

COM-410

Jonathan Lawton

Laura Simoes

2/6/24

ChatGPT v. Human: Announcing New CEO for Walt Disney Company Jonathan Lawton

Headlines

ChatGPT:

Here are three headline options for the press release:

- 1. Walt Disney Company Appoints Jonathan Lawton as New CEO, Ushering in a New Era of Innovation**
- 2. Jonathan Lawton Named CEO of Walt Disney Company, Poised to Lead the Iconic Brand into the Future**
- 3. Walt Disney Company Welcomes Jonathan Lawton as CEO, Set to Drive Growth and Global Expansion**

Let me know if you'd like to tweak any of these!

Human:

- 1. Walt Disney Company Passes The Ears To New CEO Jonathan Lawton Bringing The Next Great Big Beautiful Tomorrow**
- 2. Walt Disney Company Turns The Page In Welcoming New CEO Jonathan Lawton Bound To Bring Magic To The Story**

3. With One Little Spark Of Inspiration, Walt Disney Company Names

Jonathan Lawton as New CEO To Add To The Imagination

4. A Wish Upon A Star Has Been Answered, Walt Disney Company Names

Jonathan Lawton as New CEO To Make Your Dream Come True

Press Release

ChatGPT:

FOR IMMEDIATE RELEASE

Walt Disney Company Announces Jonathan Lawton as New CEO

Burbank, CA – February 6, 2025 – The Walt Disney Company (NYSE: DIS) today announced the appointment of Jonathan Lawton as its new Chief Executive Officer (CEO), effective immediately. Lawton, a seasoned executive with decades of experience in entertainment, technology, and global business strategy, will succeed [former CEO's name, if applicable], and will lead the company into the next phase of growth and innovation.

Lawton joins Disney with a proven track record of transforming global companies and driving successful innovation in an ever-evolving marketplace. Most recently, Lawton served as [former role, company], where he spearheaded major advancements in [specific initiatives, growth, or strategic shifts]. His leadership will be instrumental in furthering Disney's mission to entertain, inform, and inspire people around the world through the power of unparalleled storytelling, iconic brands, and innovative experiences.

A Vision for the Future of Disney

“I am incredibly honored to lead such a renowned and beloved global company,” said Lawton. “Disney has always been at the forefront of entertainment, and I am excited to work with our exceptional teams to build on the company’s strong foundation. Together, we will continue to drive growth, foster creativity, and expand Disney’s presence across all of its dynamic platforms, ensuring that we remain the world’s most innovative and impactful entertainment company.”

Building on a Legacy of Excellence

As CEO, Jonathan Lawton will focus on advancing Disney’s strategy in areas including content creation, technology innovation, global expansion, and strengthening the company’s position as a leader in the rapidly changing entertainment landscape. His vision includes harnessing the power of Disney’s extensive portfolio, including its media networks, parks and resorts, streaming services, and consumer products, while prioritizing creativity, operational efficiency, and sustainability.

“Jonathan’s leadership and expertise in technology-driven growth and international business make him the perfect person to lead Disney into the future,” said [Chairman/Board Chair’s name]. “His commitment to creativity, collaboration, and visionary thinking will help guide Disney’s continued success across all its divisions. We are excited to see the next chapter unfold under his leadership.”

About The Walt Disney Company

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise. Disney is known for its iconic brands and franchises, including Disney, Pixar, Marvel, Star Wars, and National Geographic. The company has a broad array of entertainment offerings, including theme parks, resorts, films, television networks, and streaming platforms such as Disney+.

For more information on The Walt Disney Company, please visit [website].

Media Contact:

[Contact Name]

[Title]

[Email Address]

[Phone Number]

Human:

FOR IMMEDIATE RELEASE

Walt Disney Company Announces, Coming This Spring, Jonathan Lawton Will Be New CEO

Burbank, CA – February 6, 2025 – The Walt Disney Company (NYSE: DIS) today announced the appointment of Jonathan Lawton as its new Chief Executive Officer (CEO), effective May 4, 2025. Lawton, an experienced storyteller, master of all of the

lore, and a seasoned cast member will succeed Bob Iger and lead the company into the next phase of imagination and creation.

Lawton rejoins the company after completing a Bachelor's in Communication at Southern New Hampshire University. Recently, Lawton served as a Disney College Program Participant, and during his tenure at Animal Kingdom, he learned the importance of the company and what Disney means to consumers. Now Lawton will take those lessons, reestablish the company to its foundations, and cater to the general consumer. He will continue to further Disney's mission to entertain, inform, and inspire people around the world through the power of unparalleled storytelling, iconic brands, and innovative experiences.

In an interview about the new role, Lawton said "This is a dream come true. I fell in love with Disney at a young age and as I grew up I learned exactly what it meant to be part of the magic. Disney has always led the entertainment industry into new eras of prosperity and imagination. I look forward to working with the exceptional cast members worldwide to build on the company's impressive reputation. I believe that together we can continue to grow the Disney Brothers' visions. With the values of the past and the dreams of the present together we can make a magical tomorrow."

As CEO, Jonathan Lawton will focus on advancing Disney's strategy in areas including content creation, technology innovation, and strengthening the company's position as a leader in the changing entertainment industry. He will also focus on maintaining the integrity of the Disney Story and lead the company into an era that focuses on the

storytelling aspect rather than the monetary value. His vision includes harnessing the power of Disney's extensive portfolio, including its media networks, parks and resorts, streaming services, and consumer products while prioritizing creativity, operational efficiency, and sustainability.

"The company has lost sight of what the core mission is," Bob Iger has recently stated in a letter to the company's staff, "Jonathan Lawton will remind us what Disney actually means and lead us back to where imagination and integrity are valued more than anything else."

About The Walt Disney Company

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For more information on The Walt Disney Company, please visit waltdisney.com

Media Contact:

Parker Lightshield

Storyteller for Walt Disney Company

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Internal Memo**ChatGPT:****MEMO****To:** All Walt Disney Company Employees**From:** [Chairman/Board Chair's Name]**Date:** February 6, 2025**Subject:** Welcoming Jonathan Lawton as Our New CEO

Dear Team,

We are pleased to announce that Jonathan Lawton has been appointed as the new Chief Executive Officer of The Walt Disney Company, effective immediately. Jonathan brings a wealth of experience and leadership across entertainment, technology, and global business, and we are excited to have him lead Disney into its next chapter.

A Visionary Leader for Our Future

Jonathan is a proven leader with a strong track record of driving innovation, fostering creativity, and growing global companies. His leadership and expertise will be essential as we continue to build on Disney's legacy and navigate the ever-evolving entertainment landscape. Jonathan's vision for Disney includes an emphasis on creativity, operational excellence, and advancing our global presence while ensuring that we stay at the forefront of entertainment in all its forms.

A New Era of Innovation and Growth

Jonathan is passionate about Disney's mission of creating exceptional stories and experiences for audiences around the world. He believes deeply in the power of our brands and the incredible talent within this organization. Under his leadership, we will continue to prioritize the things that make Disney special – creativity, storytelling, and innovation – while embracing new opportunities to grow our business and reach even more audiences worldwide.

A Strong Foundation Moving Forward

While we welcome Jonathan's leadership, we also want to take a moment to recognize and thank [former CEO's name] for their significant contributions to the company. Their dedication and hard work have been vital in bringing Disney to where it is today, and we are grateful for their leadership.

Looking Ahead Together

As we begin this new chapter, we are confident that Jonathan's vision, coupled with the extraordinary talent across all of our teams, will continue to strengthen Disney and drive its success in the years to come. We know you will join us in extending a warm welcome to Jonathan and supporting him in this exciting new role.

We're incredibly excited about what lies ahead for our company and the opportunity to work together to continue shaping the future of Disney.

Please join us for an all-company virtual meeting on [date and time] where Jonathan will address the entire team and share his vision for Disney's future.

Thank you for your continued dedication and passion for what we do. Let's continue to create magic, together.

Best regards,

[Your Name]

[Your Title]

The Walt Disney Company

Human:

MEMO

To: All Walt Disney Company Employees

From: Parker Lightshield

Date: February 6, 2025

Subject: Welcoming Jonathan Lawton as Our New CEO

Dear Cast Members,

We are thrilled to announce that beginning May 4, 2025, Jonathan Lawton will be appointed as the new Chief Executive Officer of The Walt Disney Company. Jonathan brings a passion for all things Disney and with his fresh perspective and enthusiasm for the entertainment, technology, and business industries he will bring a great big beautiful tomorrow.

Jonathan is a fresh college graduate from Southern New Hampshire University and with his new Communications degree, he will usher in a new era focused on collaborative storytelling, crystal clear communication across different platforms, and using consumer data to determine what next steps should be taken as a company. He will strive to enhance the Disney legacy and maintain the lead the company has in the entertainment and technology industries.

While we welcome Jonathan's chapter to the company's story, we also want to take a moment and reflect and thank Bob Iger for his wonderful contributions to the Walt Disney Brand. His dedication and hard work have been vital in bringing Disney back after the pandemic and redeeming it to the former glory we once had.

Jonathan's vision for the brand itself is to focus on storytelling, imagination, creativity, and diversity. He understands that the Disney brand has held the hearts of millions worldwide and wants to preserve it for future generations to enjoy. While he was a Disney College Program Participant, he learned of the values of the Five Keys, Safety, Courtesy, Inclusion, Show, and Efficiency. He wants to take the lessons he learned during his program and implement them into the way he handles all business with the brand. That being said, he also wants to bring back the stories of the past to teach the present to grow in the future.

During his tenure as a Disney College Program Participant, Jonathan learned the values of what made Disney so special to guests and cast members alike. It was the

ability to dream and work together as one to tell stories that shape whole generations.

We are confident that Jonathan's vision, coupled with the extraordinary talent across all of our teams, will continue to strengthen and preserve the Disney Brand. We know you will join us in extending a warm welcome to Jonathan in his new role.

Please join us for an all-company virtual meeting on May 3, 2025, at 5:00 p.m. EST where Jonathan will address the entire team and share his story and goals for the future. Thank you for all that you do to make the company the happiest place to be and "making it fun to do the impossible."

Have A Magical Day!

Parker Lightshield

Storyteller For Walt Disney Company

The Walt Disney Company

Social Media Posts

ChatGPT:

1. Twitter Post:

🔔 Big news! 🔔

We are thrilled to announce Jonathan Lawton as the new CEO of The Walt Disney Company! With a visionary approach and a passion for creativity, he's set to lead

Disney into the next era of entertainment. 🌟

Welcome aboard, Jonathan! #DisneyLeadership #JonathanLawton #NewBeginnings
#DisneyCEO #Innovation

2. Instagram Post:

💎 Exciting times ahead at Disney! 💎

We're proud to announce Jonathan Lawton as the new CEO of The Walt Disney Company. With years of experience in transforming global brands and an unwavering commitment to creativity, he's the perfect leader to take us into the future. 🌍

Stay tuned for an exciting journey ahead!

#DisneyCEO #JonathanLawton #Leadership #FutureofDisney #Innovation #Storytelling

🖼️ : [Image of Jonathan Lawton, or company logo with a welcoming message]

3. LinkedIn Post:

The Walt Disney Company is proud to announce Jonathan Lawton as our new CEO, effective immediately. With extensive experience in entertainment and business strategy, Jonathan is set to lead Disney's next chapter of innovation, growth, and creativity. We are excited to have him at the helm as we continue to entertain, inform, and inspire audiences around the globe.

Welcome, Jonathan! 🎉

#NewCEO #DisneyLeadership #JonathanLawton #Entertainment #Innovation
#Leadership #DisneyFuture

Human:

1. Twitter Post:

Hear Ye! Hear Ye!

We are thrilled to announce Jonathan Lawton as the new CEO of The Walt Disney Company! His passion and knowledge of the company along with his boundless imagination will bring forth an era of storytelling Disney dreams of.

Dream On, Jonathan! #DreamOn #JonathanLawton #NewChapter #OnceUJonATime
#DisneyCEO

2. Instagram Post (A):

[With “One Little Spark” playing on the post]

What’s that I hear?

Why, it’s Jonathan Lawton being named CEO of The Walt Disney Company! With a fresh perspective, imagination, and commitment to creativity, he’s the little spark we needed to continue making memories and dreams come true for millions around the world.

Stay tuned for an interview with Jonathan about his past and future ideas for the company!

#DreamOn #JonathanLawton #OneLittleSpark #Storytelling #DreamsComeTrue

2. Instagram Post (B)

[Great Big Beautiful Tomorrow plays on the post]

Jonathan Lawton will bring a Great Big Beautiful Tomorrow as the new CEO of The Walt Disney Company. With fresh ideas, a heart full of dreams, and endless imagination Jonathan will continue to make the company the most magical on earth. Welcome to the family, Jonathan Lawton!

#DreamOn #JonathanLawton #Storytelling #DreamsComeTrue

3. LinkedIn Post:

The Walt Disney Company is proud to announce Jonathan Lawton as our new CEO, beginning May 4, 2025. With a fresh perspective, love of storytelling, knowledge and experience in the company itself, and willingness to dream big Jonathan is going to bring Disney into its best chapter yet! We are excited to have him lead us as we continue to entertain, inform, and make magical memories for people around the globe. Welcome, Jonathan!

#NewCEO #DisneyLeadership #JonathanLawton #Storytelling #DisneyCEO #Welcome