



Surprisingly Human

**FOR IMMEDIATE RELEASE**

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**ANIMAL PLANET PROMOTES MICHAEL EISENBAUM AND JAMIE DUGGER  
TO HELM NETWORK'S CREATIVE MARKETING EFFORTS**

*-- Eisenbaum Elevated to Vice President On-air Creative and Branded Entertainment;  
Dugger Upped to Vice President Creative --*

(Silver Spring, MD) – Animal Planet promoted Michael Eisenbaum to vice president of on-air creative at the network, simultaneously upping Jamie Dugger to vice president of creative. Working collaboratively, Eisenbaum and Dugger have played valuable roles in defining, extending and promoting the network's brand, including the 2010 "Surprisingly Human" positioning. In their new roles, Eisenbaum and Dugger continue to work in tandem with Dugger overseeing off-air brand and campaign development and Eisenbaum leading on-air creative and branded entertainment, as well as Ad Sales efforts. Additionally, the duo continues to coproduce the network's Upfront and Television Critics Association (TCA) presentations.

Eisenbaum was named Animal Planet's senior creative director of marketing in February 2011 and has overseen the creation of all on-air promotion, graphics and Ad Sales-sponsored branding spots. In addition, he has led the creative team for all on-air and off-air campaigns, including **RIVER MONSTERS**, **FINDING BIGFOOT** and **WHALE WARS**, the three highest-performing series in network history. Prior to joining Animal Planet, Eisenbaum served as a writer/producer for Discovery Kids. Before joining Discovery Communications, Eisenbaum wrote and produced for SyFy and was a segment producer on the Howard Stern Radio Show.

Dugger joined Animal Planet in 2007 and has worked closely on developing and defining the network's brand. In addition, he consults on next-generation content projects as a co-producer for several series, including **INTO THE DRAGON'S LAIR**, **MERMAIDS: THE BODY FOUND** and the network's highest-rated telecast **MERMAIDS: THE NEW EVIDENCE**. Prior to joining Animal Planet, Dugger led a number of promotional campaigns for Discovery Kids. Before joining Discovery Communications, Dugger was a freelance producer with Crossroads TV where he worked on promo campaigns for a variety of networks and series, including ABC, NBC, CBS, FOX, HBO, ESPN, *Sex and the City*, *Dharma and Greg* and *That 70's Show*.

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 96 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet

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Beyond; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

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