



Researching Credible Connections

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[https://www.diigo.com/list/walker_debbie/
WalkerDebbie_RchrhCrdblCnnctnsWk2](https://www.diigo.com/list/walker_debbie/WalkerDebbie_RchrhCrdblCnnctnsWk2)

Part 1 | Disney



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The Walt Disney Company

[Snapshot](#)

WALT DISNEY CO

Type: Public - Parent	Dossier ID: 1000757
Address: 500 S Buena Vista St Burbank, California 91521 United States	Ticker(s): DIS
Phone: (818) 560-1000	Exchange(s): NYSE
Fax: (818) 560-1930	Employees: 175,000
Email: TWDC.Corp.Communications@disney.com	Fortune: 61
	Ranking: 61
	Internet: www.thewaltdisneycompany.com

Industry Classification

Primary SIC Code [Amusement parks \(7996\)](#)
Primary NAICS Code Amusement and Theme Parks (713110)

[All Classifications](#)

Business Description

Founded in 1923 and headquartered in Burbank, CA, The Walt Disney Company (NYSE: DIS) is an entertainment company. The company operates in five business segments: Media Networks, Parks and Resorts, Studio Entertainment, Consumer Products, and Interactive. Its Media Networks segment includes international and domestic cable television networks, a domestic broadcast television network, television production operations, and domestic and international television distribution. The company's Studio Entertainment segment produces and acquires live-action and animated motion pictures, direct-to-video content, musical recordings, and live stage plays. According to the company's current 10K government filing it had FYE 09/28/2013 revenue of \$45 billion and has 175,000 employees.

from [Corporate Affiliations](#) July 3, 2014 Copyright 2014 Reed Elsevier Inc. All rights reserved.

Explanation

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<http://imgur.com/2oYuEOs>

I respect Disney because not only does this company understand the importance of creativity and imagination, but they also understand how to leverage that brand through multi-channel operations for increased revenue during a volatile economic time.

I started really watching this company a few years ago when Jim Crammer did a deep dive on the company's strategies for revenue growth, or what companies call a 3-5 year strategy plan.

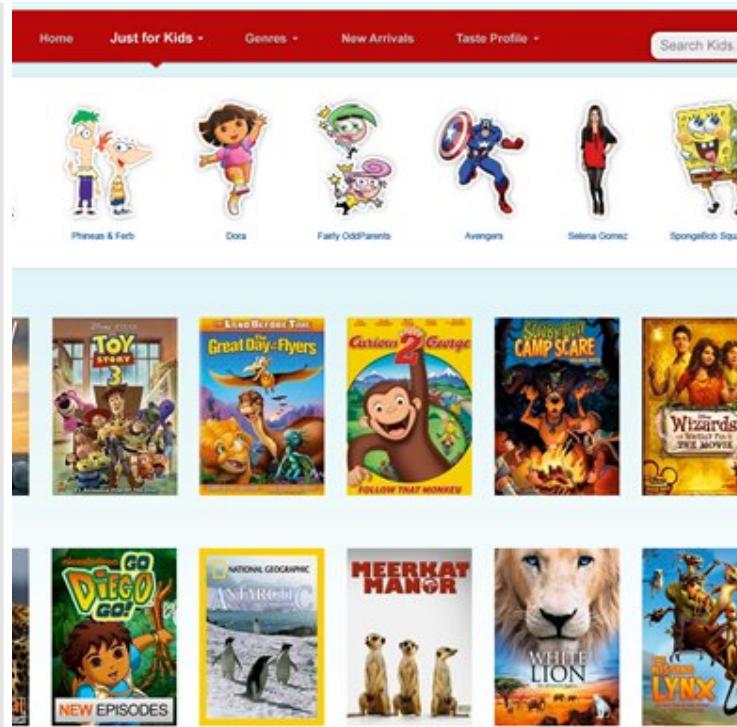
This wonderful place that most children in the United States know because they went home from the hospital in a Disney licensed car seat, watched Finding Nemo in their Toy Story pajamas and dreamed of the day they could go to Disney, has now expanded its opportunities for more fun with family cruise ships, Star Wars, and NetFlix.

I took Jim's advise and purchased Disney two and a half years ago, as of today my stock has yielded a 157% return on investment. That's one reason I love Disney.

They had me at long-term growth... <https://diigo.com/020wbb>

Part 2

AP110816124025



Part 2 | Disney



LexisNexis Company Search

The Walt Disney Company
In the News - Top Publication

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View: [List](#) | [Full](#) | [Expanded List](#) 1 of 28* *Why did this happen?

Screen International
July 18, 2014 Friday

Netflix, Disney in Canada pay-TV pact

LENGTH: 309 words

Netflix has struck a multi-year licensing deal with The **Walt Disney** Studios in Canada to provide its Canadian subscription TV service for first-run Disney live-action and animated movies.

Under the deal that starts with 2015 theatrical releases, films will be made available approximately eight months after they leave theatres.

The deal covers Disney live-action, **Walt Disney** Animation Studios, Pixar Animation Studios, Lucasfilm, DisneyNature and DreamWorks Studios titles.

"We are delighted to be the new pay-TV home in Canada for the world's highest and most entertaining films," said Netflix chief content officer Ted Sarandos (picture). "Our fans will have an incredible range of great stories and characters to look forward to."

Critique

https://www.diigo.com/list/walker_debbie/WalkerDebbie_RchrhCrdblCnnctnsWk2

<http://imgur.com/SEawCVo>

The magazine *Screen International*'s article "Netflix, Disney in Canada Pay-TV Pact" was authored by Jeremy Kay on July 18, 2014. It did not have a title or job description but rather a personal gmail link. Lack of company name in the email address made me wonder if he is only a freelance writer, so I did further research to see if he had other publications.

Because this is a very current even, there were no revision dates posted of yet. Because I had never heard of this publication I did further research to see if it has a solid standing. I found out that the magazine has a long standing in the film industry dating back to 1975 with it's sister website publication [Screeninternational.com](http://www.screeninternational.com) coming on in 2001. Jeremy also writes for that publication, as well.

The article was written without bias opinion or influence from the author. He did a good job sourcing from both Netflix and Disney. He did not list his references, but he did give credit with quotations. He also did not incorporate any links to verify his sources.

The article was 309 words long, but did not seem that long because he was able to keep me engaged. The format was clean and easy to navigate as well. I was a nice break from all the flashing advertisements you get when reading on-line articles. The article was copyrighted 2014 Emap Ltd All Rights Reserved.

In conclusion I found this article to be credible. Not only was it posted through LexisNexis, but the author checked out when I found more than one of his published works and was able to compare the consistency of his writing.

Part 2 | Disney



LexisNexis Article 1

The Walt Disney Company
In the News - Top Publication

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The Gazette (Montreal)
July 18, 2014 Friday
Early Edition

Netflix to offer Disney movies to subscribers in Canada

SECTION: BUSINESS; Pg. A17

LENGTH: 190 words

DATELINE: TORONTO

Disney titles are coming to Netflix Canada starting next year.

Netflix Inc. and **Walt Disney** Studios announced a multiyear exclusive licensing deal to first run Disney live-action and animated films to the popular streaming service.

Starting in mid-2015, Netflix Canada subscribers will be able to watch new movies from the company's division, **Walt Disney** Animation Studios, Pixar Animation Studios, Marvel Studios and DreamWorks Studios about eight months after the titles leave the theatre.

That means upcoming titles like Finding Nemo sequel Finding Dory and 101 Dalmatians Descendants will likely land on Netflix.

Disney most recently licensed the pay-TV broadcast rights for its productions, including the Avengers, Brave and The Muppets, to Corus Entertainment, which aired them on its Movie Central channels.

Critique

https://www.diigo.com/list/walker_debbie/WalkerDebbie_RchrhCrdblCnnctnsWk2

<http://imgur.com/6c4WSJ7>

The newspaper *The Gazette*'s (Montreal) published an article on July 18 2014 titled "Netflix to offer Disney movies to subscribers in Canada." There was not an author listed for this 190 word article so I figure it was probably a public relations press release. After further investigation, I was able to validate that in deed that is what it was, using the search tool included in this weeks lesson plan I was able to do a quick search to validate this hunch. The search technique I found helpful was related::

In contrast to *Screen International*'s article *The Gazette* article has more stringent word count criteria, because this article only focused on the bare bone information, which were highlights. The editor or ghost writer did not take the time to source either company which left the article flat and less credible.

Since the article was not sourced or cited, *The Gazette* may feel that the facts were presented by the press release so there was no need to quote or cite, and may have assumed that their viewership already had brand confidence in their reporting ethics.

The article was copyrighted 2014 *The Gazette*, a division of CanWest Media Works Publication, Inc. All Rights Reserved. I decided to investigate CanWest Media Works Publications and found that LexisNexis has them listed but there are no articles what so ever on the company, so then I decided to do a search on the web. I found out that this company claimed bankruptcy in 2009.

In conclusion, even though the facts were accurate and this was pulled from LexisNexis, I would not use this article as a reliable source since there was no way of tracing any of the information.

Part 3

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Part 3 | Disney



Critique

https://www.diigo.com/list/walker_debbie/WalkerDebbie_RchrhCrdblCnnctnsWk2

In this article "Disney Going All In On 'Star Wars' with Another Spin-off Movie Announcement," author Dorothy Pomenante, a Forbes staff writer who specializes in writing about Hollywood and while running the "Celebrity 100 List," writes in movie announcer style.

The article was posted on June 4, 2014 and has already received over 20,000 views. Forbes is a well known name in the business industry, so between those two things I started ready with encouragement that this would be a good article to fit the 10 C's. However, I was wrong. There were more than a few times that the words she choose could be considered sarcastic. She also reported actual dollar figures and what celebrities are up to, but never quoted or used citations for her sources.

I checked other resources reporting on the topic of Disney and "Star Wars" and there seems to be a lot of discussion about whether Disney can pull the next generation of films off without disappointing the original fan base. Another article I found was from Orlando Journal <https://diigo.com/020vul> and this article confirms the trepidation in the air as Disney has its hands full of many projects.

The pictures were so large that any "Star Wars" fan surfing the web could not miss them. Surprisingly I was not distracted by all the images on the page because it read like a blog post.

I was not able to find the copyright until I clicked on the Forbes logo and it took me to their home page where it was located; © Forbes.com LLC™ All Rights Reserved.

As it turns out, I would not cite the author from Forbes, but I would the author from Orlando Journal who makes a point of adding buzz to the news but in a responsible way of citing resources with links and sources.



Part 4

AP110612095825



Part 4 | Disney

TheStreet.com is a financial news website. The article is titled "Thinking About DIS?". It features a headline "Up to 100% of college costs covered" with an image of a graduation cap and a laptop. Below the headline is a section titled "Why Jim Cramer Would Buy Disney (DIS) Stock Right Now" by Andrew Meola. The article discusses Cramer's belief in Disney's future success due to its diversified portfolio and upcoming releases like Star Wars and Frozen 2. It also mentions Disney's strong performance in China. The sidebar includes a "Discover Student Loans" advertisement and a "4 Ways to Avoid Running Out of Money During Retirement" sidebar.

Critique

https://www.diigo.com/list/walker_debbie/WalkerDebbie_RchrhCrdblCnnctnsWk2

"Why Jim Cramer Would Buy Disney (DIS) Stock Right Now" was written by Andrew Meola, last updated 05/05/14, for TheStreet. If you click on Andrew's name it will take you to his short bio where you will see if credentials and get a sense of his fun personality. This tactic builds trust with readers and adds empathy when or if he makes an error.

Jim Cramer is a host on host on CNBC's Mad Money, former hedge fund portfolio manager and author who also contributes to TheStreet. Meola writes about "highlights from the analysis" and other reports like the "DIS Rating Report," which can be downloaded from the site for \$9.99. Meola is able to establish credibility by interviewing an industry subject matter expert while providing irrefutable proof through data.

The article boils down to Cramer conceding that "it's Disney's time" as it outperforms other major networks, including his own through constant success with its brand into a multitude of other foreseeable opportunities, like "Star Wars." TheStreet's rating team also gave Disney an A+ based on its financial investment measures in spite of the low profit margins

Meola includes hyperlinks in his article, some back up claims with reports, but a few of the links connect you to an annoying advertisements for software. This cheapen the information, and distracts from the reading.

The links to sources confirm that Meola is accurate with his information and could be trusted to use as a credible resource. TheStreet has an ethical reputation and even puts its claims on the internet in order to maintain transparency. The article was copyrighted in © 2014 TheStreet, Inc. All rights reserved. Made in NYC, Mobile Version. Over all the technique that Meola used was successful in giving credit to his story and concept of the title.

I feel comfortable referencing the information about Disney from this article because I could not find any reason not to.