

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 2, 2011

World Wrestling Entertainment, Inc.

(Exact name of registrant as specified in its charter)

Delaware

000-27639

04-2693383

(State or other
jurisdiction
of incorporation)

(Commission
File Number)

(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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Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

(d) On June 2, 2011, the Board of Directors of World Wrestling Entertainment, Inc. (the “Company”) elected Patricia A. Gottesman a Director of the Company. Ms. Gottesman shall serve until the next annual meeting of the Company’s stockholders or her successor shall have been chosen and qualified. Ms. Gottesman has been determined by the Board to satisfy the independence requirements of applicable New York Stock Exchange and Securities and Exchange Commission rules.

Since February 18, 2011, Ms. Gottesman has been President and Chief Executive Officer of Crimson Hexagon, a social intelligence company in the vanguard of online media monitoring and analysis. From April, 2008, to January, 2011, she was founder and principal of Omibus, an international media and technology practice. Prior to that, Ms. Gottesman was with Cablevision Systems Corporation for almost thirty years, most recently as Executive Vice President, Digital Marketing and Commerce.

Ms. Gottesman shall be entitled to our normal Board retainer and meeting fees.

Item 9.01 Financial Statements and Exhibits.

99.1 Press Release dated June 2, 2011 .

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: June 2, 2011



WWE® ELECTS PATRICIA A. GOTTESMAN TO BOARD OF DIRECTORS

STAMFORD, Conn., June 2, 2011 – WWE (NYSE:WWE) today announced that Patricia A. Gottesman has been elected to its Board of Directors.

Gottesman is currently the President and Chief Executive Officer of Crimson Hexagon, a social media monitoring and analysis company. Prior to joining Crimson, Gottesman served as Founder and Principal for Omnibus PG, an international media and technology practice. Gottesman began her career with Cablevision Systems Corporation and held several senior executive positions during the 29 years she spent with the company including Executive Vice President, Digital Marketing and Commerce; Executive Vice President, Product Management and Marketing; and Senior Vice President, Development.

“We are pleased to have Patricia join our Board of Directors,” stated Vincent K. McMahon, Chairman and Chief Executive Officer, WWE. “She brings extensive cable industry experience and is an accomplished senior executive with more than 30 years of business and management expertise in a number of areas, including programming, product development and new media.”

Gottesman has served as a board member of Crimson Hexagon since December 2010. In addition, Gottesman serves in advisory roles for TechMahindra, America India Foundation, comScore, Inc. and Elucido Media.

Gottesman graduated magna cum laude from Hofstra University with a Bachelor of Science degree in communications.

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 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mumbai, Shanghai, Singapore 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/>.

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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 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, without limitation, risks relating to maintaining and renewing key agreements, including television distribution agreements; 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; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive 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; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business and any new business initiative which we may undertake; 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.
