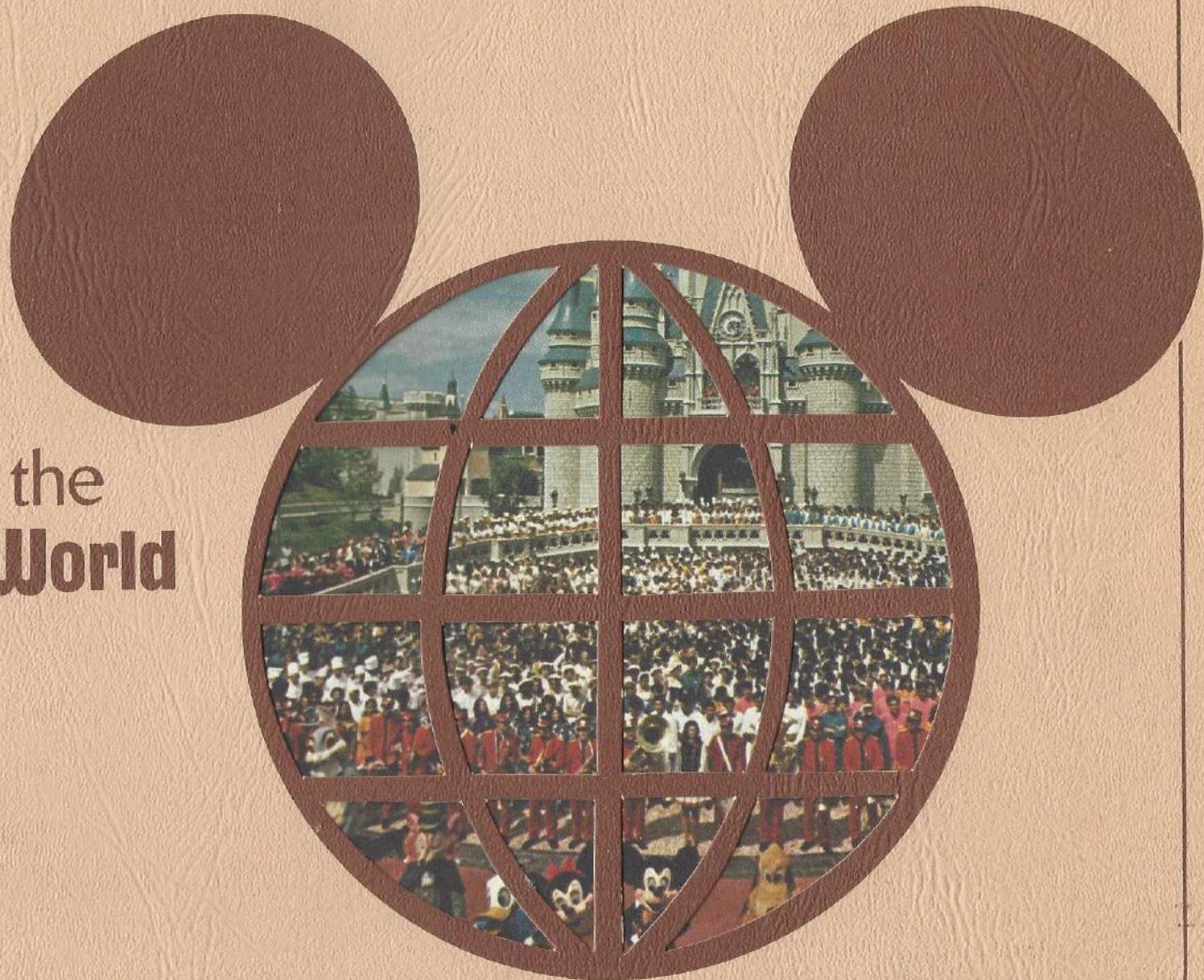
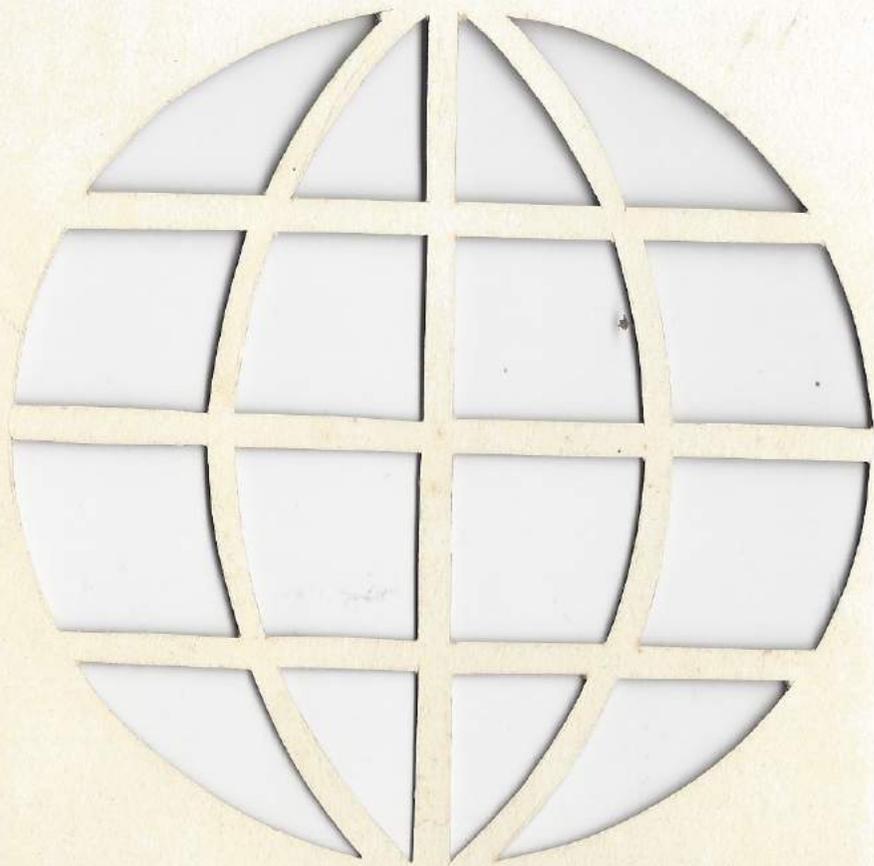


Your Role in the
Walt Disney World
Show





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WELCOME To Our Walt Disney World Cast

You have joined the most dynamic, creative and diverse entertainment organization in the world. Today the name Disney is known throughout the United States and virtually every other country around the world for producing "the finest in family entertainment." This is a legacy that was developed through more than 50 years of bold pioneering achievements . . . a harmonic blend of creative genius and plain hard work.

Walt Disney was a man who believed that the public would accept above anything else, quality and good taste in entertainment. Time and again, throughout his career, he virtually bet his entire organization on this belief . . . often in the face of skepticism and predicted failure by others. That failure never came. International success did. Walt's philosophy rejected gimmicks and the fast buck, embracing instead a different and vastly more difficult to produce quality family product. And it brought to the name Disney, a hard earned yet tremendously deserved public trust unparalleled anywhere else in show business. This, above all, is the basis for the remarkable success of Walt Disney World . . . a foundation built on a half-century of great traditions which we are dedicated to preserve as our organization continues its dynamic growth.

This booklet will introduce you to the vital Disney Traditions and at the same time provide you with a broad overview of our entire worldwide Disney team, of which you are now an important part. Again, we sincerely welcome you to our Walt Disney World Cast. Our challenge together is to continue producing for future generations, "the finest in family entertainment."





"Walt Disney World is a tribute to the philosophy and life of Walter Elias Disney . . . and to the talents, the dedication and the loyalty of the entire Disney organization that made Walt Disney's dream come true. May Walt Disney World bring Joy and Inspiration and New Knowledge to all who come to this happy place . . . a Magic Kingdom where the young at heart of all ages can laugh and play and learn — together."

You Are Now Part of the World's Most Spectacular Show

Walt Disney World is the largest and most unique destination vacation resort of its kind in the world. Located right in the middle of the nation's number one vacation state, Florida, it covers more than 27,000 acres . . . twice the size of the island of Manhattan. "There's enough land here to hold all of the ideas and plans we can possibly imagine," said Walt Disney in 1965 as he unveiled his plans for this, his most exciting and challenging venture ever. For years he had envisioned a place where families could actually spend not just one or two days but their entire vacations. It would be as he called it, a "destination vacation" resort . . . and it would be the last and greatest pioneering dream of the master imagineer and showman of the world.

On October 1, 1971, after almost five years of master-planning, imagineering and construction, Roy Disney opened the first phase of his brother's greatest dream . . . a whole new Walt Disney World. It was a complete Vacation Kingdom, with resort-hotels, campgrounds, waterways, recreation facilities and the spectacular Magic Kingdom theme park. Everything was tied together by a sophisticated Disney-developed transportation network. Unique watercraft carried guests across a beautiful man-made lagoon . . . sleek monorail trains whisked them swiftly over the lagoon and special trams provided a scenic journey around it. And this was just the beginning .

Soon, overwhelming public demand brought about dramatic additions and expansion, including major new attractions, restaurants and accommodations. The exciting host community to Walt Disney World, Lake Buena Vista, was opened. Plans were soon underway for EPCOT, the Experimental Prototype Community of Tomorrow including the World Showcase where leading nations from around the world will present a series of new Disney-created shows and exhibits.

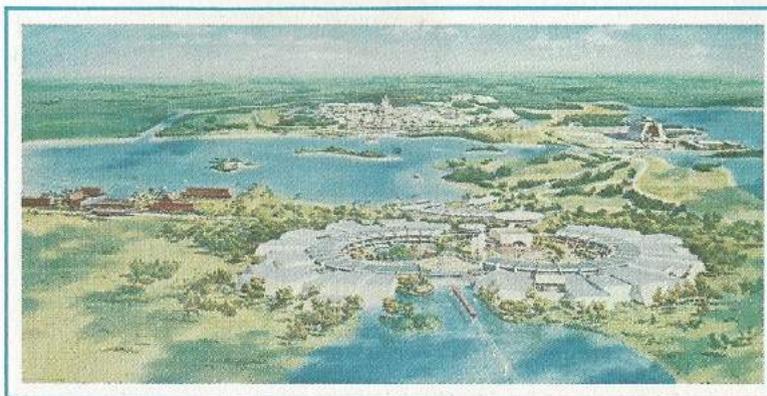
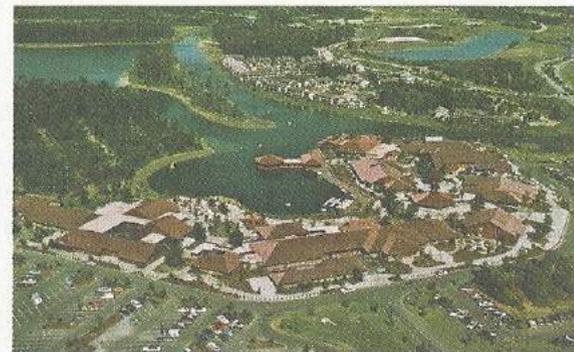
From the very beginning, Walt Disney World was the world's most spectacular show . . . a show in which you are now going to play an important part.



America's number one vacation state, Florida, offered excellent weather and highways with plentiful land for Walt's greatest dream. Shortly after opening, Walt Disney World's popularity brought about dramatic new additions including the Lake Buena Vista shopping village (right). The next major expansion will include the exciting World Showcase (below).

"With the technical know-how of American industry and the creative imagination of the Disney organization, I'm confident we can build a living showcase that more people will talk about and come to look at than any other area in the world."

WALT DISNEY

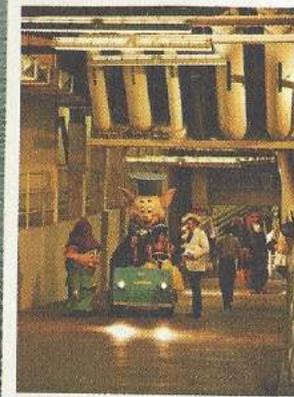
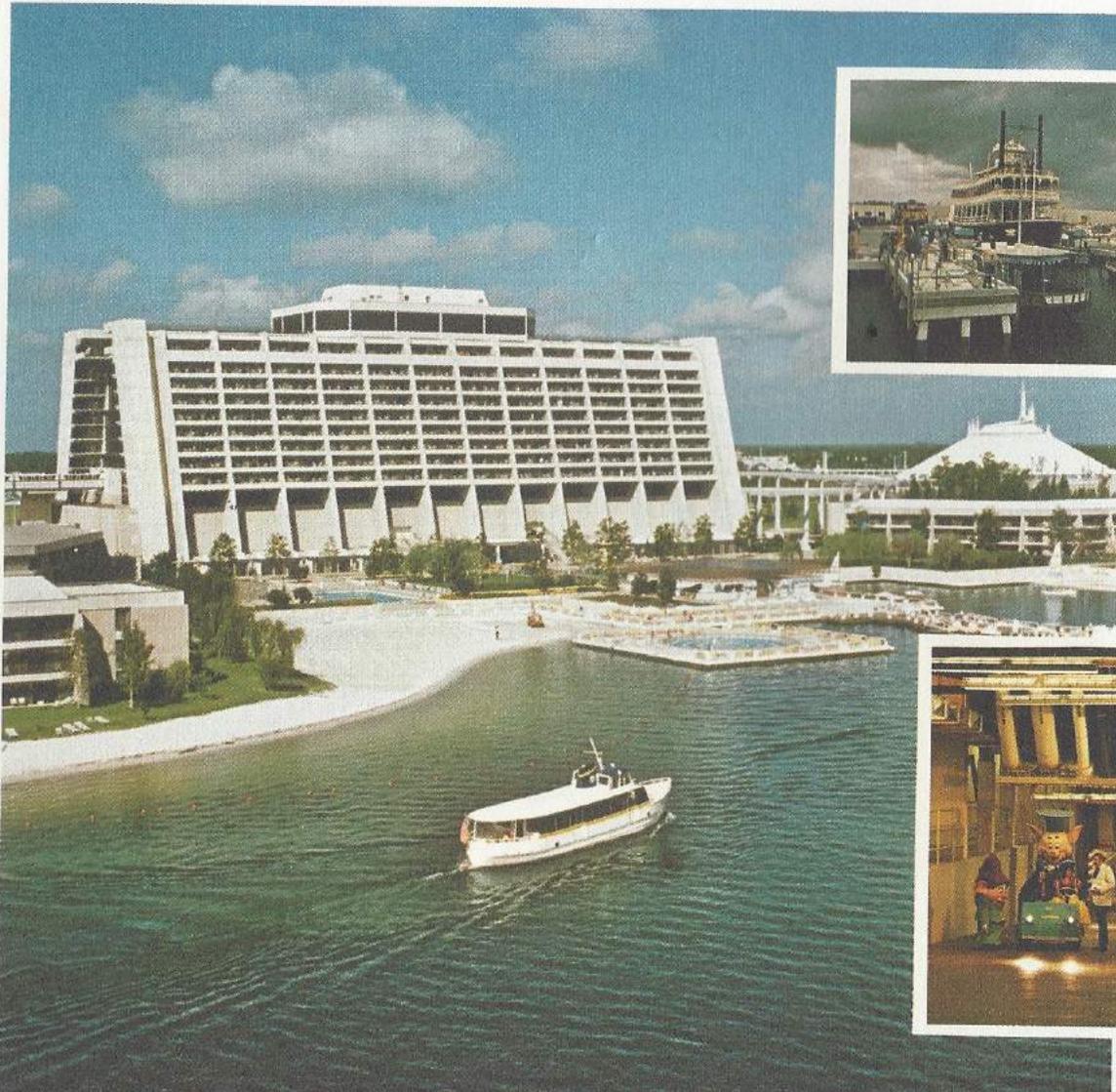


You'll Learn A New Language ...

The Walt Disney World show is so large and complex that it sometimes calls for more than 13,000 cast members in over 500 individually different roles. Nevertheless, we all work from exactly the same script, speaking the same language . . . the language of Disney show business. (You first visited *Casting* not the Employment Dept., so you already know one term . . . you were "cast" for a "role," not hired for a job.)

First, regardless of your role, your performance will be on the world's largest stage, because all of Walt Disney World is a 27,000-acre *stage*, with the public areas *onstage* and the "behind-the-scenes" support areas *backstage*. Just like any show, we have an *audience*, not a crowd, but we go even further. Our audience is composed of *guests*, not customers . . . and we, as *cast members*, are *hosts* and *hostesses*, whether in the Magic Kingdom or a resort-hotel . . . whether onstage or backstage. We don't have police or guards, we have *security hosts*, with the role of providing security and assistance for our guests, cast members, and protecting property. We wear *costumes*, not uniforms and we draw them from the world's largest and most diverse wardrobe . . . larger than the entire Hollywood film industry combined! And finally . . . we don't have rides — they're for amusement parks. We have series of *adventures* and *attractions* . . . each carefully "engineered" and integrated with the others to provide the unparalleled Walt Disney World theme show.

Throughout Walt Disney World — onstage, backstage, and in the vast "underworld" of tunnels and support systems — cast members everywhere speak the language of Disney show business.



... and become a Disney "INFORMATION EXPERT"



How tall is the Cinderella Castle? How late are you open? What time does the parade begin? Where are the rest rooms? Where's the best place to eat? How large is Walt Disney World?

If you can answer any of the above questions, then you have already taken the first steps on a long journey toward becoming a Disney "Information Expert." Our show is so vast in scope that if our guests actually tried to read and understand all the information literature and signs, they'd practically have no time to enjoy the show! The truth of the matter is, of course, our guests are not coming here to read . . . they are coming here to be entertained. It is *our job* to provide all the information needed to assist them during their visit . . . and one of the most often used methods is *person-to-person*.

We must be walking, talking, smiling "information booths." It is estimated that on a busy day, more than 500,000 questions are individually handled by Disney hosts and hostesses! That's a lot of information that has to be *correct!* Imagine, for example, the inconvenience and disappointment to a visiting family to be told that a parade starts at 9:00 pm when it really began at 8:00 pm. Think about one-half million questions a day and you'll quickly see the important information role that our cast members play in our guests' enjoyment.

You may be asked the same question in the same spot a thousand times during the day, but just remember . . . you'll be asked by a thousand different guests . . . *each for the first time*. If you don't know the answer to a particular question, find it or clearly direct the guest to a place where he can easily get the answer. You'll soon find that becoming a Disney "Information Expert" is one of the most important and rewarding roles you'll ever have in the Walt Disney World show!



Millions of questions by telephone each year also require handling by Disney "information experts."

Most Important of All... You'll become a Disney "PEOPLE EXPERT"



"You can see more respectful, courteous people at Disney World in an afternoon than in New York in a year.

"Each phase of the trip is so pleasant, and all the people waiting on you are so friendly, and everywhere you look, on hundreds of acres of land, there is not a speck of litter, that you just let the orderliness of it all wash over you. Someone is taking care of you."

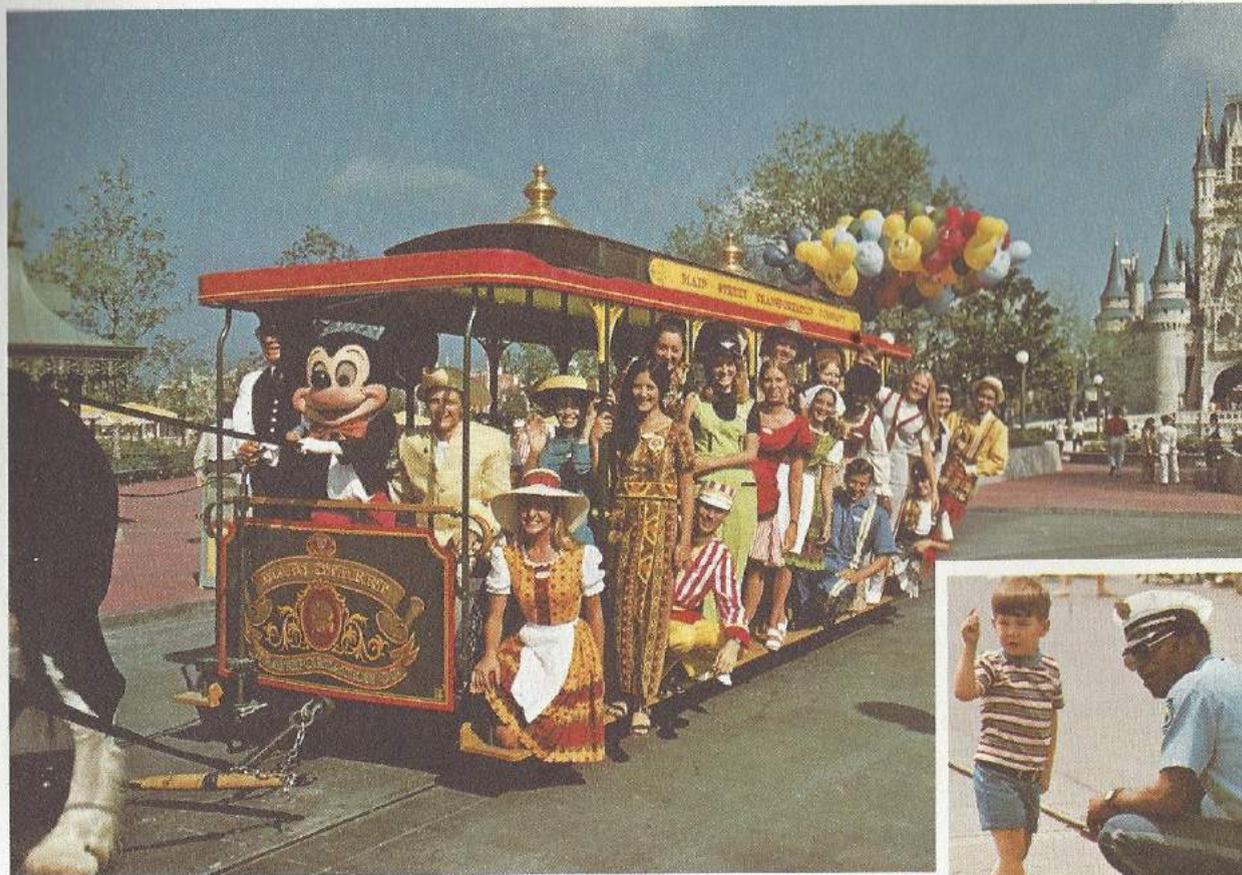
WALL STREET JOURNAL
March 18, 1975

Each year Walt Disney World receives thousands of letters from people around the world who have been our guests. The letters come from celebrities, foreign dignitaries, politicians and members of the press . . . from families, children and senior citizens . . . from a tremendous cross-section of people in practically every walk of life. Almost invariably, they mention three things they like best about Walt Disney World . . . "the outstanding show" . . . "the remarkable cleanliness" . . . "the friendly employees." In fact, in more than two decades of family outdoor entertainment beginning with Disneyland in 1955, the Disney organization has built a reputation for "international entertainment magic" through its friendly employees.

Actually, there are no real secrets to being a Disney "people expert" but there are a number of important things that are musts in the script. First, we *practice a friendly smile* at all times with our guests and among ourselves. Second, we use friendly, courteous phrases. "May I help you" . . . "Thank You" . . . "Have a nice day" . . . "Enjoy the rest of your stay" . . . and many others are all a part of our daily working vocabulary. And above all, we use *please* with any suggested directive to a guest, such as "*please* step through the turnstile" . . . and "*please* move all the way forward." But remember, smiling *and* friendly phrases go together . . . they cannot be separated.



...Co-Starring with the Friendliest Cast in the World!



Disney friendliness takes many forms . . .

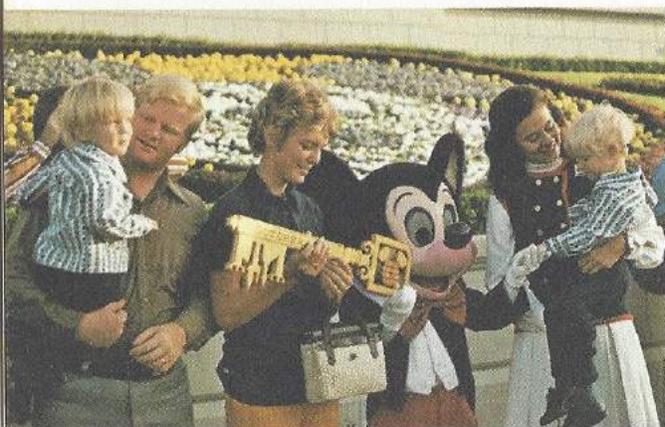
It was Walt Disney's strongest belief that an informal, friendly organization is the best way to produce the finest in family entertainment. And with that belief, he insisted that everyone, down to the newest employee, call him Walt. He applied this *first name* philosophy to everyone in his organization and it continues today at every level throughout our company. The only "Mr.'s" here are Mr. Toad and Mr. Smee in Fantasyland. Also . . . we can only create fun for our guests if we're having some fun in our own roles. Although we take our parts seriously, we don't take ourselves too seriously . . . "Stuffiness" is out. We try to keep our sense of humor at all times . . . especially when the going gets rough . . . especially when it's been a trying day and everyone is exhausted. You'll be pleasantly surprised how well our internal friendliness among our cast members leads to an ever greater external friendliness with our guests. In fact, you'll find that you're co-starring with the friendliest cast in the world!



sharing a moment with a small child . . .



sharing a day through sign language with special guests.



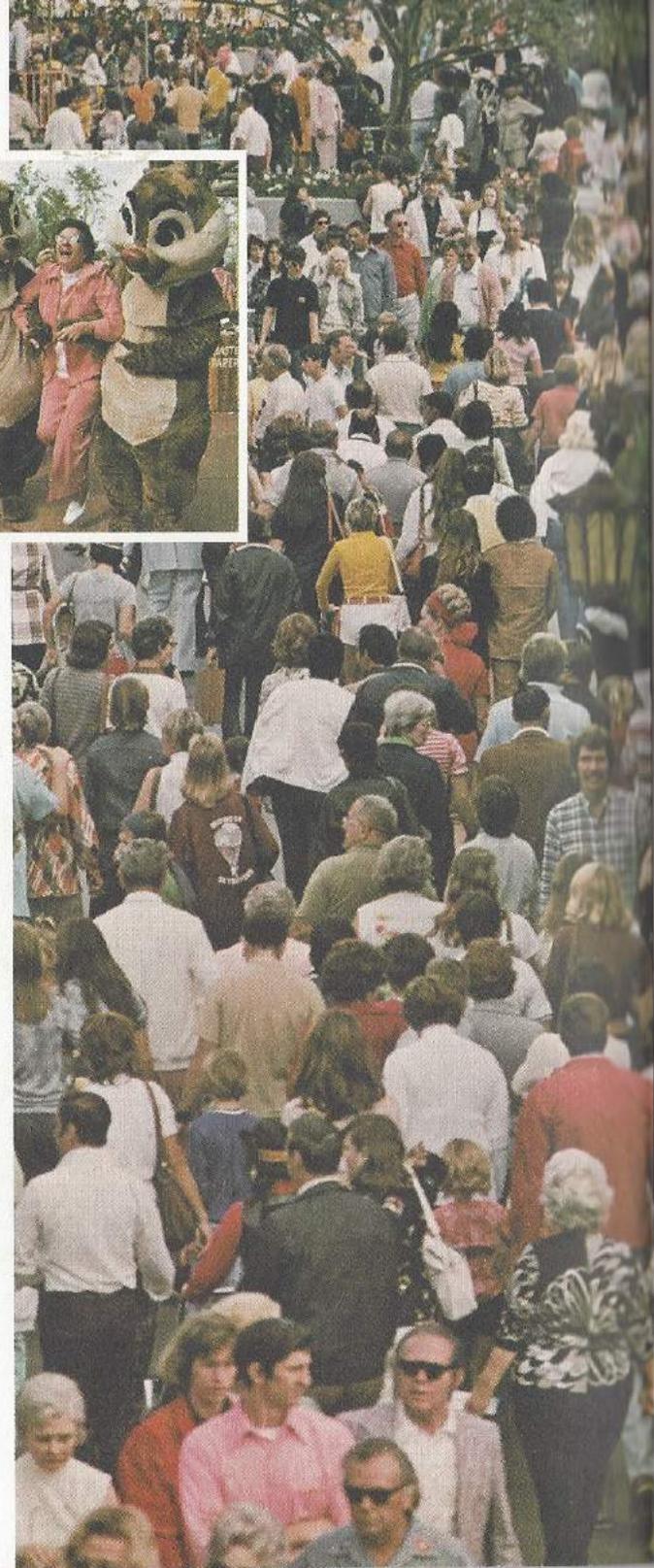
Beginning with the first family to visit Walt Disney World, VIP service became a tradition for all guests at all times.



Every Guest is a V.I.P.

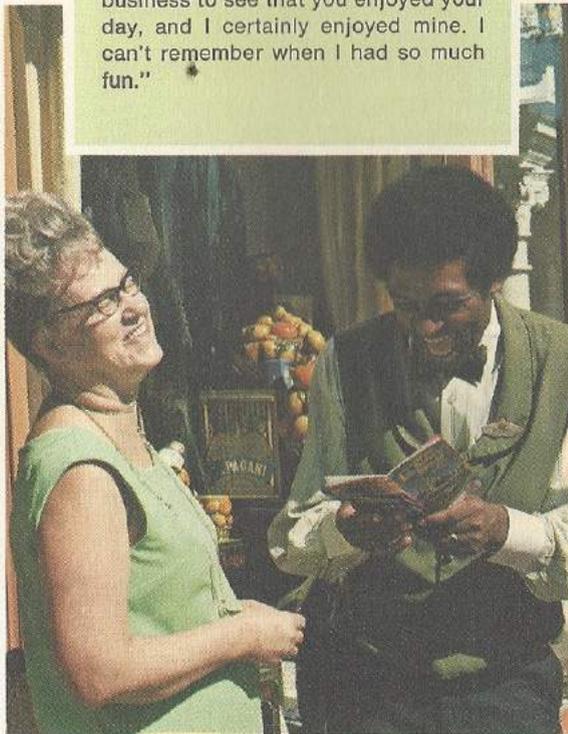
There is one point which we really can't over-emphasize in Walt Disney World: EVERY GUEST on our entire 42 square miles of property is a VIP whether they are visiting the Magic Kingdom for a day or vacationing in our resort-hotels for a week or more. There is an indisputable fact of life in show business . . . if there is *no audience*, there can be *no show*. The audience is the "business side" of show business . . . they are the ones who pay our wages and keep our show operating. For that very reason, each and every guest that comes through our gates is, in a sense, our boss. If they didn't come here, our "engagement" would be cancelled just like a Broadway play, motion picture, pro football or any other form of entertainment. And so, we treat each and every guest as a VIP. It's a tradition we began with our "first family" on opening day and have enthusiastically continued ever since.

Remember that 99% of our guests are great people with everything going their way and having the time of their life. They are the easy ones to serve. Your *real challenge* will be that tiny 1% . . . the guests who are hot, tired, hungry, confused, frustrated and perhaps missing their luggage, ticket books, or cameras. Or perhaps all of the above. They may not be very understanding and it may well be up to you to turn their day around into the positive kind they came here to experience. If you are not the kind of person who feels comfortable with people . . . if you don't think our VIP guest service standards are for you, perhaps you'll want to take another look at things . . . you may be in the wrong business. If, however, you feel up to the challenge, you're on your way to becoming a *Disney People Expert*.



The Personal Touch is a Way of Life

"It's been a long, long time since I have been looked after by so many people (and I found no exceptions) who wanted me to have a good time. The young men who were on duty were just as interested in making an old lady feel welcome and important as they were in the pretty young girls. The young woman in the information booth was equally gracious and helpful. The staff seemed to make it their business to see that you enjoyed your day, and I certainly enjoyed mine. I can't remember when I had so much fun."



Incredible as it seems, the average guest "day visitor" to the Magic Kingdom will come into direct personal contact with 15 Disney Hosts and Hostesses before even setting foot inside the park! By the end of a single day's visit, each guest will have had a personal contact with approximately 75 cast members! Needless to say, Walt Disney World is a person-to-person production. We may entertain more than 70,000 guests in a single day, but we do everything possible to entertain them *one at a time*. Sometimes this may seem like an impossibility on such extremely busy days, but even then, there are lulls in the action. *Take time* to help that person in the wheelchair. *Take time* to help that child find his "lost" parent. *Take time* to answer questions . . . to talk and joke with guests in line. When you see a father about to take a picture of his family, *take time* to offer to snap the picture for him so he can be in it. (Think of how many millions of vacation photographs are shot every year with an important family member missing . . . the one behind the camera.)

Just remember . . . one personal experience, good or bad, usually makes the greatest impression. The personal touch is a way of life . . . a vital ingredient in the success of our show.

Disciplines of the Show



Happiness and entertainment are our goal in Walt Disney World and we are always looking for ways to find fun in our jobs. However . . . if anybody told you that it's *all* fun and games or that our work is always easy, well it's just not true. Show business is absolutely the most highly disciplined kind of business there is . . . you have to *like it* and *work hard at it*. Producing a show as complex as Walt Disney World's will always require a rigid set of disciplines to which every one of us must adhere.



We Work While Others Play

Walt Disney World is open 365 days a year, rain or shine, humid or dry, hot or cold, slow or busy, holiday or regular day. The fact is . . . we work while others play. When the public is vacationing or off on a holiday, that's when our show must be ready to present. Our guest's time for relaxation and recreation can only be at their convenience . . . not ours. Our shifts must cover all-night grad parties . . . Christmas Day . . . New Year's Eve . . . Easter . . . weekends . . . shifts in poor weather conditions and shifts into the night. When our guests have the time to visit . . . we make the time to entertain.



Keep the Magic in Disney

Imagine yourself as a guest at the Contemporary Hotel's "Top of the World" restaurant with your family. As you are looking over the dinner menu your hostess begins to grumble and complain about how tired she is because her supervisor works her too hard. Later, she "hopes the potatoes are warm enough . . . one of the ovens hasn't been operating decently for a month."

Imagine yourself as a guest aboard the Adventureland Jungle Cruise with your family. As your cruise begins, your guide turns and sorrowfully announces, "I hope you folks will bear with me, I haven't learned my script yet. Anyway, the hippos aren't working . . . a hydraulic line broke last week and they still haven't fixed it!"

Or imagine your stepping through the castle gates into Fantasyland, only to discover Snow White with a cup of coffee and a cigarette, chatting with fellow employees about a recent party and football game.

In each case, the destruction of the show is complete and total. And the disillusionment for your family is very real. We go to great lengths to maintain the integrity of every onstage aspect of our show. We *never complain* to our guests about our operating problems nor do we talk about our personal problems and social adventures. They're the last things in the world that our audience wants to hear. And we strictly maintain the integrity of our own roles in the show. We *never eat, chew gum, nor smoke* while in public areas . . . this is one of our *absolute* disciplines. We strive to keep the magic in our Disney entertainment.



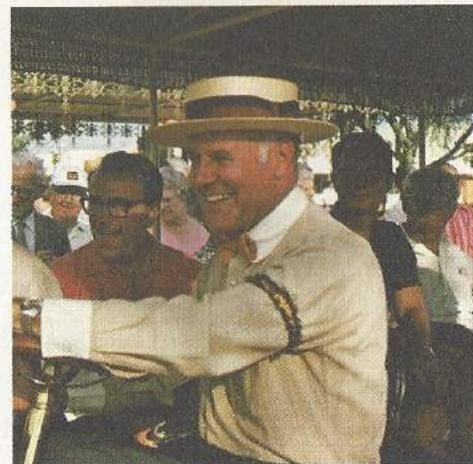
The Disney Look

Our worldwide reputation for outstanding employees stems not only from how we act but, just as importantly, how we appear. The "Disney Look" is an extremely important part of the Walt Disney World show . . . whether you're working onstage or backstage. When you play a role you must not only act the part but look the part. This means that you could be wearing a special costume created by a Disney fashion designer for your role. But that is just the first part of the Disney Look. Your *total appearance* is an important combination of clothing and grooming. In fact . . . next to friendliness, we receive more letters complimenting the neat, well-groomed personal appearance of our cast than anything else.

But we don't ask our onstage personnel to adhere to one discipline and backstage personnel to another! *Everyone* is onstage at some point, and we strongly believe that it is important for *all of us* to meet our Disney standards for grooming, just as with all of our other standards. It is one of the most important disciplines of the Disney show.

Safety

Throughout Walt Disney World, we have designed the safest possible conditions for our guests but the most important element involves *you*. Many of our visitors are so caught up in the excitement and atmosphere of our show, that they sometimes don't see that curb, or moving speedramp. And sometimes they don't hear a recorded warning narration or read a sign. This means that our entire cast must be on the alert everywhere to help protect our guests from possible accidents and mishaps. This is a big challenge and our outstanding safety reputation shows that our cast is doing a fine job. You'll receive detailed safety instruction for your specific role very early during your training. A safe as well as exciting show is an absolute necessity at Walt Disney World!



The Show Must Go On

Every day, in every condition . . . rain or shine . . . the show must go on. This universal law in show business applies even more strongly in Walt Disney World because our guests often plan their vacation as much as a full year in advance. We have a very important responsibility to our guests to remain open even under poor weather conditions if at all possible. That day may be their only day to visit us! Every performance every day must be a fresh new show. You may see or present or prepare the same show day in and day out but for the new guest coming in for the first time, it's his *first show*. He can sense and be disappointed . . . even downright insulted . . . by any bored, ho-hum, here we go again attitude by any one of the performers.

Also . . . reliability and presenteeism are a must. If you don't report . . . the show must *still* go on . . . somebody else has to pick up the slack.

Producing the Walt Disney World Guest Experience

Onstage, presenting the show . . . backstage, preparing the show. Wherever you'll be working, you'll soon find that the Walt Disney World guest experience is a highly complex production, requiring the closely coordinated efforts of dozens of divisions, departments, and subsidiary Disney companies. In fact, Walt Disney World is so vast in scope and growing so rapidly, that it would be almost impossible to list all the areas, but here are just a few:

ONSTAGE: Operations: Staffs transportation systems, Magic Kingdom adventures and attractions. **Resorts:** Staffs theme resort-hotels and campsites. **Food:** Themed dining experiences for every taste. **Entertainment:** Live music, shows, parades, and special events. **Merchandise:** Souvenir and themed merchandise. **Participants:** Showcasing American companies.

BACKSTAGE: Facilities: Maintenance and construction, "Keeping the show on the road." **Finance:** Maintaining a sound business. **Employee Relations:** Hiring, training, servicing the cast.

And with our own fire protection, environmental protection, security, warehousing, phone company, and many other utilities, the Walt Disney World operation is almost like a small city unto itself. New York Magazine's Peter Blake called it "the most significant new town created in America." And David Brinkley reported about it on his nationally televised news program.

"It is the most imaginative and effective piece of urban planning in America. And that is totally aside from the Mickey Mouse amusement park area itself. It is outside the park, on Disney's own land, which is about twice the size of Manhattan.

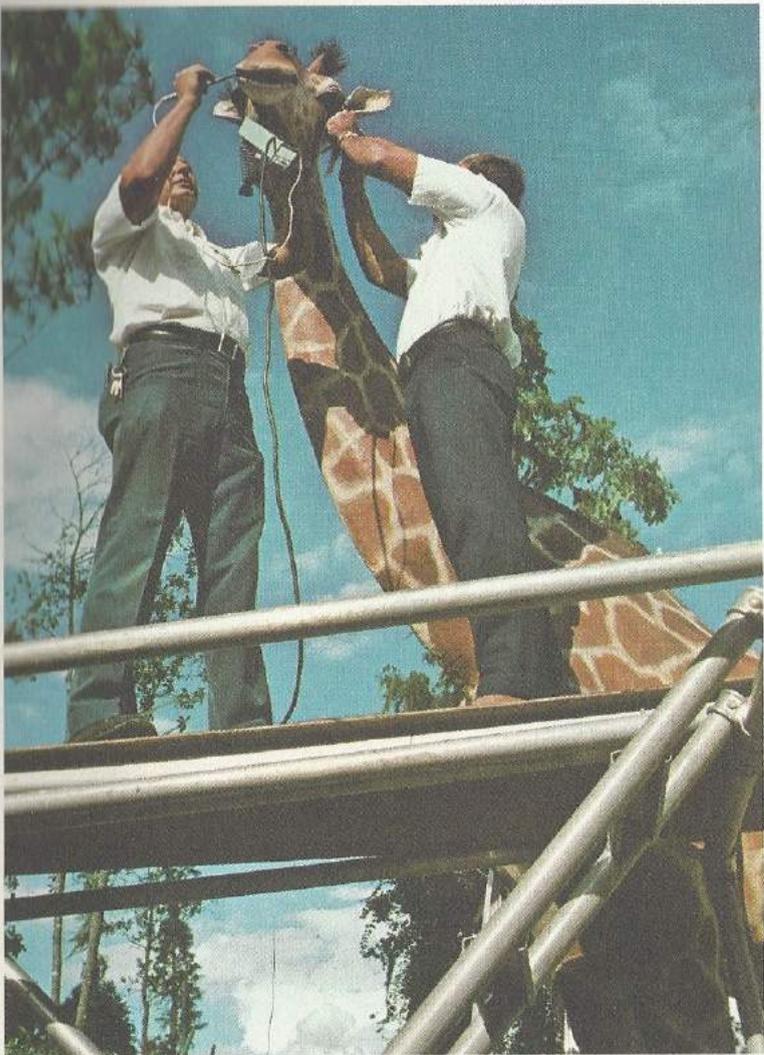
"On this they have built roads, transportation systems, lakes, golf courses, campgrounds, riding stables, stores, hotels. And they all fit together in a setting of land, air and water better than any other urban environment in America."





The Magic behind the Magic

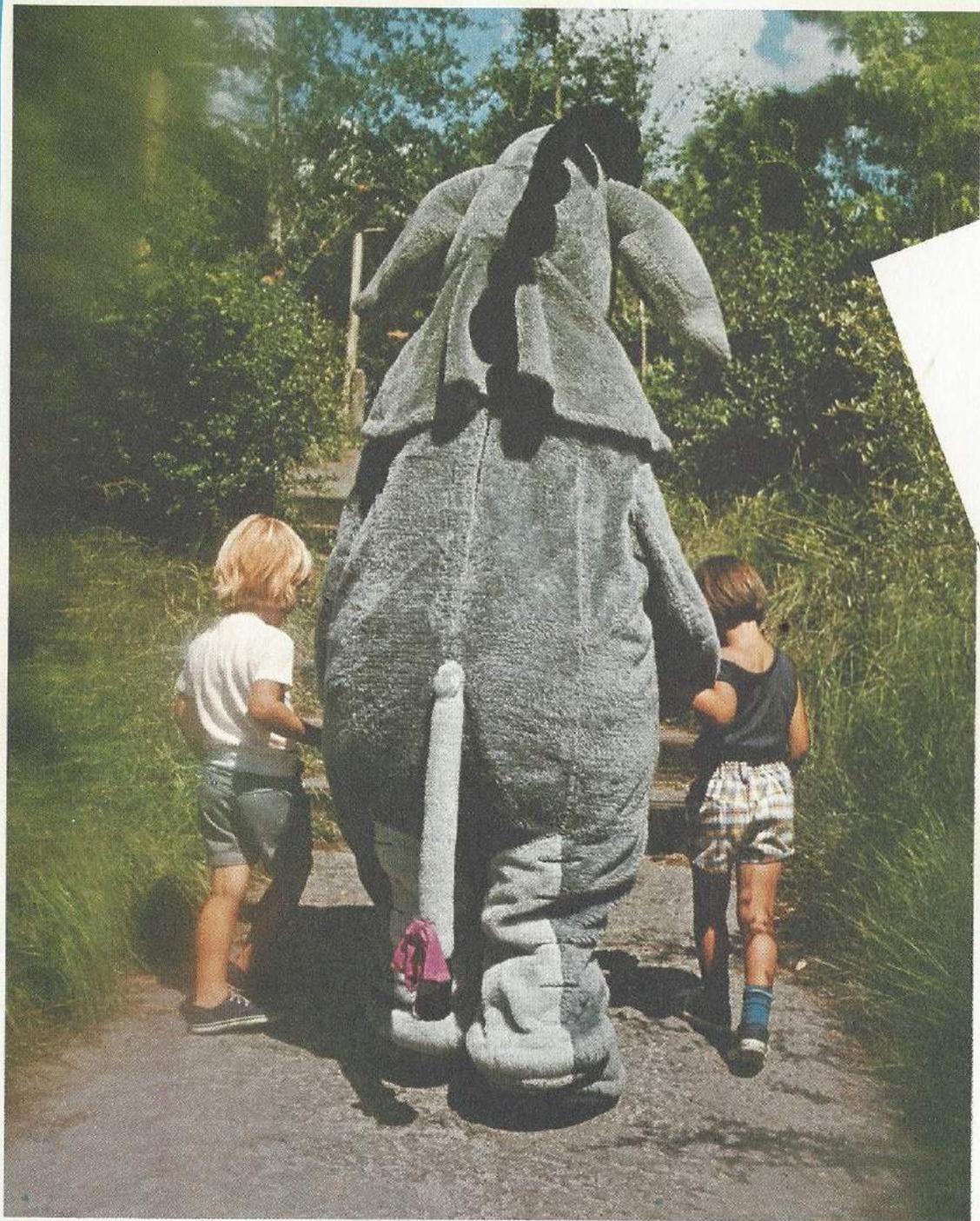
In dozens of locations, working day shifts, night shifts and "graveyard," thousands of cast members direct their efforts to "keeping the show on the road." Assisted by computers and other modern systems, they monitor and maintain countless functions, from the show quality of Mr. Lincoln's performance to the environmental quality of Walt Disney World's 27,000 acres. These people are the dedicated "backstage magicians" helping to insure the quality of our Disney entertainment magic.



The "secret" to our reputation for cleanliness includes rakes, brooms, high pressure hoses, modern laundry facilities and a lot of plain hard work.

One of many major backstage buildings, the huge Central Food facility covers an area larger than a football field and supplies more than 60 food locations in Walt Disney World.





Dear Mr. Eeyore,
Thank you for being a nice
animal to us at Disney World.
You must like living there and
maybe that is why you did not
bite when my brother pulled
your tale. Our cat bites when
he does that. Maybe our cat
would be happy in Disney World,
when we come back again. But
he is afraid of donkeys

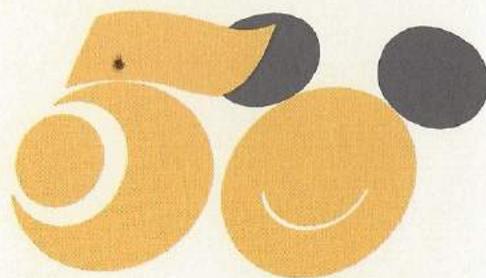
Your friend,
Rody

Our Applause

Unlike other forms of entertainment, applause in Walt Disney World usually isn't physical clapping. There are no standing ovations . . . just standing lines of tired but happy guests exiting after a busy day. In a real sense, our applause sometimes comes later in the form of thousands of letters of appreciation we receive each year. But most of all . . . our applause is unspoken — something our guests take home with them in the form of a personal, detailed, enthusiastic step-by-step description of their Walt Disney World experience which they give to everyone else back home. It's the kind of applause we may only hear through their return visit or through their friends coming for the first time . . . but it's the most important applause in show business . . . it says "Encore."



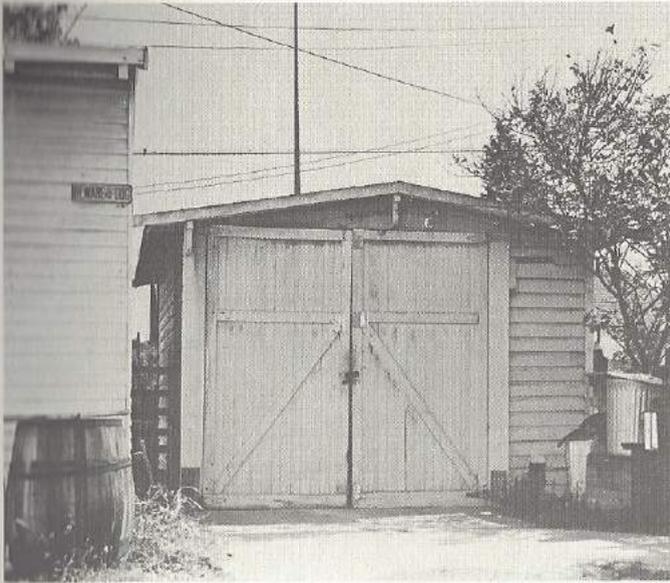
The Disney Tradition



The First Half Century

History books are filled with countless great dreamers and creative thinkers who were blessed with the ability to conceptualize new ideas. Remarkably few, however, were equally gifted with the ability to transform their ideas into reality. Walt Disney was one of the best. "The way to get started is stop talking and begin doing," he once said, perhaps summarizing his personal philosophy which helped to carry both him and our entire organization to the very pinnacle of success in the world of show business.

Walt was born in Chicago, on December 5, 1901. He was barely two years old when the Wright Brothers made their historic flight and yet his accomplishments would have every bit as much impact on the lives of millions of people around the world. With a small loan and a large imagination, Walt and Roy Disney started their new Hollywood business... the Disney Brothers... in 1923 in the corner of an uncle's not-so-new garage. In the decades that followed, while other entertainment organizations rose and



Walt Disney's new film company had an inauspicious beginning in the corner of an uncle's not-so-new garage in 1923 (far left). In the years that followed, however, he forged a career that brought 960 major awards and made Disney a name which people around the world look to for the finest in family entertainment.

fell around them, the Disney Brothers charted a path through depressions and booms . . . recessions and wars . . . through times of economic stress and crisis . . . and time of relative world stability. Along the way, Walt became an extraordinary film maker, TV pioneer, naturalist, artist and impresario, and an international ambassador of good will . . . all of these things simultaneously through his family entertainment product. Before Walt passed away on December 15, 1966, he was still dreaming . . . still "Imagineering" fantastic new projects that would challenge his organization for decades beyond.

Time and again, the world acknowledged and paid tribute to his success. There were prestigious international awards such as the French Legion of Honor and distinguished national honors such as the Presidential Medal of Freedom. There was recognition from children's organizations, conservation groups and educators. There were Academy Award Oscars, Television Emmies and Gold Records. All in all, the world bestowed 960 major awards on Walt Disney and his organization during his lifetime.

Needless to say, these remarkable accomplishments are far too numerous to mention here in their entirety. It took one noted author 458 pages to just begin to cover them in the outstanding publication, "The Art of Walt Disney." We would, however, like to give you a brief thumbnail sketch of a few of the important historical milestones in Disney Entertainment . . .





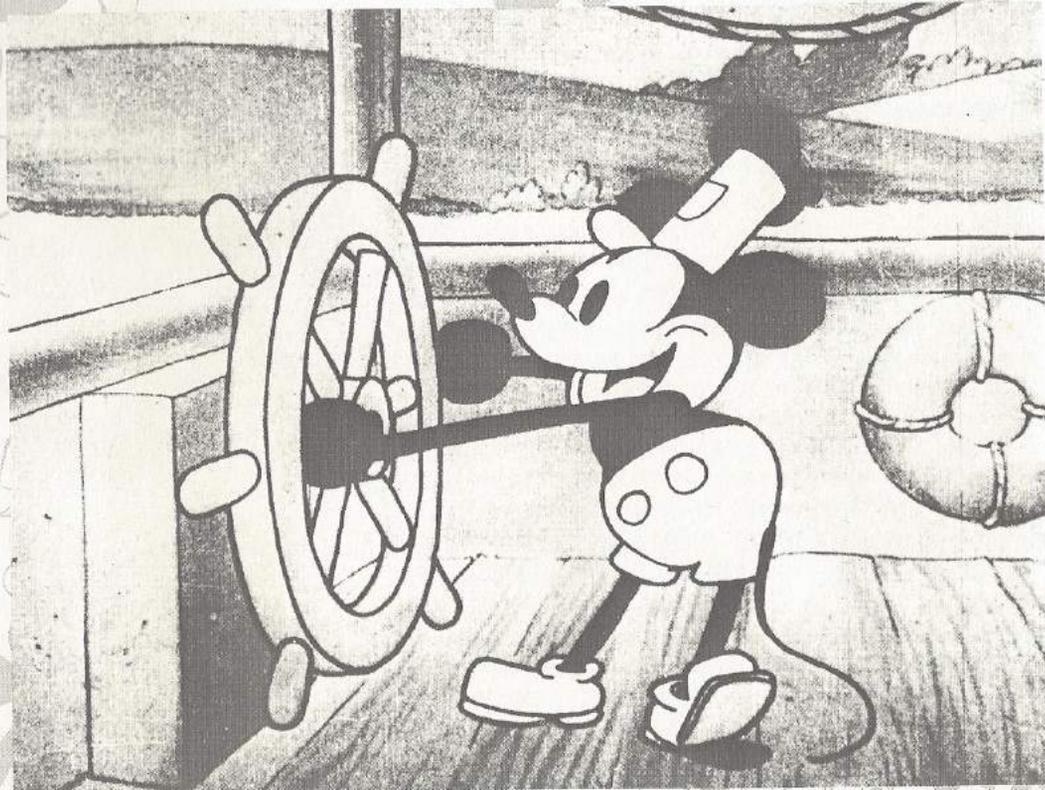
The First Sound Cartoon

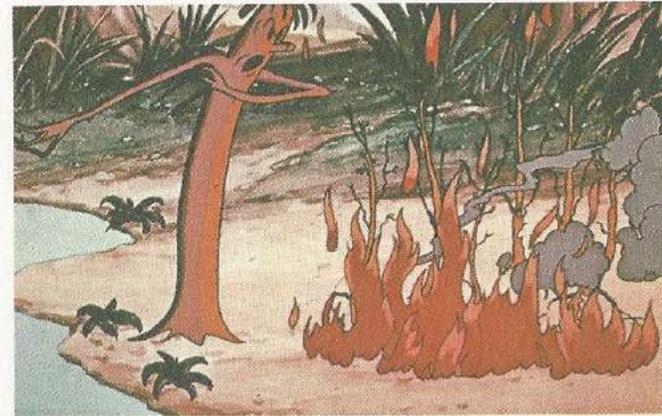
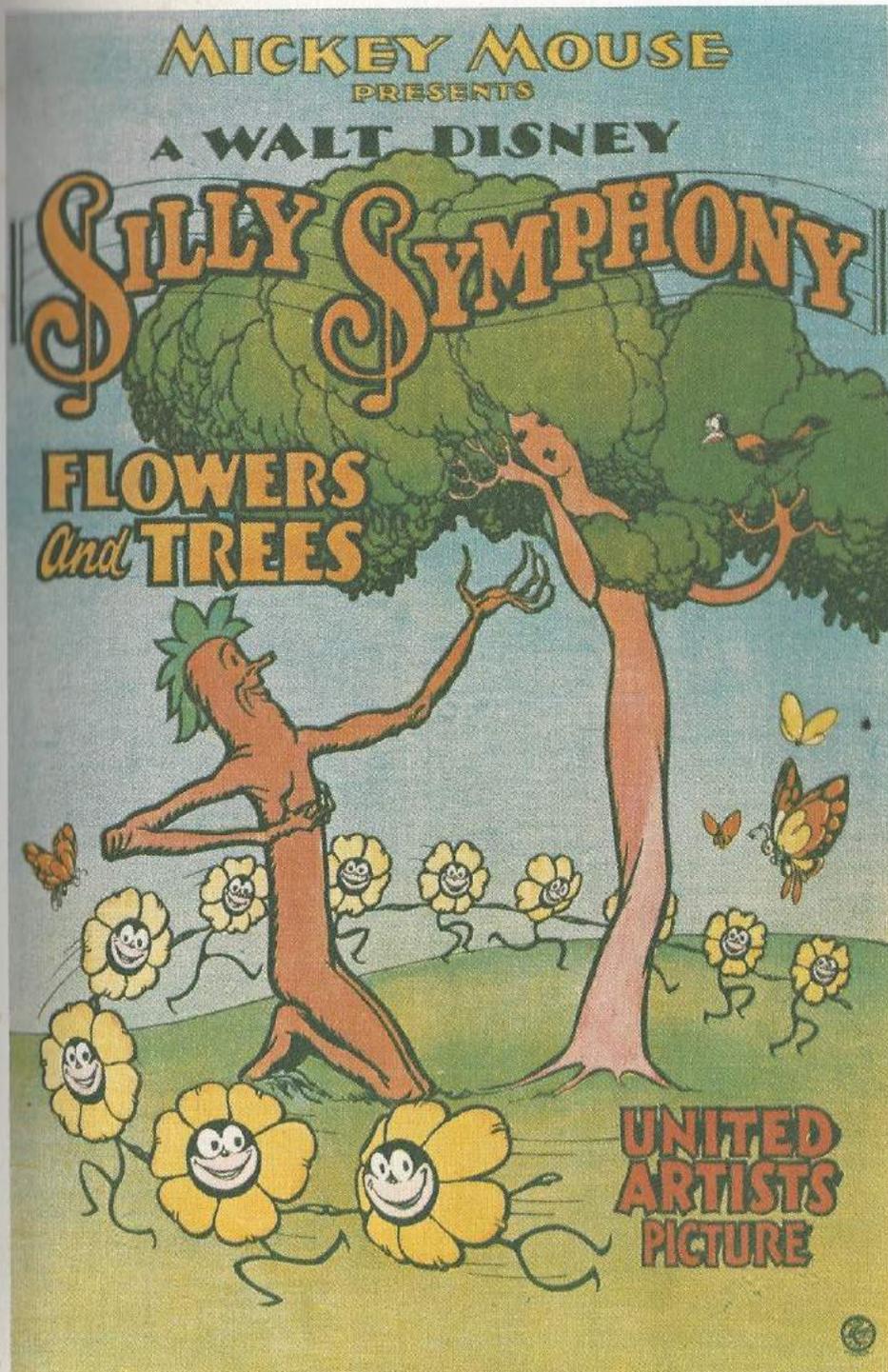
1928... It All Started With A Mouse

He started out as "Mortimer," but the name just didn't seem to fit, so he ventured forth into show business as Mickey Mouse. His initial starring role as "Steamboat Willie" was history's first animated film with sound.

"Steamboat Willie" opened at the Colony Theatre in New York on November 18, 1928. It was a smash hit, launching both Mickey and Walt on a career that would circle the earth by film, television, publications and merchandise.

"Get a good idea, and stay with it. Dog it, and work at it until it's done, and done right."





The First Color Cartoon

1932... Flowers and Trees – and an Academy Award

Flowers and Trees was nearly one-half completed in black and white when Walt Disney heard of a new process being developed called "Technicolor." Shelving all the black and white footage, he and his staff began the long process of remaking the entire picture utilizing the new film advancement. The result was the first color cartoon in motion picture history. In recognition of this pioneering achievement, Walt received his first Academy Award on Oscar night, 1932, a certificate for the "Best Cartoon Short Subject." That same evening he also received a special Oscar for the creation of his original star, Mickey Mouse.



"There's really no secret about our approach. We keep moving forward, opening up new doors and doing new things, because we're curious... and curiosity keeps leading us down new paths."



The First Full-Length Cartoon

1937 ... Snow White Launches the Timeless Disney Classics

In the years from 1934-1937, Walt Disney and his staff of 750 artists produced 250,000 finished, individual drawings for a motion picture which many critics said the public would never go to see. But on December 21, 1937, *Snow White* premiered at the Carthay Circle in Los Angeles. It was the first ever full-length animated feature. Public response was overwhelming... a special Academy Award was presented to Walt Disney and a new form of motion picture entertainment was born — the beginning of timeless Disney animated film classics.



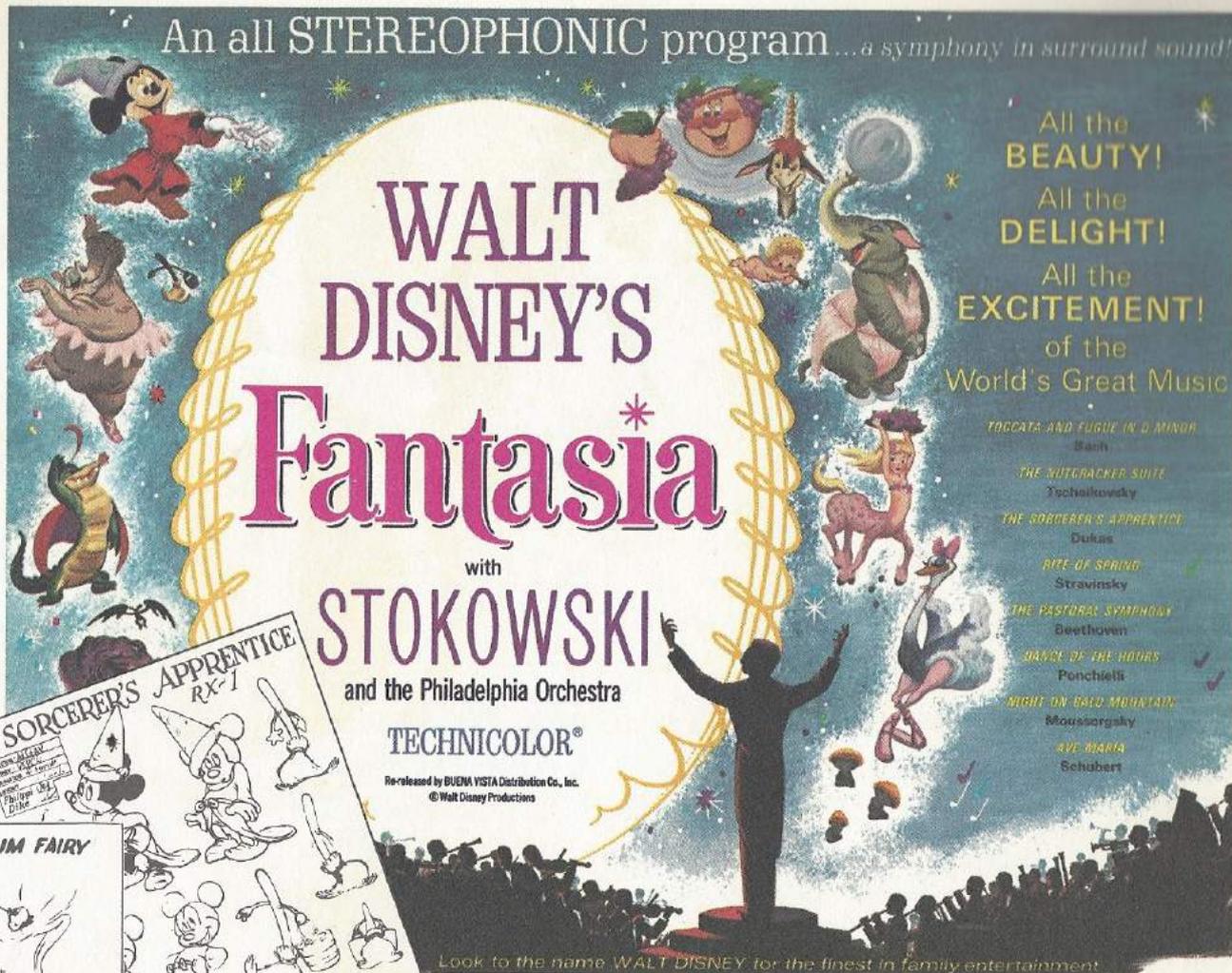
"I didn't know what I had or what would happen or anything, we had the family fortune — we had everything wrapped up in Snow White. In fact, the banker was losing more sleep than I was. Fortunately, everything was fine and the banker was happy."



The First Stereophonic Sound
1940... *Fantasia* –
30 Years Ahead of its Time

An artistic milestone in motion pictures was reached in 1940 with the premiere of *Fantasia*. Walt Disney brought the talents of his staff together with the genius of conductor Leopold Stokowski to create a full-length animated film interpreting great classical music.

Fantasia also marked the use of "Fantasound," a unique new system that was the forerunner of today's stereophonic sound. Some critics said *Fantasia* was 30 years ahead of its time, and amazingly enough, more than three decades later, *Fantasia* played in theaters across the nation in one of its most popular re-releases.



Detailed "model sheets" were developed for each animated figure to assist Disney artists in visually interpreting *Fantasia*'s classical music.

"I believe that *Fantasia* made a great contribution by opening the door to great music for those who had never really been exposed to it before."



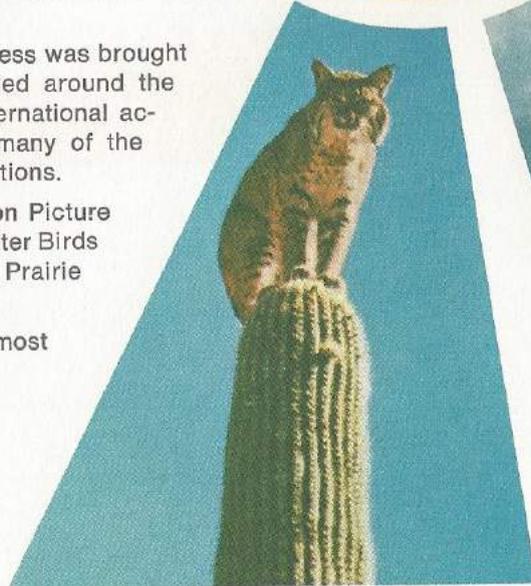
The True-Life Adventures 1948... Ecology First Comes to the Screen

Initially released as a "second feature" in 1948, public demand and an Academy Award made Seal Island one of the most successful short subjects ever produced. Moreover, it was only the beginning . . . the start of a True-Life Adventure series that captured the drama of nature's wonderlands as man had never seen it before.

A new understanding and appreciation of the wilderness was brought to people everywhere as Disney cameramen traveled around the earth, filming a total of 13 True-Life Adventures. International acclaim and dozens of awards were received from many of the world's leading conservation and naturalist organizations.

Seven of these films received Oscars from the Motion Picture Academy: In Beaver Valley – Nature's Half Acre – Water Birds – The Living Desert – Bear Country – The Vanishing Prairie – White Wilderness.

Walt Disney had brought ecology to the screen almost two decades ahead of its time.



Television Pioneer

1954... Disney Entertainment Comes to the Home

Walt Disney's television series premiered on October 27, 1954, and has aired continuously ever since – making it the longest currently running prime time show on TV. Four different titles have been used during this period, including "Walt Disney's Wonderful World of Color" . . . one of television's first major series to be broadcast in full color. Walt Disney's pioneering achievements in television resulted in a host of awards and recognitions, including seven "Emmies" from the Academy of Television Arts and Sciences.

Who's the Leader of the Band?

MICKEY MOUSE



During the late 1950's, an entire generation of American children knew the answer to this question because they were literally growing up with the Mickey Mouse Club.

Recently, the original "Mouseketeers" fans' own children were watching the same re-issued and timeless show.



"King of the Wild Frontier"

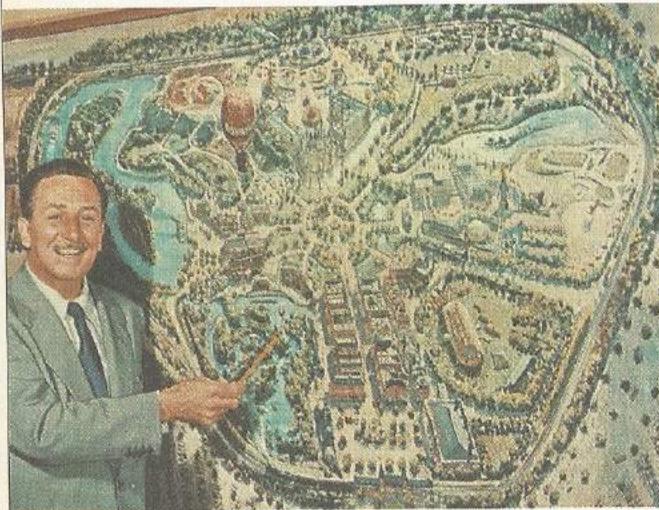
One of Walt's earliest television shows was the remarkably successful "Davy Crockett." Almost overnight, actor Fess Parker became a national hero for his portrayal of Davy Crockett, "King of the Wild Frontier." By the time the craze had swept across America, everything from coonskin caps to the smash hit theme song had found its way into millions of homes everywhere – more than 500 different items in all.



"We love to entertain kings and queens, but everyone here is a VIP."

The First Theme Show

1955... Disneyland – The Unbelievable New Concept

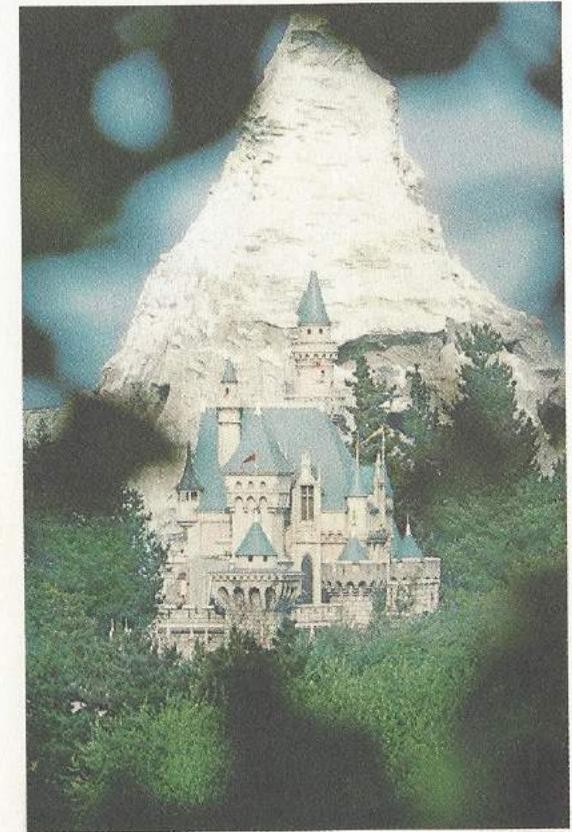


"I don't want the public to see the real world they're living in while they're in the Park. I want them to feel they're in another world."

Walt Disney often dreamed of creating a place where parents and children could have fun together. With the same pioneering spirit and the same Disney standards of quality and good taste, he set about building a giant three-dimensional theme show that would perhaps be the most significant advancement in the history of entertainment.

Up until now, audience participation in entertainment was almost non-existent. In live theatre, motion pictures and television, the audience is always separate and apart from the actual show environment. But in the theme show concept, Walt designed a complete environmental experience. Everything related to the show . . . the entire park was the stage . . . the architecture, landscaping, attractions, food, entertainment . . . the colors, sounds and even the costumes the cast would wear. And Walt Disney took the audience out of their seats and placed them right in the middle of the action, for a total, themed, controlled experience.

The critics couldn't believe this costly and complex venture . . . they said it would be a "Hollywood Spectacular" . . . a spectacular failure. But instead, it captured the heart and imagination of people around the world. A whole new form of family entertainment was born.



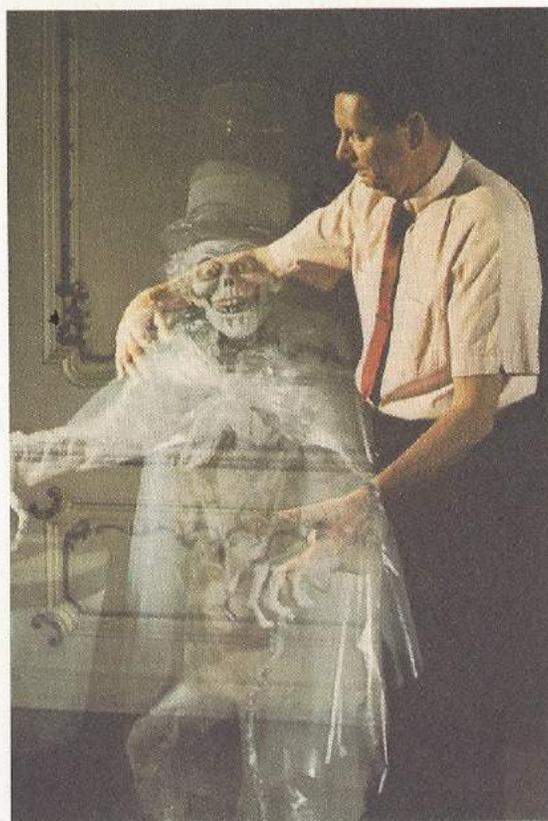
Disneyland was the first to use visually compatible elements working as a coordinated theme avoiding the contradicting "hodge-podge" of World's Fairs and amusement parks.

"Electronic Pixie Dust"

1963... Animation Comes to Life

With the incredible success of Disneyland came startling advances in show technology, including an "electronic breakthrough" in animation called Audio-Animatronics. It was a sophisticated combination of sound and movement synchronized by newly emerging electronic systems. It first orchestrated dozens of birds, flowers and Polynesian figures in Disneyland's Enchanted Tiki Room in 1963.

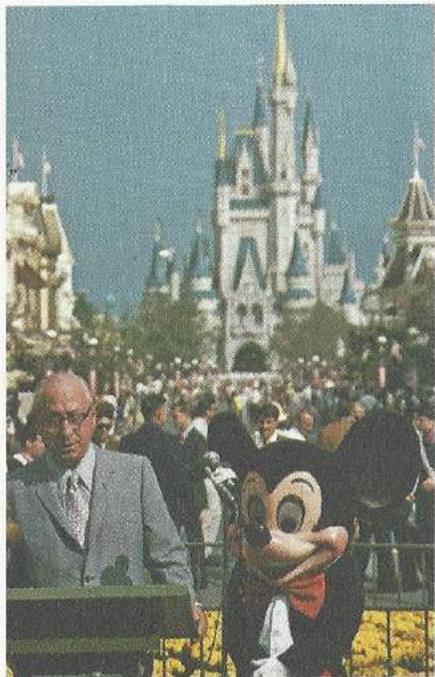
A year later it was bringing four major new Disney shows to life at the New York World's Fair. Soon it became the foundation for dramatic new expansion in Disneyland . . . and then an important tool in Walt's plans for his greatest pioneering adventure ever . . . his ultimate dream . . . Walt Disney World.



"A new door opened for us...our whole 40 some years here has been in the world of making things move. Inanimate things move, from a drawing through all kinds of little props and things. Now we're making these dimensional human figures move... animals move... anything move through the use of electronics. It's all programmed -- pre-determined... It's another dimension in the animation we have been doing all our life. It's a new door... a new toy... and we hope we can really do some exciting things in the future."



The First Theme Vacation
**1971 ... Walt Disney World
 – The Ultimate Experience**



1971: Roy Disney officially dedicates Walt Disney World.

"It is the most exciting and challenging assignment we've ever tackled," remarked Walt Disney as he unveiled his greatest dream, a project so vast in scope that from the very beginning it was called a whole new Walt Disney World. It would be the ultimate entertainment experience . . . taking the overwhelmingly successful theme show concept of Disneyland and dramatically expanding it into an *entire theme vacation*. "We're now developing a master-plan," Walt said, "that encompasses the theme park and *all* the facilities around it that will serve the tourist — hotels, motels, and a wide variety of recreation activities."

Central Florida would be the location for his newest pioneering venture . . . based on four critical factors. It was a heavily tourist-oriented area where excellent weather would permit a year-round operation . . . where major road systems existed that would provide important accessibility . . . and most important, where there was enough land available to hold the projects that would keep Disney Imagineers busy, in Walt's own words, "For the next twenty-five years."

Although Walt Disney died shortly after introducing his concepts, the Disney organization, led by his brother Roy, moved ahead with what soon became the largest-non-governmental construction project in America if not the world. On October 1, 1971, almost five years later, Walt Disney World was opened to the public . . . the theme vacation had become a reality.



1965: Walt Disney unveils the vast plans for his last and greatest pioneering venture.

Legacy for the Future

"It would take more time than anybody has around the daily news shops to think of the right thing to say about Walt Disney.

"He was an original; not just an American original, but an original, period. He was a happy accident; one of the happiest this century has experienced; and judging by the way it's been behaving in spite of all Disney tried to tell it about laughter, love, children, puppies, and sunrises, the century hardly deserved him.

"He probably did more to heal or at least to soothe troubled human spirits than all the psychiatrists in the world. There can't be many adults in the allegedly civilized parts of the globe who did not inhabit Disney's mind and imagination at least for a few hours and feel better for the visitation.

"It may be true, as somebody said, that while there is no highbrow in a lowbrow, there is some lowbrow in every highbrow.

"But what Walt Disney seemed to know was that while there is very little grown-up in a child, there is a lot of child in every grown-up. To a child this weary world is brand new, gift wrapped; Disney tried to keep it that way for adults...

"By the conventional wisdom, mighty mice, flying elephants, Snow White and Happy, Grumpy, Sneezy and Dopey — all these were fantasy, escapism from reality. It's a question of whether they are any less real, any more fantastic than intercontinental missiles, poisoned air, defoliated forests, and scrap iron on the moon. This is the age of fantasy, however you look at it, but Disney's fantasy wasn't lethal. People are saying we'll never see his like again."

Eric Sevaried



*Look to the name Walt Disney
for the finest in family entertainment*

Visitors flock to an 18-story Medieval Castle rising above tall pine forests . . . not in Bavaria but Florida's Walt Disney World. Guests dine in perpetual moonlight along the banks of a shimmering, willow tree-lined bayou . . . not in Louisiana but California's Disneyland. In Tokyo, children line up for hours to see a movie about an English nanny named Mary Poppins. And in Rome, crowds applaud a series of 40-year-old black and white cartoons featuring "Topolino" . . . Italian for Mickey Mouse.

Disney entertainment speaks an international language that spans oceans, boundaries and cultural barriers. To people of all ages everywhere around the world, the Disney name immediately communicates three things: Quality, Uniqueness and Value. And the Disney organization communicates friendliness, diversity and a vivid understanding and relationship with its family audience. Walt Disney's legacy for the future is far greater than the physical assets of our company . . . it involves a sacred public trust . . . an intangible that can't be bought at any price . . . an integrity that must be protected at any cost.





Quality

Today, as always, *quality* is the number one concern throughout the entire world-wide Disney organization. The meticulous, painstaking process of Disney animation calls for more than 1500 hand-painted cells for every minute the film is on the screen. It is a long, costly process that produces only one animated feature every three years but one that is unmatched in its artistry and craftsmanship . . . a product that meets the Disney standard of *quality*.

At Disneyland and Walt Disney World, extraordinary efforts are made on a daily basis to maintain optimum *quality* of the show, guest service, food, merchandise and the many other factors that go to make up a Disney theme experience.

Every Disney project is conceived with good taste, created through the best possible effort and monitored by the highest possible internal and external standards. This continuing dedication toward *quality* has already brought to our organization since Walt's death, more than 325 major awards from around the world.



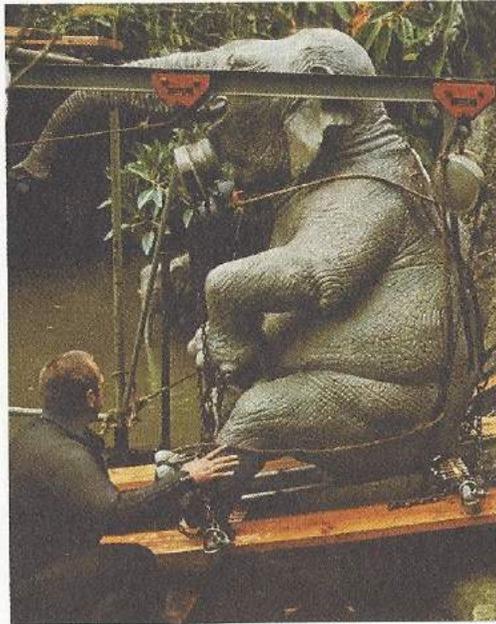
"When we consider a new project, we really study it . . . not just the surface idea, but everything about it. And when we go into the new project, we believe in it all the way. We have confidence in our ability to do it right. We work hard to do the best possible job."



Uniqueness

Around the world, people everywhere have come to expect Disney entertainment to be unmatched and without precedent . . . in a word: *unique*. There are no film sequels to Snow White, Bambi, Pinocchio or other animated classics. There are no "franchise Disneylands" and no "mass production Walt Disney Worlds." From the very beginning, each and every Disney project is a one-of-a-kind . . . carefully created and protected to remain timeless in its appeal to new generations.

While other companies embrace "planned obsolescence," Disney adheres to a "planned uniqueness" . . . lasting quality in which yesterday's films and other entertainment products are *never* outdated. *Uniqueness* enables the Disney organization to creatively channel its energies to bold new projects while past accomplishments continue to pay dividends for the future.



"I like to take a new thing and develop something. There's really no secret about our approach. We keep moving forward, opening up new doors and doing new things because we're curious . . . and curiosity keeps leading us down new paths. We're always exploring and experimenting."



Value

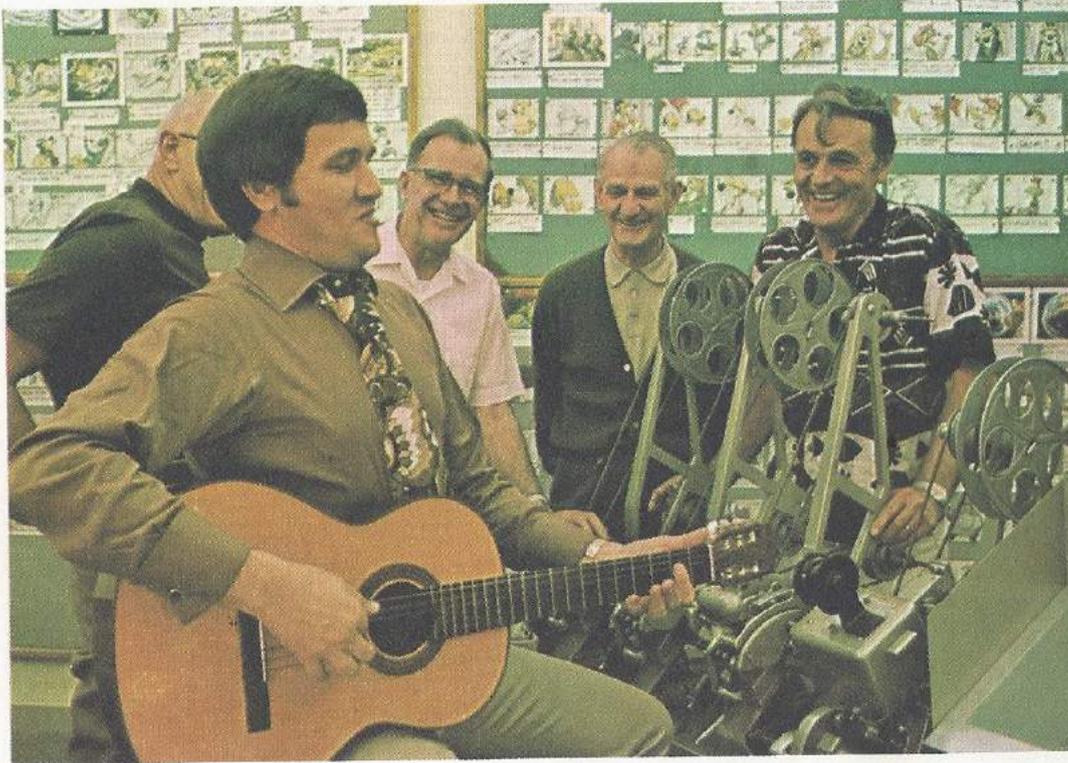
Although audiences are practically "captive" at Walt Disney World and Disneyland and even in a way "captive" to our films, which today almost have a monopoly in the "G" rated sector . . . Disney integrity calls for the best possible value to our public within good business sense. Disney guests *must* feel that they received their money's worth in entertainment. Our audience is not a "one time shot" but the key to our future success. We want them coming back . . . we want them telling their friends that "it was worth every cent." Our greatest advertising strength is "word-of-mouth."



"We're not out to make a fast dollar with gimmicks. We're interested in doing things that are fun . . . in bringing pleasure and especially laughter to people . . . it's proven it's a good business policy. Give the public everything you can give them . . ."

Friendliness

Walt Disney surprised the "traditionalists" in other major corporations by installing an almost unheard of informal code of behavior for his staff, at every level. It was a Disney Democracy that broke down time-honored barriers with first names, open-door policies and a free exchange of ideas that led to a strong sense of internal friendliness. No one can create the kind of friendly entertainment product we produce in a formal, unfriendly atmosphere. Ultimately, Walt knew this new attitude would reflect itself, not only in the Disney product, but in a strong public image of external friendliness that would continue to pay off in the years ahead.



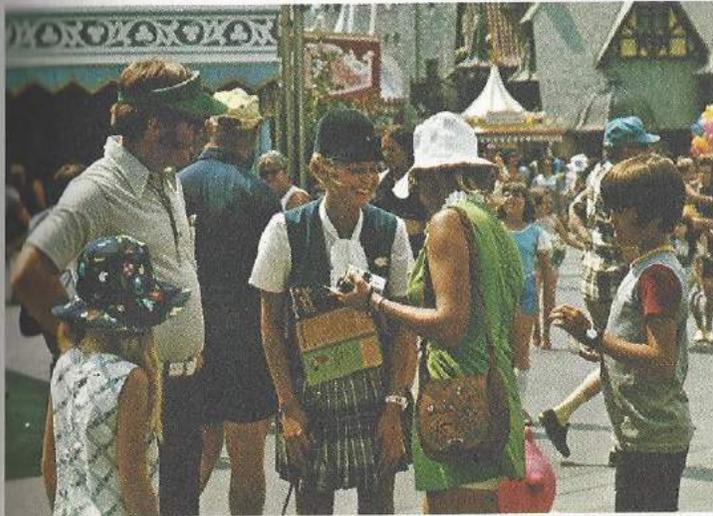
"Most of my life I have done what I wanted to do. I have had fun on the job. I have never been able to confine that fun to office hours."



"... keeping it staffed properly...you know, never letting your personnel get sloppy...never letting them be unfriendly. That's been our policy all our lives. My brother and I have done that and that is what has built our organization."

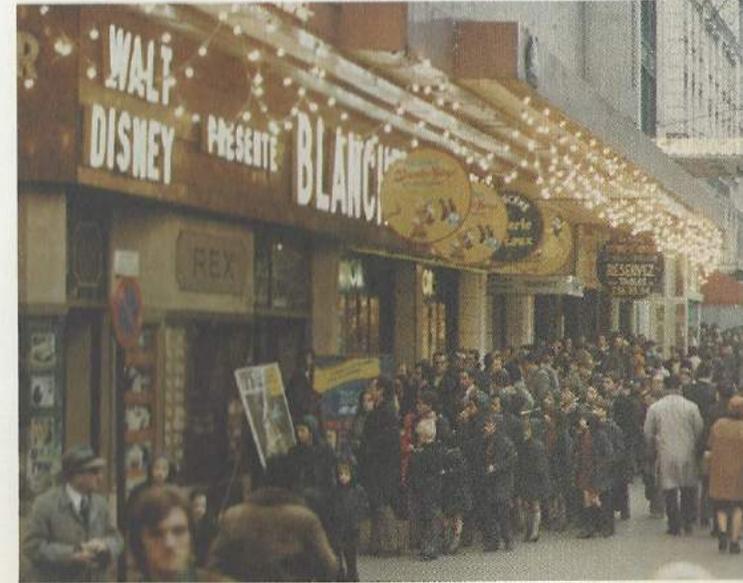
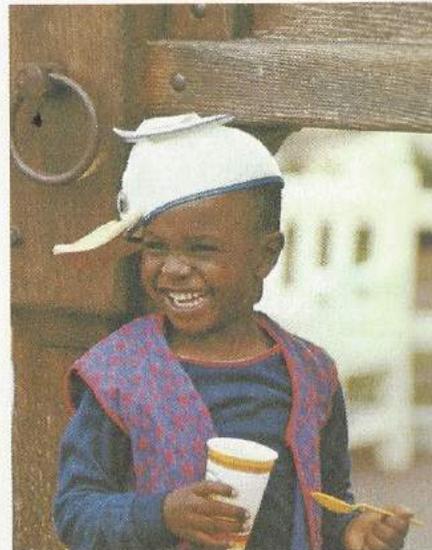
The Disney Family Audience

"The one thing to me...the important thing...is the family, and if you can keep the family together with things. That's been the backbone of our whole business, catering to the families. We have never lost our faith in family entertainment. You don't build it for yourself. You know what the people want and you build it for them."



For many years, people said Walt Disney had some magical "sixth sense" for how something would be accepted by the public but actually, he understood just *who* the Disney public was, and simply aimed his entertainment directly toward them. He was oblivious to many critics, intellectuals, and others who constantly "second-guessed" Disney products, only to be proven wrong time and again where it counted... at the ticket office.

Today, the *Disney family audience* must be kept in mind every time a new film or any other entertainment project is considered.



"Movie makers are often too introverted about their production. They tend to build up myths about audiences and to prattle glibly about shifting public taste and its unpredictables. In considering one thing: Americans are a sociable folk, we like to enjoy ourselves in crowds, at sports arenas, at picnics, fairs, and carnivals, at concerts and at the theater.

"Above all, we like to laugh together... even at our own shortcomings. I don't like to kid myself about the intelligence and taste of audiences. They are made up of my neighbors, people I know and meet every day. Folks I trade with, go to church with, vote with, compete in business with, help build and preserve a nation with."

Synergy: The Disney Dynamic

"My greatest reward is that I've been able to build this wonderful organization."

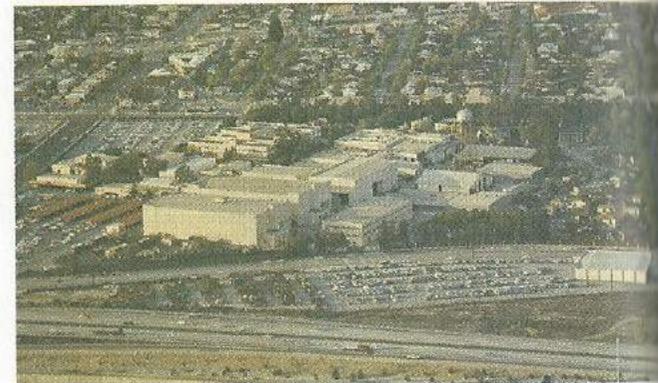
Walt Disney Productions is the most dynamic corporation in the history of entertainment . . . drawing much of its remarkable strength and durability through both *diversification* and *synergetic* organization.

One perceptive author writing for "Nation" Magazine as far back as 1967 put our *diversification* in excellent perspective, calling Disney a "ship of fantasy that is now a flotilla, all vessels controlled from a single port but each with a separate identity and cargo. Until Disney, horizontal diversification was unknown in show business. In fact, it has a tighter logic than of fingers on a hand. Disneyland advertises Disney movies and animal personalities. Disney TV plugs the park, where commercial exhibits by TV advertisers reduce operating costs. And the same golden symbiosis applies to publications, comic strips, toys and 2000 other products."

A long time Disney Imagineer elaborates on Disney synergetics: "The individual things we do in Walt Disney World or Disneyland don't have to stand as separate business entities like in other companies. We tell outsiders this and they think we're crazy, but that's the real secret to how it all works. We're looking for the total effect on the guest. *That's* the payoff. There's not a thing in either place that could be placed on the outside and stay in business. Not the Jungle Cruise . . . not the Liberty Tree Tavern . . . and not even our popcorn machines. They are all too costly and complex. But when you put everything together, and mix in the employees, the whole effect becomes something that creates the 'Disney Experience.' And frankly, you can apply that to our entire organization. Every Disney company and division draws strength from the other parts. It's a curious, in fact, downright incredible phenomena."



MOTION PICTURES
Animated and live action films



WALT DISNEY PRODUCTIONS
At the very heart of the world-wide Disney organization is the studio and corporate headquarters, Walt Disney Productions, located in Burbank, California.



TELEVISION Disney films, family programs and specials



FUTURE PROJECTS



MERCHANDISING Disney theme toys, games, clothes and jewelry



EDUCATION Audio-visual materials for enjoyable learning



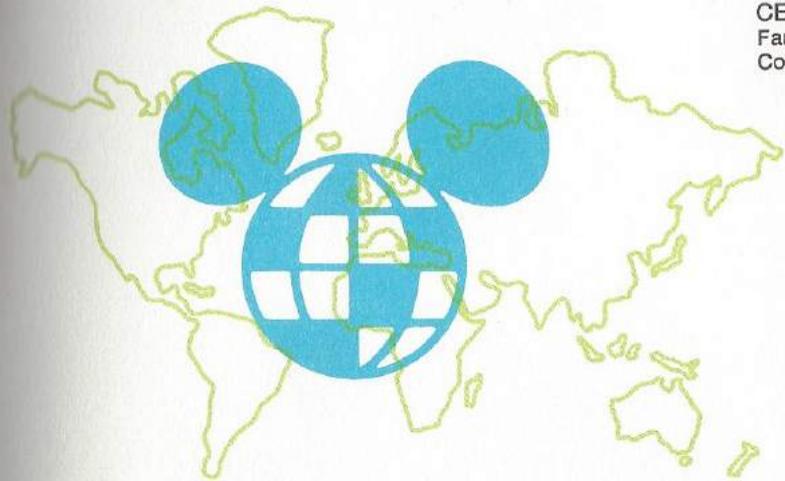
TRANSPORTATION
Pioneering new systems for airports and cities.



TRAVEL Complete domestic and international travel service

The Disney Team Around the World

Throughout the Americas . . . across the face of Asia, Africa and Europe . . . in virtually every country in the free world and in many behind the Iron Curtain . . . Mickey Mouse is the most recognized symbol of any type that perhaps ever existed. It is a symbol of Disney "International Entertainment Magic" that takes on many forms, providing the organization with the strength of remarkable diversification around the globe.



CELEBRITY SPORTS CENTER
Family recreation in Denver, Colorado



WALT DISNEY WORLD
The Vacation Kingdom of the world



MUSIC Records, tapes and sheet music



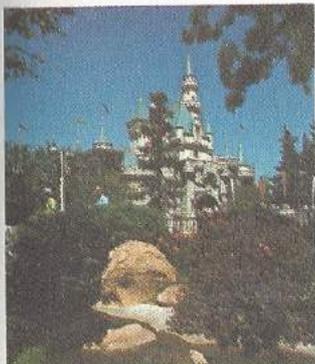
DISTRIBUTION Marketing Disney films and television programs throughout the world



WED IMAGINEERING
Master planning Disney outdoor entertainment



SPECIAL EVENTS Holiday parades and arena shows



DISNEYLAND The original theme show that revolutionized outdoor entertainment



PUBLICATIONS Comic strips, magazines and fine books



RECREATION EQUIPMENT
Unique shooting galleries and arcade devices



MAPO Transforming theme show ideas into reality

"You can dream, create, design and build the most wonderful place in the world . . . but it takes people to make the dream a reality."

*Look to the name Walt Disney
for the finest in family entertainment*