

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 or 15 (d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): June 30, 2014

World Wrestling Entertainment, Inc.

(Exact name of registrant as specified in its charter)

Delaware

001-16131

04-2693383

(State or other jurisdiction
of incorporation)

(Commission File Number)

(IRS Employer Identification
No.)

1241 East Main Street, Stamford, CT

06902

(Address of principal executive offices)

(Zip code)

Registrant's telephone number, including area code: (203) 352-8600

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2.):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

(d) On June 30, 2014, the Board of Directors of World Wrestling Entertainment, Inc. (the “Company”) elected Laureen Ong a Director of the Company. Ms. Ong shall serve until the next annual meeting of the Company’s stockholders or her successor shall have been chosen and qualified. Ms. Ong has been determined by the Board to satisfy the independence requirements of applicable New York Stock Exchange and Securities and Exchange Commission rules.

From April 2010 to October 2013, Ms. Ong served as President, Travel Channel LLC, a subsidiary of Scripps Networks Interactive, Inc. that operates a television network focusing on travel entertainment. From March 2007 to October 2009, she was Chief Operating Officer of Star Group Limited which produces, broadcasts and distributes television programming via satellite in Asia. From April 2000 to April 2007, Ms. Ong was President of National Geographic Television, during which time she was the chief architect of the launch of its cable television network. Prior thereto, she was a senior executive in several sports and media companies.

Ms. Ong will be entitled to our normal Board retainer and meeting fees.

Item 9.01 Financial Statements and Exhibits.

99.1 Press Release dated July 7, 2014.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

WORLD WRESTLING ENTERTAINMENT, INC.

By: /s/ Vincent K. McMahon

Vincent K. McMahon

Chairman and Chief Executive Officer

Dated: July 7, 2014



For Immediate Release

WWE[®] ELECTS LAUREEN ONG TO BOARD OF DIRECTORS

STAMFORD, Conn., July 7, 2014 – WWE (NYSE: WWE) today announced that television executive Laureen Ong has been elected to its Board of Directors. Ong is a 30-year veteran of the cable industry with extensive experience in sales, marketing, programming and management.

Most recently, Ong spent three years as President of the Travel Channel, where she was responsible for building brand strategy, developing programming and creating new business opportunities for the network. Prior to the Travel Channel, Ong was Chief Operating Officer of Hong Kong-based STAR Group Limited, where she oversaw STAR's media and entertainment operations spanning 55 countries.

Ong was also responsible for launching the National Geographic Channel. As the network's Founding President, Ong oversaw National Geographic's distribution, which reached 60 million households in just six years and included several shows that became ratings successes. Ong also oversaw National Geographic's expansion into online, video-on-demand, and other new media platforms, and spearheaded the launch of the high-definition simulcast of the linear network.

"We are pleased to elect Laureen to WWE's Board of Directors," said Vince McMahon, WWE Chairman & Chief Executive Officer. "Laureen brings more than 30 years of global media experience that will be very beneficial to the future growth of our company."

Earlier in her career, Ong was Vice President and General Manager of WTTG-TV in Washington, D.C., a top 10 market affiliate and one of FOX's most successful television stations. She also spent time with the Chicago White Sox as Vice President, Programming, where she helped launch SportsVision in Chicago, one of the first regional sports networks in the country.

Ong's honors include Woman of the Year from Women in Cable Television (WICT), the Vision Award from the Washington Chapter of Women in Film and Video and Multichannel News' Wonder Woman award in recognition of her significant accomplishments in the cable television industry.

She graduated from Montclair State University with a Bachelor of Arts degree in Theater before receiving a Master's degree in Communications from Columbia University.

About WWE

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 150 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Miami, Mexico City, Mumbai, Shanghai, Singapore, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

Media Contact:

Matthew Altman

203-352-1177

Matthew.Altman@wwecorp.com

Investor Contact:

Michael Weitz

203-352-8642

Michael.Weitz@wwecorp.com

Trademarks : All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements : This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to entering into, maintaining and renewing key agreements, including television and pay-per-view programming and our new network distribution agreements; risks relating to the launch and maintenance of our new network; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to regulatory matters; risks resulting from the highly competitive and fragmented nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; the risk of accidents or injuries during our physically demanding events; risks associated with producing and travelling to and from our large live events, both domestically and internationally; risks relating to our film business; risks relating to new businesses and strategic investments; risks relating to our computer systems and online operations; risks relating to general economic conditions and our exposure to bad debt risk; risks relating to litigation; risks relating to market expectations for our financial performance; risks relating to our revolving credit facility specifically and capital markets more generally; risks relating to the large number of

shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.