

Walt Disney Shareholder Meeting Question
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My name is Justin Danhof, and I am representing the National Center for Public Policy Research – a free-market think-tank, and a company shareholder. Thank you for the opportunity to speak with you today.

Mr. Iger, distrust of the media is at an all-time high. A recent Rasmussen Poll found that only six percent of Americans consider the media to be very trustworthy, while 42 percent said they do not trust the media at all. What is more, when it comes to national elections, 47 percent of Americans agree that media bias is a bigger problem than campaign contributions.

And Disney's media platforms from ABC News to ESPN deserve a large share of the blame for the nation's skepticism of the press. Whether it is ABC News reporter Brian Ross rushing to falsely blame the Tea Party for the deadly shooting massacre at an Aurora, Colorado movie theater, to then-ESPN columnist Rob Parker saying that Washington Redskins quarterback Robert Griffin III was a "cornball brother" who was not down with the black cause because his fiancée is white and he may be a Republican, liberal bias pervades Disney's media outlets.

It is time to stop denying the liberal media bias, and start doing something about it. Our company's leaders should show the intellectual honesty to admit it exists, it is a problem, and to start working on a solution. As a shareholder, my concern is that this bias harms the company's image and decreases revenue potential. In a February Gallup poll, almost twice as many Americans identified themselves as conservative than did liberal. By alienating a potential market of viewers to such a small segment of the population, you limit the potential advertising revenue that Disney's media affiliates could earn.

I am not asking that you turn ABC News into Fox News or start airing segments of Rush Limbaugh on ESPN. I am just asking that you start playing it straight with the American people. Return an era of objectivity and honesty into the news, and the American people will thank you for it.

More than that, your shareholders will reap the benefits, as your media platforms will become the envy of the industry.

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