



Written by [James Murphy](#) on April 13, 2022

## Disney to Air Ad Accusing Those Against Transgenderism for Children of “Tearing Families Apart”

The Walt Disney Company — for decades considered wholesome entertainment, suitable for children — is one of four companies set to air a public-service announcement that accuses people and states against the abusive practice of “transitioning” children to the opposite sex of attempting to “tear families apart.”

Comcast, WarnerMedia, and Paramount are the other companies that have agreed to run the ad.

Recently, the LGBTQ advocacy group GLAAD released the [ad](#), titled “Protect Our Families.” According to GLAAD, the minute-long message shows that “families with transgender kids are just like any other family: they love their kids unconditionally and simply want the best for them.”

The video features the Briggles family, especially Amber Briggles, the mother of Max and Lulu. But Briggles is not just the mother of Max and Lulu but a far-left activist, who is currently running for city council in Denton, Texas.

“There are some politicians who are trying to tear my family apart, simply because my son is transgender,” states Briggles, the mother of Max, a biological female presenting as a boy.

According to Briggles, a so-called transgendered child, including her own daughter, Max, “is no different than yours.”

While the ad doesn’t clearly assert which politicians or laws are bent on “tearing families apart,” it’s pretty clear that one of those states is Florida, and one of those politicians is Florida governor Ron DeSantis, who recently signed the [Parental Rights in Education Bill](#) — referred to derisively as the “Don’t Say Gay” bill — into law in the Sunshine State. The law bars children in kindergarten through third grade from being taught material that is “not age-appropriate or developmentally appropriate for students in accordance with state standards.”

Disney in particular has taken great pains in recent weeks to attack DeSantis and the new law after some employees complained about the company’s seeming lack of concern over the bill. On March 22, Disney employees staged a walkout to protest the company’s attitude regarding the bill. Since then, the company quickly did an about-face and loudly protested against the new law.

Since the workers’ tantrum, Disney has pledged to donate \$5 million to LGBTQ advocacy groups, and Disney CEO Bob Chapek quickly apologized for not being woke enough and called DeSantis’ office personally to register the company’s outrage that young students in the state would not be subjected to



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the radical agenda of GLAAD and other LGBTQ groups.

“Thank you to all who have reached out to me sharing your pain, frustration and sadness over the company’s response to the Florida ‘Don’t Say Gay’ bill,” Chapek wrote to employees. “Speaking to you, reading your messages, and meeting with you have helped me better understand how painful our silence was.”

Video then surfaced of Disney staff discussing the company’s response to the new Florida law. One video shows Disney executive producer Latoya Raveneau saying that she was “basically adding queerness” to all sorts of programming intended for children.

SCOOP: I've obtained video from inside Disney's all-hands meeting about the Florida parental rights bill, in which executive producer Latoya Raveneau says her team has implemented a "not-at-all-secret gay agenda" and is regularly "adding queerness" to children's programming. [pic.twitter.com/eJnZMpKIXT](https://pic.twitter.com/eJnZMpKIXT)

— Christopher F. Rufo 🇺🇸 (@realchrisrufo) [March 29, 2022](#)

De Santis retaliated by threatening to remove certain “special privileges” that Disney has enjoyed in the state, which allow the company to act as its own government on its vast properties in the state.

“When you’re trying to impose a woke ideology on our state, we view that as a significant threat,” De Santis said.

It also seems Briggie’s home state of Texas has been targeted, as evidenced by Briggie’s blog in which she claims to have “challenged the local sheriff” and “the Texas legislature.”

Led by Attorney General Ken Paxton, the Lone Star State has initiated an [investigation](#) of pharmaceutical companies that might have “deceptively advertised and promoted hormone blockers” for use in so-called transgendered children.

In addition, in February, Governor Greg Abbott issued a [directive](#) to the Texas Department of Family Protective Services to conduct investigations into parents who are allowing children to undergo “transition” therapies including hormone therapy and genital mutilation. Abbott’s directive was based largely on an [opinion](#) written by Paxton that such therapies could be considered child abuse.

So, perhaps Disney’s embrace of the full and unfettered LGBTQ agenda is as much about Briggie’s state of Texas as it is their own state of Florida.

For years, Disney has been a company associated with children and their happiness. Unfortunately, that focus has shifted into something far more sinister. Now instead of focusing on the entertainment of children, Disney is siding with those who would harm them.



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