

COMMUNICATIONS



WHAT DOES DISNEY KNOW ABOUT COMMUNICATIONS?

- Cast Members who work in communications roles prepare key messages for print, video, and online media throughout the world. They help coordinate press events that attract press hits around the globe.
- Eyes and Ears and *Disneyland*® Resort Line Cast Newsletters are written by Cast Members for Cast Members. The vast distribution of Eyes and Ears at the *Walt Disney World*® Resort makes it the second largest read publication in Central Florida!
- Guest Relations Cast Members lead tours of our theme parks and resort areas for celebrities, dignitaries, and other VIPs.
- Each year, our Guest Communication Department answers thousands of letters and e-mails from Guests.
- Ears to the World, Disney's Show Translator Units, are available for non-English speaking Guests who visit our theme parks. The units translate more than 25 of our attractions into French, German, Portuguese, Japanese, or Spanish.

WHAT CAN THE DISNEY COLLEGE PROGRAM DO FOR ME?

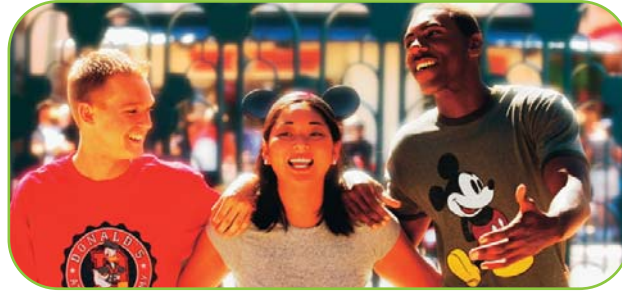
While on the **COLLEGE PROGRAM**, participants have the opportunity to learn transferable skills, such as:

- TIME MANAGEMENT**—Understand how to identify priorities.
- PARTNERSHIP**—Collaborate with other Cast Members to provide a magical experience for our Guests.
- PRODUCT KNOWLEDGE**—Learn to educate our Guests about our service offerings.
- COMMUNICATION**—Interact with Guests and Cast Members from around the world.
- PROBLEM SOLVING**—Make on-the-spot decisions affecting our Guests.
- CONTINUOUS IMPROVEMENT**—Provide constructive feedback to enhance and improve operations.

For more information, please visit us at:
disneycollegeprogram.com



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"The Disney College Program opened many doors for me and showed me others that I never knew existed. It was the springboard for a successful career in the communications field and helped push my résumé to the top of almost every recruiter's stack. You can't put a price tag on that kind of access and opportunity."

—Tom Reynolds, Executive Communication Manager

NETWORK, NETWORK, NETWORK!

One of the most valuable parts of the program is your opportunity to network with communications leaders. There are several networking forums available where participants can listen to Disney leaders discuss their current roles and career history. Participants could be sitting with the Vice President of Public Affairs, the editor of the company's internal newspaper or the Director of Media Relations.

WHAT'S NEXT?

Once participants have completed the **DISNEY COLLEGE PROGRAM**, they may have the opportunity to apply for one of many Disney Professional or Management internships in areas such as:

- Communication Planning (Various Departments)
- National & International Media Relations
- Guest Relations
- Public Relations
- Theme Park Communications

THEN, THE SKY'S THE LIMIT!

There are more than 100,000 Disney employees worldwide in businesses such as:

- ABC TV and Radio Networks
- Hyperion Press
- Radio Disney
- *Disney Cruise Line*®
- *FamilyFun*, *Disney Adventures* and *Discover* magazines
- ESPN, including the cable channel, magazine and Web site

Dream it. Do it. Disney.

Walt Disney World® Resort | Disneyland® Resort

