

DISNEY SQUEEZED

Disney has seen better days. The latest financial data shows that these are bad times for the once family-friendly giant.

In mid-May, it was reported that Disney+ subscriptions had taken a nose dive, plummeting by 4 million customers around the world. Its streaming business lost \$659 million during the first three months of this year. It has lost more than \$1 billion in each of the last two quarters.

News reports note that at least part of this decline is a direct result of the pushback by parents against the entertainment giant. One story attributed the company's problems to its embrace of "identity politics—particularly, transgenderism, drag queens, and other types of gender non-conformity."

The release of our Disney movie during the first quarter of this year obviously played a role in accounting for its woes—millions have seen it—but exactly how big our input was is something we will never know.

If its numbers were going north, instead of south, during the time our documentary was released, we could conclude that we failed to move the needle. That, however, is not the case.

We know one thing: our film won another major award. "Walt's Disenchanted Kingdom" was named a GOLD Award Winner for Best Documentary Short in the overall competition. Jason Meath, who was co-executive producer with Bill Donohue, picked up the BRONZE Award for Best Director.

We still don't trust Disney. But we'd be happy if they proved us wrong.