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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): November 6, 2008

World Wrestling Entertainment, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other
jurisdiction
of incorporation)

000-27639
(Commission
File Number)

04-2693383
(IRS Employer
Identification No.)

1241 East Main Street,
Stamford, CT
(Address of principal executive
offices)

06902
(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[©] under the Exchange Act (17 CFR 240.13e-4(c))
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EX-99.1

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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.

(b), (c) and (d) On November 6, 2008, World Wrestling Entertainment, Inc. (the “Company”) announced that, effective December 31, 2008, Michael Sileck will resign his positions as Director and Chief Operating Officer of the Company.

Donna Goldsmith, Executive Vice President of Consumer Products, has been named Mr. Sileck’s successor as Chief Operating Officer when he leaves, and, effective November 6, 2008, she has been elected to serve on the Company’s Board of Directors. Ms. Goldsmith has served as the Company’s Executive Vice President, Consumer Products, since June 2006, and prior thereto was its Senior Vice President, Consumer Products, since July 2000.

In connection with her promotion, effective November 6, 2008, Ms. Goldsmith’s salary has been increased to \$500,000. On January 1, 2009, she will be granted 20,000 restricted stock units, which will vest over a three-year period. Under the terms of her new employment arrangements, she would be entitled to two years salary and medical benefits continuation if her employment with the Company were to be terminated without cause.

Under the terms of his offer letter, revised February 9, 2007 in connection with his becoming Chief Operating Officer (the “Offer Letter”), Mr. Sileck is entitled to one year salary continuation beginning January 1, 2009, and the vesting of 15,000 restricted stock units. Beyond what is required by the Offer Letter, the Company has agreed to provide Mr. Sileck medical benefits during his one-year severance period and the vesting of restricted stock units valued at \$115,000 using the market price for our Class A common stock at the close of trading on December 31, 2008.

Item 9.01 Financial Statements and Exhibits.

99.1 Press Release dated November 6, 2008.

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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/ George A. Barrios
George A. Barrios
Chief Financial Officer

Dated: November 7, 2008

**FOR IMMEDIATE RELEASE****Contacts:****Media :** Gary Davis 203-353-5066**Investors :** Michael Weitz 203-352-8642**WWE COO CHANGE**

STAMFORD, Conn., November 6, 2008 - Effective December 31, 2008, World Wrestling Entertainment will accept Mike Sileck's resignation as COO and member of the Board of Directors. Donna Goldsmith, Executive Vice President of Consumer Products, has been named as his successor. Mike joined the company first as CFO in June, 2005 and was promoted to COO in February, 2007. "WWE has had the benefit of Mike's former experience from both USA Network and Monster Worldwide, and we appreciate the contributions Mike has made in both of the positions he has held in our company," said Chairman, Vince McMahon. Ms. Goldsmith came to WWE from the NBA and has been with the company for the past eight years. Per Mr. McMahon, "Donna's business savvy, proven management and leadership skills, along with in depth product knowledge makes her uniquely qualified to fill the COO position." In addition, effective today, Ms. Goldsmith has also been elected to serve on the Board of Directors.

Additional information on **World Wrestling Entertainment Inc** . (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/>.

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

Forward-Looking Statements: This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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.