

SILVER SPRING, Md., Oct. 2, 2013 /PRNewswire/ -- Discovery Communications and its Science Channel network will commemorate the second annual Manufacturing Day on October 4

with both special on-air programming and local community events. Science Channel, the official media sponsor for Manufacturing Day, will feature a day-long marathon of its hit series, HOW IT'S MADE, the official program sponsor of the event. Discovery Communications, the world's #1 producer of nonfiction content and itself a modern-day manufacturer, will open its doors for a public open house at its state-of-the-art media production factory, the Discovery Creative and Technical Center in Silver Spring, Md., where Discovery is headquartered.

The second annual Manufacturing Day is a grassroots effort by manufacturers to enhance public perception of production in America. It will feature more than 750 manufacturers, educational institutions and their partners offering open houses, public tours, and career workshops to share the technology, ingenuity and innovation exemplified by American manufacturing. Discovery Communications and Science Channel are supporting Manufacturing Day as a tribute to the contributions of American manufacturers, as well as to further the company's commitment to raising awareness of and interest in science and technology careers and education, including its "Connect the Dots" and "Discover Your Skills" public affairs initiatives.

"When you look inside an American manufacturer, you see the pride of individuals who make the products that make our country go. This is where ingenuity combines with technology to move the country forward," said Debbie Adler Myers, General Manager and Executive Vice President of Science Channel. "HOW IT'S MADE continues to mesmerize Science Channel viewers by taking them to the secret world inside factory walls. On October 4, the public will have the opportunity to witness this world for themselves by attending a Manufacturing Day open house event."

"As a modern-day manufacturer of digital content, Discovery is proud to participate in Manufacturing Day by opening the doors to our world-class Production Center in our hometown

of Silver Spring, Md., where we produce content for Discovery's networks around the globe," said Glenn Oakley, Executive Vice President, Media Technology Production & Operations for Discovery Communications. "The types of jobs we are highlighting at the open house are an excellent demonstration of the kinds of skilled and technology-related career opportunities that are available in manufacturing today across many industries."

"The Department of Commerce is proud to be a partner in Manufacturing Day, which aims to demonstrate the high-tech, cutting-edge careers available in the manufacturing industry," said U.S. Secretary of Commerce Penny Pritzker. "Manufacturing jobs include careers in the areas of media and technology, and it is critical that students obtain the skills they need to get one of the half-a-million manufacturing jobs currently unfilled in the U.S. We will continue working, along with our partners in the business community, to inspire young people by highlighting the unique job opportunities available in American manufacturing, both on Manufacturing Day and throughout the year."

"Discovery Communications is opening its doors to highlight our nation's critical manufacturing industry and the need for a highly-trained workforce to compete in the 21st century economy. This is an opportunity for young people in our community to get a hands-on look at advanced manufacturing techniques and learn pathways to future careers in science and technology," said Congressman Chris Van Hollen

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"As it has for generations, manufacturing continues to be an economic engine for quality, family-supporting jobs in Maryland," said Peter Franchot, Comptroller of Maryland. "I applaud the efforts of Discovery Communications to highlight this critical powerhouse of economic activity and for their globally recognized leadership in producing and providing nonfiction content."

"Manufacturing Day is a unique day and opportunity for students, families and communities to experience the application of technical skills, applied math and hands on application of science in manufacturing facilities throughout the state," said Brian Sweeney, Executive Director, Maryland Manufacturing Extension Partnership. "Manufacturing Day is also an opportunity to learn about the products being made at manufacturing facilities like Discovery's and the contribution they make to our quality of life and our communities."

Now in its 11th season, HOW IT'S MADE has featured thousands of examples of American innovation and connected viewers with the fascinating process of fabrication for everyday items. Science Channel will commemorate Manufacturing Day with an all-day marathon of HOW IT'S MADE programming from 6:00 AM to 8:00 PM ET, featuring fan favorite episodes demonstrating the making of everything from hot sauce to luxury sports cars to telescopes.

The Discovery Creative Technology Center in Silver Spring, Md., is home to Discovery's 50,000-square-foot, world-class Production Center, housing 5 Pro Tools suites, 56 AVID's, 3 Quantel 3D suites, over 150 decks, and, most importantly, a staff and freelance community of over 100 creative professionals. Last year through 27,000 scheduled edit and audio sessions, Discovery editors touched over 10,000 programs like HOW IT'S MADE on Science Channel, 16,000 promos and 12,000 international versions, creating content for Discovery's more than 220 networks around the globe.

Discovery's participation in Manufacturing Day is part of its ongoing commitment to promoting awareness of job opportunities in skilled trades and other industries, as well as inspiring interest among students in science and technology careers. This includes "Connect the Dots," a national STEM education initiative designed to inspire the next generation of innovators, problem-solvers and game-changers. More information on "Connect the Dots" can be found at www.discoveryeducation.com/stem.

It also includes the "Discover Your Skills" initiative, a multimedia public affairs campaign, including the www.DiscoverYourSkills.com website, designed to provide unemployed and underemployed Americans with access to critical resources for obtaining marketable job skills and expertise, and to raise awareness of career opportunities in skilled trade and other industries.

Manufacturing Day is co-produced by the Fabricators & Manufacturers Association International (FMA), the National Association of Manufacturers (NAM), The Manufacturing Institute, the National Institute of Standards and Technology's (NIST) Hollings Manufacturing Extension Partnership (MEP), and Industrial Strength Marketing (ISM). For more information on Manufacturing Day and attending a public open house visit <http://www.mfgday.com/>

About Science Channel Science Channel, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is home for the thought provocateur, the individual who is

unafraid to ask the killer questions of "how" and "why not." The network is a playground for those with audacious intellects and features programming willing to go beyond imagination to explore the unknown. Guided by curiosity, Science Channel looks for innovation in mysterious new worlds as well as in its own backyard. Science Channel and the Science Channel HD simulcast reach nearly 80 million U.S. households. The network also features high-traffic online and social media destinations, including ScienceChannel.com, facebook.com/Science Channel and twitter.com/Science Channel.

About Discovery Communications Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 2 billion cumulative subscribers in over 220 countries and territories. Discovery is dedicated to satisfying curiosity through more than 190 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of television brands that feature leading nonfiction content, as well as locally produced entertainment programs, sports and the best scripted series and movies from major studios. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.

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