Former NBC and Sanford C. Bernstein consultant Tom Wolzien was retained as a consultant to help DCI "better clarify the company's opportunities in digital television, the Internet and new-media platforms," Zaslav said.

And former CBS/Paramount Television president of worldwide television distribution Joel Berman was signed as a consultant to help DCI monetize its library through domestic and international syndication deals.

*The New York Times* - February 6, 2007

### **Two Top Executives to Leave Discovery Communications**

By Richard Siklos

Two of the most senior executives at Discovery Communications are leaving the company under a management restructuring that will give David M. Zaslav, the company's new chief executive, a more hands-on role in running the company's core cable TV channels.

As part of the restructuring, the heads of the company's main channels — the Discovery Channel, TLC and Animal Planet — will now report to Mr. Zaslav, a former NBC Universal executive who joined the company in December.

William M. Campbell, the head of Discovery's United States channels since 2002, is leaving the company, and his position is not being filled. Dawn L. McCall, the president of Discovery Networks International, is being succeeded by Greg Ricca, a former chief operating officer of MTV International. Mr. Ricca will report to Mark Hollinger, who has been the company's senior vice president for operations but was promoted today to president of global businesses and operations.

Other executives including the general managers of the TLC and Animal Planet channels are leaving the company. Discovery also replaced its head of human resources with a former colleague of Mr. Zaslav's at NBC Universal.

In an interview, Mr. Zaslav described the moves — along with a realignment of the company's channels and program-creation businesses — as part of an effort to simplify the company for growth. "This is about focusing on creating a lean culture with less layers so that we're more efficient, we're faster," he said. "And I want to get my hands on the key jewels at this company."

To assist him, Mr. Zaslav said he had also hired two figures well known in the media industry as consultants. Tom Wolzien, a former media analyst for Sanford C. Bernstein & Company, will advise on the company's global growth strategy; Joel Berman, the former president of worldwide television Distribution for Paramount Pictures and CBS/Paramount Television, will advise the company on how to syndicate its original programming.

In one important respect, Mr. Zaslav said, Discovery is different from other popular cable channels like USA Networks or TBS in that it owns so much of its own programming rather than relying on reruns from network television. He said the new structure would give the heads of each Discovery channel more autonomy in developing programming and responsibility for their financial performance.

In the third quarter of 2006, Discovery Communications generated operating income of \$160 million, down from \$166 million in the previous year, as revenue increased to \$722 million from \$629 million. The privately-held company is 50 percent owned by Discovery Holdings, a subsidiary of Liberty Media Corporation; while Advance Communications and Cox Communications each own 25 percent.

*Television Week* - February 5, 2007

### **Heads Roll at Discovery**

New Discovery Communications CEO David Zaslav is cleaning house.

Several senior executives including Discovery Networks U.S. President Billy Campbell, whose position is being eliminated, are leaving the company. Also on their way out: The heads of Animal Planet Media, human resources and international. Mr. Zaslav, who came to Discovery last month, is assembling his own team with more executives reporting directly to him.

The head of TLC, David Abraham, is also leaving the company to take a new position in the U.K.

Mr. Zaslav, who replaced long-time Discovery president Judith McHale, said in a memo released Monday that the organizational changes are designed to help the company build strong brands, create a lean and aggressive organization and lead in new media and brand extension.

"These changes are substantial," Mr. Zaslav said in a memo. "The goal is to maintain Discovery's leadership as the No. 1 non-fiction media company in the world, while clarifying responsibilities,

improving financial performance and ultimately creating more shareholder value.”

In the new organization, the executive VP-general managers of five network brand groups have been promoted to president-general manager and will report directly to Mr. Zaslav. Joe Abruzzese, the head of advertising sales, and Bill Goodwyn, head of affiliate sales and marketing, also will report directly to Mr. Zaslav.

*Under the new structure, the network brand groups are headed by:*

- Jane Root, president and GM of the Discover Channel also oversees the Science Channel.
- Pat Younge, president of Discovery Travel Media.
- Marjorie Kaplan, who is being promoted to president and general manager of Animal Planet Media and Discovery Kids Media. At Animal Planet, she replaces Maureen Smith, who is leaving the company.
- Lee Tacconi, president of Discovery Health Media Enterprises.
- At TLC, a search will be launched for a new president to replace Mr. Abraham.

Mr. Zaslav said each president will assume additional responsibility for production, marketing, new media, communications and research.

Mr. Zaslav is forming a new unit, Discovery Studios, that will be comprised of the Discovery Production Group, Discovery Films, Discovery Creative Resource and the Predator short-form unit. Discovery Studios will be headed by Clark Bunting, who will also report to Mr. Zaslav.

He’s also introducing an Emerging Networks Group that will include Military Channel, Discovery Times Channel, Discovery Home Channel and Discovery HD Theater. A search is on to fill the president’s position for the new unit.

Mark Hollinger is being promoted to president, global business and operations and Greg Ricca is joining the company as president and CEO of Discovery Networks International. He joins Discovery from Viacom, where he was chief operating officer of MTV International from 1996 to 2003. He will report to Mr. Hollinger and replaces Dawn McCall, who had been with the company for 20 years.

Adria Alpert-Romm is joining Discovery as senior executive VP of human resources, from NBC Universal. She replaces Pandit Wright, who has been with Discovery for 12 years.

Under the new organization, Discovery Education will report to Mr. Goodwyn, who takes on the new title of president, domestic distribution and enterprises.

Mr. Zaslav said he is also searching for a new head of business development for the company. He has also hired Tom Wolzien as a consultant to work with the company on opportunities in digital television, the internet and new media platforms. Mr. Wolzien had been an analyst at Sanford C. Bernstein, where he covered media companies including Liberty Media, one of Discovery’s owners. Joel Berman, former president of worldwide television distribution for Paramount Pictures and CBS/Paramount Television, has been retained as a consultant on the company’s syndication strategy.

*Cable360.net* - February 5, 2007

## **Zaslav Rips Up Discovery Org Chart**

By Shirley Brady

Less than two months after being named president and CEO at Discovery Communications Inc. and just over a month on the job, David Zaslav today announced a major shake-up of its senior corporate ranks that will see a number of top executives leave the company, including Discovery Networks U.S. president Billy Campbell, who was passed over for Zaslav's new job and whose position is being eliminated.

Zaslav, who was named DCI's top executive on Nov. 16, also handed walking papers to Animal Planet EVP and GM Maureen Smith, who was hired by Campbell and promoted in November to head up Animal Planet Media, which will now be overseen by Marjorie Kaplan in her new supersized role as president and GM of Animal Planet Media and Discovery Kids Media, which she previously ran.

Discovery Networks International president Dawn McCall was also ousted to make room for Greg Ricca, a former MTV Networks International COO, who will become president and CEO of DNI.

DCI's well-liked human resources head, senior EVP of HR Pandit Wright, got pink-slipped and is being replaced in the top HR spot by Adria Alpert-Romm, who worked with Zaslav at NBC Universal as head of HR at NBC TV Entertainment and News.

Len Tacconi, president of Discovery Health Media Enterprises (who was hired in September and oversees Discovery Health, FitTV and related properties) now reports to Zaslav, as does Discovery Networks ad sales president Joe Abruzzese (a former CBS colleague of Campbell, who brought him to Discovery) and affiliate sales and marketing president Bill Goodwyn. Discovery Education (including its online "homework helper," Cosmeo) president Steve Sidel now reports to Goodwyn.

TLC's president and general manager David Abraham is leaving DCI at the end of March to return to the UK, where he will become CEO of digital broadcaster UKTV. With kids in school in the U.K., Abraham left his family behind in England when Campbell hired him in Feb. 2005, as did Patrick Younge, who was then named EVP and GM of the Travel Channel. Younge was promoted to run Discovery Travel Media, a new unit, last April.

A replacement for Abraham is now being sought to run TLC. Younge now reports directly to Zaslav, as does fellow BBC alum Jane Root, whose title changes to president and GM of the Discovery Channel with added responsibility for the Science Channel.

Under DCI's new corporate structure, the five U.S. network brand groups are Discovery Channel (Root); TLC (GM TBD); Discovery Travel Media (Younge); Animal Planet Media/Discovery Kids Media (Kaplan); and Discovery Health Media Enterprises (Tacconi).

Root gives up oversight of a third network, the Military Channel, which moves into DCI's new Emerging Networks Group (where the top executive slot is open). Besides Military—which is repositioning itself to become the "voice of the troops" according to USA Today—the new ENG unit will include Discovery Times Channel (whose former head, Vivian Schiller, last year joined the New York Times to run its website), Discovery Home Channel and Discovery HD Theater.

Discovery veteran Clark Bunting will head up Discovery Studios, a new unit which houses the Discovery Production Group; Discovery Films; Discovery Creative Resources; and a short-form content unit known as Predator by company insiders. Zaslav lauded Bunting's long track record at DCI.

Mark Hollinger was upped from senior EVP, corporate operations and general counsel, to president, global businesses and operations. Hollinger adds oversight of Discovery Commerce (whose president, Frank

Rosales, now reports to him) and Discovery Networks International to his plate.

Not surprising given his previous role leading distribution at NBCU's TV networks and owned content, Zaslav announced a move into syndication of Discovery networks' owned TV product. Joel Berman, former president of worldwide television distribution for Paramount Pictures and CBS/Paramount, has been retained by Zaslav as a consultant to explore "how to best monetize our library and develop what can be an aggressive syndication strategy for Discovery's content domestically and around the world."

Veteran Wall Street media analyst Tom Wolzein was also hired as a consultant to help Discovery's senior management on an "overall global growth strategy and how to better clarify the company's opportunities in digital television, the internet and new media platforms."

Not mentioned in today's release:

- the U.S. Hispanic Networks Group (run by Luis Silberwasser)
- Discovery New Media, which loses Discovery HD Theater to the new Emerging Networks Group
- two channels owned by BBC Worldwide—BBC America and BBC World News—that DCI distributes in the U.S.
- Roger Millay, who was hired as CFO in September from Airgas, Inc.

Today's press release didn't mince words about the sweeping nature of the re-organization, which reunites Zaslav with some long-time trusted associates (Wolzein, Berman, Ricca and Alpert-Romm).

"These changes are substantial," Zaslav commented. "The goal is to maintain Discovery's leadership as the number-one nonfiction media company in the world, while clarifying responsibilities, improving financial performance, and ultimately creating more shareholder value."

The announcement said the executive shuffle was based on Zaslav's three-part mandate for DCI going forward, which was outlined in the release as:

- **Build Strong Brands.** "As consumers have more and more choice, we must reinforce and clarify the positioning of all our brands. There is no question that the Discovery Channel is the company's primary asset. But we have a tremendous portfolio with some of the most valuable brands in the world."
- **Create a Lean and Aggressive Organization.** "Creating a lean and aggressive organization that fosters a real performance culture is vital to our success. The objective is to push authority and accountability down across the company."
- **Lead in New Media and Brand Extension.** "Building cable channels and enhancing their performance is not enough in this competitive marketplace. We need to focus on leading in new media and 'building out' our entitlement for each brand. This includes creating new brand extensions and finding new distribution platforms for our content."

The word "lean" in point #2 would naturally raise fears of layoffs, particularly in an organization of more than 5,000 employees in 170 countries. Still, Alpert-Romm, as new head of HR, will be busy placing candidates in a number of key roles.

Besides searching for execs to run TLC and the Emerging Networks Group, Zaslav plans to hire "a senior business manager, similar to a chief operating officer, for each of the network brand groups" to give more responsibility to each of the U.S. network groups, which were previously centralized under Campbell. Zaslav is also searching for "the next head of Business Development. This role will centralize the operations of the corporate business development activity and lead the team devoted to analyzing and determining the growth priorities for DCI's global assets. As the [network brand group] General Managers focus on building new media extensions for their brands, the head of business development will centralize, at the corporate level, the planning for acquisitions, joint ventures, and other potential partnerships in the digital and new media space."

Today's shake-up at DCI HQ in Silver Spring, MD (where Zaslav is moving his family after this school year ends) comes a day before his old shop, NBC Universal, is expected to announce Jeff Zucker as president and CEO of NBCU, replacing Bob Wright who is expected to stay on as chairman for a period of time after Zucker takes the reins later this spring.

*The Hollywood Reporter* - February 6, 2007

### **Discovery restructures, execs exit**

By Andrew Wallenstein and Kimberly Nordyke

Discovery Communications announced a management shakeup Monday that will see the exit of five senior execs including Billy Campbell, president of Discovery Networks U.S.

The changes were unveiled by Discovery's new president and CEO, David Zaslav, who came over from NBC Universal earlier this year to replace longtime CEO Judith McHale. Zaslav is restructuring the company into five overarching brand groups and eliminating Campbell's position, which previously oversaw all programming assets.

Also departing Discovery as a result of the reshuffling are David Abraham, president and general manager of TLC; Maureen Smith, general manager of Animal Planet; Dawn McCall, president of Discovery's international holdings, and Pandit Wright, senior executive vp of human resources.

Discovery is also adding new blood as a result of the shakeup. Among the execs filling a slew of new positions at the channel are Joel Berman, president of worldwide television distribution for Paramount Pictures and CBS/Paramount Television, and Tom Wolzien, a veteran media analyst formerly of Sanford C. Bernstein. Both men are coming on as consultants to the company.

*Bloomberg* - February 5, 2007

### **Discovery Says U.S. President Leaves in Shakeup**

By Christopher Stern

Discovery Communications Inc., owner of cable television's Discovery Network, said Billy Campbell left as president of its U.S. operation in a shakeup designed to streamline management.

Four other senior executives are leaving as part of the shuffle, the Silver Spring, Maryland-based company said today in an e-mailed statement.

The departures mark the first major changes by Chief Executive Officer David Zaslav since he was appointed in November. The goal is to make managers more responsible for the financial performance of their divisions, said Zaslav, who led NBC Universal's and domestic TV and new media distribution.

"What I have tried to do is take out some of the layers," Zaslav said in an interview.

General managers of the Discovery's five networks including TLC and Animal Planet will report directly to Zaslav.

Other executives who will be leaving the company are David Abraham, president and general manager of TLC; Maureen Smith, general manager of Animal Planet Media; Dawn McCall, president of Discovery

Networks International and Pandit Wright, senior executive vice president for human resources.

The company is seeking a successor to Abraham. Marjorie Kaplan was named president and general manager of Animal Planet Media and Discovery Kids. Greg Ricca was named to lead Discovery Networks International and Adria Alpert-Romm will head human resources.

Discovery Communications, which also operates the Travel Channel and Discovery Health, is owned by Discovery Holding Co., Cox Communications Inc., Advance/Newhouse Communications and John S. Hendricks, Discovery's founder and chairman.

Class A shares of Discovery Holding Co., based in Englewood, Colorado, fell 16 cents to \$16.43 at 4 p.m. New York time in Nasdaq Stock Market composite trading. They have gained 13 percent in the past year.

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(Pick ups: Various *Business Journals* across the country)

### **Discovery Communications makes high-level management changes**

By Neil Adler

The new top executive of Discovery Communications on Monday announced changes in the company's upper management.

President and CEO David Zaslav, who left his post as president of NBC Universal Cable and Domestic TV in mid-November to join the Silver Spring-based company, says he wants Discovery to focus on building strong brands and creating a lean, aggressive organization to compete in the cable and new media markets.

Among the moves:

The position of president of Discovery Networks U.S., is being eliminated. Billy Campbell, who has been with Discovery for five years and led Discovery Networks U.S., is leaving the company.

David Abraham, general manager of TLC, is also leaving the company. Discovery will search for a replacement.

The position of general manager of Animal Planet Media is being eliminated, and Maureen Smith will leave Discovery.

Dawn McCall, president of Discovery Networks International, is leaving the company and will be replaced by Greg Ricca. Ricca previously served as chief operating officer of MTV International.

Pandit Wright, senior executive vice president of human resources, also is moving on. She will be replaced by Adria Alpert-Romm, who is joining Discovery from NBC Universal. New CEO Zaslav has worked with Alpert-Romm for "many years," according to Zaslav.

In other moves, Discovery plans to hire a senior business manager for each of its network brand groups, Zaslav says. The company is also looking for a head of business development.