



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

Endless Possibilities

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 Szydio 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 checked="" 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"/> 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	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 Programs engage Cast so they choose to meaningfully contribute and grow with Disney. This will spotlight Disney Programs' overall strategy and feature how Disney Programs strategically approaches the levers of engagement with a focus on development. 	Key Insight/Takeaway: <ul style="list-style-type: none"> Unleash employee's untapped potential with a holistic development plan. <p><i>Note: This is a new insight replacing "Create a holistic learning journey that starts with a structured plan."</i></p>
Supporting Points: <ul style="list-style-type: none"> Recognize and showcase how Cast Members across the company get their start on a Disney Program. Hear about the story behind the Disney College Program NameTags that Participants will see throughout PDC Field Experiences. 	Desired Learning Outcomes: <ul style="list-style-type: none"> Through post-video application time, participants will discuss how to apply genuine care in their workplace. Create a holistic development plan to help employees find meaning and fulfillment in their work, leading to increased motivation and engagement. (Note: Participants will create a plan as part of the Learn component.) 	
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"> Aiming for 1 Day Shoot (potentially 2 for any B-Roll capture needed or scheduling conflicts with interviewees). 3-5 Cast Interviews. Legal Approval - Focusing interviews on Disney Programs leadership and alumni, as Cast footage can only be kept for 1 year post separation from the company. <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. Disney Programs may be able to provide some B-Roll but may need to add a small B-Roll capture. 	
Project Outline: <ul style="list-style-type: none"> Pre-Production – June <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 – July <ul style="list-style-type: none"> Confirm Production Dates with Interviewees (aiming for one day, but may need to adjust due to scheduling) <ul style="list-style-type: none"> Flamingo Crossings – Shooting Day 1 (Interview Questions available in Production Assets Appendix) <ul style="list-style-type: none"> Disney Programs Leaders Interview <ul style="list-style-type: none"> Perry W Crawley — Director, Disney Programs and Experiences Ryan Geno — Academic Experience & Career Advancement 3 Program Alumni TBD (Now working across company – Can utilize Programs SMEs to identify) Interview <ul style="list-style-type: none"> Potential Alumni that have previously been featured by Disney Programs <ul style="list-style-type: none"> Ali Hendrix (Manion) — Program Experience Manger Taylor Barfield — Outreach and Engagement Manager Matt DeWater — Character Art Manager 		



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Production Asset: DISNEY PROGRAMS DIRECTOR INTERVIEW QUESTIONS

Subject	Interviewer	Interviewee(s)
Disney Programs Overview	Off-Camera Content Team Member	Perry W Crawley

Question #	Main Question	Look For...	Potential Follow Up
#1	Introduce yourself, your role.		Did you start on a Disney Program? How long have you been with the company?
#2	Tell me about Disney Programs.	Brief history, brief overview	
#3	Tell me about the strategy/vision for Disney Programs.	"Providing endless possibilities for participants so that participants are ready to pursue the unimaginable. To pursue their dreams and feel confident that they've gathered resources through their Disney program and skills that they're able to take in that next step. In that next chapter in their career."	
#4	What is distinctly Disney about our Disney Programs?	Holistic living, learning, and earning/working experience, not just a job but a development opportunity and potential future career builder. It is an introduction to the Disney culture and creates an emotional connection to the brand.	Is there a total number of schools we recruit at? Over xx amount? Are we one of the largest recruiters at schools for this type of program?
#5	How does Disney Programs introduce culture during the selection/Talent Acquisition process?	<ul style="list-style-type: none"> • Share stories about people in a similar role to make an emotional connection with the candidate. • Share examples of external communication strategy including: <ul style="list-style-type: none"> ○ Disney Programs videos <ul style="list-style-type: none"> ▪ These videos are intentionally designed to build engagement by sharing what it's like to be a part of the Disney culture with potential candidates. ○ Social Media efforts - #CastLife <ul style="list-style-type: none"> ▪ The Disney Program frequently leverages the Disney Parks Jobs Instagram to feature current Disney Programs participants and help emotionally connect with followers who may be interested in applying for the program. • Share a compelling vision of the future with your organization, along with the opportunities available for growth and success. For example, the Disney Programs is marketed as a "Live, Learn, Earn" opportunity. 	Why is this important? (Look for: Word of mouth)



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#6	How does Disney Programs support Cast?	<ul style="list-style-type: none"> • Flamingo Crossing investment in new space. • Share about the support from Disney Internships and Programs offices: <ul style="list-style-type: none"> • “Disney Internships and Programs offices provide a place where program participants can receive information, assistance, and care for any of their needs. Just as we want every Guest to leave a Disney experience with a positive feeling, we want every student to leave the Internships and Programs office feeling cared for and with their needs met. “ • “To participate in our program, many of these students have taken a semester away from school, or in some cases, a full year. We take this time investment seriously, maximizing the experience they have while they are in our employ. We hope that they make enough magic and memories that they will return to us when they are ready to begin a career.” • International Programs taking to Grocery Store: <ul style="list-style-type: none"> • “For international programs we offer transportation to a specialty grocery stores so they can get items that make them feel more at home.” 	
#7	How does Disney Programs help Cast grow?	Share how others have grown their careers at Disney by starting in a Disney Program.	

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

Production Asset: DISNEY PROGRAMS LEARNING INTERVIEW QUESTIONS

Subject	Interviewer	Interviewee(s)
Disney Programs Learning/Development	Off-Camera Content Team Member	Ryan Geno

Question #	Main Question	Look For...	Potential Follow Up
#1	Introduce yourself, your role.		Did you start on a Disney Program? How long have you been with the company?
#2	How does Disney Programs support Cast on their learning and development journey?	Providing opportunities to network, engage, learn about opportunities that they didn't know existed (Endless Possibilities Showcase).	
#3	Describe the 4 buckets within the learning component of Disney Programs.	We have experiential learning, instructional led offerings, academic support, and career path development.	
#4	Describe experiential learning opportunities.	List examples of opportunities/offerings available to program participants in this bucket.	
#5	Describe instructional led offerings.	List examples of opportunities/offerings available to program participants in this bucket.	
#6	Describe academic support.	List examples of opportunities/offerings available to program participants in this bucket.	
#7	Describe career path development.	List examples of opportunities/offerings available to program participants in this bucket.	

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



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Production Asset: PROGRAM ALUMNI INTERVIEW QUESTIONS

Subject	Interviewer	Interviewee(s)
Impact of Disney Programs	Off-Camera Content Team Member	Program Alumni

Question #	Main Question	Look For...	Potential Follow Up
#1	Introduce yourself, your role.	"I'm _____, I've been with the company for _____ years, and I started on the Disney College Program as a _____."	What was your role on your Disney Program? How long have you been with the company?
#2	How did you hear about Disney Programs?	Word of mouth, Guest (saw College name tag when visiting parks).	
#3	What made you apply for Disney Programs?	Emotional connection to brand, heard about it from a friend, family, or peer who has done the college program, attracted by inclusive welcoming environment.	
#4	Tell us your Disney Journey after the Disney College Program	<p>Explain journey in a couple of sentences for example:</p> <ul style="list-style-type: none"> "The Disney College Program kickstarted my career and I have now been with the company 10 years and have the opportunity to work throughout park operations, ESPN, DCL." 	
#5	Tell a story of a peer or leader you met while in the Program that positively impacted your time.	Networking/development stories, care stories, seeing me as an individual.	
#6	Tell me about the impact of Program learning offerings on your overall development (experiential learning, instructional led offerings, academic support, career path development).		Did you participate in any instructional led offerings? Utilize academic support or career path development?
#7	What made you want to stay at Disney after your program?	Great introduction to the company, culture, people.	
#8	What was your favorite part of your program?	The people I worked with, people made me fall in love with the Disney culture, my leaders.	
#9	What made you feel like the program was beneficial for you?	Learned about myself, living with others, functional skills, project management, approach job with optimism, connections to go to the next step, it launched my career at Disney.	What made you feel like the program was beneficial for you outside of your job/in your life?
#10	Tell me how the LIVE, LEARN, and EARN components of the program helped you develop in your career (in or outside of Disney)?		
#11	Do you have a favorite memory at Disney?		

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