

Disney Communication Audit



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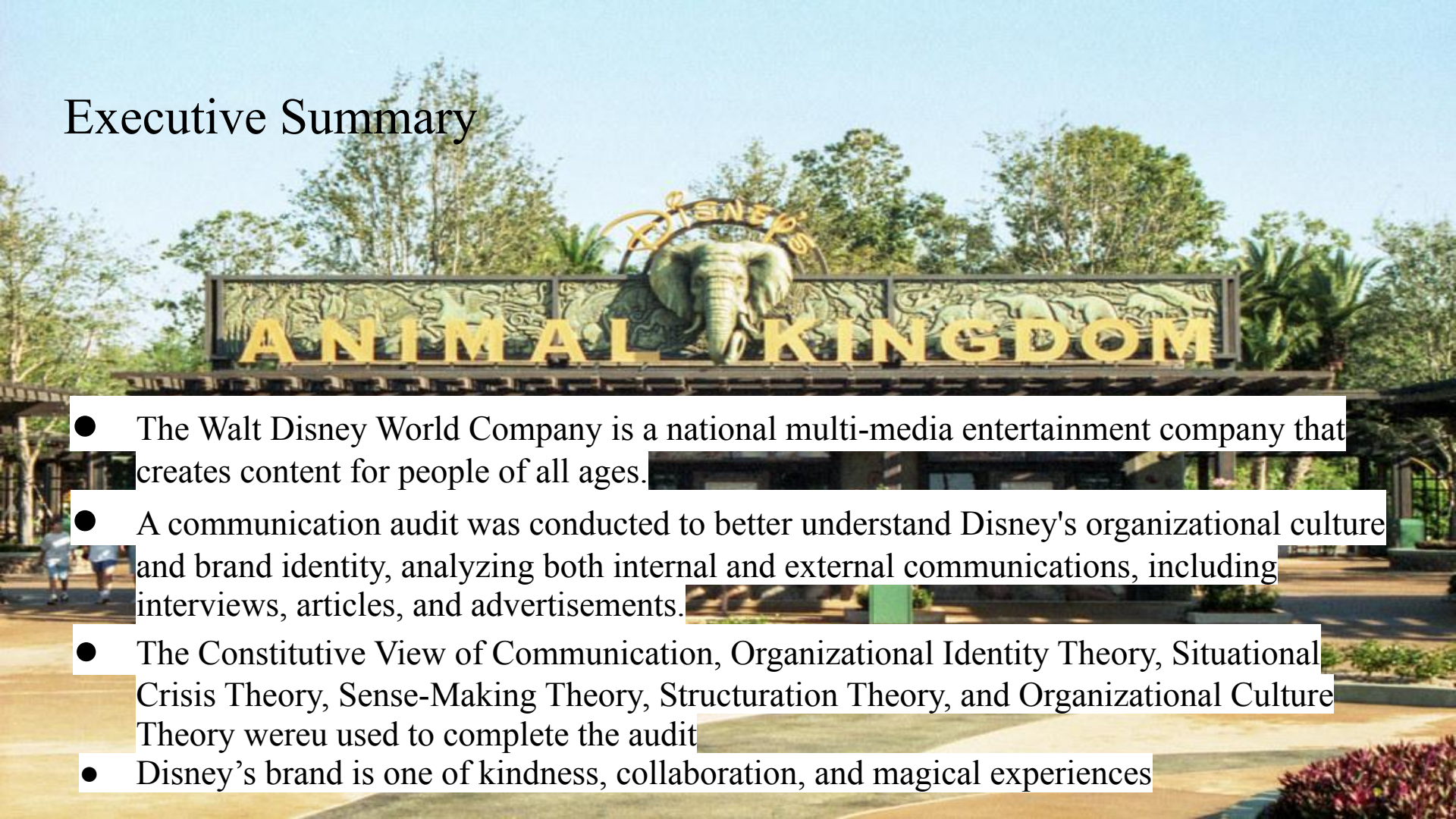
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Executive Summary

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- The background image shows the entrance to Disney's Animal Kingdom. A large sign features the word "ANIMAL KINGDOM" in yellow letters on a dark background. Above the sign is a large elephant head sculpture. The sign is flanked by lush green trees and a clear blue sky. The overall scene is bright and sunny.
- The Walt Disney World Company is a national multi-media entertainment company that creates content for people of all ages.
 - A communication audit was conducted to better understand Disney's organizational culture and brand identity, analyzing both internal and external communications, including interviews, articles, and advertisements.
 - The Constitutive View of Communication, Organizational Identity Theory, Situational Crisis Theory, Sense-Making Theory, Structuration Theory, and Organizational Culture Theory were used to complete the audit.
 - Disney's brand is one of kindness, collaboration, and magical experiences.

Introduction

- The Walt Disney World Company is a multichannel entertainment/mass media organization founded in 1923 by Roy and Walt Disney.
- Disney offers various entertainment mediums, such as amusement parks, movies, TV shows, video games, cartoons, and merchandise.
- A communication audit of Disney's external and internal communications would help bring more insight into the company. The purpose of this communication audit is to analyze Disney's communication strategies.



Methodology

- **Step 1:** Collect artifacts.
 - Advertisements, External newsletters, Social media posts, Videos.
- **Step 2:** Analyze/sort the sampled artifacts
- **Step 3:** Conduct interviews with internal stakeholders
- **Step 4:** Conduct interviews.
- **Step 5:** Generate conclusions based on the artifacts and interviews and how they relate to organizational culture and its brand identity.



Step 6: Provide recommendations for the Walt Disney Company and how it can improve its internal and external communication through descriptive feedback.

Audit Diary

- The first step in conducting the communication audit involved selecting an organization with which I was familiar.
- During the second week of my research, I created a step-by-step process of observing Disney's organizational culture
- As week three approached, I conducted a brand analysis of the Walt Disney Company.



- Once I reached week four, my communication audit discussed how Disney's organizational culture relates to its brand identity and drafted a statement that encapsulated that relationship.
- Finally, in week five, I finalized my artifacts and chose my sampling methods, such as the heterogeneous and typical case sampling methods.

Results

- Website #1 (Screenshots in appendix): [The Disability Access Service \(DAS\)](#)
- Website #2 (Screenshots in appendix): [The Disney Genie Plus service](#)
- Youtube Video (Screenshot in Appendix): [The What's a Disney World Thrill Feel Like](#)
- Email #2 (Screenshot in Appendix)
- Personal Narrative

What's A Walt Disney World Thrill Feel Like?

WHAT'S A WALT DISNEY WORLD

FEEL LIKE?

0:00 / 1:30

Disney MORE

Search

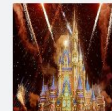
#DisneyMagicMoments

At Disney Magic Moments, you experience the magic of Disney wherever you may be. Enjoy Disney, Pixar, Star Wars, Marvel, and National Geographic with stories, videos, and activities to inspire imagination and discovery among kids, teens, and families alike.

Disney PARKS

Experience the magic of Disney wherever you may be.

EXPLORE MORE



Virtual Viewing of Happily Ever After[®] at Walt Disney World Resort



Speed Through Radiator Springs Racers at Disney's Hollywood Resort



May the 4th Be with You in Star Wars: Rise of the Resistance at Disney's Hollywood Resort



Go! Get! Go! for a Ride on Slinky Dog Dash at Disney's Hollywood Studios

Conclusions and Recommendations

Conclusions

- Constitutive View of Communication and Organizational Identity are best theories to explain Disney
- Cast members across all facets of Disney are considered the magic makers of Disney
- Disney fosters an environment of positivity and creating unforgettable experiences

Recommendations

- Improve internal communication
 - Help bring more efficiency
- Improve transparency in external communication
 - Avoids confrontation and brings
- Strengthen Safety Communication
 - Increase cast member value

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