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## Profile of Diane Tryneski

Mary Frost

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Diane Tryneski  
Senior Vice President, Broadcast & Studio Operations  
Home Box Office

Diane Tryneski is senior vice president, Studio & Broadcast Operations, responsible for the general management of HBO's major operations and engineering centers - the HBO Studios in New York City and Los Angeles and the HBO Communications Center in Hauppauge, New York. She was named to this position in December 2008. Tryneski comes to HBO from the Disney-ABC Television Group, where she was senior vice president, TV Operations for ABC, responsible for overseeing Broadcast Operations & Engineering activities for the network and in support of the news, sports and daytime production units.

Having spent most of her career at ABC, Tryneski first joined the network in 1987, holding various managerial positions within the Broadcast Operations & Engineering division. She was promoted to vice president, TV Operations, East Coast in 1995 and senior vice president, TV Operations in 1999. She also served as general manager, Central Technical Facilities & West Coast Operations, where she was one of the executives who oversaw the transition of West Coast program distribution to the East Coast.

Tryneski briefly left ABC in 2003 for a three year stint at the Discovery Channel, where she was executive vice president, Discovery Production Group, Technology and Media Services, responsible for overseeing the creation and production of original content for various Discovery networks, including new media distribution platforms. She began her career at WNET/NET Telecon.

Tryneski is an active member in many trade associations including the Society of Motion Picture and Television Engineers. In 1998 she was inducted into the YWCA's Academy of Women Achievers, one of the country's most prestigious honors for professional women.

Tryneski earned her B.A. in journalism and communications from Rutgers University.

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1) How did you get started in the satellite business?

I was hired as a Rutgers College intern at the PBS NY station, WNET, Channel 13, which resulted in a full time job as Coordinator in Telesales. Telesales sold excess satellite capacity, studio and production facilities to large corporations, financial and legal continuing education programs and non-profits such as "Save-

the-Children". Today, one can teleconference using a webcam on their PC with Skype for free or use a conference room in their company, so It is hard to imagine at that time, a teleconference could take weeks to plan and required production and studios, master control, and a carefully coordinated satellite plan as a point to multi-point system and cost thousands of dollars. The PBS system was the only network at that time using satellites to distribute the network as NBC, CBS and ABC were still using ATT long lines.

2) How have you been involved in changes brought about in or by this business (innovations, technologies, services)?

Everyone was impacted by privatization, national and international quasi-government structures changed to commercial entities allowing flexibility in services, prices, and options for broadcasters and others.

3) What do you think was the greatest event/situation/opportunity you experienced?

My personal greatest opportunity was the internship at WNET that has translated into a wonderful career in broadcasting/cable.

4) What was the greatest obstacle?

I find this to be a difficult question to answer, since almost all obstacles provide a "learning experience" which adds to your base of knowledge.

5) What do you see happening in the next five years in this industry?

The future will continue to bring a proliferation of formats and platforms.

6) What advice do you have for women interested in entering the industry?

It is a very exciting time. Seize opportunities with enthusiasm, never be passive.