



215 Celebration Place
 Celebration, Florida 34747
www.disneyinstitute.com

Commuter Assistance

Media Production Creative Brief

Last Revision Date: June 17th, 2025

Project Information

Project Lead - Production: Name: Sabrianna Zarelsky Title: Producer	Final Project Approver: Name: Lauren Tidmore Title: Manager, Content	Creative Brief Final Approvers: Name: Chris Szydlo Title: Content Director Name: Amanda Kelly Title: Director, Disney Institute
Project Lead – Content Specialist: Name: Polly Zilhaber Title: Content Specialist	Project Stakeholder Reviewers: Name: Matt Calvo Title: Asset Manager Name: Juliana Trujillo Title: Program Director (ISG) Name: Jay Pyka Title: Manager, Delivery Name: Ben Reed Title: Delivery Director Name: Janet Olson Title: Manager, Content	Creative Brief Approval Due Date: • June 20 th , 2025 Present Project to DI Huddle? <input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Other Target Huddle Date: June 18, 2025 – senior leader meeting not huddle Lead Presenter: Lauren Tidmore
Other Project Team Members: Name: Lauren Tidmore Title: Manager, Content Name: Kaitlyn Larsen Title: Sr Content Specialist	Final Use: Print: <input type="checkbox"/> PG Page (Photo Showcase) Slide Deck: <input checked="" type="checkbox"/> KN <input type="checkbox"/> PPT Marketing: <input type="checkbox"/> Social <input type="checkbox"/> Website <input type="checkbox"/> Email Other: <input type="checkbox"/> Please Specify:	Needs Subtitles/Translations in: <input checked="" type="checkbox"/> English <input type="checkbox"/> Simplified Chinese <input type="checkbox"/> Haitian Creole <input type="checkbox"/> Spanish <input type="checkbox"/> Brazilian Portuguese <input type="checkbox"/> French Canadian <input type="checkbox"/> Other – specify:
Deliverable: Video: <input checked="" type="checkbox"/> New <input type="checkbox"/> Sourced B-roll: <input checked="" type="checkbox"/> New <input type="checkbox"/> Sourced Photo: <input type="checkbox"/> New <input checked="" type="checkbox"/> Sourced Other: <input type="checkbox"/> VO <input type="checkbox"/> Animation	Target Audience: <input checked="" type="checkbox"/> Public Professional Development Courses (PDC) <input checked="" type="checkbox"/> Primary <input type="checkbox"/> Additional <input checked="" type="checkbox"/> Private Group Learning Events (PLE) <input checked="" type="checkbox"/> Primary <input type="checkbox"/> Additional <input checked="" type="checkbox"/> Advisory Services - Client Name: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> Additional <input type="checkbox"/> Other – specify: <input type="checkbox"/> Primary <input type="checkbox"/> Additional	Key Final Milestones*: Material Handover Date: September 1st, 2025 Pilot Date (if applicable): FY26 Q2 (DATE TBD) Premiere/Go-Live Date: FY26 Q2 (DATE TBD) <small>*Dates subject to change</small>
Other Business Units that May be Interested in this Project: Name: Department: Name: Department:		

Project Overview

Pillar Alignment: <input type="checkbox"/> DALE <input checked="" type="checkbox"/> DAEE <input type="checkbox"/> DAQS <input type="checkbox"/> DACIB	Key Message: <ul style="list-style-type: none"> Participants will learn how Disney Cast participate in a community of care through peer care, community (BERGs), lifestyle support programs (Disney Commuter Assistance Program), intentional listening, and creating a more hassle-free employee experience. 	Key Insight/Takeaway: <ul style="list-style-type: none"> The extent to which you GENUINELY care for your people is the extent to which they will care for your customers—and each other. Secondary Insights: <ul style="list-style-type: none"> You must intentionally find as many ways as practically possible to genuinely care for your people. Intentional listening is an important tool and critical signal of care. Proactively manage the day-to-day work experience to make it hassle-free – as much as possible.
Supporting Points: This video will demonstrate <ul style="list-style-type: none"> How a Cast Member community helped to overcome a hassle in the workplace. How genuine care can be provided on both an individual and organizational level. How care can happen organically between peers, but also intentionally through a lifestyle support service provided by a company. How BERG advocacy can help lead to the adoption of assistance programs and create traction to grow these programs company-wide. How individuals in a large organization can make a difference through supporting their peers with and without disabilities. <ul style="list-style-type: none"> How to advocate for organizational support that addresses everyday challenges and removes obstacles that can often go unnoticed. 	Desired Learning Outcome: <ul style="list-style-type: none"> Participants will learn how a leader can empower and support their employees to make a difference and advocate for initiatives and programs they care about. Through post-video application time, participants will discuss how to apply genuine care in their workplace. 	
Video Style: <input type="checkbox"/> Interview – One Talking Head <input checked="" type="checkbox"/> Interview – Alternate Talking Heads <input type="checkbox"/> Interview – Sizzle <input checked="" type="checkbox"/> Interview – with VO/B-roll <input type="checkbox"/> VO/B-roll only <input type="checkbox"/> Music/B-roll only <input type="checkbox"/> Other – specify:	Mandatories and Considerations: <p>Mandatories:</p> <ul style="list-style-type: none"> 2 Day Shoot 2-3 Cast Interviewees Outsource Production Crew led by Sabrianna Outsource Editing Legal Approval Hailey Skoglund Subject of Video Recently changed roles/job locations in June 2025 now working in Transportation department – Potentially add additional questions with leader after initial reach out to Hailey. <p>Considerations:</p> <ul style="list-style-type: none"> Pre-interview with video subjects to be completed after approval of creative brief to finalize scripting. 	
Tone: Overall Tone: Capturing rich ambient sound and atmosphere to create an immersive experience for visually impaired Participants. We will also be thoughtful in scripting to ensure the audio descriptions sound natural and engaging to all Participants. VO Tone/Feeling (if applicable): Music Tone/Feeling: Inspiring/Orchestral – mixed with office atmosphere/soundscape audios		
Project Outline: <ul style="list-style-type: none"> Pre-Production – June & July <ul style="list-style-type: none"> Creative Brief Approved Refine & Approve <ul style="list-style-type: none"> Employee Relations Approval of Cast Script <ul style="list-style-type: none"> Pre-Meet with SMEs to finalize details/scripting Business Affairs Approval & PR Approval Production – August 		



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<ul style="list-style-type: none"> o Confirm Production Dates <ul style="list-style-type: none"> ▪ Roy O – Shooting Day 1 <i>(Interview Questions available in Production Assets Appendix)</i> <ul style="list-style-type: none"> • Hailey Skoglund Interview <ul style="list-style-type: none"> o Marii Skoglund, Hailey's Guide Dog • Lexi Interview • Commuter Programs Representative Interview <ul style="list-style-type: none"> o Judy Hernandez, TDM Commuter Programs Manager (California-based) o Grant Dawdy, TDM Commuter Programs Manager (California-based) o Alternative Florida-based representative (can determine in pre-production meetings with SMEs). ▪ Hailey's Office – Shooting Day 2 <i>(Preliminary Shot List available in Production Assets Appendix)</i> <ul style="list-style-type: none"> • B-roll of Cast Member completing job tasks, walking into the office, commuting. • Post Production <ul style="list-style-type: none"> o Edit & Approve – September/October o Integrate into DAEE – FY26 Q1 o Launch & Communicate – FY26 Q2

Logistics

Anticipated Production Date(s): <ul style="list-style-type: none"> • August – Date TBD 	Hair and Makeup Needed? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Production Location(s): Location Name: Roy O Studio Address: 351 S Studio Dr, Bay Lake, Florida, United States Location Name: Hailey's Office – Transportation Office Address: 1000 Car Care Dr Lake Buena Vista, FL, 32830, USA							
Target Length: 5:30 min/sec <input type="checkbox"/> :30 <input type="checkbox"/> :45 <input type="checkbox"/> :60 second versions	Teleprompter Needed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No								
Video/Photo/VO Cast or Talent: <ul style="list-style-type: none"> • Disney Cast Members including representatives from the ENABLED BERG leadership team and Disney Commuter Assistance. 		Production Specs: Aspect Ratio: <input checked="" type="checkbox"/> 16:9 (horizontal) <input type="checkbox"/> 9:16 (vertical) <input type="checkbox"/> 1:1 (square) Resolution: <input type="checkbox"/> 4k <input type="checkbox"/> 8k <input checked="" type="checkbox"/> 1080p							
		Deliverable Specs: Aspect Ratio: <input checked="" type="checkbox"/> 16:9 (horizontal) <input type="checkbox"/> 9:16 (vertical) <input type="checkbox"/> 1:1 (square) Resolution: <input type="checkbox"/> 4k <input type="checkbox"/> 8k <input checked="" type="checkbox"/> 1080p File Output: <input type="checkbox"/> Photo <input type="checkbox"/> MP3 <input checked="" type="checkbox"/> MP4 <input type="checkbox"/> H.264 <input type="checkbox"/> Other:							
In-House Production? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> TBD If no, identify 3 potential vendors: Name: Brent Belvadere Location/Agency: Strike First – Post Production Contact Info: strikefirstpost@me.com Name: Randy Chase Location/Agency: Rocket Chimp Marketing and Creative Agency Contact Info: randy@rocketchimp.com Name: Tim Toccalino Location/Agency: Disney Broadcasting Contact Info: tim.g.toccalino@disney.com		In-House Editing? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> TBD If no, identify possible editor vendors: Name: Brent Belvadere Location/Agency: Strike First – Post Production Contact Info: strikefirstpost@me.com Name: Randy Chase Location/Agency: Rocket Chimp Marketing and Creative Agency Contact Info: randy@rocketchimp.com Name: Tim Toccalino Location/Agency: Disney Broadcasting Contact Info:							
Production Quotes: Quotes include production (location scouting, shooting, hair and makeup, etc.) and post-production (editing, sending files, etc.).									
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 33%;">Agency</th> <th style="width: 33%;">Disney Broadcasting</th> <th style="width: 33%;">Rocket Chimp</th> </tr> <tr> <td>Quote</td> <td>Declined due to project size. Said for this scale they would use Strike First.</td> <td>\$14,640</td> </tr> </table>	Agency	Disney Broadcasting	Rocket Chimp	Quote	Declined due to project size. Said for this scale they would use Strike First.	\$14,640		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;"> Our Recommendation Strike First – Post Production \$14,850 *Quote includes \$1,500 for overtime contingency. </td> </tr> </table>	Our Recommendation Strike First – Post Production \$14,850 *Quote includes \$1,500 for overtime contingency.
Agency	Disney Broadcasting	Rocket Chimp							
Quote	Declined due to project size. Said for this scale they would use Strike First.	\$14,640							
Our Recommendation Strike First – Post Production \$14,850 *Quote includes \$1,500 for overtime contingency.									
Additional Comments/Notes: <ul style="list-style-type: none"> • Walk of Hailey's Office will be needed to ensure we can film there. Alternatively, can stage in our Celebration office. Please see following pages for production assets. 									



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Production Asset: SHOT LIST – Hailey’s Office

This is not an extensive shot list - will elaborate after meeting with Hailey and walking office space.

Shot #	Interior/Exterior	Camera Angle	Camera Move	Audio	Subject	Description of Shot	Location
#1	<input type="checkbox"/> Int <input checked="" type="checkbox"/> Ext	Knee / hip Level Shot	Tilt into a slow pan, track the movement of the subject	Soundscape of B-Roll (Ex: Cars driving by, door slamming, footsteps)	Hailey & Marli getting out of car		Hailey's Office 1000 Car Care Dr
#2	<input type="checkbox"/> Int <input checked="" type="checkbox"/> Ext	Shoulder Level Shot	No Movement	Soundscape of B-Roll (Ex: Ride share voice saying "John is 5 minutes away".)	Hailey on phone (calling ride share)		Hailey's Office 1000 Car Care Dr
#3	<input type="checkbox"/> Int <input checked="" type="checkbox"/> Ext	Knee / hip Level Shot	Tracking	Soundscape of B-Roll (Ex: footsteps, dog panting)	Hailey & Marli walking on sidewalk		Hailey's Office 1000 Car Care Dr
#4	<input type="checkbox"/> Int <input type="checkbox"/> Ext	Wide & Tight (grab variety)	No Movement	Soundscape of B-Roll (Ex: elevator ping, door opening, "good morning")	Hailey & Marli in Elevator – Grab details and overall		Hailey's Office 1000 Car Care Dr
#5	<input checked="" type="checkbox"/> Int <input type="checkbox"/> Ext	Tight	No Movement	Soundscape of B-Roll (Ex: coffee machine, coffee being poured)	Coffee Machine & Pour Coffee		Hailey's Office 1000 Car Care Dr
#6	<input type="checkbox"/> Int <input type="checkbox"/> Ext	Wide & Tight (grab variety)	Slow Pull Out	Soundscape of B-Roll (Ex: Setting stuff at desk)	Hailey setting stuff at desk		Hailey's Office 1000 Car Care Dr
#7	<input checked="" type="checkbox"/> Int <input type="checkbox"/> Ext	Wide & Tight (grab variety)	Slow Pan / Play with Rack focus	Soundscape of B-Roll (Ex: Typing and clicking on computer)	Hailey typing and clicking at desk		Hailey's Office 1000 Car Care Dr
#8	<input checked="" type="checkbox"/> Int <input type="checkbox"/> Ext	Wide	Parallax	Soundscape of B-Roll (Ex: footsteps, jingling of leash)	Details that are specific to the service dog		Hailey's Office 1000 Car Care Dr
#9	<input checked="" type="checkbox"/> Int <input type="checkbox"/> Ext	Tight	Play with Rack focus	Soundscape of B-Roll (Ex: footsteps, jingling of leash)	Marli & his Name tag		Hailey's Office 1000 Car Care Dr



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Production Asset: HAILEY SKOGLUND INTERVIEW QUESTIONS @ Roy O

Subject	Interviewer	Interviewee(s)
Community of Care – Day in the Life	Off-Camera Content Team Member	Hailey Skoglund, Sr Workload/Staffing Analyst

Question #	Main Question	Look For...	Potential Follow Up
#1	Introduce yourself, your role, and Marli.		You've changed roles since you've started this work? How have you brought this into your current role?
#2	Tell us about your commuting experience when you first joined the company.	Rideshare. With the excessive cost, I sought other alternatives. I qualified for the city's paratransit program and was excited for the \$4 per trip experience. After six months of spending six hours a day commuting (three hours each way), I was frustrated. My life consisted of waiting for the bus, eating meals on the bus, calling to make sure the bus was on its way, and sometimes was still left waiting.	Encourage Hailey to describe her commute in a way that can be used as audio description for B-roll we are capturing/sourcing.
#3	What changed?	My coworker, Lexi, saw me distressed and asked me what her commute experience was like. Their conversation inspired the creation of an internal collaboration tool channel, Cast Carpool, a thriving network of Cast who would volunteer to take Hailey to and from work every day.	How did it feel to have someone listen to you about this?
#4	Tell us about your work as part of the ENABLED BERG leadership team.	While I've built a network I could rely on, many other Cast Members had similar needs and challenges. With the desire for a more inclusive workplace, I joined the Enabled leadership team and have been working to promote the Commuter Assistance website here in Florida. NOTE: We will touch briefly on ENABLED BERG work in facilitator teaching. Intended to be a light touch that can be debriefed more deeply outside of video.	
#5	Why is a program like this important?	You can help the environment, you can meet friends, you can change someone's life. Cast have a system they can rely on even if they have a disability. It's about the connectivity and the community. It doesn't have to be everyday - it is a choice. NOTE: Additional facilitator information about commuter assistance program and how it was originally designed for environmental efforts in facilitator teaching. Intended to be a light touch that can be debriefed more deeply outside of video.	
#6	Do you have any advice to anyone in a similar position?	Don't be afraid to build a network of your own. Just because you can't drive doesn't mean you can't work here at Disney.	

Based on answers, follow-up questions may be asked that are not represented here.



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Production Asset: LEXI HUNT INTERVIEW QUESTIONS @ Roy O

Subject	Interviewer	Interviewee(s)
Peer – To – Peer Care / Intentional Listening	Off-Camera Content Team Member	Lexi Hunt

Question #	Main Question	Look For...	Potential Follow Up
#1	Tell us how you met Hailey.		
#2	How did you find out about the hassles Hailey faced in her commute?	I asked. I listened. I asked myself what I could do to help remove or relieve this hassle if I really wanted to.	What did this intentional listening really look like?
#3	Tell us more about Cast Carpool communication. How does it work? How many Cast are in the chat?	Cast Carpool is a chat that we have to organize rides for Hailey. There are 47 Cast as part of the chat who have volunteered to drive. If someone has to cancel, then another person can jump in and help.	
#4	Tell us about your work as part of the ENABLED BERG leadership team.	With the desire for a more inclusive workplace, I joined the Enabled leadership team and have been working to...	

Based on answers, follow-up questions may be asked that are not represented here.

Production Asset: COMMUTER ASSISTANCE INTERVIEW QUESTIONS @ Roy O

Subject	Interviewer	Interviewee(s)
Lifestyle Support / Hassle-Free Employee Experience	Off-Camera Content Team Member	Commuter Assistance Program Representative

Question #	Main Question	Look For...	Potential Follow Up
#1	What is the Disney Commuter Assistance Program?	The Disney Commuter Program website was developed to serve as a one-stop shop for Disney employees and Cast Members across the nation. Employees and Cast Members are encouraged to use this site to find carpool partners, vanpool groups, potential transit routes, and bike or walk buddies. In addition, Commuter Assistance participants will need to log their rideshare activity through this site to stay active in the program. This website provides Cast Members looking to carpool with a safe and efficient way to enter their information. They then connect with fellow Cast who are also looking to carpool. From there, they can easily reach out to each other with the simple click of a button and connect via email or phone to confirm the carpool.	
#2	Who can use Disney Commuter Assistance Program?	Any employee or Cast Member that has a Disney ID and email address can use the site.	
#3	How did the Commuter Assistance Program start?		
#4	What have been the results of the program?		Is there a measurable impact like # served, hours on road saved, etc. that we could use? Especially if already approved as an externally shared statistic?
#5	How did it begin in Florida?		
#6	Why does Disney provide such a service?	To remove hassles for Cast and reach company environmental sustainability goals.	

Based on answers, follow-up questions may be asked that are not represented here.