

Will Disney's Film Flops Finally Wake Up This 'Woke' Corporation?

There comes a time when we must stand for righteousness. Disney threatened Elon Musk with pulling X (formerly Twitter) advertising, and he didn't cave. Musk bought X for \$44 billion to counter intimidation and preserve free speech; he stood for righteousness. Now it's our turn!

A week ago here in Franklin, Tennessee, I attended the International Christian Visual Media ministry conference. My 50-year friend Chris Rogers of CDR Communications and Animated Word serves in leadership along with his wife, Nancy, the co-administrator. Angel Studios, Kingdom Story and Redeem TV were present along with many other innovators who promote wholesome entertainment.

Celebrating the success of inspirational films such as "Sound of Freedom," "Journey to Bethlehem," "Jesus Revolution" and "The Hill" kept participants buzzing with excitement. And now the upcoming release of The Daily Wire's (Ben Shapiro) hilarious film, "Lady Ballers" (lampooning a trans basketball team of men identifying as women) should be another success.

Contrast the above with ongoing dismal reports from the most famous entertainment corporation in the world. I'm talking about the Disney conglomerate, which caved to the woke movement and is struggling horribly. It's still functioning because of the steady stream of theme park revenue, but that could be next on the chopping block as people join in the effort to jolt Disney back to its original mission from its Christian founder, Walt Disney (who wouldn't be seen on screen with a cigarette lest he influence young people).

Turnaround Time

The prophet Jeremiah tried to warn people in his day of the need to get back on track when they drifted from God and His righteous standards. “Hear O earth; behold, I am bringing disaster upon this people, the fruit of their devices, because they have not paid attention to my words; and, as for my law, they have rejected it” (Jer. 6:19, ESV).

He included hope in his warning—if they would turn around. “Thus says the Lord: stand by the roads and look, and ask for the ancient paths where the good way is; and walk in it, and find rest for your souls” (v. 16).

Recently, the Babylon Bee, which publishes satirical news reports, joined the effort with some suggestions:

- Thaw Walt Disney out of his deep freeze and put him in charge again.
- Release “Frozen” in theaters again: “See it for the 1,000th time, but on the BIG SCREEN!”
- All executives must bring their own snacks to their weekly satanic rituals.

The Bee’s appeal: “Go back to actually making original, entertaining and wholesome movies that are great for the entire family!”

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Survey the Scene

Since the progressive movement’s LGBTQ and BLM activists infiltrated influential Disney corporation positions, they have aggressively pushed ungodly agendas, embedding issues into characters and storylines. Under the guise of “inclusion, diversity and nondiscrimination,” anything-goes sexual activists maneuvered into Disney and slowly but surely

advanced the LGBTQ agenda. Seizing upon partnership with the media, entertainment and radical Democrat party, they became emboldened to exploit the situation with Disney executives, who cowardly caved.

Indoctrinating our children has to stop, and united action has caused Disney's credibility and our lack of trust to shake its "secure no more" corporate world.

Masses on the front lines blew a trumpet, and a soft explosion occurred when conscientious politicians, pastors and parents discovered the attempts by these activists to instill inappropriate and even perverted ideas into small children. We didn't sit back passively. We acted biblically and decisively to boycott Disney films, cable offerings and theme parks.

Disney Disasters

The Bible teaches that united action increases effectiveness. "Two are better than one, because they have a good reward for their toil" (Eccl. 4:9). "One can put 1000 to flight, two can put 10,000 to flight" (Deut. 32:30).

Pray that pastors sitting silently on the sidelines and failing to address serious social issues repent and equip their congregations to take action and be "salt," as Jesus commanded, to stop societal decay. Look what happens when we do!

On March 12, 2021, Disney stock was \$197 a share. Now it is \$86 a share. This summer, Disney alone had over \$1 billion in losses, and, the Daily Wire reported, "Independent Audit Blasts Disney for Pulling 'Bait and Switch' on Florida" (Dec. 12, 2023). But wait, there's more trouble coming! Just like the fabulously successful Birmingham Bus Boycott of 1955 and recent Miss Universe bankruptcy, plus Target and Bud Lite meltdowns, it's apparent what some action can achieve.

Read the recent Newsmax article, "Disney Admits its Left-Wing

Politics Hurt Shareholders” to learn the brutal realities.

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Consider the hemorrhaging of Disney movie disasters:

- “Wish,” Disney’s latest offering, is the worst-ever film opening in its history. The movie and marketing needed a gross of \$400 million to simply break even and barely received \$32 million in the weekend start.
- “Lightyear” bombed at the box office.
- “Strange World” was a financial catastrophe.
- “Elemental” was a phenomenal flop.
- “Haunted Mansion” needed tens of millions to simply break even as it cost \$300 million to make. It made \$117 million, a colossal failure.
- The heavily promoted “The Marvels” established a new record for the studio’s worst opening-weekend gross, then plummeting 80% in Week 2, another massive loss.
- Even “The Little Mermaid” lost money! When leaks slipped out about tinkering with Disney classic “Snow White and the Seven Dwarfs,” executives allegedly began backpedaling before even that movie would become another embarrassing venture.

Disney has to face the facts: Its social and political propaganda has tarnished its reputation in unfathomable ways. Its bowing to leftist activists has torpedoed the entertainment giant, as countless millions have lost trust in the Disney brand. If people start backing away from theme parks with their exorbitant, unreasonable costs, it’s chilling to consider what could happen to the once-invincible behemoth. Additionally, check out how many have pulled the plug on Disney’s streaming service, shocking its executives to the core.

Here's the deal: A decade ago I did an educational video on same-sex marriage and was let go from my church for doing so (the leader called it a "deal breaker"). When I phoned him a year later, he chided me, "Did you really think your video would've stopped gay marriage?"

"Not necessarily, but I wanted to do my part to bring the truth to people being deceived," I told him.

Jesus said, "For this reason I was born, and for this reason I came into the world, to bear witness to the truth" (John 18:37b, MEV). That remains our mission today, whether it's standing up to the titan of entertainment, Disney or simply people with whom we engage in our corner of the world. May we be found faithful, staying united in our quest for spiritual awakening in America today. {eoa}

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