

# JOURNALISM AND PUBLIC RELATIONS



## WHAT DOES DISNEY KNOW ABOUT JOURNALISM AND PUBLIC RELATIONS?

—Communication professionals at Disney must develop unique, innovative communication campaigns and tools to reach its large, diverse Cast.

—Media Relations coordinates press events for thousands of media outlets worldwide. The department hosts its own Web site to offer press releases, images, and more to media.

—As one of the most well-known corporations in the world, the Public Affairs Department handles media requests and questions from around the globe.

—Eyes and Ears and *Disneyland*® Resort Line Cast Newsletters are written by Cast Members for Cast Members. Distributed to over 60,000 Cast Members at the *Walt Disney World*® Resort, Eyes and Ears is the second largest read publication in Central Florida!

## 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.

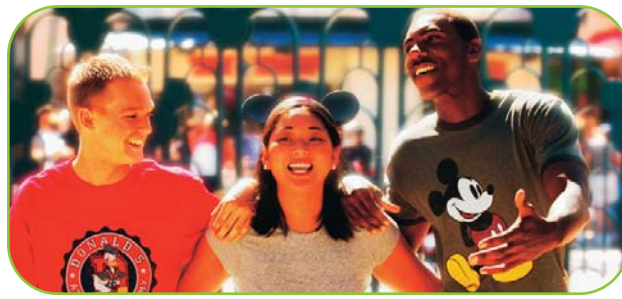
**COMMUNICATION**—Interact with Guests and Cast Members from around the world.

**PROBLEM SOLVING**—Make on-the-spot decisions affect our Guests.

**CONTINUOUS IMPROVEMENT**—Provide constructive feedback to enhance and improve operations.

For more information, please visit us at:

[disneycollegeprogram.com](http://disneycollegeprogram.com)



*"On my college program I was a seating hostess in the Magic Kingdom® Park. At first I wasn't too keen about working with food and in a restaurant area. However, after learning about the foods side of Hospitality, it opened so many doors for me to learn about Catering and Special Events, which is where I continue to have great interest."*

—Tami Vais, Convention and Special Events Manager, Epcot®

## NETWORK, NETWORK, NETWORK!

One of the most valuable parts of the program is the participant's opportunity to network with leaders who work in journalism and public relations. There are several networking forums available where participants can listen to leaders discuss their current roles and career history. They may have the opportunity to meet with leaders such as the editor of our internal newspaper, the Director of Community Relations or a Media Relations manager.

## 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:

- Public Relations
- Media Relations
- International Media Relations
- Government Relations
- Group & Convention Marketing
- Communication Planning

## THEN, THE SKY'S THE LIMIT!

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

- ABC TV and Radio Networks
- ABC News
- ABC News Online
- Hyperion Press
- FamilyFun
- *Disney Adventures*
- *Discover* magazines
- *Disney Magazine*
- ESPN
- *Corporate Communication*



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Dream it. Do it. Disney.

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