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## **Discovery Communications Scores a Double Win in CTHRA's 2011 Excellence in HR Awards**

**NAPERVILLE, ILL., May 3, 2011**—For the first time in the Cable and Telecommunications Human Resources Association's (CTHRA) history, the Excellence in Human Resources (HR) Award recipients are from the same company. Discovery Communications' Flexible Staffing Group (FSG) earned CTHRA's 2011 Best Practices/HR Operational Efficiency Award and Adria Alpert Romm, the company's Senior Executive Vice President of Global HR, was named CTHRA's 2011 HR Leadership Excellence Award winner.

"The exemplary quality of this year's nominations made the selection committee's task all the more difficult! As we honor Adria Alpert Romm and Discovery's Flexible Staffing Group for their distinguished achievements, CTHRA also tips its hat to all of the HR professionals who are truly making a difference every day in their organizations across the industry," shared Pamela Williams, CAE, Executive Director for CTHRA.

### **Discovery Communications' Award-Winning Flexible Staffing Strategy**



CTHRA's Best Practices/HR Operational Efficiency Award recognizes the superior planning and execution of a single or series of HR strategies by a CTHRA member company that has resulted in increased revenue efficiencies, enhanced cost containment, and revenue-generating customer satisfaction.

Discovery Communications' FSG earned the 2011 award for their work implementing changes in contingent workforce practices that saved the company millions over a two-year period, while increasing service efficiency without sacrificing service

quality all under full regulatory compliance. The FSG (shown in attached photograph starting with the back row, left to right) includes Tanishia Lewis, Tyler Benjamin,

Stephanie Leonard and (front row left to right) Shalaen Yancey, Tierra Patterson, and Latoya Tardy.

In a continued effort to streamline operations and increase internal customer service, Discovery Human Resources decided to insource the contingent workforce function, formerly handled by a managed service provider (MSP). The new in-house team, dubbed the Flexible Staffing Group (FSG), created a system for sourcing, presenting, tracking and classifying contingent workers, as well as conducting ongoing audits to ensure compliance with the mandated 52-week limit for external personnel to remain in position. FSG also assumed responsibility for classifying contingent workers and independent contractors for tax reporting purposes, negotiating reasonable rates with staffing agencies, and managing relationships with an external payroll provider.

The success Discovery has seen with FSG is only the beginning, as the company expects savings to grow exponentially over the next few years as they expand the initiative to include other parts of the global organization.

### **Adria Alpert Romm: 2011 Leadership Excellence Awardee**

Since joining Discovery Communications in 2007 as Senior Executive Vice President of Global HR, Adria Alpert Romm has transformed the company's HR function from a



traditional service organization to a global business partner, providing strategic guidance and implementing key initiatives that have met the business goals and objectives of the world's number one non-fiction media company.

Under Adria's vision and leadership, Discovery has implemented innovative programs like Discovery Kids Place, an onsite childcare center for the children of employees at the global headquarters, full service Wellness Centers in its global headquarters and New York and Miami regional offices and a global online learning management system, One Learning Place (OLP) which provides employees around the world with 24/7 access to Discovery's online learning management system, where they can access a library of more than 100 courses to help them advance their careers. She has instituted a process that offers all employees access to Discovery's LiveWellBeWell program, which helps employees cope with the multiple demands of home, work, and life. Alpert Romm also initiated a Global Human Resources Program which provides opportunities for HR professionals at all levels to work in other countries, and employee affinity resource groups including the Multicultural Alliance (MCA) and the Discovery Veterans Group (DVG).

CTHRA is not the first organization to recognize Alpert Romm's stellar contributions to her company and the HR profession. Thanks to her leadership and vision in addressing employees' needs, Discovery was named as a Top 10 best-in-class employer by *Working Mother* magazine and has been honored by the Walter Kaitz Foundation and the T. Howard Foundation for Discovery's commitment to Diversity and Inclusion and Women in Cable Telecommunications (WICT) for equity practices for female employees.

### **Awards Luncheon**

During CTHRA's Annual HR Symposium on May 11 in Philadelphia, CTHRA and *Multichannel News*, the awards sponsor, will present Adria Alpert Romm and Discovery's FSG with their awards. Registration for CTHRA's Symposium and Awards Luncheon is available online at

[http://www.cthra.com/educational\\_events.php](http://www.cthra.com/educational_events.php).

Accredited members of the press are invited to register for a complimentary press pass by contacting Melissa Hicks at [mhicks@mosaicmarketing.com](mailto:mhicks@mosaicmarketing.com).

### **About CTHRA**

The Cable and Telecommunications Human Resources Association (CTHRA) is the premier human capital resource for the industry and a growing nonprofit organization with more than 1,900 members spanning 100 companies. CTHRA provides industry-specific benchmarks, information and resources, as well as networking and educational opportunities. Its groundbreaking initiatives include compensation, employee benefits, and human capital metrics surveys, an Annual HR Symposium, roundtables and webinars. For more information, visit [www.cthra.com](http://www.cthra.com).

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