

THE WALT DISNEY

“The happiest place on Earth”



Amy Kang and
Irene Jung

TABLE OF CONTENTS

1. Letter from the Chairs
2. History of the Committee
3. Committee Procedure
4. Topic A : Criticisms
5. Topic B : The Next Disney Park
6. Small Crisis Topics
7. Individual Positions
8. Bibliography

LETTER FROM THE CHAIR

Dear honorable delegates of The Walt Disney Company,

Welcome to the 3rd Annual Session of Global Education City Model United Nations (GECMUN)!

I am truly honored to be participating in the conference as the head chair of the Walt Disney Company specialized committee.

My name is Amy Kang, a junior at Korea International School Jeju. My Model United Nations (MUN) experience stretches to approximately three years, including several chairing and directing experiences. I love to travel around the world and acquire new knowledge, especially about culture and geography. Since I was young, I was obsessed with anything related to Disney, including Disneyland, Disney Channel, and all sorts of Disney movies. Zootopia is my favorite movie of them all. I'm therefore very looking forward to see how this committee will proceed!

As the management team, the main goal for the delegates will be to tackle two topics at hand. The first one will be the criticisms arising with regards to the content and stereotypical standards of Disney productions. The other will be brainstorming ideas about the next Disney park, as the one in Shanghai is now constructed and opened to the public. In addition, the delegates are responsible to respond to small crisis updates wisely and tactically.

I sincerely hope that all delegates bring back enjoyable and long-lasting memories from the conference. I'm eagerly anticipating for the conference to begin!

If delegates have any questions, feel free to send an email to the co-chair or to me.

Thank you.

Warm regards,

Amy Shinyi Kang

Chair of The Walt Disney Company Committee, GECMUN III

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LETTER FROM THE CO-CHAIR

Dear GECMUNers,

I am Irene Jung and it is my utmost pleasure to be serving as the Co-Chair at the third annual Global Education City Model United Nations. GECMUN is a very unique conference since it is composed of various types of committees including the General Assembly, the United Nations Security Council, and some other interesting crisis committees with unusual historical backgrounds. The delegates will be able to have remarkable MUN experiences through well-constructed committees of GECMUN.

To briefly introduce myself, I'm a freshman at Korea International School Jeju, and this is my second time chairing a committee. I've chaired a historical crisis committee at GECMUN I which gave me numerous lessons about MUN that positively influenced my MUN career. I hope all the delegates would enjoy their times at GECMUN and make most of them just as I did for the past two years.

This committee is designed to discuss the problems within the Walt Disney Pictures, one of the most popular film companies worldwide. The films produced by it affected my childhood a lot. I enjoyed watching the movies including Tangled, The Incredibles and Frozen. I occasionally hummed tunes of the songs from the movies and imagined myself as a main character of a fantasy movie. To younger me, the Walt Disney Pictures was a utopia that was full of dream.

Discussing problems within the Walt Disney Pictures is, in some way, bidding farewell to my fancies from the childhood. Yet, I still think it is important to discuss about the problems and create solutions because we would learn about the real world behind the marvelous scenes of the movie and be assured that we won't be the people who cause same problems when we become adults. Thus, I sincerely hope every delegate to participate in the committee actively.

If any delegates have questions about the committee, please do not hesitate to contact me. I wish you a luck for your preparation!

Kind regards,

Irene Daeun Jung

Co-Chair of The Walt Disney Company Committee, GECMUN III

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HISTORY OF THE COMMITTEE

I. THE START WITH WALT DISNEY

Disneyland was established on July 17, 1955 in Anaheim, California by Walt Disney. Walt Disney was born on December 5th, 1901 in Illinois, USA. Disney discovered his talent at his young age and he was interested in the genre of art and illustration. With his brother, Disney was able to take his talents onto the next level and managed to work further with illustrations and animations. Walt Disney finally came up with his world famous Mickey Mouse. With that, more and more characters were created and, eventually, his characters were showcased in his films such as Snow White and the Seven Dwarfs, Pinocchio, and extra. With his success, he made a theme park in Anaheim, California, USA which featured his film characters and films, and the park is known as Disneyland. As his productions expanded, additional parks were built and many more are planned to be built. In the age of 55, he passed away on December 15, 1966 due to lung cancer. Even after his death, his legacy lives on and there are many other characters that are being created after his name.

2. PRODUCTIONS

The first Disney film produced was Snow White and the Seven Dwarfs which was released in 1937. The public was intrigued with the complexity and quality of the animation. Disney has produced many popular movies such as Snow White, Cinderella, Sleeping Beauty, etc. and the theme park was designed for the Disney fans to enjoy the structures of his work. People over the years adored his work which allowed Disney's popularity to skyrocket. The fantasy of the Disney movies attracted many audience and families from all over the world. The Disneyland built back in 1955 can still be visited today in California.

3. RECREATIONAL PARKS

There are currently five Disney theme parks all over the world located in California (USA), Florida (USA), Paris (France), Tokyo (Japan), and Hong Kong (China). The Disneyland in Shanghai, China is scheduled to open in June 2016 and it is predicted to be successful just like the other parks that already have opened in the past.

COMMITTEE PROCEDURE

“The Walt Disney Company” will mostly run in a UNA-USA Rules of Procedure.

As a specialized committee, there will be several exceptions as follows.

1. The chairs will be representing the following roles in certain occasions:

- a. Robert A. Iger, the Chairman and the Chief Executive Officer
- b. Thomas O. Staggs, the Chief Operating Officer, the Walt Disney Company
- c. Crisis Director

2. Each delegate is representing an individual, and therefore is be able to use personal pronouns in the conference. Extensive research about the assigned character for each delegate is highly encouraged. Please note that all of the council members exist in the real world.

3. The resolution will be an action plan, not a suggestion.

a. Delegates have the ability to use their own limited powers at their extent, but might be restrained by the chairs, who are also the ultimate deciders of the action plan.

b. The resolution will consist of preambulatory and operative clauses.

i) Preambulatory clauses will address the debated topic in depth. Just like general committees, the council will use preambulatory phrases.

ii) Operative clauses will list down the actions in response to the debated topic. The delegates can use suggestive operative phrases. However, delegates are encouraged to use non-general phrases, such as: declares, decides to, creates, publicizes, regulates, etc. The delegates may ask the chairs whether a certain term can be used as an operative phrase.

iii) If the Walt Disney company is sued for Topic A, the delegates will react upon the lawsuit through a resolution in the same format.

c. Topic B, “The Next Disney Park” will only discuss about the exact location and the theme. The location should be a city or a region in a country, and the theme has to list characteristics and uniqueness of such theme. Therefore, the delegates should provide a specified justification and explanation for the chosen options.

4. Several mini-crisis updates will be announced between the debates, and the delegates should stop discussing about the respond via only public directives. Private directives won't be allowed due to time restraints.

5. Computers will be allowed in unmoderated caucuses for the purpose of drafting the resolution.

TOPIC A: CRITISMS

While it might seem as if Walt Disney is just full of happy fantasies, there still exist conflicts regarding the content of the productions from Walt Disney Studios. Most of these criticisms are made in the movies from the past, but there exists concerns of how the same mistake or cliché can be repeated in future productions.

Types and Explanations

:: Race ::

The lack of diversity represented by protagonists has been a subject of criticism. It may seem like there is a diversity within the Disney princesses such as Mulan from the China, Jasmine from the Middle East, and a few more. However, the majority of the Disney Princesses are of caucasian background. Snow White, Cinderella, Elsa, Aurora, and Alice are all based on white culture. Disney is a global productions company for people around the world, and one of the main objectives of media is for empathy. The focus on a certain society will only provide a common sense of culture for a specified group. Furthermore, as most of the productions are aimed for children, the exposure of diverse cultures without bias will give them opportunities to grow to respect different traditions in their lifetime.

Even though several ethnic groups are represented, stereotypes are implemented in the attitudes of the characters. In the movie “The Aristocrats,” a Chinese cat is portrayed as a fortune cookie seller with a stereotypical Asian accent.

:: Prioritizing Social Status ::

Social status is repeatedly being the main focus of life among other factors for several works of Disney. The story “Cinderella” is wholly based on a woman whose life is suddenly enhanced by marrying a prince. Cinderella’s marriage became the catalyst for all of her issues, including her stepmother and stepsisters. Prince Charming becomes a justification for getting out of everything, not only in Cinderella, but also in Snow White, Sleeping Beauty, etc.

To add on, wealth is seen as the only path to success. In “Aladdin,” acquiring wealth and fame completely changes the male protagonist’s destiny, in which he later on marries a princess. He, therefore, becomes a crown prince in the end. The plot conveys that money is a necessity for power and respect in the society. Most of the productions have a sense of entitlement for the main character, even for the recently filmed movies. Take note of Elsa and Anna in Frozen, Merida in Brave, and Rapunzel in Tangled. In most cases, royalty is of brightness and happiness.

TOPIC A: CRITISMS

:: Looks ::

Most protagonists are physically attractive. Antagonists are not. This contrast is particularly evident in the relationship between the wicked and the princess. Snow White, Cinderella, and the Little Mermaid are never associated with unattractiveness. On the other hand, the Old Lady, two stepsisters, and Ursula each have their own way of never being attractive: wicked grandmother looking, ugly, and fat. The notion of how beauty is good and ugliness is bad might input inaccurate stereotypes in children's minds. The public is criticizing the Disney company for its generality and unconventional point of view.

There exists one movie that focuses on the moral of how beauty is not everything: Beauty and the Beast. Ironically, their theme does not correlate with the storyline. Belle was first forced to live with the Beast, and they fell in love. However, Beast in the end changes himself to a handsome figure.

:: Historical Inaccuracies ::

Several Disney movies are based on a historical figure, myths, or history itself, but most of those movies twist the plot to an extent where it no longer seems like the story the Walt Disney Studios adopted. Key examples include Pocahontas and Mulan.

Pocahontas was actually a victim of the arrival of Jamestown. Her age was even faked, as she is depicted as a full grown woman, but in reality, she was 11 years old. Pocahontas was forced to marry an Englishman John Rolfe. She later died in British soil. The movie only portrays the bright part of Pocahontas' life, even transforming the whole content of the story.

The poem in which Mulan was based upon was crafted in a totally different time period from what the movie showed. The Chinese poem was written between 386-534 CE, while the historical layout lies on 1400 CE. Both of these movies have the focus on so-called the minorities of the studios. However, the correct information is not being sent out to the public, which might later cause confusions in terms of historical accuracies and culture.

TOPIC A: CRITISMS

RESOLUTIONS

For this issue, the delegates can make two types of clauses in a resolution. The first one is officially creating guidelines and regulations for editors and writers of the Disney productions. The “what” and “how” will be under the delegates’ discretions. The second clause will be to create justifications and future promises towards the public.

On the other hand, there are rumors spreading about a future massive lawsuit against the stereotypical nature of Disney productions. The members must decide whether the Company will admit their mistakes and lose significant amount of money or they will deny such existence, which will degrade the image of the Disney productions.

QUESTIONS TO CONSIDER

1. How might these criticisms affect the Walt Disney Company as a whole?
2. Is there a possibility for any litigations from the public? How can this be handled?
3. Are some of the points made by the audience about stereotypes invalid? If so, why?
4. As the mass’s point of view and ideologies change, how should the Disney productions respond to such transformations?
5. How should the decisions be made?

TOPIC B: THE NEXT DISNEY PARK

The leadership board has to consider various factors and components to decide the characteristics of the next Disney theme park. Often times, people think that Disney selects a random, popular country for their next Disneyland, but in reality, it takes much more effect to choose the location than what most people are aware of. The checklist for the location selection consists of weather, geography, transportation, and the potential customers which the park is going to lead.

LOCATION

:: Weather ::

Weather has a heavy impact on the decision making process. A similarity among the six parks is that their locations' weather is not extreme. It is important that most of the days in a year should have an overall nice weather for the visitors. If the location has an unpredictable and unstable weather, the result and the sales wouldn't be as high as it would be compared to a place where the weather is at comfortable temperature.

:: Transportation and Geographical Circumstances ::

Disney parks are encouraged to be in a place highly accessible to potential customers or near urban areas. The first Disneyland in Anaheim, California, was not equipped with public transportations and people often struggle to get there. However, newly constructed Disney lands such as the ones in Hong Kong, Tokyo, and an upcoming one, Shanghai, are easily reachable, which attract visitors even more.

The park's geographical location not only affects the customers, but it also affects the weather pattern and the average air temperature of the area per season. If a broad region for the next Disneyland is chosen, geography should be a top priority while picking the exact place. Even within a country, geography varies due to their elevation and landscape. which affects the wind pressure, and air pressure. Also, natural disasters such as earthquakes, tsunamis, tornados, and hurricanes should be avoided as much as possible. Places where natural disasters frequently occurs will lower the safety of the guests and reduce the image of the park itself.

:: Potential Customers ::

Being one of the most expensive theme parks in the world, Disneyland is not available to everyone around the

world. Potential customers are, in most cases, middle to high class of their economic and social status in their nation, because of Disney's high ticket prices and merchandises inside the park. The importance of continually bringing in customers should be considered more than having a lot of customers at once.

:: Possible Locations ::

Currently, there are five Disney parks in this world along with one upcoming Disneyland in Shanghai which will open in 2016. The first Disneyland was built in Anaheim, California in 1955. Later on, four other parks were built in various locations such as Florida (USA), Paris (France), Hong Kong (China), and Tokyo (Japan). The next location for Disneyland is still being debated upon to find the best possible location where Disneyland will flourish. When picking a place for the next Disneyland, the country or the location has to be suitable and has to meet the standards. The next location is currently undecided and hasn't been announced by the company yet.

The possible countries and regions to be selected as the place for the next Disneyland are limitless. Disneyland is currently only available in some Asian countries, European countries, and North American countries. Customers in the Middle Eastern countries, South American countries, and African countries are not able to access Disneyland. To widen the range of the Disney company, the next location should first consider the countries in the regions that had not been selected yet. There has been rumors that says South Korea, Dubai, England, and Australia would be the next targets, but nothing has been confirmed.

THEME

:: Past Themes ::

Disney recreational parks are all generally built upon from one universal theme: fantasy. The Disneyland and Disney World in the United States have special castles because they're built with by a certain theme. Disneyland in Anaheim, California, USA has a Sleeping Beauty Castle while Disneyworld in Bay Lake, Florida, USA has a Cinderella Castle. However, other international Disney parks do not have a chosen theme for their castles nor the park itself. The new Disney Park may or may not have a theme since it is not necessary.

:: Current Trends and Possible Themes ::

There are numerous movies that were published after the current Disneylands were built. Movies such as

Tangled, Frozen, Zootopia, are key examples. All of them brought a big hype to people around the world. The castles and the upcoming Disneyland should be built to suit the current interest of the audience.

Castles are the face and symbol of Disney recreational parks. However, all of the parks' castles are based on princesses and resemble princess movies. Consequently, these castles were greatly influenced by historical European castles. Even the castles in Japan and China are designed based on a western point of view. Depending on the finalized location, it is encouraged to build castles that are culturally unique or related to the location itself. For example, if the next location is selected to be India, the castle can depict Taj Mahal.

QUESTIONS TO CONSIDER

1. What is the country's current state at the moment? Is the country at risk or will be at a risk?
2. What are the risks the selected country might have regarding to natural disasters?
3. Will the selected country have a steady set of customers and sales? If not, why?
4. What can Disney do to embed the selected country's cultures to the upcoming Disneyland?

SMALL CRISIS TOPICS

Throughout the course of the debate, small crises will be presented to the table. The delegates must have the ability to take care of these incidents using public directives. As mentioned in the committee procedure, private directives will not be accepted. The time will be limited, so the delegates should react upon these issues efficiently and time-wisely.

Probable topics handled are listed below. Please note that something spontaneous, not in this background guide, can happen in the committee.

:: Overcrowded Disney Parks ::

One of the most prominent, on-going problems in Disney parks all over the world, especially in Hong Kong, is overpopulation. The number of guests is at its height in holidays and breaks, such as Christmas, Halloween, Spring Break, and Thanksgiving. Overpopulation can lead to multiple issues: stampede, discontent from the guests, and crimes. The scale of damage can be small as it can be but also massive enough to hurt the overall status of the company.

:: Labor ::

Despite labor regulation policies constructed by the Walt Disney company, rules are not being followed by several factories. Children are illegally working and employers are requiring excessive labor load from workers in Chinese sweatshops.

The continued stress and media about the dire situation can get disastrous. Famous broadcasting corporations can report the problem to the world and several workers could commit suicide from pressure in the company. Chemicals from these companies may kill a child or a women working in the sweatshops. These possibilities could have major ramifications in regards to Disney's image.

INDIVIDUAL POSITIONS

Andy Bird

Chairman, Walt Disney International, The Walt Disney Company

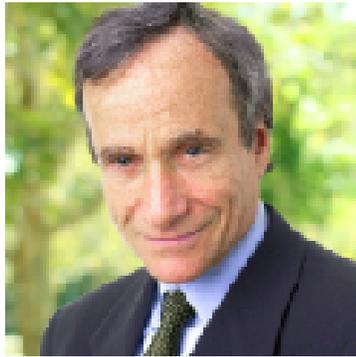


Andy Bird is the current chairman of Walt Disney International, in which his goal is to prosper Disney's business outside of the home country, the United States. Bird set up the idea for acquiring UTV, and this brought 250 million consumers in India.

His main role for The Walt Disney Company Council will be to address the global voice of the arising criticisms and to generally look over the new project outside the States. He is strongly supporting the idea of creating a Disney park in India, despite the weather and geographical circumstances.

Alan Braverman

Senior Executive Vice President, General Counsel and Secretary, The Walt Disney Company



Alan Braverman is the executive vice president and general counsel of Walt Disney Company. He is the chief legal officer, and he and his team of attorneys manage all legal affairs whether it's in the United States or abroad. He previously worked with ABC Inc., where he dealt with multiple lawsuits related to news gathering and reporting, and where he supervised the overall legal department. Braverman's role for the committee will be to inform other members about the laws that might regulate several activities taken and the government's stance upon the rumors spreading about stereotypes.

Bob Chapek

Chairman, Walt Disney Parks and Resorts



Bob Chapek is the chairman of Walt Disney Parks and Resorts. He takes care of the leisure businesses in the globe, and he is known for enhancing the overall quality of the travel through the use of technology. He is in charge of the construction of the Shanghai Disneyland, and he leads the 130,000 crew members of the company. Chapek will be responsible for providing detailed information about the past decisions the Company made for choosing the location and the theme of the Disney recreational park. Also, he will be the voice of the crew members who were in charge of the previous Disney lands.

INDIVIDUAL POSITIONS

Alan F. Horn

Chairman, The Walt Disney Studios



Alan F. Horn is the chairman of Walt Disney Studios. He oversees the productions of Disney along with marketing and distributions of the films. He manages various branches, such as: Pixar, Marvel, Disney, and Dream Works Studio. He has great knowledge about films from his past experiences on working in the Harry Potter Films Franchise and Warner Brothers Entertainment.

Horn will be, in most cases, focusing on the criticisms from the public about the productions and how to deal with them. He suggests the company to admit the past mistakes and go on.

Ronald L. Iden

Senior Vice President, Global Security, The Walt Disney Company



Ronald L. Iden is the senior vice president of Global Security. He works to provide the highest level of safety to the guests in recreational parks and other Disney-related areas. He also develops safety measures. He was in the Federal Bureau of Investigation (FBI) and Homeland Security as a special agent before moving to the Walt Disney Company.

Iden's responsibility in the committee is to lead the team in response to several crises throughout the debate. Furthermore, he will contribute his appropriate amount of knowledge into the two topics.

Kevin Mayer

Senior Executive Vice President and Chief Strategy Officer, The Walt Disney Company



Kevin Mayer is senior executive vice president and chief strategy officer of the company. His focus lies on management with corporate strategy, business development, brand, and innovation. A true businessman and an innovator, he made a great success in terms of profit by using existing businesses and adopting new technologies into those models.

Mayor tries to venture new ways to tackle the issues at hand. He especially aims at the topic of tackling criticisms, and he struggles to not lose both the image and the money.

INDIVIDUAL POSITIONS

Christine M. McCarthy

Senior Executive Vice President and Chief Financial Officer, The Walt Disney Company



Christine M. McCarthy is the senior executive vice president and chief financial officer. She oversees the financial components of the company, including investor relations, worldwide finance organization, facilities, and tax. Before joining the Disney company, she worked as a chief financial officer in Imperial Bancorp and the First Interstate Bancorp.

McCarthy will be in charge of analyzing and predicting economic gains and losses based on the board's decision. Her main concern will be on finance, and most of her decisions will be based on the profits.

Zenia Mucha

Executive Vice President and Chief Communications Officer, The Walt Disney Company



Zenia Mucha is an executive vice president and chief communications officer. She had been working as a communicator for The Walt Disney Company. She also worked for other companies as a communicator prior to her job at Disney. She launched the first Disney fan club known as D23. D23 holds annual expos for the members to attend and enjoy.

Mucha represents company by communicating with other companies and customers. Also, she communicates with the leadership members about Disney's strategies and media.

Jayne Parker

Executive Vice President and Chief Human Resources Officer, The Walt Disney Company



Jayne Parker is an executive vice president and chief human resources officer. She worked for The Walt Disney Company starting from 1988 and since then, she worked to protect the human rights and to provide diverse cultures for the employees.

Parker is responsible for many genres which includes human rights, cultural development, and diversity. She protects the rights of the people and works to extend the diversity of people who are associated with Disney. Her concerns over the child abuses and human rights violations in sweatshops increased lately.

INDIVIDUAL POSITIONS

James Pitaro

Co-Chairman, Disney Consumer Products and Interactive Media and President, Disney Interactive



James Pitaro is the chairman of the Disney consumer products and interactive media. As the scale of The Walt Disney Company largens day by day, more people are wishing to buy products with characters from their favorite movies. Pitaro and his team work to find the best product for the consumers. Before he worked for Disney, he worked for Yahoo Media for Yahoo's media, which included films and music.

Pitaro is in charge of the media regarding to the Disney merchandise products. The products include books, toys, food items, apparel, etc. that can be sold and labeled to be associated to Disney.

Ben Sherwood

Co-Chair, Disney Media Networks and President, Disney ABC Television Group

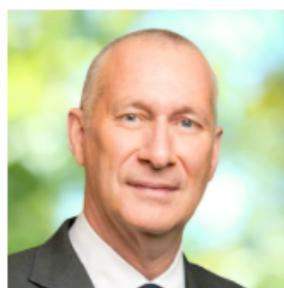


Ben Sherwood is the co-chair of the Disney media networks and president and Disney ABC television group. Sherwood majored in journalism and he was previously hired as a producer for ABC News. He accomplished many goals regarding literature by publishing novels, in which some of them were converted to films.

Sherwood works in the department of the broadcasting media. Disney's TV shows and radios are screened through various channels and are available internationally. He manages the overall digital entertainments.

John Skipper

President, ESPN, and Co-Chairman, Disney Media Networks

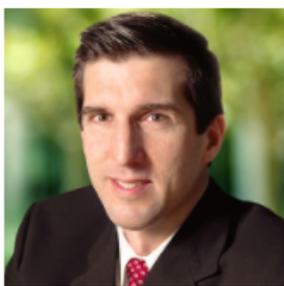


John Skipper is an ESPN president and co-chairman of Disney Media Networks since 2012. Skipper has a great interest towards sports and were involved in many sports such as baseball, American football, tennis, and more. He utilizes his sportsmanship for his job to lead others for The Walt Disney Company's growth, especially in the network genre.

Skipper believes that sports help with the company's competitiveness. He manages to keep the energetic business relationships between Disney and other media and companies.

Brent Woodford

Senior Vice President, Planning and Control



Brent Woodford is the executive vice president for financial planning and taxations. He writes and has control over the financial reports of the company. Before he was employed in Disney, he worked for Controller of Yum! Brands, Inc. in 2003. For that company, he also worked in the financial department.

Woodford manages the financial department. He takes care of the taxes, incomes, outcomes, and everything that involves money. He helps the company to balance its spendings to keep Disney's account stable. He also emphasizes the "money" part in the team's decisions.

CITATION

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