

**Lights, Camera, A(I)ction: Screenwriting & Artificial Intelligence**  
**Prepared For: Board and Officers of The Walt Disney Company**  
**Lincoln & Company**

Advisor: Professor Tanner Warnick

***Team Overview***

<b>Name</b>	<b>Year</b>	<b>Major</b>
Vijay Krishnan	2024	Entrepreneurship, Information Systems
Alex Hwang	2024	Entrepreneurship, Information Systems
Julien Jin-Asma	2025	Accounting, Philosophy
Minji Choi	2024	Marketing, Information Systems
Nina Mitchell	2024	Finance

***Problem Background***

The entertainment industry has long been an early adopter of technology and artificial intelligence to improve the quality of television and movies. As Large Language Models (LLMs) have grown in prevalence, an ethical dilemma has emerged around LLM usage and the displacement of screenwriters. Lincoln seeks to propose a solution for The Walt Disney Company to utilize AI in movies and television to improve quality and efficiency while maintaining the screenwriters' unique voices that form the foundation of the entertainment industry.

***Relevant Issues***

LLMs introduce legal, ethical, and financial issues. Many legal considerations around AI have not been resolved, particularly surrounding data and data security, intellectual property, accreditation, and even use, which is relevant to external stakeholders. In ethics, a key issue for screenwriters is jobs and compensation. AI can be unaware of sensitive topics and hallucinate in nuanced yet damaging ways. Not using AI effectively may reduce quality long-term. Financially, AI could lead to lower costs and higher margins, but greater administrative and people costs related to higher turnover and labor costs per person would dig into those gains.

***The ACT Framework: Accept, Create, & Transform***

Lincoln recommends accepting AI and gaining organizational buy-in, creating guidelines for usage, and transforming current processes for success. First, *Accept* AI and launch internal initiatives for teams to identify how best to utilize and implement AI given their work. Then, *Create* guidelines for where AI should be used (low-risk, high-impact), where it should not be used (high-risk, low-impact), and where it may be used with oversight (undetermined risk and impact). Finally, *Transform* processes to implement AI, encourage experimentation and knowledge transfer, and adapt as needed.

***Implementation & Timeline Highlights***

Lincoln's implementation of the ACT framework will include the gradual integration of AI tools into existing workflows, accompanied by extensive training programs and transparent communication channels to address concerns among executives and screenwriters. The timeline will consist of three phases: initial assessment and pilot testing, followed by a phased rollout across various departments at Disney, and finally, continuous monitoring and refinement.