

Plenary I

Wednesday, October 7
8:00 am – 10:00 am



Kevin Brockman

Kevin Brockman was named executive vice president, Global Communications, *Disney/ABC Television Group* in March 2008, reporting to Anne Sweeney, co-chair, *Disney Media Networks* and president, *Disney/ABC Television Group*, and Zenia Mucha, executive vice president, Communications, *The Walt Disney Company*.

In this position Mr. Brockman oversees all corporate, news and entertainment communication efforts worldwide on behalf of the *Disney/ABC Television Group*, which is comprised of the ABC Television Network (which includes ABC Daytime, ABC News and ABC Entertainment); *Disney Channels Worldwide*, a portfolio of kids' TV businesses which reaches more than 600 million people in 127 countries each month; cable networks ABC Family and SOAPnet; *Radio Disney*; *Walt Disney Television Animation*; Buena Vista Productions; ABC Studios; international distributor *Disney-ABC-ESPN Television*, the publishing unit Hyperion and ABC Corporate Initiatives. In addition he is responsible for the Group's Photography, Broadcast Publicity, Ratings Publicity and Talent Relations activities, and is involved in corporate communications for ABC's 10 owned television stations in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Houston, Raleigh-Durham, Fresno, Flint and Toledo.

Previously, since May 2005, Mr. Brockman had been senior vice president, Communications, *Disney/ABC Television Group*, where he was charged with oversight of all corporate, news and entertainment communications for the ABC Television Network, *Disney Channels Worldwide*, ABC Family, SOAPnet, *Radio Disney*, *Walt Disney Television Animation*, ABC Studios and ABC Corporate Initiatives, as well as the Group's Photography, Broadcast Publicity, Ratings Publicity and Talent Relations activities.

Prior to that, Mr. Brockman had been senior vice president, Entertainment Communications, *Disney/ABC Television Group* from September 2004, and from 2000-2004, Mr. Brockman was senior vice president, Entertainment Communications, ABC Television Network, having joined the Company in 1997.

Mr. Brockman joined *The Walt Disney Company* from UPN, where he was part of the senior executive team that successfully launched the network in January 1995, overseeing all corporate and entertainment communications. During his tenure, the network successfully added several additional evenings of primetime programming and launched programming into other dayparts. He began his career in television communications as the director of Public Relations, Marketing and On-Air Promo for Fox Television Stations Productions (FTSP), a development division of FOX, Inc.

Earlier Mr. Brockman served as manager of Public Relations for Radio City Music Hall Productions (RCMHP) in New York City. During that time, he oversaw all aspects of media relations and corporate communications for this entertainment production company, and was responsible for the public relations campaigns for more than 350 live concerts and theatricals.

During his tenure at RCMHP, he also handled communication campaigns for numerous television specials and corporate events, including the Super Bowl XXVII Half-Time show starring Michael Jackson. Mr. Brockman began his entertainment career in theatrical publicity, where he worked on a wide variety of Broadway and off-Broadway productions.

Mr. Brockman, who served for two years as Chairman of TPEC, the Television Publicity Executives Committee, currently sits on the Board of GLSEN, the nation's leading not-for-profit education organization focused on ensuring safe schools for all students, especially those who are targeted because of their sexual orientation or gender identity/expression.

Mr. Brockman received a Bachelor of Science degree in organizational behavior from the University of Florida.