

DS- 0759

DISNEYLAND'S 25TH ANNIVERSARY

MARKETING PLAN

OBJECTIVE

The primary objective of the programs outlined within this plan is to create an awareness of the Disneyland birthday celebration, which in turn provides a reason or reasons for visiting Disneyland one or more times during 1980. Through these visitations, we plan to increase attendance and revenues by reaching a total attendance goal of twelve million guests.

DISNEYLAND'S 25TH BIRTHDAY

MARKETING PLAN

Advertising

Publicity

Group Sales

Community Relations

The Disneyland Museum

Employee Relations

Special Events

This plan will be used to promote a 25th birthday celebration

and a year-long program of activities to mark the

importance of an event which will help to build

and maintain the Disneyland spirit

ADVERTISING

COLLATERAL

PROMOTIONS

GROUP

COMMUNITY
PR ACTIVS

BACKGROUND

Since opening in 1955, Disneyland has gained an international reputation for outstanding family entertainment and has become a tradition in the outdoor entertainment activities of millions of people.

Beginning January 1, 1980, the park will celebrate its 25th birthday. What follows in this plan are ideas and concepts designed to fulfill the objectives outlined below. Exploitation of the celebration is a division-wide event, encompassing special events and programs in all areas including:

- Advertising
- Promotion
- Publicity
- Group Sales
- Community Relations
- The Disneyland Ambassador
- Corporate Marketing Activity

From this plan, we hope to provide a firm marketing direction for a year-long program of activities. We realize the importance of an overall umbrella concept and plan to utilize many of these listed elements beneath it.

DISCUSSION

The strategy to arrive at a theme for the 25th anniversary
park at Disneyland, we are looking for an umbrella concept
that would achieve the following:

- Be able to sustain interest and enthusiasm over
a period of a full year;
- Be broad enough to cover a wide range of events,
shows, parades, parties,
- Be inclusive enough to suggest a special period and
nostalgic atmosphere;
- Be wide enough to encompass the possibility of appeal
to people who visit Disneyland during 1970 because they feel
they simply must be part of this experience;
- Be of good taste;
- Reflect the Disney image to all age groups but with
special appeal for families.

ADVERTISING

DISCUSSION

While much discussion centered around making the entire park
a celebration of 1955 and utilizing a campaign around nostalgia,
we believe that nostalgia should be tempered with what's going
on at Disneyland now, and in the future, rather than making
Disneyland a thing lodged in the past. It is a living, growing,
thing and should be positioned in that manner.

POSITIONING:

In trying to arrive at a theme for the 25th anniversary year of Disneyland, we are looking for an umbrella concept that would achieve the following:

- Be able to sustain interest and enthusiasm over a period of a full year.
- Be broad enough to cover a wide range of events: entertainment, parades, parties.
- Be interesting enough to support a total print and broadcast advertising campaign.
- Provide enough excitement and immediacy to compel people to visit Disneyland during 1980 because they feel they simply must be part of this experience.
- Be in good taste.
- Reflect the Disney image to all age groups but with special appeal for families.

THE PREMISE

While much discussion centered around making the entire year a recreation of 1955 and building a campaign around nostalgia, we think that nostalgia should be tempered with what's going on at Disneyland now, and in the future, rather than making Disneyland a thing lodged in the past. It is a living, growing, thing and should be positioned in that manner.

We felt that a birthday or anniversary theme, while the most obvious direction to go, would be difficult to sustain for a whole year, since technically a birthday or anniversary only lasts a day. Also, anniversary sounds stiff a bit and on the older side. There's nothing "fun" sounding about an institutional anniversary - and the involvement of the guest is missing.

Birthdays, on the other hand, are more interesting and birthday parties are fun. We feel that many elements of a birthday party should be included in the year-long event, and that the 25th Birthday of Disneyland should be kept visible all year. However, to include enough of a variety of events to last twelve months, we felt an even broader (and fresher) appeal should be developed.

FAMILY REUNION

The idea of a Family Reunion year is most appealing because it defines the public - old friends and new - as members of the Disneyland Family. By staging a reunion, there is a definite reason for people to "have" to come to Disneyland during 1980 (because they're part of the family). A Reunion is for them, whereas a birthday or anniversary is just for us. The idea of "coming back" makes the guest feel like a part of the action rather than a mere observer.

To define the "family," we recommend an approach that is especially fun. If you are looking for one image that sums up Disneyland, it is the Characters. The quintessential image of Disneyland is people with characters - the always present look at a little kid with Mickey Mouse. Watching faces in the Park, it seems obvious that the great majority of visitors from around the world, have a special feeling for the characters and somehow see them as being "real."

We think that the characters already represent the Disneyland "family" to the families of the world and that a wonderful fantasy that is universally enjoyable is that the characters actually live in the Park and run the Park. And, when the Park is closed, our family sleeps here, lives here and keeps things running, planning the activities and making the preparations.

Therefore, we recommend positioning the characters - particularly Mickey, Minnie, Pluto, Goofy and Donald - as the Disneyland family, and using the theme "Family Reunion - a year-long celebration of Disneyland's 25th Birthday." The thrust of an ad campaign, then, is to encourage families to visit our family and share in this celebration or Reunion.

LOGO

A warm, "family portrait" effect has been achieved using the five major characters with the prominent words "Disneyland Family Reunion" and numerals "25" also part of the logo.

PRINT ADS

Opening - the opening or announcement ad is a double-truck, calendar sized ad that is simply an announcement and an invitation from "Our family to yours" to join the Family Reunion and a brief definition. It is merely an announcement and whets the appetite for more explanation.

Sustaining Weekly/Bi-Weekly/Monthly Ads - To keep interest in the Family Reunion current and be able to advertise the many events that will be occurring at all times, we searched for a format that would have some momentum, and allow weekly recognition of the ongoing event. In keeping with the Park characters (or family), we will institute a weekly Disneyland Family Funnies that is a cartoon or comic strip showing situations involving the Park characters (as opposed to the Studio characters) and their involvement in planning and preparing the continuous events. The strip itself is soft sell, entertaining, humorous, yet keeps the Family Reunion idea fresh in the minds of our audience. The nitty-gritty information of who is appearing or what there is to see each week is a part of the last long panel, and the Family Reunion logo ends the strip. Sample strips have been drawn to illustrate the flexibility of this format; one shows the characters actually planning the Reunion; one involves the Birthday Cakes which will be served every day all year

long; the third shows how a specific entertainment event can be highlighted in the strip.

Why:

- We feel this solves the problem of having to come up with weekly ads for a wide mix of events that would be difficult to carry under one headline.
- We also feel that it will not take long to gain enough interest that people will search for the comic strip and read it on a regular basis.
- Visually, comic strips are very dominant on the page and surveys have shown that cartoons and comic strips have extremely high readership.
- Our Park characters are unique and we should use them.
- In addition, they are instantly recognizable to millions and very well-loved.

T.V. COMMERCIAL

Naturally, we feel that T.V. is the perfect medium to dramatize the fantasy. We will show the characters making preparations for the reunion in their own home town and then showing the happy faces as an All-American family is "reunited" with the Park characters, demonstrating that they really are one family.

SECONDARY THEMES

Other important ideas will be woven into the print, radio and T.V. These are:

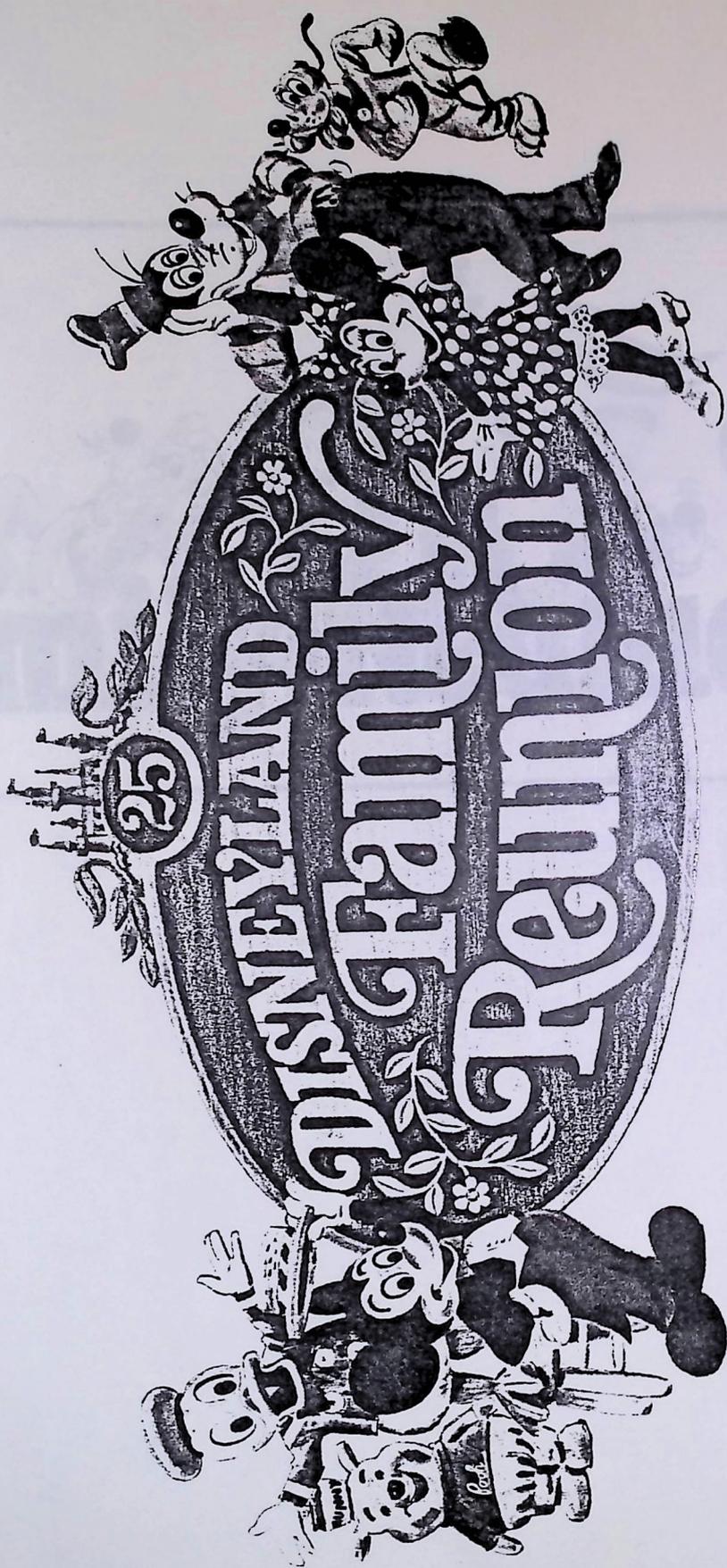
- You're part of our family, too.
- Because the rest of your family is here.
- Every day's our opening day.
- The fun's just begun.
- Disneyland's our home town.

JINGLE

A jingle with warmth and nostalgia and liveliness should be written. A sample of the lyrics appears with T.V. and radio copy.

IN CONCLUSION

We feel that the involvement of the guests in Disneyland's family, a popular fantasy brought to life, and the invitation to join a unique event all year long will make the Family Reunion an exciting, fun and compelling way to attract families to come celebrate Disneyland's 25th anniversary.





Family Reunion

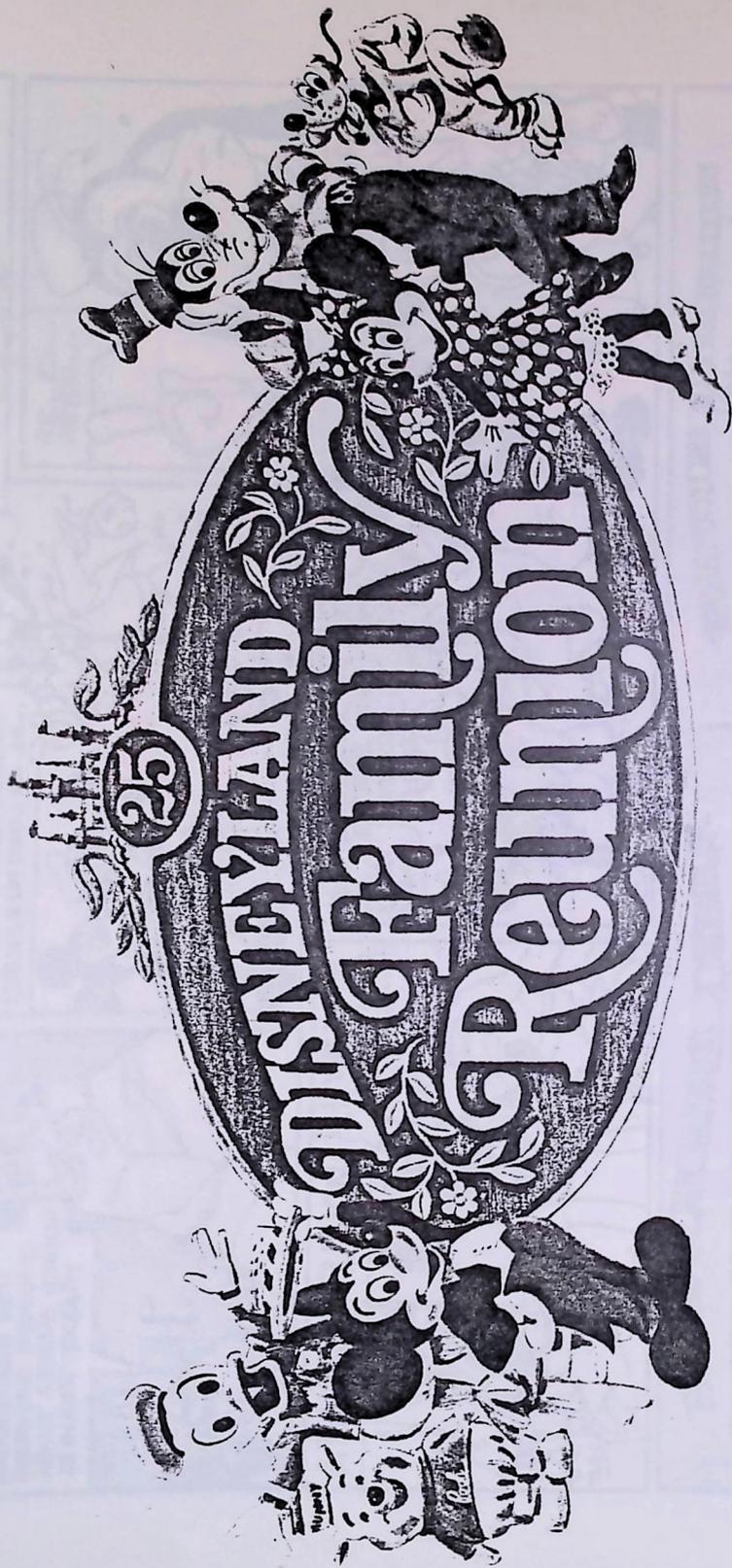


DISNEYLAND

Family Reunion



A very special invitation from our family to yours.



Join our Disneyland FAMILY REUNION. Because you're part of our family, too!

A year-long celebration of Disneyland's 25th birthday with special events and entertainment every day all year long. #Disneyland.

DISNEYLAND FAMILY FUNNIES

Script #3

Panel 1

Castle exterior with one balloon of dialogue coming out from window.

"I think I should be the one to escort Olivia Newton-John around the park!"

Panel 2

A room inside the castle where all the characters are holding a meeting. Each is piping up with his own reason why he should be the one.

Brer Bear: (primping) "I'm the tall, dark and handsome one." (Standing up)

Bianca: (filing her nails, looking bored) "Tall, anyway."

Brer Fox: "She'd prefer a fox like me."

Goofy: (pointing) "Mickey's got a star on Hollywood Blvd. He should do it."

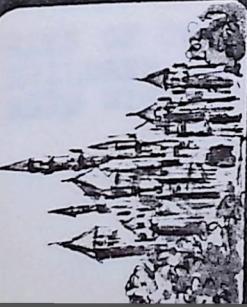
Pluto is sitting on the far end of the bench, daydreaming. His dream appearing in a bubble flows into next panel.

Panel 3

Pluto's vision, almost full frame: Pluto in Travolta-type outfit, white suite and unbuttoned red shirt, and striking a Travolta pose. Character that appears to be Olivia Newton-John twirling at his command.

Mickey is poking his head into frame from far right.

Mickey: "Don't worry folks, you'll all get a chance to see Olivia next weekend."



LEO OF SWIRLING YELLOW (SUNG) REFLECTED IN CASTLE MOAT. PAN UP CASTLE TO SUN IN SKY.

86: SOFT, INSTRUMENTAL THEME MUSIC

90: There's a wonderful, magical place not very far away. And for 25 years, it's been a home to a very special family.



CUT TO MINNIE WATERING FLOWERS IN WINDROWBOW OVER MAIN STREET. PAN DOWN TO MICKEY COMING OUT OF DOOR ON PORCH HEAT TO CHINA CLOSET.

(SINGING STARTS SLOW AND GENTLE)

Up every day with sun . . .
We're ready to bring you the fun.



PLUTO IS ASLEEP ON SETTEE. HE SITS UP. MICKEY COMES, GREET'S MICKEY. GO - MICKEY WAVES HI.

MICKEY: Good morning.



CUT TO HUEY, DEWEY, LOUIE IN BOAT STREET CORNER. HUEY SINGS "LET THEM BE". HE BULLS UP STAKES. BOAT COLLAPSES. HIS ARMS GO UP IN EXASPERATION.

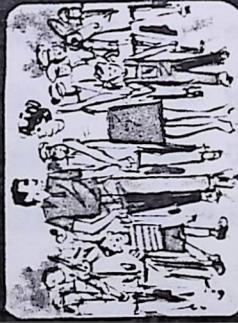
(MUSIC BUILDS) SINGING:

And though twenty-five years have Elton
away.



CUT TO FLAG. QUICK PAN DOWN TO HUEY AND DEWEY WHO ARE PASTING THE FLAG. HUEY SINGS "LET THEM BE". HE BULLS UP STAKES. BOAT COLLAPSES. HIS ARMS GO UP IN EXASPERATION. INTERSPERSED WITH LEOS OF GOOFY, MICKEY.

Every day's SWEET our opening day.
And if you're an old friend of mine,
This year, we want to see you!



CUT TO FAMILY GROUP WALKING DOWN STREET U.S.A. FOLLOWED BY MARCHING BAND AND CHORUS OF PEOPLE.

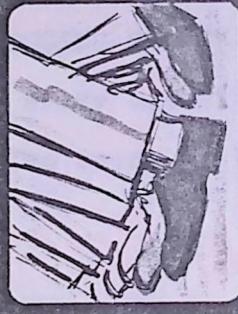
(LEMO IS NOW UP TO FURTHER LEVEL OF SONGING, INSTRUMENTATION, EDITING/COM)

Join The Family Reunion at DisneyLand.



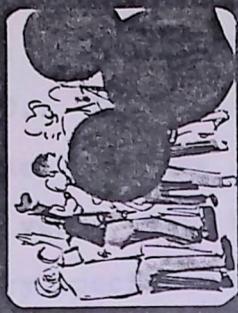
CUT TO CHARACTERS IN FRONT OF CASTLE. GO UP CHILD RUNNING INTO MICKEY'S ARMS.

*Cause the rest of your family is here!
(SOLD VOICES): Come join the party!



LEO SHOTS OF MICKEY'S EYE AND IS PASSING HIS. LE GO PINKY. SINGING WITH HIS OWN A SING.

*Cause the rest of your family is here!
(SOLD VOICES): We're celebrating!



CUT TO WHOLE FAMILY GROUP WALKING, JOY IN ARMS WITH CHARACTERS SINGING "LET THEM BE". MICKEY, COMPANY COMES OUT TO LEMO SHOTS.

*Cause the rest of your family is here!



CUT TO OFFICE WITH SUNGLASS AND A GUEST SIGNING UP TO BE A MEMBER OF THE DISNEYLAND CLUB. SEE TO IMPROVE VISUAL EFFECTS/EDIT.

(SOLD VOICES) Let us see you!
LEMO SHOTS.

Vista

VIDEO

ECU OF SHIMMERING YELLOW (SUN)
REFLECTED IN CASTLE MOAT.

PAN UP CASTLE TO SUN IN SKY.

CUT TO MINNIE WATERING FLOWERS IN
WINDOWBOX OVER MAIN STREET.
PAN DOWN TO MICKEY COMING OUT OF DOOR
ON PORCH NEXT TO CHINA CLOSET.
PLUTO IS ASLEEP ON SETTEE. HE
SITS UP, STRETCHES, GREET'S MICKEY.

CU - MICKEY WAVES HI.

CUT TO MED. SHOT DONALD IN MAIN STREET
PARK, STANDING NEXT TO SMALL PUP
TENT. HE PULLS UP STAKE: TENT
COLLAPSES. HIS ARMS GO UP IN
EXASPERATION.

CUT TO FLAG. QUICK PAN DOWN TO GOOFY
AND DONALD WHO ARE RAISING THE FLAG.

QUICK SERIES OF CUTS: ECUS OF PEOPLE'S
FACES: CHILDREN, OLD FOLKS, PARENTS,
INTERSPERSED WITH ECUS OF GOOFY,
MICKEY.

AUDIO

BG: SOFT, INSTRUMENTAL THEME MUSIC
V.O.: There's a wonderful, magical
place not very far away. And for
25 years, it's been a home to a
very special family.

(SINGING-STARTS SLOW & GENTLE)

Up every day with sun . . .

We're ready to bring you the fun.

MICKEY: Good morning.

(MUSIC BUILDS) SINGING:

And though twenty-five years have
flown away.

Every day's still our opening day.

And if you're an old friend or new
This year, we want to see you!

(TEMPO IS NOW UP TO ROUSING LEVEL OF
SOUND, INSTRUMENTATION, ENTHUSIASM)

Vista

VIDEO

CUT TO FAMILY GROUP WALKING DOWN
MAIN STREET U.S.A. FOLLOWED BY
MARCHING BAND AND CROWD OF PEOPLE

CUT TO CHARACTERS IN FRONT OF
CASTLE

CU OF CHILD RUNNING INTO MICKEY'S
ARMS

LOW SHOT OF MARCHING BAND MEMBERS
PASSING BY.

CU OF MINNIE GIVING GRANDFATHER A
KISS.

CUT TO WHOLE FAMILY GROUP WALKING
ARM IN ARM WITH CHARACTERS AWAY
FROM CAMERA TOWARD CASTLE. CAMERA
ZOOMS OUT TO LONG SHOT.

CUT TO OPTICAL WITH SMALL SHOT OF
CASTLE SURROUNDED IN BLACK TO
PROVIDE SPACE FOR SLIDE TO ANNOUNCE
SPECIAL ENTERTAINMENT.

AUDIO

Join the Family Reunion at Disneyland

'Cause the rest of your family is her

(SOLO VOICE): Come join the party!

'Cause the rest of your family is her

(SOLO VOICE): We're celebrating!

'Cause the rest of your family is he

(SOLO VOICE): At Disneyland!

LIVE TAG

RADIO COPY

PRODUCT Disneyland
TITLE Family Reunion/Shawn Cassidy
LENGTH :30
WRITER Boquist
DATE July 7, 1978

ADVERTISING

VOICE or SOUND

COPY

SINGING ROCK
(VERSION)

There's a family reunion for you,
'Cause you're part of our family, too, . . . "

And guess who's coming to Disneyland's Family Reunion . . .
the one and only Shawn Cassidy, performing live at
Disneyland this April 1 through 7. Showtimes are at
9 and 11! And don't forget to enjoy the exciting
25th birthday parade and free birthday cake while
you're here. Join all of our family . . . including
Shawn Cassidy, April 1 through 7.

Come to Disneyland's Family Reunion,
'Cause the rest of your family is here.
(At Disneyland!)

SINGING UP

RADIO COPY

PRODUCT Disneyland
 TITLE Family Reunion - General
 LENGTH :30
 WRITER Boquist
 DATE July 7, 1978

ADVERTISING

VOICE or SOUND

COPY

(SINGING)

There's a family reunion for you
 'Cause you're part of our family too,
 And though twenty-five years have flown away,
 Every day's still our opening day . . .

(MUSIC BG)

Yes, it's Disneyland's Family Reunion . . . and you're
 invited to attend. A year-long celebration - including
 an all-new, all grand birthday parade . . . A live
 and lively stage show and special entertainment
 every day, all year long. Don't miss out!

(SINGING UP)

Come to Disneyland Family Reunion,
 'Cause the rest of your family is here

RADIO COPY

PRODUCT Disneyland

TITLE Family Reunion

LENGTH .30

WRITER Whitcomb

DATE July 7, 1978

ADVERTISING

VOICE or SOUND

COPY

SOFT, INSTRUMENTAL
BACKGROUND
ANNIVERSARY JINGLE

Female Voice: Look, dear - here's a snapshot of the kids when they were little with Mickey Mouse, and here's Mary in the Christmas Candlelight Procession.

Male Voice: Hey, there's Bob and Julie at their Grad Night, and you and me dancing to Bob Crosby! I guess we all kind of grew up together, didn't we?

Female Voice: Don't you wish we could all go back again?

Annrcr: You can go back again. Our family invites you and your family to the grandest reunion of all, celebrating 25 years of fun and fantasy at Disneyland, where the fun's just begun.

WELL OF MUSIC,
FAST POT DOWN
MID LOW TO CLOSE.

We are suggesting a Disneyland television special for broadcast during the 1955 season, perhaps on the Wonderful World of Disney. An additional concept calls for placement of the show in selected markets as a "special" on non-network affiliates and offering Disneyland participants an opportunity to sponsor these telecasts.

The program is primarily designed to create an awareness of the Family Pavilion and, as can be seen by the general concept that follows, bring entertainers and the public together in what can be called a Disneyland.

TELEVISION SPECIAL

CONCEPT ONE

We envision the program as a 30-minute or two-hour package featuring talent that has played or started their careers on a Disneyland stage. Some of the performers in the program were active participants in the Disneyland grand opening telecast first broadcast in 1955.

We are suggesting a Disneyland television special for broadcast during the 1980 season, perhaps on the Wonderful World of Disney. An additional concept calls for placement of the show in selected markets as a "special" on non-network affiliates and offering Disneyland participants an opportunity to sponsor these telecasts.

The program is primarily designed to create an awareness of the Family Reunion and, as can be noted by the general synopsis that follows, brings entertainers and their families together in their own reunion at Disneyland.

We envision the program as a 90-minute or two-hour package featuring talent that has played or started their careers on a Disneyland stage. Some of the performers in the program were active participants in the Disneyland grand opening telecast first broadcast in 1955.

The theme of the television special is as follows:

INTRODUCTION

Part 1

Open on tall castle spires glistening in the early morning sunlight (music to give feeling of early morning with something about to "happen") as we zoom out to reveal full castle and forecourt (void of people). We see only some characters (Mickey, Donald, Goofy and Pluto) diligently building and decorating a giant birthday cake. Nearly toppling over on a ladder, Goofy clumsily tries to put a huge silver "25" on the top layer of the cake while Mickey lends a helping hand to accomplish the job. (The music builds) as we begin to dolly backward through the hub, away from castle, we see the Seven Dwarfs "fixing up" the lamp posts with special 25th anniversary decor. (Music builds - strikes a chord) as we continue to dolly backward down Main Street, the Osmonds "jump" into camera view from both sides, "freezing" in a lunge position. They start the lyrics to a special 25th Birthday song (a "we're getting ready to celebrate" type of song). As we continue to dolly backward down Main Street, each special celebrity guest or group will "jump" into camera view from in between buildings on Main Street...work "tools" and 25th Birthday decorations in hand. For example:

The Osmonds: singing - "We're getting ready!"

- camera dollys back

Pearl Bailey appears, "Come one come all!"

(higher octave
musical professi

- camera dollys back

Pat Boone Family appears "We're getting ready!"

- camera dollys back

Buddy Edsen dances into view "We're getting ready to have a ball"

...and so on - until we've introduced all our special guest stars, including Bob Cummings, Danny Thomas, Frank Sinatra, Sammy Davis, Art Linkletter and other celebrities who have "returned" to Disneyland after "hosting" the opening day's ceremonies 25 years ago. This song and dance segment down Main Street might end with someone like Sammy Davis jumping up on a huge pedestal in Town Square, surrounded by the "Kids of the Kingdom" doing a short dance routine, singing out the last line of the song with a finale stance. The camera pulls high up and wide to reveal all of Main Street with all our guest stars, their families and the Disney characters waving and singing. (Possibly go to station break.) We come back on all our celebrity guests and their families stirring about excitedly in Town Square starting to go back to "decorating" Disneyland for the big event. We hear comments from some of the stars' children and grandchildren. They make statements and ask questions about the birthday party they are preparing for...why such a big occasion? When was Disneyland first here?

What was it like "back then?"...etc. (typical kid's questions). At that moment, we dissolve to Mickey motioning for everyone to come into the Main Street Cinema. Perhaps Art and Jack Linkletter could begin to answer some of the children's questions and begin to reminisce. They see Mickey and remark that he's going to "show" them the story now. We see a marquee on the Main Street Cinema, reading something like "Disneyland - 25 years of Dreams Come True." Mickey "sees us in." We dissolve to:

YESTERDAY

Part II

A. Mickey's "home movies" of "Disneyland - 25 years of dreams come true." We see, on the screen, a still picture from an introduction segment of the old "Disneyland" TV show of 1954 (the old show's familiar Disneyland logo with Tinkerbell and twinkling star). We get a glimpse of Mickey as he appears to be reminiscing. We hear comments and get occasional glimpses of some of the celebrities who were involved with Disneyland since its early beginnings. We cut back to the first shot dissolving into the whole television introduction clip where Walt Disney "introduces" his idea of Disneyland Park to the world. (His descriptions and quotes about the whys and hows of the creation of Disneyland are in this footage.) Walt points to an early map of Disneyland. That dissolves to:

B. Disneyland site at Anaheim orange groves.

1. Early film footage of Walt with map, pacing off orange groves.
2. Early construction footage (perhaps some time lapse with funny music) building up to:

C. Opening Day - July 17, 1955

1. Art Linkletter and Bob Cummings in front of Main Disneyland Train Station. They are co-hosting the live telecast that was presented nationally on opening day. We hear a few of their introductory descriptions of Disneyland and quickly cut to:
2. Footage of Walt's dedication speech, flag raising and band playing in Town Square on opening day. Show several quick cuts of Walt dedicating each "land."
3. Series of scenes from opening day live telecast (old footage) - a special capsulized tour of Disneyland, on day one, highlighting the fun and funny segments...the naive mistakes and bloopers made during that "early days of T.V." broadcast. Segments feature Art Linkletter and Bob Cummings on Main Street, Fess Parker and Buddy Ebsen in Frontierland, the original Mouseketeers in Fantasyland, Frank Sinatra, Sammy Davis and Danny Thomas in Tomorrowland, etc.

D. Highlights of Disneyland's growth through the years - featuring major attractions, special events and parades, big name entertainment and world figures who have visited the Park. (Presented in five year segments; these are scene samples only.)

1. The late 50's - Disneyland establishes itself as a world - recognized success and begins to grow rapidly.
 - a. Film clip of one millionth guest to enter Disneyland after only six weeks and after Disneyland had been predicted to be "a spectacular failure."
 - b. A glance of Vice President Nixon and family dedicating Monorail.
 - c. Harry S. Truman viewing "house of future" (old Tomorrowland attraction).
 - d. Glimpse of Khrushchev "trying" to visit Disneyland.
 - e. Matterhorn grand opening film clip.
 - f. Golden Horseshoe with Walley Boag.
 - g. John F. Kennedy in Fantasyland
 - h. Film clip of gigantic old-time circus parade down Main Street (first big parade).

2. Early '60's - new horizons, major new innovative ideas and techniques.
 - a. Astronaut John Glenn enjoys the antics of birds and tikis in the Enchanted Tiki Room, the first audio-animatronic attraction.

- b. Tinkerbell's (person) first "flight" from atop the Matterhorn and over the castle.
 - c. Eisenhowers on Jungle Cruise.
 - d. Neru, of India, meets "Mr. Lincoln."
 - e. Prince of Greece enjoys the "Dixieland at Disneyland" show with Louis Armstrong, Benny Goodman, Count Basie and others.
(Quick cuts)
 - f. Film clip of first "Fantasy on Parade" and Candlelight ceremonies at Christmas.
3. Late '60's - Disneyland brings "Worlds" together.
- a. Walt and "children of the world" at "It's a Small World" grand opening with glimpse of the attraction itself.
 - b. Al Hirt's Big Band plays for Russian Cosmonauts.
 - c. Prince Rainier of Monaco at "Country Music Festival."
 - d. Bobby Kennedy and family in New Orleans Square (the first new "land" since opening day)
 - e. Osmond Brothers entertain
 - f. Rockefeller experiencing a section of the new "Pirates of the Caribbean" audio-animatronic adventure.
 - g. Quick cuts from the grand opening of the new Tomorrowland.
 - h. Clip of the first "brave souls" to enter the "Haunted Mansion," a "showcase" for new illusion and animation techniques.

4. Early '70's - Disneyland becomes symbol of American patriotism to the world.
 - a. Clips of the special "I am an American" show with guest, Henry Kissinger
 - b. Russian Basketball Team enjoys the newly opened "America Sings."
 - c. Quick clips of top entertainment with Doc Severinson, Pat Boone Family, King Family, Anne Murrey, Rick Nelson, Glen Campbell, Carpenters, Jose Feliciano. (Various locations in Park)
 - d. Chinese gymnastic team marvels at the premiere of the "Main Street Electrical Parade."
 - e. Cary Grant hosts a Candlelight Christmas ceremony in Town Square.
 - f. Winnie the Pooh runs for President...the children's choice, with headquarters at Disneyland.
 - g. Princess of Sweden enjoys one of the first performances of the "Country Bear Jamboree."
 - h. "Kids of the Kingdom" are "introduced."

5. Late '70's - Contemporary Disneyland - stays with the times in entertainment and special events.
 - a. Series of clips of Rock and Country bands...big name stars such as Tony Orlando, Pearl Bailey (special river show), Olivia Newton John, Charlie Rich, Freddy Fender, Crystal Gayle, etc.
 - b. Hirohito, Emperor of Japan, views the special Bicentennial "America on Parade."

- c. Glimpse of Festival Mexico and Festival Japan.
- d. Quick glimpses of Olga Korbut, Nadia Comaneci and Trudeau on various attractions.
- e. Mouseketeer reunion (originals)
- f. Space Mountain grand opening celebration with the eight original Mercury Astronauts.
- g. Opening of the New Matterhorn with the "Abominable Snowman"
- h. Mickey Mouse 50th birthday
- i. Big Thunder Railroad opens - special scenes.

TODAY - THE 25TH BIRTHDAY

Part III

- A. Our special guest celebrities and Mickey come out of the Main Street Cinema - into the "middle" of the grand silver celebration of Disneyland's 25th Birthday.

The park is filled with people and excitement. (Use "match shots" for some retrospective scenes with stars who were here on opening day.)

- B. Dissolve to various angle and height shots of the special Disneyland 25th Anniversary Parade...the giant birthday cake, balloons and doves released over the castle. Kids of the Kingdom perform a short number on the carousel. The carousel "turns" into a dissolve to a series of shots...of the celebrity guests and their families enjoying various attractions and activities throughout the park (Fess Parker, Buddy Ebsen and families in Frontierland, Danny Thomas and family in Tomorrowland, etc.). (This would give an overview of Disneyland's

many magical worlds in 1980.) Our celebrity guests "happen" upon each other...sometimes on attractions and sometimes watching their fellow entertainers (Carpenters, Osmonds, etc.) in special shows on various stages in the park. (Show short segments.) Dissolve to:

A GLIMPSE INTO TOMORROW

Part IV

Some of the celebrities' younger children or grandchildren ask Mickey what new wonders Disneyland will have "when they grow up." As they ask Mickey questions about the future, perhaps maybe Mickey could "lead" the kids and us into a huge "preview room" with large renderings, miniatures, etc., of future projects (new lands and attractions) for Disneyland over the next few years. A "tour" could be given by one of our celebrities. (Note: This whole segment would depend on WED's ok.)

We dissolve to:

CLOSING

Part V

Dissolve to night. Mickey Mouse (character) looks at his Mickey Mouse watch. He is walking down Main Street (near hub) with all the "talent" and their families, motioning to them that it's time to go. Disneyland is a nighttime fairyland of lights and celebration and happy people. We zoom out to see castle, fireworks and the carousel's twinkling lights spinning inside the castle entrance. As we tilt down from a breathtaking view of fireworks, we dissolve and

zoom out wide to reveal all of Main Street. Mickey, the celebrities and children arrive at the Main Street Train Station at the entrance. There are friendly goodbyes and contented but sleepy children begin to file out. Mickey nods farewell to everyone; shot dissolves to an empty Main Street. As Mickey walks away, toward the castle, along through confetti and party "left overs"...all the lights on Main Street go out, leaving only the castle lit. Then the camera dissolves to a "super" of Walt's quote, "Disneyland never being finished." This is accompanied by a vocal of "When You Wish Upon a Star." Near end of the vocal, shot dissolves from quote to a single twinkling star above the castle. Fade to black.

SONG AND JINGLE:

THIS IS DISNEYLAND

(THE HAPPIEST PLACE OF ALL)

This is Disneyland
Captured in a moment
But the memories will last a lifetime
It's a wonderland
That takes the child within us
and lets him find a world of goodness.
In this land of fantasy and fun
Dreams really do come true.
If you could choose just one place,
Wouldn't this be the happiest place of all.

This is Disneyland
Leave your cares behind you
Step into a world of kindness.
In this fairyland,
You never will grow older
With all the wonders you will find here.
In this world where dreaming can come true
There's a magic kingdom just for you.
If you could choose just one place,
Wouldn't this be the happiest place of all.

Bridge:

There's a place where smiles begin and happiness grows
And this is the time when love flows
In this land of fantasy and fun
Dreams really do come true.
It's time we look back on the friends we've known,
And look behind to see how far we've come.
Twenty-five years of magic,
Disneyland's the happiest place of all.

THE MAGIC OF DISNEYLAND

A TELEVISION, Prime-Time Special

In order to receive the very best kind of exposure for the 15th birthday celebration, a prime-time network T.V. special of 30 or 60 minutes should be a major goal. The special should be presented toward the beginning of 1960, perhaps in the usually uneventful post-Christmas period.

True, nostalgia might provide interest for a limited, specialized Disney audience - those who have visited Disneyland or those who already have an interest in Disney activities. However, since we're trying to reach a nationwide audience covering a variety of ages, we must consider that there are large numbers of people with little or no awareness of the full depth and meaning of Disneyland. They don't know about audio-animatronics or the newer attractions except in the vaguest sense. Perhaps they've never considered visiting Disneyland.

In order to get good ratings, we must reach a widespread audience, and in order to get a good network time-slot, we must sell the networks on the special itself as a ratings coup. To do that, it is necessary to use direct, contemporary top-name stars doing a "sell" against the setting of Disneyland. The "sell" must come in a special in a earlier slot.

TELEVISION SPECIAL

CONCEPT TWO

Although by 1960, current tastes and stars will have changed, the following is a rough example of how the Disneyland 15th birthday story could be used to appeal to a wide, general family audience across the nation.

General Treatment

Bob Hanning, an exciting, young contemporary musician who is always quick to identify his work as "ritualistic" rather than "magic", will guide us through the Magic Kingdom with one of the of Magic Kingdom alumni Steve Martin (a ratings favorite), Olivia Newton-John, The Osmonds, a rock 'n' roll talent such as Shear Cassidy or K.C. and the Supreme Band. The characters in the Disneyland family should also play a major role.

Disneyland is the setting and provides the mood. The search for the magic of Disneyland is the overall theme. However, original material by Martin and the others should be woven into the setting to sustain interest for the broad audience throughout the 30 or 60 minutes.

This treatment is meant to showcase popular stars and highlight what makes Disneyland special in a manner that breaks with the tried and traditional way of investigating the Park land by land and/or year by year.

THE MAGIC OF DISNEYLAND

A Contemporary, Prime-Time Special

In order to receive the very best kind of exposure for the 25th birthday celebration, a prime-time network T.V. special of 60 or 90 minutes should be a major goal. The special should be presented toward the beginning of 1980, perhaps in the usually uneventful post-Christmas period.

True, nostalgia might provide interest for a limited, specialized Disney audience - those who have visited Disneyland or those who already have an interest in Disney activities. However, when we're trying to reach a nationwide audience covering a variety of ages, we must consider that there are large numbers of people with little or no awareness of the full depth and meaning of Disneyland. They don't know about audio-animatronics or the newer attractions except in the vaguest sense. Perhaps they've never considered visiting Disneyland.

Yet, in order to get good ratings, we must reach a widespread audience. And in order to get a good network time-slot, we must sell the networks on the special itself as a ratings coup. To do that, it is necessary to use current, contemporary top-name stars doing first-class acts and material against the setting of Disneyland, weaving any Disneyland "sell" into the special in a rather subtle way.

Although by 1980, current tastes and stars will have changed, the following is a rough example of how the Disneyland 25th birthday story could be used to appeal to a wide, general family audience across the nation.

General Treatment

Doug Henning, an exciting, young contemporary magician (who is always quick to identify his work as "illusion" rather than magic), will guide us through the Magic Kingdom with the help of Magic Kingdom alumni Steve Martin (a ratings favorite), Olivia Newton-John, The Osmonds, a rock 'n' roll talent such as Shaun Cassidy or K.C. and the Sunshine Band. The characters in the Disneyland family should also play a major role.

Disneyland is the setting and provides the mood. The search for the magic of Disneyland is the umbrella theme. However, original material by Martin and the others should be woven into the setting to sustain interest for the broad audience throughout the 60 or 90 minutes.

This treatment is meant to showcase popular stars and highlight what makes Disneyland special in a manner that breaks with the tried and traditional way of investigating the Park land by land and/or year by year.

Opening

(WE SEE DOUG HENNING IN LIMBO BACKGROUND.)

"Hi, I'm Doug Henning and as many of you already know, I'm a magician. I like to think I'm part of a new breed of magicians. You know, those who work without the aid of black capes and hocus-pocus. I like to go for flashier things. (HE WAVES HANDS. THERE'S A POOF OF SMOKE; HE'S ON THE DISNEYLAND TRAIN, IN TRANSIT.) But there's one kind of magic that I haven't been able to touch. Only one man ever did, and he left behind an entire Magic Kingdom. Of course, I'm talking about Walt Disney and his Magic Kingdom of Disneyland, the very first place of its kind on earth. And the magic has lasted and grown more and more enchanting for the past twenty-five years. Twenty-five years that have flown by, well, like magic!

"And that's why I'm taking this special pilgrimage to Disneyland tonight. To try and see if I can find out just what kind of magic is alive in this Magic Kingdom. (TRAIN STOPS IN FRONT OF MAIN STREET STATION. HENNING HOPS OFF AND WAVES GOODBYE TO THE CONDUCTOR - GOOFY.)

"Yes, there are a lot of funny characters here at Disneyland. Mickey Mouse, Donald Duck, Pluto, Goofy, Minnie and more. And tonight, a few other exciting characters will be joining us for the trip. Like Mr. Steve Martin (PUFF OF SMOKE AND WE SEE STEVE FOR SEVERAL SECONDS), Miss Olivia Newton-John. (PUFF OF SMOKE AND WE SEE HER), Mr. Shaun Cassidy (POOF AND WE SEE HIM) and the Osmonds (POOF AND WE SEE THEM),

"So join us all for a fabulous journey through the Magic Kingdom . . . just as soon as we finish an (GESTURES) abra-cadabra -- Station Break!" (POOF OF SMOKE AND TO COMMERCIALS).

SEGMENT II

(WE RETURN TO DOUG HENNING AT CASTLE FORECOURT.)

"The Magic of Disneyland. You can feel it all around you as you stroll through the Magic Kingdom. You can see it on the faces of the people passing by. You can . . ." STEVE MARTIN STUMBLES INTO HENNING.

STEVE: "Doug, hey what's happening?"

DOUG: "Well, I've brought all of our friends out there to the Magic Kingdom through the magic of television. But you've spent a lot of time here, haven't you, Steve?"

STEVE: "Yeah, that's right." (HE EXPLAINS THAT HE WORKED AT DISNEYLAND; TELLS DOUG THE HOW, WHEN, WHERE OF THE STORY.)

"Yeah, I've always had a lot of terrific fantasies about this wonderful place. I just wish I had been able to live them all out."

DOUG: "Well, that's why we're here tonight, Steve. To try and see just what makes this place so magical. So, maybe I can help you out." (DOUG OFFERS TO MAKE STEVE'S FANTASIES COME TRUE. STEVE WHISPERS WHAT HIS FIRST FANTASY IS TO DOUG, WHO WAVES HIS HANDS. SUDDENLY, WE SEE STEVE MARTIN DRESSED AS PRINCE

Opening

(WE SEE DOUG HENNING IN LIMBO BACKGROUND.)

"Hi, I'm Doug Henning and as many of you already know, I'm a magician. I like to think I'm part of a new breed of magicians. You know, those who work without the aid of black capes and hocus-pocus. I like to go for flashier things. (HE WAVES HANDS. THERE'S A POOF OF SMOKE; HE'S ON THE DISNEYLAND TRAIN, IN TRANSIT.) But there's one kind of magic that I haven't been able to touch. Only one man ever did, and he left behind an entire Magic Kingdom. Of course, I'm talking about Walt Disney and his Magic Kingdom of Disneyland, the very first place of its kind on earth. And the magic has lasted and grown more and more enchanting for the past twenty-five years. Twenty-five years that have flown by, well, like magic!

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STEVE: "Doug, hey what's happening?"

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DOUG: "Well, that's why we're here tonight, Steve. To try and see just what makes this place so magical. So, maybe I can help you out." (DOUG OFFERS TO MAKE STEVE'S FANTASIES COME TRUE. STEVE WHISPERS WHAT HIS FIRST FANTASY IS TO DOUG, WHO WAVES HIS HANDS. SUDDENLY, WE SEE STEVE MARTIN DRESSED AS PRINCE CHARMING, COMPLETE WITH GLASS SLIPPER, LOOKING FOR THE GIRL WHO

HE ASKS VARIOUS PASSERS-BY IF THE SLIPPER IS THEIRS - OLD LADIES, LITTLE GIRLS, ETC., EVOKING VARIOUS REACTIONS TO HIS INTRODUCTION AS A "WILD AND CRAZY PRINCE CHARMING." IT IS MARTIN-STYLE HUMOR, GEARED TO A FAMILY AUDIENCE, WITH ROOM FOR AD-LIB. EVENTUALLY, STEVE GETS FLUSTERED, DROPS AND SHATTERS THE SLIPPER AND ENDS UP YELLING FOR DOUG.

DOUG REAPPEARS. STEVE EXPLAINS THAT THE FANTASY DIDN'T WORK OUT AND HE WANTS TO RETURN TO "NORMAL." DOUG GRANTS HIS WISH.

DOUG: "Steve, when Walt Disney created this Magic Kingdom, he had a reason for us not to relive fantasies quite the way you do. But when we return after this brief message, we'll hear a kind of magic . . . in the sound of the enchanting voice of Olivia Newton-John."

PAN UP FOR A FEW SECONDS FOR PANORAMIC VIEW OF FANTASYLAND, MATTERHORN, ETC.

SEGMENT III

RETURN TO DOUG HENNING ON RIVERBANK.

DOUG: "And now, the magic of the Rivers of America . . . and the magical voice of Olivia Newton-John."

OLIVIA NEWTON-JOHN ON MARK TWAIN DOES A MEDLEY OF SONGS, ONE ROMANTIC NUMBER WITH MISTY CAMERA SHOTS OF RIVER, NEW ORLEANS SQUARE, ETC. THEN SHE GOES INTO ROUSING NUMBER WITH KIDS OF THE KINGDOM ON OTHER BOATS.

WHEN THE NUMBER IS OVER, WE SEE STEVE MARTIN ON THE RIVERBANK AS THE BOAT DOCKS. HE IS A MISSISSIPPI GAMBLER A LA GAYLORD RAVENAL. HE PURSUES LOVELY OLIVIA BUT PROVES TO BE UNLUCKY IN LOVE AND INEPT AT GAMBLING. HE CRIES OUT FOR DOUG AND DOUG REAPPEARS.

DOUG: "Steve, maybe you've got the wrong fantasies. Disneyland is a place for you to leave all your troubles behind. It's supposed to be an escape into dreams. It's not just an illusion. It's pure magic. Here, let me show you the difference. (DOES SERIES OF ILLUSIONS.)

"See? Those are mere illusions. Pure magic . . . let me show you an example with another group of performers who got their start at Disneyland in the year _____. Ladies and gentlemen: the Osmonds." (WAVES HANDS, POOF OF SMOKE AND WE'RE INTO A MUSICAL NUMBER.)

THE OSMONDS DO A MUSICAL EXTRAVAGANZA THAT SHOWS OFF THE MANY FACETS OF THE PARK. AS THEY SING AND DANCE THROUGH A LIFELY MEDLEY OF POPULAR DISNEY SONGS, THEY APPEAR ON MAIN STREET, UP AND DOWN THE STREET AND FROM VARIOUS VEHICLES; IN FRONTIERLAND SINGING DAVEY CROCKETT; ZIPPING DOWN THE MATTERHORN; DANCING ACROSS SMALL WORLD; IN THE MIDST OF A PIRATE BATTLE; PERFORMING WITH A BEAR BAND; FROM THE TOP OF SPACE MOUNTAIN; ON THE JUNGLE WATERS. IT'S FAST, COLORFUL, PEPPY, EXCITING AND DISNEY.

AFTER THIS ACT, WE GO TO COMMERCIAL BREAK.

SEGMENT IV

RETURN TO DOUG IN TOMORROWLAND.

"Perhaps the most magical part of Disneyland is the view of the future. This area, Tomorrowland, has undergone more transformation than any other during the past 25 years as time after time, year after year, the future is suddenly the present.

"So many advances have been made in the past quarter of a century. But for most of us, this is still one of the few places where we can pilot our own rocket, be reduced to the size of an atom, travel the country in ten minutes and take a breathtaking ride through space. And it's all done with that incredible Disney ingredient: Pixie dust. It's done so well that, well, think of what would happen is some unsuspecting alien beings just happened to land first on earth - and in your own backyard - but at Disneyland."

SKIT HAS STEVE MARTIN AS ALIEN BEING LANDING AT DISNEYLAND. HE INCORPORATES THAT SPECIAL STEVE MARTIN HUMOR INTO SITUATION WHERE HE CONFRONTS PASSERS-BY AND PARK CHARACTERS AND BECOMES QUITE CONFUSED. DOUG RETURN.

DOUG: "And if we really want to impress our alien being, we should show him the special magic that happens to the audience when the energetic and talented Shaun Cassidy appears at Disneyland." (POOF AND WE'RE AT THE SPACE STAGE FOR SHAUN CASSIDY NUMBER WITH TEEN-AGE AUDIENCE. AFTER NUMBER, WE GO TO A COMMERCIAL.)

SEGMENT V

WE RETURN FROM COMMERCIAL BREAK TO FIND OLIVIA NEWTON-JOHN, THE OSMONDS, STEVE, SHAUN AND DOUG IN AN INFORMAL, BACKSTAGE SETTING, DISCUSSING THE MAGIC QUALITIES OF DISNEYLAND. EACH TELLS ABOUT HIS OWN IMPRESSION OF THE PARK WHEN THEY FIRST APPEARED. THEN THEY GET AROUND TO DISCUSSING THE WONDERFUL FAMILY OF CHARACTERS WHO LIVE IN THE PARK. STEVE MARTIN GETS VERY EXCITED.

STEVE: "Doug, I just remembered the best fantasy of them all. Please . . . let me try it!" DOUG CONSENTS.

STEVE: "See, I get real sleepy one night at the Park; too sleepy to go home. So I crawl behind a bush and fall asleep. And when I wake up, it's dawn and . . . (HE FADES OUT AS WE DISSOLVE TO SILENT SCENE OF CHARACTERS GETTING READY FOR THE MORNING WITH MUSICAL BACKGROUND - FAMILY REUNION MUSIC.)

IT'S WHO WHO KNOW WHO MAKES SOMEONE PLACE LI

WE SEE VARIOUS SCENES: CHARACTERS GREETING ONE ANOTHER; MINNIE WATERING FLOWERS; GOOFY FEEDING CARROTS TO TROLLEY-CAR HOUSE; DONALD PUTTING UP HIS LITTLE PUP TENT; PLUTO SHINING MICKEY'S SHOES (WITH HIS TAIL); MINNIE PRIMPING IN MIRROR - FOR SEVERAL MINUTES. SHOULD BE VERY, VERY ENCHANTING PERHAPS WITH CHARACTERS DISCOVERING STEVE AND INVOLVING HIM IN THE FLAG-RAISING CEREMONY. THEN PEOPLE ENTER PARK, BIG BRASS BAND MARCHES DOWN

MAIN STREET FOR GRAND FINALE WITH ALL THE PERFORMERS IN A SPECIAL NUMBER ABOUT THE MAGIC OF DISNEYLAND. HIGHLIGHT OF NUMBER IS WHEN DOUG HENNING DOES ONE OF HIS VERY SHOWY, VERY DIFFICULT ILLUSIONS. STEVE ANNOUNCES IT; EVERYONE IS SILENT. ILLUSION MIGHT INVOLVE AN ATTRACTION. AFTER IT'S OVER, ALL CHEER AND CONCLUDE NUMBER.

DOUG: "And so we've seen that it's not just a magic trick or two, but an entire Magic Kingdom that for 25 years has kept our dreams and fantasies alive. Because, as Walt Disney once said, 'Disneyland will never be complete as long as there is imagination left in the world.' So, keep on dreaming . . . and maybe you'll be coming to the Magic Kingdom during this twenty-fifth year to live the dream yourself. 'Til then, good night." (WHEN YOU WISH UPON A STAR MUSIC SWELLS UP IN BACKGROUND. LIGHTS GO OUT IN PARK AND THEN WE SEE FIREWORKS OVER CASTLE 'TIL PRODUCTION CREDITS ARE OVER.)

ADDITIONAL IDEAS FOR 25TH ANNIVERSARY T.V. SPOTS

- 1) Perhaps a series of format spots (:10 or :30) advertising special events and entertainment through the Anniversary year (biweekly or monthly)
Sample: Open on giant 25th birthday cake turning slowly against black background. The "family" of Disney characters are all gathered around the cake. Mickey lights the huge candles as the camera rises to reveal the specially lighted and decorated castle in the background. Fireworks begin to explode above the cake and castle. They "burst" into shots of the various special events, entertainment happening at Disneyland on any particular week, weekend or month throughout the 25th Anniversary year. Maybe use "the fun's just begun" line.
- 2) :60 spot - (time capsule) Perhaps a rapid montage of some highlights of Disneyland's growth through the years. (25 years of dreams come true done with special multiple screen opticles and building music.) The spot would build up to the 25th year, climaxing with "something special"...a glimpse at the grand celebration like Disneyland has never seen before! Use a line like "Come celebrate with us!"
- 3) :10 - Tinkerbell turns castle into dazzling, shimmering silver. Fireworks "explode" into 25th Anniversary logo. Put up slide announcing special event of a particular week.

- 4) :30 - "Bring your family to join our family" ... spot with the Disney characters...generic shots of Disneyland's festivities and fun. Use line "the fun's just begun."
- 5) :10 - "Mickey's Monitor" Mickey introduces a series of short teaser spots with highlights of special events, entertainment, famous visitors and major attractions over the 25 year period. (Little historical tidbits similar to "Bicentennial Minutes" during 1976.) Creates awareness.

ADDITIONAL ADVERTISING CONCEPTS

Putting the Family Reunion campaign aside...several additional opportunities also exist with a generic approach including upon opening:

- Opening kick-off full page or double truck ad announcing the year-long birthday celebration.
- A general weekly double-truck two-strip comic strip in Calendar with newly created and/or established characters highlighting upcoming events including a panel listing of specific events and activities.
- Upon kick-off in lieu of a supplement...a four color-single sheet full page insert with our message on one side and a poster premium or participant message units on the reverse.
- "Dreams Do Come True" - This reaffirms the past-present-future goal of Disneyland (making dreams come true) and defines Disneyland as a dream

come true in and of itself. This concept has the "Disney" feeling about it; however, it lacks the immediate and compelling overtones of "Family Reunion."

- "The Fun's Just Begun" - This again establishes the continuing, on-going "fun" aspect of the park and the promise of the future. Again, however, it is non-specific and, therefore, lacks a strong reason for the audience to visit the park during the year.

We feel that, if necessary, successful campaigns could be built around either slogan. However, we feel that "Family Reunion" has a strength that neither of these has.

DISNEYLAND DISPATCH

A weekly or monthly publication, sold or given away free in-Park would be a useful tool in promoting Family Reunion events within the Park, highlighting the history and nostalgia of the year and helping the guests feel they are directly involved in the celebration of the year.

What follows is sample copy for an issue that would combine the various elements of current activities and past remembrance.

EDITOR'S CORNER

(The following is excerpted from the first issue of THE DISNEYLAND NEWS,
July 17, 1955)

*" 'To all who come to this happy place: welcome.
Disneyland is your land. Here age relives fond memories
of the past . . . and here youth may savour the challenge
and promise of the future.*

*'Disneyland is dedicated to the ideals, the dreams,
and the hard facts that have created America . . . with
the hope that it will be a source of joy and inspiration
to all the world'*

*These words from the dedication plaque in Town Square
in Disneyland aptly express the ideas and hopes with which
we have embarked upon our new concept in family entertainment
with the opening of Disneyland here in Anaheim, California.*

*For over 20 years I had dreamed of a place which would
house all the cartoon characters of the Disney Studios and
all the historic traditions where you will see the fond
memories of American history brought back to life, and where
you may witness what the future holds in store for our great
land.*

And so it is with the highest hopes and expectations that we welcome you to Disneyland. May you find here an ever-lasting source of pleasure and inspiration for your whole family.

Return and visit with us again often."

Walt Disney

Twenty-five years later, Walt Disney's original welcome to Disneyland has meaning for both first-time and return visitors, and the entire Disney family. Growth has served to heighten the above hopes and expectations, so that we look upon this landmark year and the future with as much excitement as those "Park Pioneers" in 1955.

The DISNEYLAND DISPATCH proposes to recall and reflect upon the events and people who figured so prominently in the beginning. Additionally, the DISPATCH will present an up to date picture of Disneyland's Twenty-Fifth Year - an occasion that invites your family to join with ours in a celebration of, in Walt's words,

" . . . a place where adults and children can experience together some of the wonder of life, of adventure, and feel better because of it."

JULY 17, 1955

DISNEY DEDICATES "WONDERLAND" IN ANAHEIM

(Heralded as the "Eighth Wonder of the World," Disneyland opened twenty-five years ago on July 17, 1955. The Dispatch invites readers to relive the opening day ceremonies with the more than 25,000 invited guests who first experienced Walt Disney's Magic Kingdom.)

-- STATE OFFICIALS, MOVIE STARS AMONG 25,000 SEEN AT PREMIERE BY NATIONAL T.V. AUDIENCE--

According to Vernon Scott, United Press Correspondent in the Atlantic City, New Jersey, Press, "Walt Disney has won 22 Oscars over the years, but somebody will have to think up a more spectacular award for his fabulous dreams-come-true Disneyland."

Scott has hit upon an apt comparison yet even more so than a feature film, Disneyland represents years of dreaming, research, technical coordination, and simple blood, sweat and tears, not to mention an investment of \$17 million dollars.

The result is a magical kingdom for the enjoyment of all youngsters, whether they be eight or eighty.

More than 50,000 visitors were attracted to Disneyland on Monday, July 18, when the Park officially opened its gates to the general public. Exclamations of "fantastic" to "unbelievable" and "too terrific for words to describe" evidenced the enthusiastic response from the many visitors.

Governor Goodwin J. Knight of the State of California assisted Walt Disney in the official dedication ceremonies of Disneyland on the preceding day, Sunday, July 17.

-- SPECIAL GUESTS--

The preview of Disneyland was attended by many of the most familiar names in the world of entertainment, as well as civil and government officials, national magazine and newspaper editors and reporters, lessees and exhibitors from the Park itself, representatives from local businesses, service clubs, clergy from all churches and denominations in the southland, and municipal officials from Los Angeles and Orange Counties.

The long list of names included such entertainers as Danny Thomas, Edgar Bergen, Ozzie and Harriet Nelson, Irene Dunne, Jeff Chandler, Eve Arden, Marilyn Maxwell, Donald O'Connor, George Gobel, Margaret Whiting, Gale Storm, Ed Wynn, Charlton Heston, Frank Sinatra, Sammy Davis Jr., Marjorie Main, Jeanne Crain, Alan Young, Don DeFore, Jerry Colonna, and numerous others.

In addition to Governor Knight and Lieutenant Governor Powers, government officials included Secretary of State Frank M. Jordan, Representative James B. Utt, Anaheim Mayor Charles Pearson, and mayors and councilmen of all Orange County cities, Mayor Norris Poulson of Los Angeles, Mayor George Vermillion of Long Beach, and California Senator Thomas Kuchel.

Children of foreign consuls based in Southern California were invited to come in their native dress to share in the entire program as representatives of the children of the world.

--T.V. COVERAGE--

ABC-TV carried the premiere ceremonies over a national hookup. The 1½ hour production was the most ambitious television coverage ever attempted anywhere. ABC used 24 cameras to cover as much area as possible in Disneyland.

The gala show was hosted by Walt Disney and Art Linkletter. Assistance was provided by Bob Cummings, Ronald Reagan and George Murphy.

Coverage of the event got underway at 4:30 p.m. as Walt Disney, Governor Knight and Fred Gurley, Santa Fe chairman of the board, brought the Santa Fe and Disneyland passenger train into the Main Street Train Station from its first official trip around the Magic Kingdom.

Following Walt's reading of a dedication plaque on Main Street's Town Square and a few words from the governor, the opening day parade was underway. The parade ran the length of Disneyland's main artery up to the Central Plaza, where one sees the Gateways to the Park's four major Kingdoms or "Theme Lands." The United States Marine Corps Band led the parade which featured the famous Disney characters, Disney film stars, sections devoted to each of the Park's unique areas and members of the newly formed Mickey Mouse Club.

From Central Plaza the center of attention turned toward Frontierland. Guests and television cameras entered the gates of the log stockade which surrounds this recreation of the Old West. Horsemen Fess Parker and Buddy Ebsen, riding in from the Painted Desert to entertain the assembled group with an old-fashioned hoe-down and some pretty tall tales.

Host Art Linkletter inspected the blacksmith's shop, assay office, and the Golden Horseshoe Revue for Slue Foot Sue's rollicking Wild West Saloon Show. Motion picture star Irene Dunne christened the "Mark Twain," the first steam-powered paddle wheel show boat built in the United States in 50 years.

The Firehouse Five Plus Two treated guests and TV viewers to a sizzling jazz concert along the banks of the Rivers of America, before being whisked away for a preview of Tomorrowland.

Hundreds of doves, symbols of peace and hope, were released as guests crossed Central Plaza into the land of the future. Designed as our major cities are expected to appear in 1986, Tomorrowland is the home of TWA's "Rocket to the Moon," the Autopia freeway of the future, Spaceport and the "20,000 Leagues Under the Sea" exhibit.

A world of enchantment awaited Park visitors in Fantasyland, where all characters that Walt Disney has brought to screen life now reside.

From the Sleeping Beauty Castle, the entrance to Fantasyland, 16 knights in shining armour rode forth on splendid steeds to stand guard as the Black Knight approached and ordered the drawbridge of the castle lowered "in the name of the children of the world," to whom the castle is dedicated.

Together with Art Linkletter, children from the Southland entered the magic castle to enjoy such attractions as the King Arthur Carousel, the Peter Pan ride over moonlit London to Never, Never Land, the Snow White Ride past the Wicked Witch and the Seven Dwarfs, and a wild ride with Mr. Toad through Toad Hall, made famous by "Wind in the Willows."

The young and energetic Mouseketeers, child stars of television's upcoming "Mickey Mouse Club," played an important part in the opening of the Mickey Mouse Theater in Fantasyland. If their lively singing and dancing numbers are a sample of what these talented youngsters can do, we're in for a treat when their daily show debuts in October.

The dedication day was completed with a visit down dangerous jungle rivers via the Jungle Cruise. Here visitors to Disneyland are transported deep into the Amazon jungle and famous rain forests of the world to glimpse exotic plants and animals seldom seen by civilized man.

Inaugural engineers (L-R) Fred Gurley, Gov. Goodwin Knight and Walt Disney, wave to Disneyland's first guests, as the Santa Fe and Disneyland Steam Locomotive stands ready to transport visitors around the new family park in Anaheim, California.

The Santa Fe and Disneyland Steam Locomotive is the first of its kind, designed to take guests on a steam train's first official run to Main Street for Disneyland's dedication ceremonies. A precedent was set, and today, the steam locomotive is still the best way for guests to obtain a grand tour and overall view of the new adventures which await them in Disneyland.

Walt Disney's passion for trains and model railroading had long provided an escape from studio pressures and problems. Disney found relief in the building of a miniature railroad which grew to include his own. The train was scaled one-and-a-half inches to a foot, an exact reproduction of a full-sized, coal-burning, 1890's locomotive. Named for Mrs. Disney, the "Milly Belle" could easily carry a dozen passengers.

Disney's miniature railroad was a prime concern during the construction of the Santa Fe and Disneyland railroad, which was to travel through the park. The 30-inch-gauge tracks, or "main line," and the Santa Fe's "Milly Belle" are 1890 vintage or older.

The locomotives originally serviced the railroad, the "diamond-shaped" S.F. 401 and the S. F. 402 with its "cap stack," named for Santa Fe Railroad pioneers, the two engines were built simultaneously by WED Enterprises, the research-and design center in Glendale, California which is an acronym for Walter Elias Disney. They are typical of the wood-burning and coal-burning

TRAIN-TRACKING AT DISNEYLAND

Steam trains played an important part in Walt Disney's introduction of Disneyland to the public on July 17, 1955. Disney and co-engineers Goodwin Knight, then governor of California, and Fred Gurley, Santa Fe's Chairman of the Board, glimpsed the Park during the steam train's first official run to Main Street for Disneyland's dedication ceremonies. A precedent was set, and today, the steam locomotive is still the best way for guests to obtain a grand tour and overall view of the many adventures which await them in Disneyland.

Walt Disney's passion for trains and model railroading had long provided an escape from studio pressures and problems. Disney found relief in the building of a miniature railroad which grew to encircle his home. The train was scaled one-and-one-half inches to a foot, an exact rendering of a full-sized, coal-burning, 1890's locomotive. Named for Mrs. Disney, the "Lilly Belle" could easily carry a dozen passengers.

Authenticity remained a prime concern during the construction of the Santa Fe and Disneyland Railroad, which was to travel one and one-half miles around the perimeter of the Park. Built 5/8 to scale, the trains run on a 36-inch gauge tracking, or "main line," and like Walt's "Lilly Belle," are 1890 vintage or older.

Two locomotives originally serviced the railroad, the "diamond stack" C.K. Holiday and the E. P. Ripley with its "cap stack." Named for Santa Fe Railroad pioneers, the two engines were built simultaneously by WED Enterprises, the research and design center in Glendale, California, which is an acronym for Walter Elias Disney. They are typical of the wood-burning and coal-burning

engines used in the mid-1890's. Both are 4-4-0 engines - four wheels in front, four drive wheels, and no trailing truck or tender.

A few years later, Jerry Best, then vice-president of the Railroad and Locomotive Historical Society, discovered and purchased two antique engines for use at Disneyland. The Fred G. Gurley had been built in 1894 and served many years on a Louisiana sugar plantation. The Ernest S. Marsh dates back to 1925 and had been used in a New Jersey lumber mill. Both were named in honor of recent Santa Fe Railroad presidents, and were rebuilt by WED to join engines No. 1 and 2 at Disneyland in 1958 and 1959. All four locomotives burn petroleum fuel, but are steam powered, just like the old days.

Initially, only two trains carried passengers on the six minute journey around Disneyland. The enclosed Passenger Train was a replica of the lavishly furnished conveyances used by touring dignitaries during the late 19th century. The Passenger Train is seldom used, for guests are afforded a better view from the four other trains of the Disneyland Railroad.

The original Holiday Red Train is modeled after the freight cars used to ship Western produce and livestock to the East. Like the Holiday Green and Blue Trains, added in 1966, the Red Train is an open car with all seats facing one side of the train. Colorful red, green or blue-and-white striped canopies shelter passengers from the elements.

The open-air Excursion Special Train with seats set parallel to the railroad ties, is built in the style of "Narragansett cars" used for touring the East before 1900.

The trains log more than 40,000 miles per year in their travels around Disneyland's 76.6 acres. Guests can climb aboard at three stations in the Park. The Main Street Station takes one back to the turn of the century with its red brick exterior, gabled roof, and the Town Clock. As guests pull into the Frontierland Station, a clattering telegraph urgently taps its message near the depot's baggage handling facility and water tower.

In Tomorrowland, passengers board the Disneyland railroad to travel past the breath-taking Grand Canyon Diorama (a 1958 addition), portraying all canyon seasons and featuring a vast array of wildlife. Continuing onward to the Primeval World, guests witness the Grand Canyon as it might have appeared more than 300 million years ago. One views prehistoric plants, insects and a variety of dinosaurs. Dinosaur fanciers will recognize brontosauri, triceratops, a trio of ornithomimuses ("ostrich dinosaurs"), tyrannosaurus rex and stegosaurus.

All of these wonderful creatures are brought to life through "Audio-Anammatronics," a special computerized three-dimensional process of animation developed by WED imagineers. The Primeval World opened to Park guests in 1966, following its debut at the 1964 World's Fair in New York, and continues to provide a dramatic ending to a grand circle tour of Disneyland. And, that's only a teaser for what lies ahead in the Happiest Place on Earth!

Walt Disney built the 5/8 scale Santa Fe and Disneyland Railroad
as the fulfillment of every model railroader's dream.

The C. K. Holiday and the E. P. Ripley, the two original antique steam locomotives used at Disneyland.

Figures reveal the amazing demand and material construction job which made possible the building of Disneyland in a year's time, from July 17, 1955 to July 17, 1956.

Some 800 workmen were employed daily in construction work, with a total of 2500 building the Park during the peak period.

5,000,000 square feet of paving was used to complete Disneyland, while bridges, masonry, footings and other concrete foundations required 32,000 yards of cement.

Over 125,000 cubic yards of dirt were removed to make the mountains, barns, river, roads and walkways in Disneyland.

The Park's construction superintendent and his men built and set up their own individual shops at the Disneyland site, including a carpenter, ornamental iron shops, and concrete bins and sheds for lumber, and storage of other material.

The construction department followed him on the heels of planning and detailed organization and prefabrication as the secrets of construction success. In every possible instance, construction was prefabricated at the Disneyland site and moved by crane to its permanent position.

While major attention was given to the facade, each building is complete with the most modern and complete systems for fire protection.

2500 WORKERS SET AMAZING BUILDING MARK

(First published July, 1955)

Figures reveal the amazing manpower and material construction job which made possible the building of Disneyland in a year's time, from July 17, 1954 to July 17, 1955.

Some 800 workmen were employed daily in construction work, with a total of 2500 building the Park during the peak period.

5,000,000 square feet of paving was used to complete Disneyland, while bridges, sidewalks, footings and other cement foundations required 32,000 sacks of cement.

Over 350,000 cubic yards of dirt were removed to make the mountains, berms, river, lakes and roadways in Disneyland.

The Park's construction superintendent and his men built and set up their own individual shops at the Disneyland site, including a big mill, ornamental iron shops, and complete bins and sheds for lumber and storage of other material.

The construction department followed hard on the heels of planning and claimed coordination and prefabrication as the secrets of construction speed. In every possible instance, construction was prefabricated at the Disneyland mill and moved by crane to its permanent position.

While major attention was given to the facades, each building is complete in every respect and is equipped with sprinkler systems for fire protection.

DISNEYLAND A 20 YEAR DREAM

-- Famed Cartoon Character Creator Long Envisioned Park Where Young
And Old Could Find Happiness --

For over 20 years - almost from the time Mickey Mouse's voice was first heard all over the world - Walt Disney envisioned a park that would appeal to young and old alike with every conceivable type of entertainment included, and as his cartoon family grew, so did the dream.

This dream of the creator of characters which have brought enjoyment to people all over the world has finally become a reality at Disneyland, a Park for the youth of all ages which brings together the worlds of yesterday and tomorrow, adventure and fantasy.

When Walt Disney first began to put his ideas into sketches the amount of research and technical data required would have been impossible to envision. As sketches became blueprints more ideas were incorporated until Disneyland expanded to include the four major kingdoms which comprise the Park today.

-- Site Selected --

The location upon which Disneyland was to be built was of prime importance. Originally, Disney's plans called for construction of the Park adjacent to the Disney Movie Studios in Burbank, California. As more ideas were developed, it became apparent that

a larger site would be necessary. Anaheim was chosen by the Stanford Research Institute after months spent in analysis of location factors. The property selected contained orange and walnut groves and was part of the vast Dominguez ranch.

Extensive research was also required to outfit the entire Park. Baltimore and Philadelphia supplied the gas lamp posts which line Main Street. They are over 100 years old and are lighted each evening by an oldtime lamp-lighter.

Some of the cresting and railing to be seen in Frontierland and Main Street came from old plantations in Nashville and Memphis, Tennessee. Other furnishings came from San Francisco, Oakland and Sacramento, dating back to the '49 gold rush days.

-- Gimble Lights Found --

Marine equipment houses were searched over the nation for the gimble lights which are part of the equipment on the "Mark Twain."

Because all construction was on a 5/8 scale, mills across the country were contacted for special narrow-stripped awning and umbrella materials.

Even the waste receptacles have the Disney touch, each "land" having containers designed for its theme and period.

Park benches brought on another national search, until they were finally located in San Francisco. Requirements for park benches were

that they, too, had to be on a smaller-than-usual scale and in keeping with the Disneyland theme.

Tomorrowland presented a different problem. Designers worked to present practical ideas suitable to the world of 1986. The chairs, benches, stools and other Tomorrowland accessories would not be modeled after any particular period, and so each is a produce of the inventor's imagination as to what will be used in the future.

Locating and purchasing authentic equipment were not the only problems which had to be worked out. Designers had to decide how to fuse pioneering architecture with Southwestern, and how to blend New Orleans cafe facades with log stockades - these problems representing only a few of those which had to be solved.

The logs for the stockade and log cabins were cut at Arrowhead, where they were treated to kill insects and preserve the bark. Then they were shipped to Disneyland, where specially picked carpenters, who had log cabin or ship building experience and were familiar with the use of axe and adze, hewed the logs by hand.

Walt Disney's personal touch may be seen in all the sections of the Park. Some of the gnarled pine posts in Frontierland were picked by Disney on a trip to the Jackson Hole Country of Wyoming. He and a friend spotted the logs because of the unusual burls growing on them and had about 60 shipped to Disneyland to form corner posts.

These, and other examples like them, show to what extensive lengths Walt Disney has gone in making Disneyland truly an authentic living world, where memories of the past and dreams of the future are brought

I REMEMBER . . .

(the attached prototype takes the title Very Inspired People)

As a special feature in the DISNEYLAND DISPATCH, many Park guests would be interested in reading about the famous (and the infamous) who have visited Disneyland over the years. Little has been written about these "notables," so this would be an occasion to solicit contributions from all guests whose visits have been recorded from opening day onward. An alternative, giving us more control over such a guest column, would be to arrange interviews, the only difficulty being the logistics of such a project.

Overtures to guest writers should be made far enough in advance to enable proper arrangements to be made, perhaps beginning with Disneyland's 24th anniversary, should the DISPATCH be initiated the week of July 17, 1980.

Attached is a hypothetical letter of inquiry.

Steve Martin and Ray Bradbury: Disneyland's

Very Inspired People

"I had mystical summer nights there . . . fireworks, lights in the trees, a dance band playing music from the '40s . . . "

"I've never had such a day full of zest and high good humor . . . I found in Disneyland vast reserves of imagination before untapped in our country."

These comments reflect the Disneyland experiences of two current "visionaries" - Steve Martin, who is riding the crest of a new wave in comedy, and author Ray Bradbury, by his own definition an "idea person" who is helping construct the future in an optimistic fashion.

Disneyland and Walt Disney Productions figure in the lives of both men in a different, yet equally interesting manner.

As a youngster in Garden Grove, Steve Martin found employment at nearby Disneyland selling guide books, souvenirs and working in the Main Street Magic Shop.

Summers at the Park enabled Martin to sharpen his own performing skills by studying vaudevillian Wally Boag, star of Frontierland's Golden Horseshoe Revue since opening day in 1955.

Today one can see Boag's imprint on Martin's act. He frequently relies upon sight gags and occasionally features "balloon tricks," both specialties in the Boag school of comedy.

In addition, Boag's one-to-one habit of zany "asides" to the audience seems to have influenced Martin. "My whole orientation to comedy was very

secret," says Martin. "And now that's the premise for my act. You are laughing with a close friend at some nuance or subtlety. But you can't explain it."

Another creative talent inspired by Disneyland is author Ray Bradbury, best known for such works as "The Martian Chronicles" and "Fahrenheit 451." He has also penned screenplays for motion pictures and television, plays for the stage, and poetry. Such writing is not always restricted to the realm of science fiction.

Many envision Bradbury as a predictor of the future, a role in which he would prefer not to be cast. Instead, Bradbury sees his purpose as a preventer of future worlds.

That first of many Disneyland visits so enthusiastically described by Bradbury foreshadowed his involvement and concern with those "vast reserves of imagination." Several years ago Bradbury began work as a consultant at WED Enterprises in Glendale, a ". . . plain-looking building inside which gigantic miraculous snowflakes are built and launched, dinosaurs come alive, where Presidents from Washington to Ford are built for Disneyland and Disneyworld."

It has been Bradbury's task to formulate the scenario for "Man and His Spaceship Earth," included in plans for the World Showcase to project at Walt Disney World in Orlando, Florida. Still in its formative stages, the exhibit will be, in Bradbury's words, "a triple ride into the past, present and future." "Man and his Spaceship Earth" dramatizes the five billion year history of our planet and focuses in particular upon the part played by mankind.

Bradbury is also serving as an "imagineer" on several other World Showcase projects. "I've been working on and off helping to conceptualize a city of the future, a permanent world's fair, a future world book shop and an art gallery of the future . . . all these things which are basically humane."

Presenting things as they can and could be is Bradbury's way of influencing the future. "You can't push people or force them, but by setting a good example, if they like what you say, then they will imitate it."

MICKEY MAKES KNOWN . . .

Few, if any, know more about Disneyland than the Park's official host, Mickey Mouse. A fine tribute was once paid Mickey by Walt Disney on national television. Reflecting on Mickey's great contribution to the creation of Disneyland, Mickey's mentor said, "I hope we never lose sight of one fact . . . that this was all started by a Mouse."

His long association with Walt Disney Productions makes Mickey well qualified and eager to answer any questions posed by DISPATCH readers in the weekly column, MICKEY MAKES KNOWN. While Mickey sorts through the many letters and inquiries for his first column, readers will have an opportunity to become better acquainted with this famous personality in the following interview.

AN INTERVIEW WITH MICKEY MOUSE

Q: Let's start at the beginning, Mickey. Tell me, how did you first get involved in the movies?

Mickey: It all started back in 1928 in a railroad coach. Walt Disney was returning to Hollywood from New York, where his first cartoon character ... some rabbit ... Oswald, I think it was ... had been taken away from him by his financial backers. Mr. Disney was looking for a new player to star in his next animated short. Destiny brought us together. We shared the same seat on the train. Having heard from my cousins in Kansas City that Mr. Disney was good to his pet mice as a boy, I volunteered my services as a cartoon character. After we got to Hollywood, Mr. Disney made a few sketches of me and gave me a screen test. I wasn't much of an actor in those days so he had to keep erasing me and making me do it over. But I guess he liked what he saw, and my career was launched!

Q: What was your first movie?

Mickey: My professional debut came on November 18, 1928, in "Steamboat Willie." It was the first talkie cartoon. In fact, the story behind "Steamboat Willie" might interest you. We had completed two silent cartoons, "Plane Crazy" and "Gallop in' Gaucho." But Mr. Disney couldn't find a distributor. Being new at the studio, I kept to myself

for those first two projects. But with the success of Warner Brothers' "The Jazz Singer," I urged Mr. Disney to tackle the "talkies." Sure enough, our third project, "Steamboat Willie," was a smashing success! Mr. Disney added sound to "Plane Crazy" and "Gallop in' Gaucho" and we were on our way.

Q: Is it true that you have starred in more than 100 cartoon shorts!

Mickey: It was 118 cartoon shorts altogether.

Q: That's quite a few! What are some of the roles you've played?

Mickey: Being a mouse, I could have been typecast into some pretty cheesy parts. But fortunately, Walt gave me a variety of roles: boat-builder, ghost-hunter, football player, concert pianist ... I've gone from fireman to giant killer ... cowboy to inventor ... detective to plumber. I guess the only part I haven't played is a mouse!

Q: With so many different roles, do you have one in particular that stands out as your favorite?

Mickey: This may sound unbelievable, but I've never had a part I didn't really enjoy. Of course, a few roles have a kind of special meaning for me. Like the "Karnival Kid," my first speaking part. I remember how nervous I was! A

lot of famous stars of the silent screen couldn't make the transition to the talkies because they had high, squeaky voices that made audiences laugh. My problem was a little different. I was in trouble if I didn't have a high, squeaky voice that made audiences laugh. But I did. And then there was "The Band Concert," one of my most colorful roles. It was the first "Mickey Mouse" cartoon filmed in Technicolor!

Q: What was your toughest role?

Mickey: I'd have to say the role of "The Sorcerer's Apprentice" in "Fantasia." For one thing, "Fantasia" was such a tremendous undertaking by the studio, everyone involved gave a little bit extra to my part to make it my best performance. And I did all my own stunts in "Fantasia." There was no such thing as a "stunt mouse" in those days. The actors did it all themselves ... without wires!

Q: "Fantasia" was your first feature film. Were there any others?

Mickey: In 1947, Mr. Disney made a feature called "Fun and Fancy Free." Donald Duck, Goofy and myself got together for "Mickey and the Beanstalk" in that one. It was the story of three peasants who climb a huge beanstalk in search of a singing harp. Of course, at the top of the stalk, we encounter a giant and then the fun really begins!

Q: You gave Donald and Goofy their start in films, didn't you?

Mickey: Well, not me personally. Mr. Disney actually discovered Donald and Goofy.

Donald came in one day, looking for a job as a speech coach. Noticing his unique voice, Mr. Disney put him to work right away as an actor. Goofy was the studio janitor. Mr. Disney seemed to think Goofy might become another Jimmy Stewart. But he just turned out to be Goofy.

Q: When did Minnie Mouse burst upon the scene?

Mickey: Gosh, Minnie's been my leading lady for as long as I can remember. She was in "Steamboat Willie" way back in the beginning. Since then, we've done a bunch of cartoons together.

Q: Do you see Minnie Mouse very often these days?

Mickey: We're both so busy these days, we never seem to be in the same place at the same time. When I'm at Disneyland in California, it always seems like she's at Walt Disney World in Florida!

Q: When you talk about being busy, what do you mean?

Mickey: Well, I'm the Official Host at Disneyland and Walt Disney World. Minnie often appears at both places, too, along with Donald, Goofy, Winnie the Pooh and all the other Disney favorites. Not to mention my guest appearances on "The Wonderful World of Disney." Plus all the other special activities, like the Macy's Thanksgiving Day Parade in New York City.

Q: I guess you're pretty well known, not only in the United States, but all over the world. What do they call you in other countries?

Mickey: I'm just Mickey in France, Portugal and Spain. And in Denmark, the Netherlands and Mexico, I'm Mickey Mouse, just like at home.

But they call me "Topolino" in Italy. And in Germany, I'm "Mickey Maus." And in Norway, I'm called "Mikke Mus."

Q: How does it feel to be an international star?

Mickey: I'm very grateful to all my fans around the world, because without them, none of this could have happened. To see a small child's face light up when they see me; it's like playing Santa Claus!

Q: Have you changed much over the years?

Mickey: Over the ears?

Q: Over the years!

Mickey: Oh! Well, in the early days, I didn't have shoes or gloves. But as we earned a bit more money with our projects, Mr. Disney expanded my wardrobe. I got my yellow shoes in 1928 for "Gallop in' Gaucho." The white gloves came a year later in "When the Cat's Away."

In the beginning, having my tail out was in. And then, during the forties, having my tail out was out. But since 1947, in "Mickey's Delayed Date," having my tail out has been in. It's all very confusing, isn't it?

Of course, in different roles, I've donned different costumes, like a cowboy outfit, overalls, tux and tails, and a magician's outfit. But, most of the time, I lounge around in my white gloves, red shorts and yellow shoes.

For the "New Mickey Mouse Club," I got into the swing of the '70's and wore a jumpsuit.

Q: Has your personality changed since the old days?

Mickey: I think in the early days I was more... well, mischievous than I am now. But when I realized that a lot of people looked up to me in spite of how short I am, I tried to behave accordingly.

Q: Is there any one thing that you are especially proud of?

Mickey: Naturally, I'm very proud of the Academy Award that Mr. Disney and I won in 1932 for our "Mickey Mouse" cartoons. I was also very pleased to be part of "Lend a Paw," the 1942 Oscar-winning short that starred Pluto, my ever-faithful dog. And, as I mentioned before, "Fantasia" was an especially memorable role! I never thought I'd be in a movie with Leopold Stowkowski and the Philadelphia Orchestra.

And the original "Mickey Mouse Club" and the "New Mickey Mouse Club" mean a great deal to me. It's quite an honor to have millions of people faithfully follow the Mouseketeers through the years. And, it was quite a thrill to be honored with a Hollywood star in that city's Walk of Fame to mark my 50th birthday in November 1978! But I guess the thing I'm most proud of is to have been able to bring smiles to generation after generation all over the world!

DATELINE DISNEYLAND

by The Main Streeter

Howdy, folks! Well, it's pert near fifteen years ago that I visited on a reg'lar basis with the folks who come to Disneyland down around the pot-bellied stove in the Market House. Yep! - I been what you call "retired," but when I got wind of all the fixin's 'n special happenin's in store for that twenty-fifth birthday celebration at Disneyland -- well, I just knew somebody oughtta he'p keep the folks informed on what's happenin' now, and how things really happened back in '55. 'Course, my speciality still is spinnin' yarns about Walt's Park and the people who visit, work and live in it, and recallin' some of the incredible things they say and do . . . they're the ones who make it so excitin' for an ole geezer like me. And like I told Mickey the other day, "The fun's just begun!"

Now July looks to have been a pretty important month throughout the years . . . why, it's hosted a whole passel of politicians in '57 for the first California Legislator's Day, Andre Kostelanetz in '59, Ethel Kennedy, Mayor Daley of Chicago and Mr. & Mrs. Henry Ford III in 1960, then Governor Nelson Rockefeller in 1967, and it was July 4, 1957 that we had the first big fireworks shebang!

One of our gals in Guest Relations recollects a special July tour she had with a delegation from the People's Republic of China. Owin' as there didn't seem to be a common language, the folks were startin' to fiddle with their fingers so they could communicate. Then, one of the group, who'd lived awhile in Mexico, spoke a few words of Spanish. Well, that was our gal's second language, so she and this Chinese gentleman communicated all

day like our south of the border friends, givin' more than one Disneyland visitor a start!

Yep, lots of international dignitaries, heads of state, and VIPS have come over the years . . . I remember one summer back when the Cold War was beginning to thaw, why, Benny Goodman was a featured guest in the Park. He'd just come home from a successful tour of Russia. When Goodman arrived at L.A. International Airport, all the press and media people were there, the Disneyland band, and a whole welcoming committee. A curious woman bystander asked a photographer, "Who's that?"

"Why, that's the King of Swing," replied the busy Photog.

"Oh," said the woman, "that must be somewhere near Albania."

And folks have always loved the realism here at Disneyland. Why, one of the young guides on the Jungle Cruise tells me that a newlywed couple -- all the way from Europe -- asked him t'other day how long the cruise lasted. Our guide had joked around with his buddies all day, and in his jovial mood replied, "Three fun-filled days, and two glorious nights!" He had to admit, though, he felt a bit sheepish the next day when they showed up at the dock with their bags packed.

Well, folks, I'll be reportin' from time to time about the particular things goin' on here in Disneyland as I hear them. This week, you can stay from 8 a.m. until 1 a.m., every day, see the daytime and nighttime parades, watch Tinker Bell as she dances across a skyful of fireworks, and take part in all the special 25th reunion festivities. In fact, I reckon I'll stroll over right now to the Plaza Inn for a piece of that 25th birthday cake before puttin' my John Hancock in the special 1980 guest book. You can come along, too, or we can visit again some other time when you come back to the Happiest Place on Earth. Been nice talkin' with you!

TIMELY TRIVIA

(Answers to questions and puzzles will be published the week following their appearance. Or, if readers can't wait, they need only scan the pages of the DISPATCH or stroll throughout Disneyland and observe the "passing parade" to find the answers.)

- 1) The statement, "I hope we never lose sight of one fact . . . that this was all started by a Mouse" was made by:
 - a) Goofy, as Mickey Mouse turned the first shovel of dirt during Disneyland's groundbreaking ceremonies.
 - b) Donald Duck, as he explained the source of professional rivalry between himself and Mickey Mouse.
 - c) Walt Disney, as a tribute to Mickey Mouse while surveying the recently completed Disneyland.

- 2) Guest hosts for Disneyland's opening ceremonies included all but one of the following:
 - a) Art Linkletter
 - b) George Murphy
 - c) Steve Martin
 - d) Ronald Reagan
 - e) Bob Cummings

3) Three of the submarines which are part of the Disneyland Navy's fleet - the eighth largest undersea fleet in the world - are:

- a) the Nina, Pinta and Santa Maria
- b) Huey, Duey and Louie
- c) Nautilus, Skipjack, Polaris

4) W.E.D. is an acronym for:

- a) Witches, Elves and Demons - a contemporary rock group that performs at Disneyland.
- b) Walter Elias Disney - the research and design center for Disneyland and Walt Disney World.
- c) Work for Exceptional Draftsman - a placement agency, created by Walt Disney to enlist the aid of apprentice architects during the construction of Disneyland.

5) Wally Boag is:

- a) a protegee of Steve Martin
- b) the star of the "Golden Horseshoe Revue."
- c) a notorious gambler in the Old West who got into trouble with the law after writing a series of bad, hence "bogus," checks.

6) Walt Disney built a miniature locomotive encircling his home, and in naming it in honor of his wife, called it the

- a) Nelly Belle
- b) Lilly Belle

- c) Clara Belle
 - d) Tinker Bell
- 7) Two large crafts sail Frontierland's Rivers of America. They are:
- a) Mark Twain and the Constitution
 - b) the Columbia and the Delta Queen
 - c) the Delta Queen and Old Ironsides
 - d) the Mark Twain and the Columbia
- 8) "All the birds sing words and the flowers croon" in:
- a) Alice in Wonderland
 - b) the Tiki Room
 - c) America Sings
- 9) Music filters throughout the air in Disneyland. On Main Street, U.S.A., you'll find a barbershop quartet known as the:
- a) Firehouse Five Minus One
 - b) Four Little Shavers
 - c) Dapper Dans
 - d) Four Freshmen
- 10) A train trip around Disneyland is climaxed by a journey to:
- a) Niagra Falls
 - b) The Grand Canyon
 - c) Mount Rushmore
 - d) Las Vegas

11) "Lend a Paw" was the 1942 Oscar-winning short from the Disney Studios which catapulted to fame Mickey Mouse's ever-faithful dog:

- a) Snoopy
- b) Rin Tin Tin
- c) Lassie
- d) Pluto

12) Several major attractions in Disneyland are presented free, and include:

- a) Great Moments with Mr. Lincoln
- b) The Golden Horseshoe Revue
- c) "America the Beautiful"
- d) All of the above

13) "The Pirates of the Caribbean" are brought to life by a special process developed for Disneyland called:

- a) Carousel Theatre
- b) Circle-Vision 360
- c) Audio-Anamatics
- d) Computerized Characterization

14) "The Small World" is an attraction that:

- a) shrinks visitors to a microscopic size and a journey to the center of the Atom.
- b) takes you on the happiest cruise that ever sailed 'round the world.

- c) presents in an educational, yet entertaining manner,
the 5 billion year history of the planet Earth.

15) Match the restaurant with the specialty for which it is known:

- | | |
|-------------------------------|-----------------------|
| a) Blue Bayou | Matterhorn Sundae |
| b) Tahitian Terrace | Pineapple Boat |
| c) American Egg House | Monte Cristo Sandwich |
| d) Carnation Ice Cream Parlor | Crepes, Omelettes |

The seven theme lands in Disneyland are: Main Street, U.S.A.; Adventureland;
Frontierland; Fantasyland; Tomorrowland; New Orleans Square and Bear Country.

Identify the location of each of the following attractions.

- 16) Haunted Mansion
- 17) Davy Crocket's Explorer Canoes
- 18) Voyage Through Inner Space
- 19) Skyway to Tomorrowland
- 20) Jungle Cruise
- 21) Big Thunder Mountain Railroad
- 22) Double-decker bus
- 23) America Sings
- 24) Casey Jr. Train
- 25) Swiss Family Robinson Treehouse

ANSWERS -- TIMELY TRIVIA

- 1 - c
- 2 - c
- 3 - c
- 4 - b
- 5 - b
- 6 - b
- 7 - d
- 8 - b
- 9 - c
- 10 - b
- 11 - d
- 12 - d
- 13 - c
- 14 - b
- 15 - a *Monte Cristo Sandwich*
b *Pineapple Boat*
c *Crepes, Omelettes*
d *Matterhorn Sundae*
- 16 - *New Orleans Square*
- 17 - *Bear Country*
- 18 - *Tomorrowland*
- 19 - *Fantasyland*
- 20 - *Adventureland*
- 21 - *Frontierland*
- 22 - *Main Street, U.S.A.*
- 23 - *Tomorrowland*
- 24 - *Fantasyland*
- 25 - *Adventureland*

PARK PERSONALITY PUZZLE

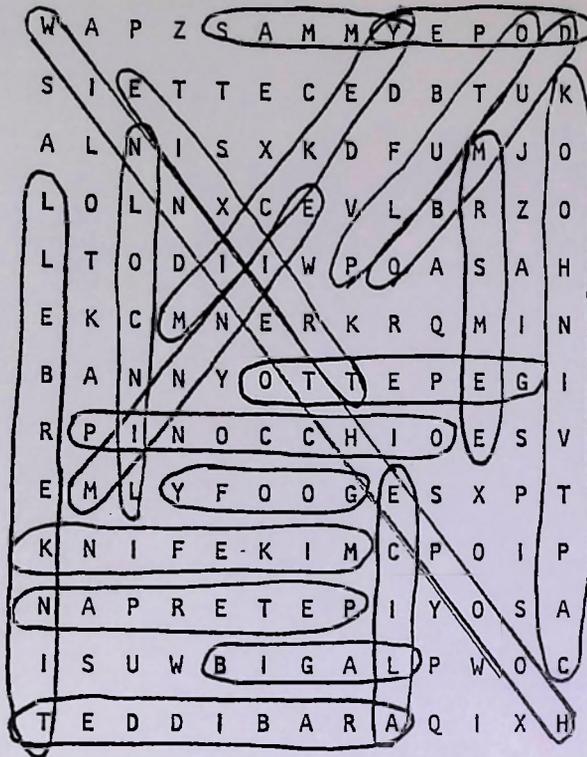
Find the twenty Disneyland VIPs hidden in the puzzle, using the hints and clues below:

W A P Z S A M M Y E P O D
S I E T T E C E D B T U K
A L N I S X K D F U M J O
L O L N X C E V L B R Z O
L T O D I I W P O A S A H
E K C M N E R K R Q M I N
B A N N Y O T T E P E G I
R P I N O C C H I O E S V
E M L Y F O O G E S X P T
K N I F E K I M C P O I P
N A P R E T E P I Y O S A
I S U W B I G A L P W O C
T E D D I B A R A Q I X H

- 1) This bear's got a thing for hunny (3 words)
- 2) You'll share Great Moments with Mr. _____
- 3) He's got no strings
- 4) Mickey's first lady
- 5) Pixie duster
- 6) Come up and see her sometime
- 7) Wonderland adventuress
- 8) Pinocchio's Pygmalion
- 9) He's the leader of the club that's made for you and me
- 10) Tuneful raccoon
- 11) If he could, he would "whistle while he worked"

- 12) Peter Pan's nautical nemesis (2 words)
- 13) Keel boater (2 words)
- 14) "Blood on the Saddle" soloist (2 words)
- 15) Flying pachyderm
- 16) Mickey's canine companion
- 17) He lost his shadow
- 18) Captain Hook's henchman (2 words)
- 19) Tears will be the chaser for her wine
- 20) Noted for his brilliance?

- | | |
|--------------------|------------------|
| 1) Mangle-the-Pool | 11) Snow |
| 2) Lincoln | 12) Captain Hook |
| 3) Pinocchio | 13) Alice King |
| 4) Nixie | 14) Snow-It |
| 5) Tinkerbell | 15) Snow |
| 6) Tooty Sara | 16) Flute |
| 7) Alice | 17) Peter Pan |
| 8) Captain | 18) Mr. Snow |
| 9) Mickey | 19) Trivia |
| 10) Snow | 20) Goofy |



- | | |
|--------------------|------------------|
| 1) Winnie-The-Pooh | 11) Dopey |
| 2) Lincoln | 12) Captain Hook |
| 3) Pinocchio | 13) Mike Fink |
| 4) Minnie | 14) Big Al |
| 5) Tinkerbell | 15) Dumbo |
| 6) Teddi Bara | 16) Pluto |
| 7) Alice | 17) Peter Pan |
| 8) Gepetto | 18) Mr. Smee |
| 9) Mickey | 19) Trixie |
| 10) Sammy | 20) Goofy |

PROMOTIONS

Promoting the Family Reunion at Disneyland will be enhanced only by a continuing series of special events and programs beginning on January 1, 1980, and continuing through December 31, 1980. We should keep in mind that no new attraction is planned for opening in 1980, therefore, we must develop a program that will provide guests with the incentive to visit us...preferably more than once during our anniversary year.

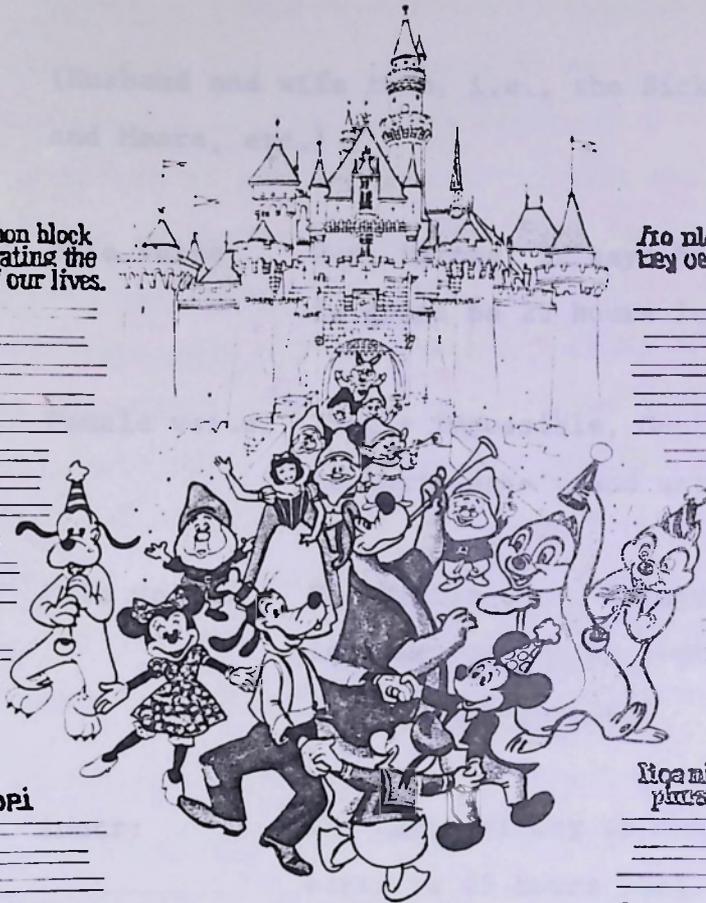
In addition to the standard promotional activities (target markets, radio, television and participant promotions), we must give immediate thought to a promotional calendar with events of a varying nature planned for the entire year. The next section of this plan deals with such events and programs.

-- The 25 Hour Party - July 17 marks the "official" park birthday and what better way to celebrate by the most gala party event in Disneyland history? Billed as a hard ticket event...guests can arrive at the beginning (July 16 at 6:00 a.m.) and stay until the party ends 25 hours later. Top name entertainment, party favors, special activities, etc., all mark the festive occasion. At midnight on the 16th, special fireworks herald the 17th and the official date. The festivity continues all through the night as in our Grad Nite programs. Guests not participating in the program would begin leaving the park in "mix-in" fashion on the evening of the 16th.

THE HAPPIEST DAY AT THE HAPPIEST PLACE IS 25 HOURS LONG.

It's a marathon block
party celebrating the
best ears of our lives.

It's a marathon block
party celebrating the
best ears of our lives.



Utah is thopi

Utah is thopi

Disneyland.
Family Reunion

RADIO COPY

PRODUCT Disneyland
TITLE 25 Hour Birthday Party
LENGTH :30
WRITER Whitcomb
DATE July 7, 1978

ADVERTISING

VOICE or SOUND

COPY

(Husband and wife team, i.e., the Bickersons, Stiller and Meara, etc.)

Male Voice: Hey, Martha, it says here that July 17 is gonna be 25 hours long!

Female voice: That's impossible, George. Daylight Savings doesn't end until October.

Male voice: No, Martha . . . Disneyland - DISNEYLAND is creating the 25 hour day for it's 25th birthday party!

Annrcr: The happiest day in the happiest place on earth is 25 hours long. Special events and continuous entertainment are only part of our gala birthday celebration and year-long family reunion. Come relive 25 silver years, July 17, at Disneyland, where the fun's just begun!

BRING UP, SOFT
AND LOW, 25th
BIRTHDAY/REUNION
JINGLE.

-- Birthday Party Ticket Book - A number of plans have been suggested in conjunction with ticket media but all are in agreement that a special value book is appropriate for 1980. There are several ways to construct this program:

- 1) 25 Elements - This book contains coupons which total 25 in number. Included is an attraction/food/premium mix that offers opportunities for redemption of a special birthday gift and perhaps a piece of birthday cake at participating food facilities within the park.
- 2) \$25 Value Book - There are a number of opportunities in dealing with this concept. Foremost is a book that more or less parallels our two day book. Included are two general admissions and portions of the above mentioned book. The guest is urged to buy the book to use again at a later time during the year as we attempt to increase repeat visitation.

We might also form a \$25 book of general admissions designed to call attention to the benefits of repeat visitations.

-- Main Gate Premium Items - Guests who attend the family reunion should walk away with something special as a remembrance of their day at the park. Possible premiums include:

- 1) Certificates
- 2) Posters of the Family Reunion art logo
- 3) Souvenir Disneyland history book/pamphlet
- 4) Disneyland party favor

We might consider a rotation of Main Gate premium items to encourage the repeat visitation factor.

-- Family Reunion Birthday Photo - Perhaps tied to a park film participant this concept utilizes the Pete's Dragon technique. A family or group is seated within a set and photographed. When the photo is developed, characters magically appear in the Family Reunion setting. This program can be used promotionally, as a ticket book coupon or as a general merchandising opportunity.

-- Your Birthday-Our Birthday - If you attend Disneyland on your birthday, you're admitted free! Guests will be asked to present some form of identification and will receive a free general admission or perhaps be eligible for a premium or special Birthday Ticket Book offering a higher mix of "E" tickets.

-- Disneyland Newspaper - Distributed free or sold at a small fee, a monthly or perhaps bi-weekly publication will trace the history of the park and include past events of historical importance that might relate to the time of year the guest is visiting. This item could take the place of our present Disneyland Guide and tell the Disneyland story in a novel and visually attractive way.

-- Disney Film Program - A free attraction for the birthday year! Highlights of memorable moments in corporate history over the past 25 years could be presented in a special film program in the Fantasyland Theatre or Walt Disney Story.

Included in this presentation could be news clips or famous guests at Disneyland, Studio film product and other events including grand openings and special ceremonies.

In addition...if it still exists, the Preview Corner on Main Street should be refurbished to include an update of future attractions or perhaps can be turned into an historical museum reflecting back on the 25 year history of Disneyland. Elements of the programs described here could also be used in target market activities.

-- Anniversary Program - For guests married in 1955 or those attending the park on their specific anniversary day or perhaps honeymoon...we should consider additional ticket book values.

Thought has also been given to the development of an old ticket redemption program. Throughout the year, or on special days, old Disneyland tickets could be redeemed for "E" tickets as would be indicated on a special redemption schedule.

-- Disneyland Family Reunion Photo Contest - Here is another good opportunity for a park film participant. We would launch a search for the most unique photographs taken at Disneyland by our guests over the past 25 years. Winners will receive photo equipment and sweepstakes style prizes offering Disneyland destination vacations.

-- Travel Company Family Reunions Program - Just what the name implies...we work with the Walt Disney Travel Company in planning for packages that bring families together at Disneyland. Once these families arrive at the park, we develop a special program that includes an unlimited ticket package and premium items.

-- Disneyland Attraction Birthdays - Throughout the year we call attention to featured park attractions by hosting a number of smaller birthday parties. During "Jungle Cruise Week" or "Month," admission is free and we work with WED in developing a small interesting photo exhibit for placement within the immediate vicinity of the attraction. We can take this step further by celebrating a "Tomorrowland Anniversary" or "Reunion" in which we celebrate on a larger scale. Our advertising can change to hype these events as well as our promotional message.

-- In-Park Identification and Entertainment - Throughout the Birthday Year...we must look to Entertainment to assist in a number of important events that will supplement our promotional and group sales programs. In line with this, we should consider the following:

Disneyland Birthday/Reunion Parade - A major presentation on the scale of our Bicentennial Parade with floats tracing the memorable elements in the 25 year history of the park and the corporation especially in the motion picture area. Floats here could include a year by year tracing of new attractions, facilities and, in some cases, even Disneyland participants.

Disneyland-Our Home Town - A multi-media spectacular in the Fantasyland or Lincoln Theatre using live singers and dancers, film footage, slides, characters and an imaginative set.

This show would be a fast-paced look at the past, present and future of Disneyland. Not getting too involved with the historical aspect...the show will concentrate on present and future attractions and the "Disneyland will never be completed" theme.

In keeping with the Family Reunion media campaign...characters and performers will be positioned as the family who lives in the park and run it.

Traveling Entertainment Troupe - In line with general promotional opportunities...we should plan on a "road crew" to take our message to selected major target markets. Utilizing the theme of a Family Reunion...exciting audio-visuals and performers/characters will tell the Disneyland story. A sponsor will be sought in each market to fund the program and support it with Disney directed media instructions including campaigns on radio, television and in newspapers. A complete media kit will include:

- 1) Ad mats
- 2) Posters
- 3) Radio spots
- 4) Slides
- 5) Press releases and photos
- 6) Sweepstakes forms for tie-in promotions

Markets for participation in this program will include:

- 1) Phoenix
- 2) San Francisco
- 3) Sacramento
- 4) Portland
- 5) Seattle
- 6) Denver
- 7) Houston
- 8) Salt Lake City
- 9) San Diego

-- Disneyland Participants - the Participant Program offers numerous opportunities for high powered promotions during the Family Reunion year. Work should begin on the development of a professional presentation to all past and present participants which clearly indicates that they are a part of our family...hence their involvement in the family reunion.

In line with these presentations, we will offer a number of programs our participants will be eligible for. Included are the following:

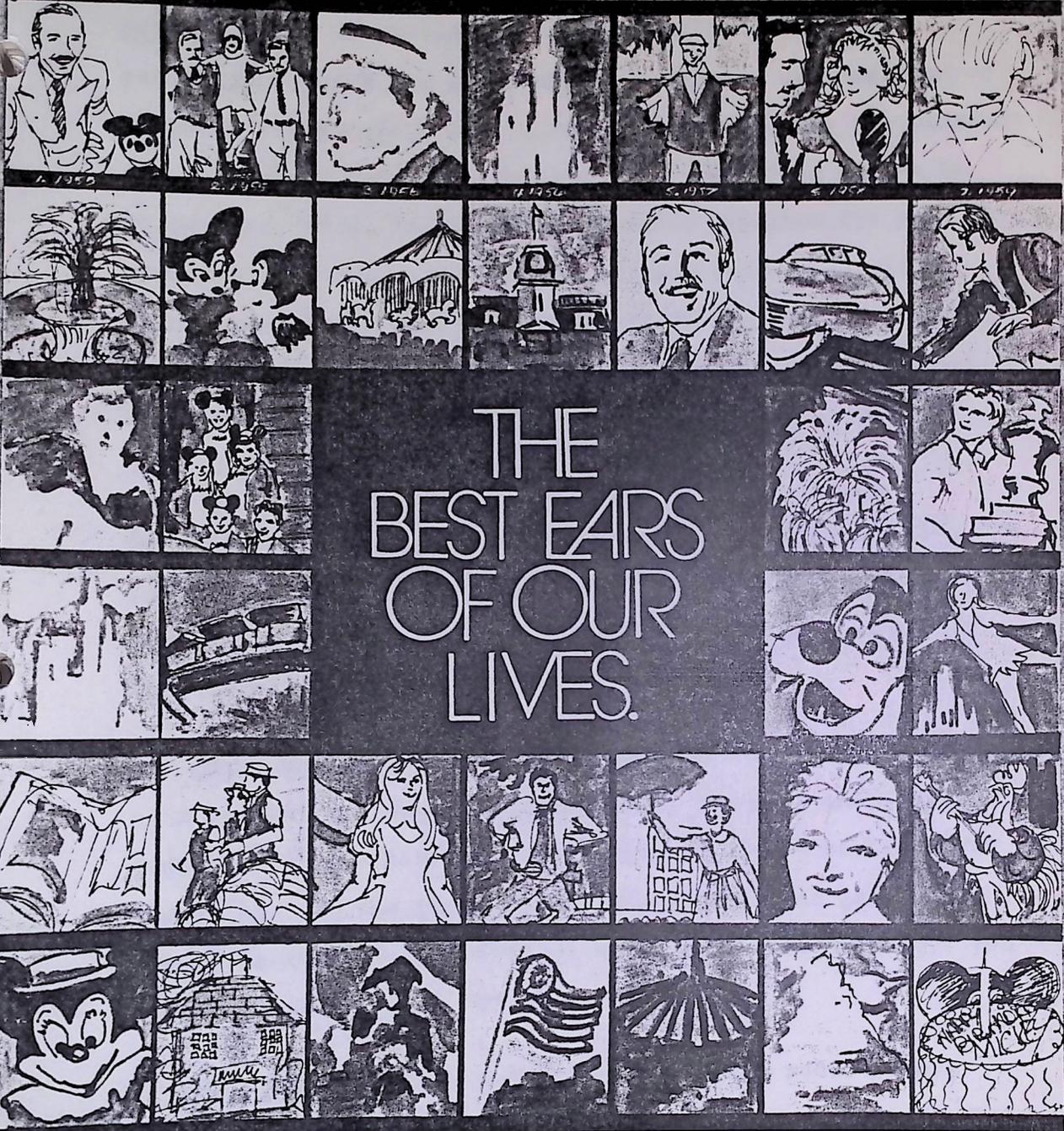
Newspaper Supplement - Exclusive sponsorship by Disneyland participants including some limited opportunities for selected past participants (Kodak, etc.). The supplement will be a colorful look at the past, present and future of the park told in a highly visual and entertaining way. We may even adapt certain elements of the Disneyland comic strip discussed in the Advertising section of this plan. Most importantly in the

planning of this supplement, we should keep in mind that it will be at all times a highly effective media buy. We should also work with participants to be sure that their individual messages make the program profitable to them and somehow tie to their Disneyland association.

With the proper creative approach and presentation, we are confident the supplement can be produced and distributed in selected markets at little or no cost to Disneyland.

If, for some reason, we decide against a full blown supplement, additional opportunities exist for full color, one page inserts with participant sponsorship mentions on one side with a Family Reunion/Birthday message on the other. This will lessen the costs involved and might even be used in conjunction with a formal supplement program but in smaller markets.

Participants Anniversary Program - With all that's going on... let's give the participants something to celebrate as well. On the anniversary of in-park participant openings, we should work with interested sponsors in a reunion celebration of their own! Special ticket media for trade guests/press and selected non-licensed premium items (a Coca-Cola Main Street tray, Bank of America 1890's Main Street trolley car bank, etc.) for distribution to customers and employees could be an important part of this program.



THE BEST EARS OF OUR LIVES.

1. Mickey Mouse
2. Mickey Mouse
3. Mickey Mouse
4. Mickey Mouse
5. Mickey Mouse
6. Mickey Mouse
7. Mickey Mouse
8. Mickey Mouse
9. Mickey Mouse
10. Mickey Mouse
11. Mickey Mouse
12. Mickey Mouse
13. Mickey Mouse
14. Mickey Mouse
15. Mickey Mouse
16. Mickey Mouse
17. Mickey Mouse
18. Mickey Mouse
19. Mickey Mouse
20. Mickey Mouse
21. Mickey Mouse
22. Mickey Mouse
23. Mickey Mouse
24. Mickey Mouse
25. Mickey Mouse
26. Mickey Mouse
27. Mickey Mouse
28. Mickey Mouse
29. Mickey Mouse
30. Mickey Mouse
31. Mickey Mouse
32. Mickey Mouse
33. Mickey Mouse
34. Mickey Mouse
35. Mickey Mouse
36. Mickey Mouse
37. Mickey Mouse
38. Mickey Mouse
39. Mickey Mouse
40. Mickey Mouse

Sweepstakes - We should plan on presenting a number of participants with the opportunity to develop national and/or regional sweepstakes opportunities with us during the birthday year. Formats for these contests can range from quizzes on Disneyland trivia to gathering families together for real reunions at Disneyland. Potential participants should be approached with a specific presentation and concept in mind. We should suggest the format and have ready ad mats, point of sale materials and additional marketing tools that will make the promotion a success.

In addition to programs outlined within this section thus far...a number of additional local opportunities exist in dealing with media and selected retail oriented operations. Some ideas:

-- Radio Promotions - We should consider the development of a promotional package highlighting the past and present growth of the park with a smattering of Disney movie trivia thrown in. We can play on 25...the 25th caller gets a chance to compete...25 friends win a day at Disneyland...you win 25 admissions and "E" ticket books, etc.

We will also develop a package to encourage radio remote broadcasts at selected "right" opportunities throughout the year. We may also consider a daily broadcast by a well known personality for the entire year.

-- Television Promotion - It goes without saying that we will actively pursue standard opportunities in promoting the park on local television programs. We will take this one step further and consider network spots or local origination shows with possibilities to include:

- 1) Dinah
- 2) Merv Griffin
- 3) Mike Douglas
- 4) Phil Donahue
- 5) AM America
- 6) Today

-- Special Value Campaigns - We envision a continuation of these programs during the celebration year similar to ones that exist now (A.A. Anshelm residents, W. Subscriptions, etc.). Primary goal of these promotions is to increase visitation past initial visit in 1980. We might extend our Anshelm direct mail campaign to other Orange County cities who have been a part of our family since 1955 as well.

-- Anniversary Media Promotions - Disneyworld is the only institution celebrating an anniversary in 1980. Our research shows a number of public media celebrations as well. Since we both have something to celebrate... we've planned a Happy birthday promotion that offers readers/viewers and listeners a chance to compete in Disney and destination vacations. In the broadcast area, we also plan to encourage long distance

-- Newspaper Promotions - For the 25th year, we plan on creating a newspaper promotional package designed simply as a reader interest/circulation builder. The format is in the form of a word game with clues with appeal to all members of the family. A hint and clue is given each day and become progressively harder as the promotion continues to its end after 21 days. Winners are chosen on the basis of correct answers and win trips with their families to a family reunion at Disneyland. Newspapers involved in the program must also agree to run a specific amount of editorial copy and photographs. Placement of this promotion is intended for major markets only throughout the year.

-- Special Value Campaigns - We envision a continuation of these programs during the celebration year similar to ones that exist now (AAA, Anaheim residents, ON Subscription TV, etc.). Primary goal of these promotions is to increase visitation past initial visits in 1980. We might extend our Anaheim direct mail campaign to other Orange County cities who have been a part of our family since 1955 as well.

-- Anniversary Media Promotions - Disneyland isn't the only institution celebrating an anniversary in 1980. Our research shows a number of public media celebrations as well. Since we both have something to celebrate...we've planned a Happy Birthday promotion that offers readers/viewers and listeners a chance to compete in Disneyland destination vacations. In the broadcast area, we also plan to encourage long distance

remote broadcasts on the station's birthday. A listing of potential birthday promotion participants follows:

PUBLICATIONS & BROADCAST STATIONS THAT BEGAN IN 1955

"PERIODICALS"

ABOUT TOWN - 1955 - 1665 W. Broadway, Vancouver 9, B.C., Canada
5,000 circulation

THE HIGH WAY MAGAZINE - 1930 - Westminster Hill, Canterbury Ct.
Canterbury, Con. 06331 1,800 circulation

"NEWSPAPER SUPPLEMENTS"

AMERICAN ARMED FORCES FEATURES - 1955 - W.B. Bradbury Co.,
405 Lexington Ave., New York, New York 10017
815,000 circulation
Armed Forces Newspapers Editor - Willima Lieberman

"NEWSPAPERS"

SAN GABRIEL VALLEY TRIBUNE - 1955 - 2037 W. San Bernardino Road
West Covina, California 91723 80,000 circulation

THE VILLAGE VOICE - 1955 - Village Voice, Inc., 61 Christopher
New York, New York 10014
Off-beat news 118,000 circulation

"TV STATIONS"

KTVK-TV - 1955
3435 N. 16th Street, Phoenix, Arizona (602) 266-5691
Burton LaDow, General Manager

KCRA-TV - 1955
310 Tenth Street, Sacramento, Cal. 95814 (916) 444-7300
Don Saraceno, General Manager

KXTV - 1955
P.O. Box 10, Sacramento, Cal. 95801 (916) 441-2345
Joseph Lake, Vice President and General Manager

KNTV - 1955
645 Park Avenue, San Jose, Cal. 95110 (408) 286-1111
Bob Hosfeldt, Vice President and General Manager

WPBT - 1955 (PVS)
P.O. Box 610001, Miami, Florida 33161 (305) 949-8321
George Dooley, President and General Manager

WBIQ - 1955 (PBS)
2101 Magnolia Avenue, Birmingham, Alabama 35205 (205)328-8756
Frank Martin, Director

WTVY - 1955
P.O. Box 1089, Dothan, Alabama 36301 (205 792-3195
Charles Woods, President and General Manager

WKRQ-TV
P.O. Box 2367, Mobile, Alabama 36601 (205) 432-5501
C.P. Persons, Executive Vice President and General Manager

KFAR-TV - 1955
516 Second Avenue, Fairbanks, Alaska 99701 (907) 452-2125
Alvin Brunstedt, General Manager

WCTV - 9/15/55
P.O. Box 3048, Tallahassee, Florida 32303 (904) 385-2121
Joseph Hosford, Vice President and General Manager

WFLA-TV - 2/14/55
P.O. Box 1410, Tampa, Florida 33601 (813) 229-7781
C. Wesley Quinn, General Manager

WTVT - 4/1/55
P.O. Box 22013, Tampa, Florida 33622 (813) 876-1313
Eugene Dodson, President and General Manager

WPEC-TV - 1/1/55
Fairfield Drive, West Palm Beach, Florida 33407 (305) 848-7211
Alex Dreyfooz, President and General Manager

KGMD-TV - 5/15/55
58 Manaolana Place, Hilo, Hawaii 96720 (808) 935-5461
General Manager not listed

KGMV-TV - 4/24/55
P.O. Box 1574, Kahului, Maui, Hawaii 96732 (808) 244-5348
Julius Vetter, Station Manager

KMVI-TV - 11/28/55
P.O. Box 550, Wailuka, Maui, Hawaii 96793
General Manager not listed

KMVT-TV - 5/30/55
Eastland Drive at Elizabeth Blvd.
Twin Falls, Idaho 83301 (208) 733-1280
Harold O. Hirte, Executive Vice President and General Manager

WTTW-TV - 9/5/55
5400 N. St. Louis Avenue, Chicago, Ill. 60625 (312) 583-5000
Educational TV Station
William McCarter, President and General Manager

WILL-TV - 8/1/55
1110 W. Main Street, Urbana, Ill. 61801 (217) 333-1070
PCS
Donald Mullally, Director of Broadcasting & General Manager

WNDU-TV - 7/15/55
P.O. Box 1616, South Bend, Indiana 46634 (219) 233-7111
Owned by University of Notre Dame NBC affiliate
W. Thomas Hamilton, Executive Vice President and General Manager

KTVO-TV - 11/21/55
P.O. Box 945, Kirksville, Missouri 63501 (816) 665-7781
Alvina Britz, General Manager

WBRZ-TV - 4/14/55
P.O. Box 2906, Baton Rouge, Louisiana 70821 (504) 344-2641
Jules Mayeaux, General Manager

KLFY-TV - 6/3/55
P.O. Box 3687, Lafayette, Louisiana 70501 (318) 233-2152
Thomas Pears, General Manager

KTBS-TV - 9/3/55
312 E. Kings Highway, Shreveport, Louisiana 71109 (318) 868-3644
E. Newton Wray, President and General Manager

WTVS-TV - 10/3/55
7441 Second Blvd., Detroit, Michigan 48202 (313) 873-7200
James Christianson, General Manager PBS

KMSP-TV - 1/5/55
6975 York Avenue South, Minneapolis, Minnesota 55435 (612) 925-3300
Donald Swartz, President and General Manager

KORK-TV - 1/23/55
P.O. Box 550, Las Vegas, Nevada 89101 (702) 451-7600
Gene Spry, Vice President and General Manager

"RADIO"

KDEO(AM) - 1955
El Cajon, California

KIDD(AM) - 1955
Monterey, California

KOXR(AM) - 6/11/55
Oxnard, California

KRNW(FM) - 10/1/55
Boulder, Colorado

KSSS(AM) - 3/55
Colorado Springs, Colorado

KYME(AM) - 12/4/55
Boise, Idaho

KOZE(AM) - 10/6/55
Lewiston, Idaho

WAMM(AM) - 12/5/55
Flint, Michigan

KWSN(AM) - 11/55
St. Joseph, Missouri

KATZ(AM) - 1/3/55
St. Louis, Missouri

KOVN(AM) - 9/25/55
Billings, Montana

KPTL(AM) - 5/14/55
Carson City, Nevada

KONE(AM) - 1/29/55
Reno, Nevada

KGRT(AM) - 12/15/55
Los Cruces, New Mexico

WAVI(AM) - 3/1/55
Dayton, Ohio

WSAI(FM) - 1955
Cincinnati, Ohio

KFLY(AM) - 8/55
Corvallis, Oregon

KQIZ(AM) - 9/15/55
Amarillo, Texas

KZIP(AM) - 9/15/55
Amarillo, Texas

KLBK(AM) - 1/1/55
Lubbock, Texas

KSOP(AM) - 2/1/55
Salt Lake City, Utah

KWHO(AM) - 11/15/55
Salt Lake City, Utah

KBAM(AM) - 8/15/55
Longview, Washington

KZUN(AM) - 11/55
Opportunity, Washington

KREM(FM) - 9/55
Spokane, Washington

KPEC(FM) - 2/1/55
Tacoma, Washington

-- Corporate Promotional Opportunities - A number of prime promotional programs should be investigated for implementation on the corporate scale during 1980. Included could be the following:

-- Buena Vista - Motion picture tags promoting the birthday should be placed at the end of all releases. We should consider a slide or an entertaining clip that tells the Family Reunion story.

Buena Vista might also consider a sweepstakes in which theater goers all over the country are eligible to obtain an entry blank and enter to win a reunion at Disneyland. The sweeps could center around the release of our major motion picture for 1980. This would all add to the excitement.

-- Character Merchandise - We have been assured that a limited number of merchandise units themed to the 25th will be available in the marketplace. We will engage in promotional programs with several manufacturers on a national scale perhaps in selected merchandise promotions with major department stores in target market areas.

We will also consider a national merchandise sweepstakes with one retailer (perhaps Sears) or a number of retailers as was done in conjunction with Mickey's 50th birthday.

Additional opportunities exist with:

- 8mm home movies
- Publications (comic strips, coloring books, Golden books)
- Records
- Educational materials

PRIVATE PARTIES

The following is a brief summary of ideas for the 1980 private party season in conjunction with Disneyland's 25th Birthday. It is imperative to maintain the value of the private party. Our private parties must be competitive in value to that of the regular day. We would like to make sure that the guest not only visits the park during the exciting day activities of the birthday celebration, but also the private party.

The Main Street Electrical Parade

In reviewing all the possibilities, and gauging from our private party guests inquiries, a repeat Electrical Parade would be a perfect addition to the private party festivities. Exclusivity is the key here. We would like to offer the party guest something that is not available to the regular paying guest. In addition, the second request we hear most often is "will there be fireworks?" We are sure the parade and fireworks can not only generate more enthusiasm for a repeat visit, but also greatly increase ticket sales for our private parties during our 25th birthday.

Special Promotions

Coloring Contest Sweepstakes - "Take Your Family to Disneyland's 25th Birthday Party."

- 1) Children of employees eligible to enter
- 2) Various age groups judged separately by our own Disneyland artists.

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- 1) Children of employees eligible to enter
- 2) Various age groups judged separately by our own Disneyland artists.

- 3) Grand Prize winners would receive overnight accommodations for their families at the Disneyland Hotel, private party tickets and dinner at the Blue Bayou.
- 4) Mickey Mouse will greet winners at the private party.
- 5) Photos taken the night of the event for follow-up story in their company newsletter.
- 6) Contest runners-up could receive limited edition commemorative coin.

Family Pictures with Characters

- 1) Especially appropriate with our Family Reunion theme.
- 2) Photo offer could be made many ways:
 - a) complimentary photo with every purchase of 4 tickets
 - b) nominal charge for photo
 - c) contest winners could receive photo as a prize
 - d) offer photo for full price

Publicity "Kick-off" - In addition to our regular promotional blitz, we will start a special month-long promotion with a formal presentation of a birthday cake by the Disneyland characters to the president of each of our private party companies. This would be a good way to incorporate them into our birthday celebration and to obtain publicity in their in-house publications. This promotion will be like a month-long Disneyland birthday party at each company. The cafeteria will be turned into Disneyland with Disney posters, themed menus (Mickey Mouse salad, Pluto dogs, birthday cake, etc.), Disney music piped in, film trailers and more. The finale will be a character visit to award prizes to the winners of the sweepstakes.

Night of the Private Party

- 1) Birthday party favors - streamers, party hats, noisemakers
- 2) Complimentary birthday cake
- 3) Limited edition birthday poster

FAMILY FUN

For the companies/organizations that are involved in our Family Fun program the following will help specialize both the benefit they are providing their employees or members with our birthday celebration promotions:

- 1) Specialized promotional materials
- 2) A redeemable coupon for a piece of birthday cake offered at several food facilities throughout the park
- 3) Photo locations set up to have a picture taken with characters, advertising our 25th Birthday and set up with a redeemable stub.

GRAD NITE

The Grad Nite program was specifically designed to offer the high school senior an all-night party following their graduation ceremonies. By having themed promotional and complimentary materials, top name entertainment and specialized merchandise, we are able to highlight the importance of their graduations. This package has an indirect effect on attendance, the main drawing card is our ability to offer a complementary program for the celebration of their graduation.

However, by incorporating the following ideas, we could make the graduate more aware of the park's birthday, so they would return (with family and friends) to enjoy the special programs offered throughout the year.

- 1) Special treatment of promotional materials
- 2) "Happy 25th Birthday" flags attached to toothpicks we already use to accompany food throughout the park
- 3) Special park decor
- 4) Slice of birthday cake as part of the special Grad Nite menu
- 5) Incorporate the birthday theme at all photo locations

JUNIOR GRAD PARTIES

The Junior Grad Parties are a program we offer specifically to accent the important event of graduation from Junior High School. The following suggestions will not increase their participation in the program, however, they will enable us to add to their experience when they visit the park and also to make them aware of our 25th Birthday celebration.

- 1) Specialized promotional materials
- 2) A redeemable coupon for a piece of birthday cake offered at several food facilities throughout the park
- 3) An exchange card for a complimentary photo (contingent on whether they set up the photo program for the 25th Birthday)

PROPOSED DISNEYLAND-OLYMPICS YOUTH PROGRAM

Purpose

Over the past several years, we have faced a continuing challenge of maintaining a high level of attendance at our various youth events. This has been due mainly to the proliferation of competitive organizations who have gone after the youth market with aggressive solicitation efforts, offering greater discounts, financial rebates, and other methods of enticement for this lucrative market.

Naturally, we have felt the need to develop new ideas within our normal youth activity concept which would encourage maximum participation on the selected youth events. Special value ticket media and premium giveaways, such as the recent Disneyland disbee, have both served to help us maintain a consistently good level of participation. But we see the need to do better.

Suggested Activity

Many of the youth leaders of the various organizations have indicated a need to make the youth activity more than just a fun day at Disneyland. They want also to involve the youth leaders in programs which would nurture a closer relationship between leader and youth.

We have attempted to come up with an idea that would represent a good response to this request, without it becoming operationally unworkable for us. Two things come to mind. There seems to be

a constant focus on athletic competition of all types. Also, we recognize a new awareness in physical fitness, both at the youth and adult level. Therefore, we felt that we could come up with a program that would involve a physical fitness, and/or athletic-type simple competition.

Background

We recently had some experience with an activity of this nature. During the 1978 California Dental Association convention in Anaheim, a special program was held entitled "Fitness for Life." At the Anaheim Convention Center, there were various locations which enabled interested persons to participate in a physical fitness evaluation. During the CDA special mix-in party at Disneyland, we agreed to permit them to hold this event in conjunction with the party. Since it was a new activity for us and seemingly somewhat out of context with park activities, we permitted them to conduct this activity only on the stage of the Fantasyland Theatre. The activities they conducted were:

- 1) Modified push-ups
- 2) Leg-ups
- 3) Standing broad jump
- 4) Agility run
- 5) 50 meter sprint
- 6) Run

Each participant was given a score on his performance on each of the events. He was then given a certificate indicating that

he had participated in this event, and gave his ranking in his specific division, and also listing the total number of points he scored.

We believe a similar simple competition could be successfully held in the park. Something along the lines of the "Fitness for Life" program could be developed, which requires very little space in which to hold the competition. We envision several locations throughout the park, enabling a great number of the youth to participate.

Frankly, this is just the seed of an idea. It requires a great deal of consultation with experts in physical recreation. We could gain some valuable insight into the potential of this program by consulting with those people who developed the "Fitness for Life" program. Each person is a highly accomplished athlete. Two of them placed second in the national decathlon championship. Each is very youth-oriented... and each would, we believe, be more than willing to assist us in the development of this program.

We envision a competition program based upon individual scoring. There would be established categories for specific age groups. The highest scorers in each category during the specific youth day would advance to the semi-final competition, to be held in the park at a given date, with the winners advancing to the final competition, which would conclude at the end of the spring season, just prior to the beginning of our summer schedule.

Corporate Involvement

We believe there is an opportunity to involve outside corporate participation. We could solicit prize contributions from companies such as Adidas, Nike, Cronus and others whose products are utilized in various athletic and physical fitness activities. We could offer these companies advertising exposure in the promotional material which we would prepare for the various youth organization. Last year, we printed some 600,000 flyers which were mailed to the various youth leaders and groups. Certainly we would expect to print a similar, if not greater, quantity to publicize the 1980 youth program. This would involve no new out-of-pocket expenses for us, since it is customary for us to provide this promotional assistance to publicize the youth event.

Awarding of Prizes

As previously stated, we envision the competition being divided into age categories...probably not more than 3. Therefore, there would be prizes awarded to the top scorers in each of these categories. It has been suggested that perhaps the grand prize for each category would be a trip to Walt Disney World. There is also a possibility that some corporation might wish to provide money toward a scholastic scholarship. It is something that could certainly be pursued.

Market Potential

In our local Southern California market, there are more than 1 million young people who become potential participants for us. Based upon the 600,000 mailing we did last year, our results totaled a 10% factor. With considerable lead time which we have to our advantage and the opportunity to work closely with the leaders of the various youth organizations plus an on-going, hard-hitting publicity effort, we are confident that we can set an all-time record for youth event attendance. Interest leads to motivation. We are confident that we can successfully interest the youth leaders in this program. We think it deserves a chance. Given that chance, we have every hope that it will work.

YOUTH EVENTS

The following are a few ideas we might be able to implement for the 1980 Youth Events. Naturally, our first consideration is the question "Will this help increase gate attendance?" For that reason, a tie-in with the park's 25th Birthday is the most obvious way to arouse response to our marketing.

Probably the best way to insure a good attendance at our events would be to establish good contacts with the local youth groups well in advance. Logically, having a good youth event program set for this current year will definitely facilitate smooth communication the following season. We must make a conscious effort to drastically expand our existing program in time for our full out effort for 1980.

Looking ahead, the summer of 1980 will be the time that all the country is looking toward Moscow for the Summer Olympics. If we can tie-in with that public interest, we can use their awareness and transform it into ticket sales.

Some possible ideas include: an outreach to all athletic clubs in the L.A. area, and invite them to a special afternoon at the park. We can have famous celebrities present to sign autographs or give some demonstrations. Perhaps an advertising campaign publicizing an "Olympic Day" in the park can be used to draw members of swimming/track/gymnastic or other Olympic sports clubs into the park where special entertainment can be provided.

We might even be able to hold some type of athletic competition like a mini-Marathon run (2.6 miles) around the Park before opening hours, with the finish covered by the media. Although that won't necessarily increase attendance, it might draw attention to our Olympic Day. Perhaps a Canoe Race Tournament can be arranged, with each small group sending one delegate rowing a 20 man canoe around Tom Sawyer's Island. The winning boat will have the opportunity to meet the winning boat from all the other youth events. That day, we will be sure to see family members and friends pay to enter the Park to cheer their crew to a possible free trip for four to Disneyland. We might attempt such an assignment this year with the Boy Scouts, and see if it could be done on a larger scale the following year.

For the 25th Birthday, we might be able to split teams into members whose ages add up to 25. Those teams would then be the standard for the canoes' four lap race around the island.

Another possible idea would be to offer each youth group a premium item for each four tickets that are sold through our mail-in campaign. A nice metal commemorative coin could be minted and presented to each four tickets. The coin would have the date and Disneyland's 25 year art on one side, and the reverse could remain smooth, allowing a place to attach a sticker especially printed for each group. It would increase ticket sales, and it would be relatively inexpensive.

I assume the Studio will have a 20-30 minute film showing the history of the Park, and we can distribute copies to the various small groups. We might be able to charge a small fee to cover our costs, and the children would be more likely to pay attention to our plea to attend their special events.

We cannot forget to actively sell our new attraction opening the year before, and Thunder Mesa will definitely have a great drawing power. We can model our coins or even a promotional patch around that attraction. ("Explore the New Frontier").

A Birthday Party can also be provided for members of the youth groups, with Mickey present. We can have the individual groups try to blow out candles on a birthday cake or even feed them some ice cream after they sing "Happy Birthday" to the Park as a group. Many other ideas are possible with such a setting.

We can run contests among the groups including a composition contest where each member could write on "What I want to do for Disneyland on its birthday" or a drawing contest of the Matterhorn, or maybe a birthday cake design, with the winners (hopefully, there will be quite a few of them) each receiving a free ride on Thunder Mesa. This will increase desire to go to the Park, and each child will probably buy a full admission book as well.

A final idea for a premium item would be a well planned, entertaining comic book, that each child would receive at the exit gate of the park. Titles might include "Mickey goes to the first Olympic Games" or "Goofy tries out for the Olympics."

These ideas are all subject to revision, but we should try them out on 1979 Youth Events to get most of the snags out by the park's 25th Birthday.

EXECUTIVE CLUB

The current Executive Club Certificates are good through 1980. However, we would like to create a new section of the program called the "Silver Key Club" for the entertaining of that "extra special guest."

This program will not generate a tremendous increase in participation. However, it will be of benefit in many different ways:

- 1) To make the guest more aware of our 25th Birthday celebration.
- 2) To give added benefit to the Executive Club, increasing participation.
- 3) To enhance the special offer of the Club itself, for future consideration.
- 4) Increase per capita.

The execution of the program would be as follows...the guest would be given a Silver Key Certificate by the Executive Club

member which is redeemable at Guest Relations for the following:

- 1) A Silver Key Ticket (unlimited use).
- 2) A meal coupon good at any eating facility in the park. (If they want to utilize the Blue Bayou or Golden Horseshoe, we will make reservations).
- 3) An exchange card for a complimentary photo of the family (if the implementation of photo locations is used for the 25th Birthday operation).
- 4) 25th Birthday commemorative coin.

We would like to develop a quarterly newsletter which we would introduce for the first time along with the 25th Birthday celebration. This would facilitate the program by:

- 1) Broadening the awareness of the 25th Birthday celebration.
- 2) Introducing the special merchandise produced for the 25th Birthday.
- 3) Show the future developments the park is about to embark upon.
- 4) Make aware of current events and calendar dates.
- 5) To introduce the Executive Silver Key Program.

CHILDREN'S BIRTHDAY PROGRAM

Introduction

The opening promotions of Disneyland's 25th Birthday would provide an ideal time to introduce a new expanded "Children's Birthday Party" program. It could be given a tag on treatment

in regards to advertisement, for example: "Come celebrate your's with our's." This would provide a wide, yet economical exposure.

Recommended Facility

There are several different locations in the park that could facilitate this program adequately, but we would recommend the conversion of the existing INA Suite. Because of its location above the One of a Kind Shop in New Orleans Square, it lends itself to many different, special possibilities for its use:

- 1) During the day from 11 a.m. - 4 p.m., a Children's Birthday House.
- 2) Evening use:
 - a) Over-flow eating facility for the area.
 - b) Host banquet.
 - c) Host special meetings.
 - d) Hospitality Suite for private parties.

Existing Program

Currently we have a very small program that is handled through the Plaza Inn.

- 1) Guest calls in to the Plaza to order a cake, and if possible, reserves a table in the restaurant.
- 2) Cake orders and payments are made in advance.
- 3) The party enters the park on regular ticket media.
- 4) Hostess serves cake and sings Happy Birthday. Beverage is not included and ice cream is not available. No party decor or favors.

Recommended New Program

- 1) Guest would call Group Services to arrange a "Birthday Package" which would include:
 - a) Admission
 - b) 10 rides (A - E)
 - c) Reservation for the Birthday Party at our "Birthday House" which includes: cake, beverage, special birthday paper goods and a party favor (1" character button).
 - d) A "Happy Birthday Certificate" signed by Mickey Mouse given to the birthday child by a Disneyland character.
 - e) An exchange card for a pilot's certificate given at the Mark Twain.

- 2) Guest would pick up admissions, reservation card for the Birthday House and exchange card for a Pilot Certificate at the Group Window.

- 3) Price would be per person and all encompassing. (Minimum of 8 people.)

- 4) Disneyland character presents the birthday boy or girl with a "mini cake."

- 5) Hostess serve individual slices of sheet cake to the entire birthday party and leads singing of "Happy Birthday."

- 6) The birthday child receives a Happy Birthday Certificate (with special 25th Birthday design) signed by Mickey.

The Market

There are approximately 2 million children between the ages of three (3) and eleven (11) years old in the immediate and neighboring countries. This age group would be our marketing target. Currently, we only reach 350 children per year with the existing program. With a moderate amount of promotion, such as the tag on treatment accompanying the introductory advertisement of our 25th Birthday, we could easily and economically reach our market. With the new program and the change in facility, our new Birthday program could service 40,000 children every year...a significant and worthwhile increase.

Summary

The new program would serve the park in many different ways. First, the birthday program would help to make numerous children aware of our 25th Birthday celebration and, hopefully, they would return to the park with their family and friends at a later time to share in our celebration with a longer visit. If the recommended location was put into operation, the park would have an additional eating facility, plus a meeting, banquet or hospitality room.

The introduction of such a program would be an ideal tie-in with our 25th birthday. The gains for the park are multifaceted. This program offers exposure to our 25th Birthday celebration, increased attendance, utilization of a facility presently unoccupied and is the type of program Disneyland should be doing. Once our 25th Birthday is over, we see this program continuing and adding to our attendance for years to come.

EDUCATIONAL SCHOOL PROGRAM

In conjunction with Disneyland's 25th Birthday, a perfect opportunity exists to stage another successful educational school program. The time will be right for Disney-style entertainment to provide a background for effective learning presentation.

Man has progressed through time in direct relation to his ability to move or transport himself from one location to another. As we begin the decade of the 80's, we would like to present a program based on transportation. This topic is of vital concern to all of us, and because of Disneyland's vast showcase of transportation systems, it is the perfect stage to address the critical topic of transportation - past, present and future to the students of Orange County.

The educational purposes for the Transportation Program, the program format, market and expense overview follow:

Education Purposes

- 1) To understand the role of transportation in the development of the United States (Orange County).
- 2) To experience a ride or trip by the various modes of transportation through a panorama of past, present or future settings.
- 3) To provide a basis for studying the interplay of peoples affected by the various types of

transportation (i.e., what effect would a large waterway, such as the Mississippi, have had on the development of Orange County and its commerce).

- 4) To provide a basis for studying the effect of transportation on the past, present and the future (especially the demands we place on our current transportation systems).
- 5) To understand the significance of geography, waterways, sea routes, railways, freeways, and airways in the history and commerce of the United States and/or Orange County).
- 6) The relationship between transportation and energy. The development of different types of energy and how it has and will affect transportation systems.

PROGRAM FORMAT

Pre-Visit

The transportation Education Program promises to be very versatile in accommodating grades kindergarten through sixth. The lesson plan designed to be used prior to the actual park visit can be as elementary or sophisticated as necessary. Classroom discussions can range from the basic types of transportation to an indepth analysis of what effect modern rapid transit systems, like the Monorail or People mover, would have if implemented in Southern California.

The Teacher's Guide would again be the tool to outline the (1) educational purposes for visiting an attraction, (2) background information about the attraction, (3) class activities to prepare for the visit, (4) things to notice at the attraction, and (5) follow-up activities for extended classroom learnings and project. A multi-media bibliography to include the appropriate Walt Disney Educational Media Company publications would conclude the Teacher's Guide.

In addition, our latest associations with transportation giants Exxon and General Motors would make them ideal participants in the Transportation Education Program. The development of a specific book or comic book on the modes and history of transportation, using Disneyland's attractions, would lend itself to General Motors' sponsorship. The comic books on "Energy" by Exxon would be a perfect accompaniment to the Teacher's Guide. EPCOT participant involvement and use of their expertise in the transportation field would certainly be an added plus to the program.

Park Visit

The proposed program lends itself to a half-day, four-hour session including lunch. Because the Transportation Program is designed to be self-sufficient, in that it utilizes the already existing park attractions, a staged program, like "Fun With Music," would not be necessary. A combination of the attractions listed below would complete the park visit:

PAST

Steam Train

Fire Engine

Horseless Carriage

Omnibus

Street Car

Mark Twain Steam Boat

Columbia

PRESENT

Autopias

Motor Boat Cruise

Skyway

Jungle Cruise

Submarine Voyage

America the Beautiful

FUTURE

Mission to Mars

Peoplemover

Rocket Jets

Monorail

Space Mountain

Market

The Bicentennial Program included grades kindergarten through eighth grade and the Music Program had grades fourth through sixth with some seventh and eighth grades participating. We feel the transportation theme has enough depth to include kindergarten through sixth grades.

Past programs have had difficulty in occupying the students' time in the Park. This was especially evident among older students. With the shortened session and elimination of grades seven and eight, we feel we can alleviate this problem.

By 1980, there will be 220,000 school children between the ages of 5-11 in Orange County. This will represent 12% of the Orange County population. The Bicentennial and Music Programs had 86,579 and 71,743 paid, respectively. The goal for the Transportation Education Program is 100,000 students.

The 25 school districts in Orange County will participate on 50 school days from January to mid-May. Each day can easily accommodate 2,000 students, bringing the projected program attendance to 100,000. In addition, various districts in Los Angeles and San Diego have expressed interest in attending an educational program such as this one.

DISNEYLAND

TRANSPORTATION EDUCATION PROGRAM

	<u>1980</u>	<u>1978</u> <u>Cost</u>	<u>Projected</u> <u>1980</u> <u>Cost*</u>
Paid attendance (K-9 Grades)	100,000		
Comps (Chaperones)	10,000		
Total Attendance	<u>110,000</u>		
 <u>REVENUES</u>			
100,000 Students @ \$2.00		<u>\$200,000</u>	<u>\$200,000</u>
 <u>EXPENSES</u>			
Marketing Services		50,000	60,500
Food** (Hot dog, Fritos, Cake, Orange drink, paper goods & condiments)		62,700	75,900
Retlaw Rental (Steam Train)***		59,800	59,800
Total Expenses		<u>\$172,500</u>	<u>\$196,200</u>
 <u>GROSS OPERATING PROFIT</u>		 <u>\$ 27,500</u>	 <u>\$ 3,800</u>
 <u>BREAK-EVEN PAID ATTENDANCE</u>		 <u>\$ 64,500</u>	 <u>\$ 94,000</u>

*Assumes a 10% rate of inflation annually.

**Participant involvement will reduce food costs.

***Monorail - .638 per person Reduction or elimination of this
Steam Train - .5438 per person cost would permit utilization of
both attractions in the program.

One of this company's major objectives is to be a "communicator of the world." The Anniversary year is the perfect opportunity for Disneyland to be the "communicator" to today's youth and tomorrow's future leaders by providing the background for effective learning presentations on transportation. The time is right to once again respond to the requests for an educational school program.

During the Family Reunion year... Community Relations takes on an added touch of importance. Not only are we striving to "thank" the people who have made District the success it was and is but, with the program outlined within this section, we feel we can call attention to our events and increase awareness and, of course, attendance.

Some major Community Relations activities for 1980 will include the following:

- Arrange for official Resolutions and Proclamations from Federal, State, County and City officials, as well as for
- Strive for recognition in the Congressional Records and United Nations.
- Major parade participation with a float unit including parades throughout Orange and Los Angeles counties including the Rose Parade.
- Special traveling 25th anniversary exhibit with costumes, miniatures, etc., for use in schools, libraries and museums.
- Special Family Reunion Dinner to include

COMMUNITY RELATIONS

- 1) Orange County Government Officials
- 2) Consular Corps
- 3) Military
- 4) ERA Award Committee
- 5) Chambers of Commerce
- 6) Visitors and Convention Bureaus
- 7) Educators
- 8) Local opinion leaders

During the Family Reunion year...Community Relations takes on an added area of importance. Not only are we striving to "thank" the people who have made Disneyland the success it was and is but, with the program outlined within this section, we feel we can call attention to our events and increase awareness and, of course, attendance.

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- Special traveling 25th Anniversary exhibit with costumes, miniatures, etc., for use in schools, libraries and museums.
- Special Family Reunion Dinners to include:
 - 1) Orange County Government Officials
 - 2) Consular Corps
 - 3) Military
 - 4) CSA Award Committee
 - 5) Chambers of Commerce
 - 6) Visitors and Convention Bureaus
 - 7) Educators
 - 8) Local opinion leaders

- Special Legislators' Day to include a broad range of local and state government officials.
- Family Reunion Orientation Program to be held for periphery people to be held in November of 1979.
- Special 25th Anniversary edition of the "Disneyland Story" with a silver cover for distribution to:
 - 1) Members of Congress
 - 2) Legislators
 - 3) Employees
 - 4) Civic Officials
 - 5) Foreign Dignitaries
- Through the Orange County Board of Education, we will suggest the inclusion in the curriculum of the Orange County Schools the study of history of Disneyland as an example of free enterprise endeavor that has become an American institution. We will offer study plans, historical film clips, etc. A visit to Disneyland would also be a part of the program.

An additional area of involvement in the Family Reunion Celebration is with Disneyland employees. We suggest the following special employee programs:

- 1) Special nametags and patches.
- 2) Family Reunion orientation program.
- 3) Historical activity bulletins and Disneyland Line special edition tracing the Disneyland history.
- 4) Allow individual land hosts/hostesses to participate and represent their areas in special functions and parades throughout the year.

- 5) Employee oriented costume display with 25 years of costumes on display daily at the Center.
- 6) For 1955 employees:
 - a) Special 25th Anniversary momento (in addition to key)
 - b) Feature story on individuals through publicity
 - c) Special banquet at the Disneyland Hotel
- 7) Formation of a Disneyland Alumni Club for those who have worked here one year or more. Members will receive a newsletter to keep them informed; alumni ticket offers; biography update service and a reunion picnic or day.

Employee Discount Program

Company policy regarding employee merchandise discounts has varied greatly. Originally, with no company owned merchandise locations, lessees offered discounts amounting to anything from items at cost to a selected group to no discounts at all. As we gained control of these locations, discounts were instituted at varying percentages with all employees.

Accounting estimates employees will spend approximately \$1,000,000 on merchandise in the 1978 fiscal year. Of this... \$200,000 will be discounted. Nearly all of the discounts will be in the 20% category. If we allow non-salaried employees a 25% merchandise discount, it might cost the company an extra \$50,000 (\$250,000 totally being discounted); however, increased merchandise sales might be enough to justify. We will still

gain revenue, though the percentage of profit would diminish
(only a 24.5% profit will be earned).

We recommend limiting the discount to non-salaried personnel--
their moral is vital and we feel as a company we can offer
this additional benefit.

advance publicity for the Family Reunion will begin in mid-1979 as we approach key press to inform them of our upcoming 25th Birthday celebration in order to generate coverage from the beginning of the calendar year.

The Reunion provides us with excellent opportunities to generate coverage in major publications including:

- Time
- Newsweek
- National Geographic
- Readers Digest
- Sunset
- Parade
- Family Weekly

PUBLICITY

We have a legitimate news story...the 25th anniversary of an American institution.

The Publicity team will travel a great deal during the celebration year and, as early as late 1979, the foundation for visits to Disneyland throughout 1980. They will be encouraged on the local, national and international level.

During the year, we will produce a number of articles on our own, including numerous historical pieces. We will offer newspapers a series of historical articles, on a weekly or semi-monthly basis.

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At least two film clips will be produced including one which traces the growth of the park and other focusing on the many famous people who have visited.

Throughout the year, we will fly in press, not trying to bring too many in at a time, in order to give proper attention to individuals. We plan to highlight, sometime near the actual birthday, a reunion of the many press people who were at Disneyland to cover the opening ceremonies.

This activity relates to another good story possibility, whereby we plan to research articles written about the opening. We will contact as many original reporters as possible encouraging their newspapers to re-run that reporter's opening day story, along with his or her impressions 25 years later. We will also work with those publications, radio or television stations celebrating their anniversary (see Promotions Section) offering them a special media angle.

All of this, of course, would be in conjunction with normal publicity activities, which will include sending releases and generating coverage of the Family Reunion and related activities throughout the year.

-- The Disneyland Story - For press and general distribution, we are planning a special Disneyland history booklet. On the following pages are ideas and concepts that relate to this item.

CONCEPT

THE DISNEYLAND STORY

25-YEARS

This will be a booklet of approximately 25 pages (full color). The size could be either 7x11 or 8x10 inches.

Cover will be all silver with DISNEYLAND 25 YEARS embossed on it or the 25 could be cut out showing color photos through it.

Second "cover page" will be full color photo essay tracing history of the park from day one to present. Last photo could be a silver overlay of Mickey and Walt in front of Castle.

FORMAT

Introduction

Introduction will include an overview of what the park has tried to accomplish over the years and attempt to tell those who read it (community leaders and residents) Disneyland's performance and purpose as it relates to the community.

Table of Contents

Chapters

Walt Disney

A history of the man who made the Disneyland dream possible, complete with photos and comments from various community leaders still living who knew Walt Disney. Good use of quotes and history material should prevail here.

Disneyland 25-Years

History of the Park will be discussed here with emphasis on how the park has evolved into what it is today.

Disneyland Citizenship

Disneyland employees are interested in and participate in community affairs. This chapter will explain our Community Service Awards Program and Fine Arts Program, i.e. All-American College Marching Band and Singers and the College Dean conference held in 1978. It will also touch on past accomplishments such as the Bicentennial School Program and the Work Experience Programs we have instituted. Other programs discussed here will be Junior Achievement, United Way efforts and employee programs for the community.

Disneyland Management and Employees

Indicate here the efficiency and leadership and enthusiasm of Disneyland employees.

Backstage

This will be a comprehensive look at what makes Disneyland tick, complete with photos and interviews.

The 55 Club

Interviews and photos of all the 55'ers left at Disneyland. What are their feelings about Disneyland now? Why did they stay so long? Are they still fascinated with the park?

(This would also make an excellent feature for the L.A. Times.)

Facts and Figures

An indepth look at park operations. Extensive use of graphs here.

- 1) Attendance
- 2) Total Disneyland Capital Expenditures
- 3) Total Disneyland Local Expenditures
- 4) 25-year taxes paid by Disneyland
- 5) Disneyland Payroll
- 6) Disneyland employment

The Future

Comprehensive study on the future of Disneyland with photos.

25th "Disneyland Story"

Ending chapter for the booklet should be an attractively presented message from Card Walker or Donn Tatum to the people and leaders of Orange County cities. This could be a "thank you" type thing, letting our local officials know how much we appreciate them.

-- The Disneyland Ambassador

In conjunction with our standard publicity and promotion programs, there are a number of prime opportunities that involve use of the Disneyland Ambassador for 1980. Here are some suggestions:

- 1) World tour to visit heads of state to present them with a special 25th Anniversary invitation to our Family Reunion during 1980 and to make a presentation of a special 25th Anniversary momento.

- 2) U.S. tour to visit the governors of all 50 states and present them with the elements outlined above.
- 3) International dignitaries who have been to Disneyland during the 25 year history of the park will be extended an invitation to return and have our Ambassador as the Official Hostess.
- 4) Special Family Reunion audio-visual presentation program to be presented by the Ambassador at schools, civic clubs, etc.
- 5) A special hospital tour including characters in prime market areas.

We recommend that the selection of the 1980 Ambassador be made with sufficient time to allow necessary orientation and preparation for what will no doubt be an extensive year of exposure and involvement beginning on January 1, 1980.

We further recommend that consideration be given to training and utilization of the finalists in the 1980 competition should the need arise to involve them in 25th Anniversary activities. This group could be extended to include other VIP Hostesses who will be known as the Official Family Reunion Hostess. They would wear a specially designed costume.

During 1980, special efforts should be made for Magic Kingdom Club members to experience personal and unique involvement in the Family Anniversary year.

Suggestions for MRC participation include the following:

- Special Ticket Media - this might be an MRC version of a 35-ride book, Silver Passport, and such.
- 25th Anniversary MRC Package Plans - building on our standard Disneyland packages, these could offer a variety of special features.
- Special edition of the Magic Kingdom Club card - perhaps still **MAGIC KINGDOM CLUB** from July 1979 through December 1980. We have already started some solar tests.
- Disney News Magazine - a Silver Anniversary edition.
- Silver Anniversary Sweepstakes - perhaps either tying in with an existing Anniversary Sweepstakes or one specifically for the Magic Kingdom Club market.
- Silver Anniversary Director/Editor Days at Disneyland.
- Silver Anniversary Director/Editor Reception or Dinner for key Southern California Club Directors and Editors.
- Perhaps some sort of silver medalion or similar device for Club Directors and Editors, particularly those locally.
- Special 25th Anniversary merchandise to be offered through Disney News, the Director/Editor Newsletter and perhaps the Membership Guide.

During 1980, special efforts should be made for Magic Kingdom Club members to experience personal and unique involvement in the Family Reunion year.

Suggestions for MKC participation include the following:

- Special Ticket Media - this might be an MKC version of a 25-ride book, Silver Passport, and such.
- 25th Anniversary MKC Package Plans - building on our standard Disneyland packages, these could offer a variety of special features.
- Special edition of the Magic Kingdom Club card - perhaps silver and to be issued from July 1979 through December 1980. We have already started some color tests.
- Disney News Magazine - a Silver Anniversary edition.
- Silver Anniversary Sweepstakes - perhaps either tying in with an existing Anniversary Sweepstakes or one specifically for the Magic Kingdom Club market.
- Silver Anniversary Director/Editor Days at Disneyland.
- Silver Anniversary Director/Editor Reception or Dinner for key Southern California Club Directors and Editors.
- Perhaps some sort of silver medallion or other device for Club Directors and Editors, particularly those locally.
- Special 25th Anniversary merchandise to be offered through Disney News, the Director/Editor Newsletter and perhaps the Membership Guide.

-- Some sort of in-park drawing or gift device for
visiting Club members...perhaps tying in with
similar offers for the general public.

1935 CARS

To be used as show elements in the parade, etc., and as background props in "Emmouland", we will have six "new" 1935 convertibles.

They are:

1935 Buick

1935 Cadillac

1935 Chevrolet

SPECIAL PROJECTS

1935 Oldsmobile

1935 Pontiac

We will attempt to acquire these automobiles on loan (preferably brand new) if not, then nearly new, from General Motors for use throughout the entire year 1980.

If we can't get them free from GM or other source, then we will purchase the cars and restore them to "new" condition. Rough approximate budget for purchasing and restoring would be \$75,000.

Disposition of the cars at the end of 1980 would obviously depend on the manner in which they were acquired.

1955 CARS

To be used as show elements in the parade, etc., and as background props in "Reunionland", we will have six "new" 1955 convertibles.

They are:

1955 Buick
1955 Cadillac
1955 Chevrolet
1955 Corvette
1955 Oldsmobile
1955 Pontiac

We will attempt to acquire these automobiles on loan (preferably brand new) if not, then nearly new, from General Motors for use throughout the entire year 1980.

If we can't get them free from GM or other sources, then we will purchase the cars and restore them to "new" condition. Rough approximate budget for purchasing and restoring would be \$75,000.

Disposition of the cars at the end of 1980 would obviously depend on the manner in which they were acquired.

CLASS REUNIONS AT DISNEYLAND

In an effort to supplement a wide variety of planned attendance building programs, we have developed a concept for class reunions at Disneyland during the 25th Anniversary year. Preliminary discussions with officials of one of the largest unified school bodies - the Catholic Schools of the Archdiocese of Los Angeles - indicate enthusiastic interest in this concept.

The Audience

The age group to which we will appeal will be approximately 40-50 years old. With this market, we are involving two generations of family members and possibly three. Therefore, we can count on a significant number of people to participate in the program.

Many of the college graduates will be in an economic bracket which will enable them to afford travel to an event of this type. Therefore, we will consider inviting other than local area schools to participate in the program.

In line with this, we will work with the Walt Disney Travel Company to assist with packaging. We expect to produce a "shell" brochure and insert specific arrangements and prices for each location.

The Event

Those attending the event will receive unlimited use ticket media and a premium which can include a button, photographs or other keepsake.

In the past, we have reviewed the idea of landscaping a picnic area. Perhaps our old Holidayland site would be suitable, or the driving range property across West Street. We could provide picnic tables, programs, audio equipment and food. We might accommodate smaller groups at the Plaza Inn or Plaza Pavilion. Each of these groups could then conduct their special programs.

Promoting the Reunion

We begin by personally calling on as many schools as possible in the next two to three weeks to get their overall reaction to the program and to learn how our subsequent mailing should be phrased.

If possible, we should rely on the media to promote individual reunions for us, rather than paid advertising. Of course, the press will be looking for a real story. We will consider approaching the Ivy League schools as well. Graduates of Yale and Harvard are likely to be affluent and maintain contact with their Alumni Associations. If we were able to generate a good reaction from these schools, we would undoubtedly receive publicity here as well as on the east coast. Hopefully, this will prompt inquiries and participation from other schools.

Ticket Sales

We will conduct sales of School Reunion tickets in much the same way as the Family Fun Days and Small Business Parties.

Schedule

Class reunions will be scheduled for our slowest off-season months. Saturdays and Sundays (when no mix-on parties are planned) would be the best days for this. There are approximately 30 dates which would be suitable.

THE LEGACY OF WALT DISNEY

An International Exhibition to
commemorate Mickey Mouse's 50th
Birthday and Disneyland's 25th
Anniversary.

In November 1978, we celebrate the 50th Anniversary of Mickey Mouse's New York debut in "Steamboat Willie." In 1983, we celebrate again, this time the 25th Anniversary of the opening of Disneyland. The two events, a quarter of a century apart, both trace back to the creative genius of Walt Disney, a modern-day Renaissance man instinctively recognized the world over.

What better way to unite these two important events than to create an international exhibition showcasing what is today generally acknowledged to be an authentic American art form...
THE LEGACY OF WALT DISNEY

Sponsored under the aegis of the California Institute of the Arts, and managed by the California...

THE LEGACY OF WALT DISNEY

An International Exhibition to commemorate Mickey Mouse's 50th Birthday and Disneyland's 25th Anniversary.

Not only would this focus national and international attention on the living legacy of Walt Disney, it would also provide Disneyland with a new and perfectly-themed attraction for the year-long celebration now being planned for the Park. It is a logical, timely and highly appropriate way to unite our two big events, and it can be done using materials and know-how we already have.

CONCEPT

On November 18, 1978, we celebrate the 50th Anniversary of Mickey Mouse's New York debut in "Steamboat Willie." In 1980, we celebrate again, this time the 25th Anniversary of the opening of Disneyland. The two events, a quarter of a century apart, both trace back to the creative genius of Walt Disney, a modern-day renaissance man instinctively recognized the world over.

What better way to unite these two important events than to create an international exhibition showcasing what is today generally acknowledged to be an authentic American art form.....

THE LEGACY OF WALT DISNEY.

Sponsored under the aegis of the California Institute of the Arts, and perhaps co-sponsored by a major national organization such as the Smithsonian Institute or the National Gallery in Washington, D.C., and within time and budgetary limits to be determined, the exhibit would tour the major capitals of the world in the months between Mickey Mouse's birthday and Disneyland's anniversary, then return in triumph in May of 1980 as a key attraction in Disneyland's own celebration.

Not only would this focus national and international attention on the living legacy of Walt Disney, it would also provide Disneyland with a new and perfectly-themed attraction for the year-long celebration now being planned for the Park. It is a logical, timely and highly appropriate way to unite our two big events, and it can be done using materials and know-how we already have.

BACKGROUND

To better understand the dynamic potential of this form of art/cultural exhibition, consider the recent phenomenal response to the "Treasures of Tutankhamm," which ended a five month run at the Los Angeles County Museum in June.

An attractive, exciting exhibition from abroad capturing the imagination of a foreign populace; in this case, the American public. An estimated 1.4 million people enjoyed the exhibit in Los Angeles alone (see 3/19 L.A. Times attached), and the response has been comparable in the other cities which Tut's treasures visited (Washington, New York, Chicago and New Orleans, with Seattle still to come.)

While there are some similarities, as well as major dissimilarities between the Tut display and this proposed exhibition, the most salient point is that we have the capability to put together a far more attractive and exciting collection and display it to a world to whom the name Disney means creative and wholesome family entertainment.

It is important to emphasize here that we are not proposing simply an entertainment attraction. The key concept is Walt Disney's ART, for his influence extends far beyond entertainment alone, having affected culture, media, engineering, and the very psychology of recreation throughout the world.

The exhibition would thus be designed to convey a better understanding of the full breadth and impact of Walt Disney's ideas and creations. If it is a novel conceptualization, it is also one which stands up to close scrutiny. Walt Disney was an artist, and his work will be remembered for generations to come for the way in which it brought life and feeling to the sterile media of our times. There is a valid and substantial story to be told here, and given bookend effect of our two major events, this is an appropriate time to tell it.

BENEFITS

At this preliminary stage of planning, it is difficult to establish either a monetary or an intangible value to be anticipated from this exhibition. Suffice it to say that the internal control we have over the shape, scheduling and support of this undertaking and the already widespread acceptance of the contributions of Walt Disney to the world's entertainment in our prospective audiences abroad suggest it would be both well-received and well-attended.

One major determination to be made is whether this project should be undertaken in such a way as to generate revenue as well as international awareness and excitement, or simply be designed to pay its own way, with any ultimate financial rewards to be realized in 1980, when the exhibition returns to Disneyland. To stimulate acceptance and attendance, it is suggested that admission to the exhibit itself be set at a very nominal rate, with major cash flow being generated from collateral marketing of Disney merchandise, on-site. As assembly, transportation, logistics, display and other costs become clearer, it will be easier to arrive at an assessment of the necessary financial requirements.

Whether the exhibition itself generates revenue or not, its major contributions will more likely fall into the intangible categories of national and international familiarity and goodwill.

-- abroad, the display will give people from many ethnic, cultural and political backgrounds the opportunity to gain a better understanding of Walt Disney's popular and humanitarian contributions. It will also have the potential to generate goodwill both for Disney itself and for America in general, a not inconsequential consideration. The continuing and enthusiastic fascination of the world's peoples for all things distinctively American is well documented. Nothing could provide a more positive influence on that fascination than an exhibit such as this one.

-- at home, we have a population accustomed to thinking of Disney entertainment as an accepted facet of modern life, generally with no deep understanding of the creative skills which were instrumental in making it the potent cultural force it has been over the past half century. The concept of regarding Disney entertainment as art, and the fact that such a concept is being given legitimate form by an exhibition which will tour the capitols of the world, will cast a whole new light on all the various legacies of Walt Disney, from Disneyland and Walt Disney World to films, television, Epcot, Future World, etc.

-- at home and abroad, the attention to be focused on such a cohesive display of the Disney art form will build increased recognition of the imaginative power of the Disney message, which has reached across languages, governments and cultures to bring enjoyment to millions of people the world over. This is especially relevant in light of the international implications and potential impacts of EPCOT, with its emphasis on the world of the future.

--as an ultimate addition to Disneyland, the exhibition will be that "something new" for 1980, a new but nostalgic attraction after the opening of Space Mountain last year, the Matterhorn this year and Big Thunder Railroad in 1979. This exhibit will provide a continuing link with our past...with the "Roots" of the Park. It will recreate for repeat visitors the initial feelings of surprise and excitement Disneyland held for them in years past and make Disneyland more than just another Southern California amusement destination. NO OTHER MAJOR ATTRACTION CAN CONVEY THIS DISNEY SENSE OF HISTORY AND ACHIEVEMENT.

COMPONENTS

A more intensive inventory of the materials available to us will suggest innumerable possible elements of the exhibition, but one way of organizing the display would be to loosely divide it into four major themes: Walt Disney, the Artist; Walt Disney, the Animator; Walt Disney, the Innovator; Walt Disney, the Futurist.

WALT DISNEY, THE ARTIST

The first two segments relate to the early years, a time which in some respects pre-dates even Mickey Mouse. Sketches, storyboards, photographs, original character paintings and other articles which illustrate Walt Disney's beginnings as an artist and animator would be appropriate to this segment, as would personal background information which will humanize him to his international audience and provide some understanding of the man, how he worked, what he dreamed and, ultimately, what he achieved.

WALT DISNEY, THE ANIMATOR

There is no fine line between this segment and the preceding, other than that here his drawings and dreamings come to life through the modern magic of animation. "Steamboat Willie" would be an obvious starting point, as would animated sequences from the major movies, such as FANTASIA, SNOW WHITE AND THE SEVEN DWARFS and SLEEPING BEAUTY, and the art of audioanimatronics. The growth of the Studio and Disney's contributions to animation itself would be major elements as well.

WALT DISNEY, THE INNOVATOR

The advent of television and the creation of Disneyland would form twin themes for this segment. One exhibit might be the popular time-lapse movie of the building of the Park which is now a part of the Main Street, U.S.A. area. Another might be early conceptual sketches for some of the major rides and attractions, plus scale models and engineering tests, and illustrations of the development of the Park. Some insight should be developed into his philosophy of entertainment and recreation and the way that philosophy was translated into physical reality, whether at Disneyland, in the theaters or on the home television screen.

WALT DISNEY, THE FUTURIST

Prototypical Disneyland developments like the Monorail and People Mover, conceptual planning for Walt Disney World and especially the EPCOT concept would fall under this heading, as would future directions in the various divisions of the company as they relate to the original philosophy. Here it would become clear that there is much, much more to the Disney experience than just Mickey Mouse. Here it would become evident that Walt Disney's ideas were plotted on a grander scale of imagination.

The foregoing themes, and/or others to be determined, can be developed through a number of means, including (but not limited to):

Multi-Media: If feasible, the 360° experience of Circlevision might be made a part of the exhibit.

--other examples of Disney media, from cartoon shorts to feature-length animation and television film might be selected in light of both their popular appeal and their artistic relevance.

Live attractions: Given that one theme is the "Art of Animation," it might be appropriate to include one of the Studio's top animators (like Willie Reitherman, Ward Kimball -- even though retired -- etc.), in a rotating succession.

-- the Disneyland Ambassador to act as official Hostess.

Memorabilia: Personal effects, correspondence, awards and citations (including those conferred by the nations of the world) and those things which, like the original Mickey Mouse watch, have become cultural artifacts, could be displayed.

Audience Involvement: Our goal is to create a unique exhibit.

Rather than just passively viewing these objects, the patron will experience the sights and sounds of Walt Disney's magic art. Borrowing, perhaps, from Walt Disney World's "If You Had Wings" ... that is, the feel and effect of combining inanimate objects with film. Walk through, of course.

Media: an assemblage of how the world's press has covered the Disney experience highlighting the specific nation's own media, would be highly relevant. Magazines from Der Spiegel to Paris Match have no doubt covered the growing Disney phenomenon and the visits of their heads of state and private citizens to the Park. This display would lend a truly international character to the exhibit.

Merchandise: The Los Angeles County Museum estimates visitors to the Tut exhibit went home with about \$2 million worth of posters, pendants and other paraphernalia -- and that figure probably represents less than half of what was actually spent, since no copyrights protected Tut and many private entrepreneurs set up product lines of their own. We, on the other hand, have very firm control over what is to be sold, where, how, and for how much.

This is the most promising avenue for generating a financial return on the exhibition, using both merchandising lines we already have and special items created for just this international tour. (For example, a gilded miniature replica of the Egyptian goddess Selket, designed for the Tut exhibit, quickly sold out its limited edition of 100 copies at a price of \$1,500 apiece.)

We have proposed that his exhibition be put together under the sponsoring umbrella of the California Institute of the Arts. There are two reasons for this.

First, we have always had a deep interest in Cal Arts, and this would be a major opportunity to enhance its visibility (and its financial picture as well.) not only here in the United States, but around the world.

Second, we feel it would be important from the standpoint of credibility to be traveling under the sponsorship of an institution known in and familiar with the art community. In this regard, we have also suggested a co-sponsoring arrangement be made with a major national gallery or organization, perhaps the Smithsonian or the National Gallery in Washington, D.C., or the Metropolitan Museum in New York. We would greatly benefit from their expertise; their participation, however limited, would be noteworthy in the eyes of the public and the media; and once more this would focus attention on the very vital thematic distinction which is basic to this exhibition -- that this is Disney art, not another Disney entertainment attraction.

It should be made clear here that Walt Disney's Art of Animation would very likely not be displayed in European museums, but rather in exhibition hall in the various capitols scheduled. This belief is based on a number of realities within the art world, particularly as they apply to Europe.

-- It should be recalled that the well-known Tut exhibit which has only recently come to Los Angeles was actually a goodwill gesture arranged between former President Richard Nixon and Egyptian President Anwar Sadat in 1974 and brought to America as part of the Bicentennial in 1976. It was insured by the United States government under the Arts and Artifacts Indemnity Act of 1975, which provides for coverage of \$250 million worth of art at any one time, with a \$50 million limit on any one exhibition. The Treasures of Tutankhamun were valued by the Cairo Museum at approximately \$20 million.

-- As the dates above suggest, the wheels of the art world turn slowly. Most major American museum schedules are already set into 1980, and the situation may be even more inflexible in Europe, where museums receive more government and private support and thus have less inclination to host "traveling" exhibitions.

-- When a museum schedules a "traveling" exhibition, it means existing facilities must be prepared for the new display, often meaning as well that currently displayed collections must be painstakingly relocated. In addition, most museums are not designed for the heavy traffic of a very popular exhibition, and might find it necessary to make expensive modifications to their physical plant as well as upgrading their tightly budgeted personnel and security arrangements.

-- As a matter of cultural pride, American art of most forms is not yet recognized as being on an equal footing with the centuries of masters and artifacts the "Old World" can draw on. In addition, while we are indeed talking about an art form, we are talking about a popular art form, which suggests a display setting more in tune with popular culture.

-- The nature of this exhibition would demand not only a good deal of physical space, but also a great deal of multi-media technology, since again we are talking about an art form that comes to life, that moves. An exhibition hall would very likely prove a much easier and more readily adaptable environment in which to arrange our displays.

-- Finally, very few American art shows are put together for overseas viewing. In fact, the two which have and still do travel internationally are the private collections of two individuals, Armand Hammer and Norton Simon. It is suggested that either or both might be willing and able to lend advice and perhaps liaison in arranging our exhibit's schedule.

From the standpoint of staging a major international exhibition of this sort, the major problem is traditionally that of securing the parts of the exhibit itself, which often must be collected on loan from various museums and private collections. We are, at the very start, a step ahead of the game in that we already have control of the various components of our proposed exhibition.

A special note should be made of the diplomatic aspects of this exhibition. Depending on which international capitals are decided on, liaison with the U.S. State Department will be important, particularly if Eastern European Nations are to be included. Given the recognizable goodwill applications of this exhibition for the image of the United States abroad, State Department assistance can streamline the processing of visa and customs paperwork and provide advance intelligence on conditions to be encountered in the various cities being visited. Such assistance will also be invaluable in preparing traveling staff for political and cultural conditions and requirements.

EXHIBIT SITES

One of the major tasks in setting up this exhibition will be the location and scheduling of appropriate display facilities in the foreign nations selected. Our Disney foreign reps can provide a great deal of the local liaison work, scouting potential locations, backgrounding contract and booking requirements, arranging for local work and visitor permits and contacting media and dignitaries in the host city.

There are a number of locations within a capitol city which would prove more than adequate for our purposes:

MUSEUMS: The obvious starting place, and certainly appropriate, considering the nature of our proposed exhibition. As previously noted, scheduling and financial considerations may complicate this option, as also limited technical facilities, but museums and national galleries should be at the top of the list of facilities our representatives should contact, initially.

UNIVERSITIES: Modern university campuses may offer a better array of electronically-oriented facilities and also a more relaxed and hospitable atmosphere for the display. Through Cal Arts, contact should also be made to those international educational institutions which have over the years shown interest and support for the art of animation itself.

EXPO CENTERS:

In terms of public access, technical capabilities and freedom of movement in creating and arranging a display environment, these facilities may prove to be the best option available to us. Support staff may already be trained and available, visitor policies and requirements more completely formulated and arrangements for on-site vending of our collateral merchandise easier to finalize.

Vitally important in our early research is to obtain a thorough background report on the local alternatives available in each potential city to be visited. The information will not only be necessary in finalizing a schedule, but will also have a significant impact on which cities are to be visited at all. International meeting and convention sources, the working knowledge of Cal Arts and perhaps also our co-sponsoring organization, plus the private expertise of international exhibitors like Norton Simon and Armand Hammer are all valuable resources in this area. We should also be aware of national holidays or festivals which could conflict with our exhibit in each country.

COSTS

Since this is but a preliminary discussion, no attempt has been made to arrive at dollar costs to be anticipated in staging this exhibition. Such costs, as and when incurred, could be expected to fall into the following categories:

Assembly: Time involved in determining what elements should properly be made a part of this display and in collecting all such items in one place.

Transportation: Packaging and shipping the display overseas, and then from one city to the next.

Location rentals: Once the amount and type of space needed is determined, it would be necessary to arrange for that space, involving on-site contracts with the various exhibition halls or museums.

Equipment: Technical support would be needed for much of the display, including projectors, special lighting, sound and the actual display structures themselves, which would have to be designed in such a way as to allow their easy disassembly and reassembly in the next city on the tour.

Personnel: Minor personnel needs could be filled using local people, but supervisory staff would have to travel with the exhibition, as would live characters (animator, characters) and probably a small technical team. Set-up, security, cashiers and disassembly would all incur labor costs.

Publicity: Promotional activities, posters, announcements and local liaison would be required in advance of and during the visit of the exhibition to a particular nation. Disney's foreign representatives could do much of the groundwork, but there are language barriers to be surmounted, if nothing else. Some thought should be given to arranging for local dignitaries and media to visit the exhibition on its opening day as also to research into which current or past prominent personalities have visited Disneyland or Walt Disney World in previous years.

Logistics: Local conditions will vary on such things as employment of foreign nationals, union requirements, construction codes, currency rates and handling policies, health requirements, visa applications, advertising, transportation and technical conditions (European electrical current is different than ours). Research indicates that once the display itself is assembled, Customs procedures can be anticipated in advance, reducing unnecessary delays in transit.

Insurance: Loss, liability and personal protection coverages will have to be explored, keeping in mind that a federal program does exist.

For maximum visibility, it is suggested that the exhibition tour mainly, quite possibly exclusively, the major foreign capitols of the world. The exhibition might be scheduled to run a total of 23 days in any one city, opening and closing on a weekend, with three full weeks run (or more, as crowds dictate) and a week for dismantling the displays, packaging, transportation and reassembly in the next city for the following weekend's opening.

Cities to be considered might include the following with the list eventually narrowed to 15:

Amsterdam	Moscow
Athens	Nairobi
Berlin	New Delhi
Bonn	Oslo
Budapest	Paris
Buenos Aires	Peking
Cairo	Rio de Janeiro
Copenhagen	Rome
Dublin	Stockholm
Geneva	Sydney
Lisbon	Taipei
London	Tel Aviv
Madrid	Tokyo
Manila	Vienna
Mexico City	Warsaw
Montreal	

ACTION

Upon preliminary approval of this concept, a number of actions can be taken quickly in order to begin assembly and scheduling of this exhibition. It is probably impossible to have all details accomplished by November, but a target date of January 1979 does not seem unrealistic and would allow approximately 15 months before shutting down in April of 1980 for preparation of the exhibit at Disneyland.

UNITED STATES :

- begin inventory of potential elements of exhibit currently available within the company.
- contact others with appropriate Disney memorabilia, including family and early associates, to determine availability and condition of additional material.
- establish liaison with California Institute of the Arts to determine its role and begin, perhaps through Cal Arts, contact with potential co-sponsoring agencies.
- initiate contact with private art world sources, particularly Norton Simon and Armand Hammer, to solicit information and expertise.
- begin estimate of personnel and technical requirements and attendant costs, identifying people and equipment currently in-house who would be assets to the exhibition.
- contact U.S. State Department regarding international liaison capabilities; information on current political, economic and social conditions; and customs, visa and travel requirements.

-- Begin research into currently available merchandise lines and initiate research into new product lines to be designed specifically for this event.

INTERNATIONAL

--Through our Disney foreign team and other international sources, research availability of museum space and exhibition halls, costs and technical requirements and special conditions.

--Begin research into past foreign media coverage of Disney, visits of prominent citizens and political leaders to Parks EPCOT inquiries and interest.

-- Assemble report on diplomatic protocol, insurance and financial requirements, technical conditions and needs, and local commercial customs.

IMPORTANT DATES IN DISNEYLAND'S HISTORY

January	1	1955	Fantasyland Autopia opened
	2	1960	Jon Provost visited (actor of Lassie)
	3	1965	WONDERFUL WORLD OF COLOR aired "Disneyland's 10th Anniversary Show"
	15	1956	Gealoc Exhibition
		1960	Alan Cranston visited
		1970	Legacy of Walt Disney opened
	17	1972	Small World Days
		1976	Mouseketeer Banquet Days
	23	1959	Mr. and Mrs. Douglas Fairbanks, Jr. visited

February	4	1956	Junior Achievement's Day
		1962	Baroness Rothschild visited

GENERAL INFORMATION APPENDIX

	5	1957	The Buffords visited
	10	1960	The Czechoslovakian Olympic Hockey Team visited
		1971	Star Spangled Holidays
	12	1965	The Robert Humphreys visited
	14	1967	Pirates of the Caribbean opened
		1966	First Valentine Dance
	18	1978	Pop 'n' Country Night
	20	1960	Moscow State Symphony visited
	25	1959	Seris Karlovic visited
		1961	Al Rint visited
	28	1960	Vienna Boys' Choir visited

March	2	1960	Four Olympic Teams visited (Swedish, Finnish, Japanese, Norwegian) along with International Olympic Committee
	3	1957	Foreign Students Parade
		1960	Polish Olympic Athletes
		1971	Winnie the Pooh Days
	4	1960	Australian Olympic Ice Hockey Team and British Olympic Team

IMPORTANT DATES IN DISNEYLAND'S HISTORY

January	1	1959	Fantasyland Autopia opened
	2	1960	Jon Provost visited (star of Lassie)
	3	1965	WONDERFUL WORLD OF COLOR aired "Disneyland's 10th Anniversary Show"
	15	1956 1960 1970	Ocelot Exhibition Alan Cranston visited Legacy of Walt Disney opened
	17	1972 1976	Small World Days Mouseketeer Reunion Days
	23	1959	Mr. and Mrs. Douglas Fairbanks, Jr. visited
February	4	1956 1959	Junior Achievements Day Baron and Baroness Rothschild visited
	5	1959	The DuPonts visited
	10	1960 1971	The Czechoslovakian Olympic Hockey Team visited Star Spangled Holidays
	12	1960	The Hubert Humphreys visited
	14	1967 1966	Pirates of the Caribbean opened First Valentine Dance
	18	1978	Pop 'n' Country Night
	20	1960	Moscow State Symphony visited
	25	1959 1961	Boris Karloff visited Al Hirt visited
	28	1960	Vienna Boys' Choir visited
	March	2	1960
3		1957 1960 1971	Foreign Students Parade Polish Olympic Athletes Winnie the Pooh Days
4		1960	Australian Olympic Ice Hockey Team and British Olympic Team

March	5	1960	Soviet Authors visited
	8	1960	Jonathan Winters visited
	10	1961	Gina Lollabridgida visited
	16	1960	Japanese Olympic Skiers
	17	1958 1960	First St. Patrick's Day festivities U.S.A. Olympic Team visited
	20 & 21	1976	Country Music Jubilee
	23	1969 1974	Love Bug Day Alice in Wonderland Days
	24	1956 1972	The Astro Jets opened Country Bear Jamboree opened
	27	1977	Festival Japan
	29	1958 1959	Kids Amateur Dog Show June Lockhart visited
	31	1958	Grand Canyon Diorama opened
April	1	1956	First Old Fashioned Easter Parade
	4	1959	Jordan's King Hussein and Dr. Norman Vincent Peal visited
	8	1956 1973	Sports Cars Concours d'Elegance Walt Disney Story opened
	9	1961	Snow White Wishing Well dedicated
	11	1958 1960	First Square Dance Convention Electric cars opened
	14	1962	First Spring Fling
	17	1959	Rosemary Clooney visited
	19	1958 1961	Dairy Day 25 Millionth Guest
	20	1958	Twin Day
	22	1961 1964	Danny Kaye visited Small World, GE Carousel of Progress and Mr. Lincoln opened at New York World's Fair
	26	1958	Zorro Days

April	27	1957	The Midget Autopia opened
	28	1957 1977	Interior of Sleeping Beauty Castle opened Recreational Vehicle Rally
	30	1976	Night of Joy
May	3	1957	First Annual Pancake Races
	4	1977	Space Mountain opened
	5	1968	First Cinco de Mayo celebration
	7	1966	Student Editors Day
	12	1956	Red Horseless Carriage was added
	13	1960	Milt sold first Private Party... Knights of Columbus
	14	1959	Monorail opened
	20	1959 1961	King Badouin of Belgium visited Tom Sawyer Contest
	22	1976	Disneyland's 150 Millionth Guest
	23	1959	Shriner's Parade and Picnic
	27	1961 1977	Benny Goodman performed for Memorial Day weekend program Anaheim YMCA Disneyland Open Handball Tournament
	28	1960 1966	Art of Animation and Mine Train thru Nature's Wonderland opened; First Memorial Day Festivities Small World opened
June	2	1959 1968	President Zacarno of Indonesia visited Senator Robert Kennedy visited
	4	1959	Governor Edmund G. "Pat" Brown visited
	6	1959 1960	Submarine Voyage opened Scandinavian Princesses visited
	10	1961	The Teen Queen Contest
	11	1961	First Press Preview of the Summer Season at Holidayland
	12	1957	Monsanto's House of the Future opened

June	13	1957	The Miss Rodeo contestants visited
		1958	Salute to Youth
	14	1957	First Date Nite
		1958	Alice in Wonderland and Columbia opened
		1959	Richard Nixon visited and Matterhorn opened
		1975	America on Parade premiered
	15	1961	Milt sold first Grad Nite Party (33 schools)
	16	1956	Tom Sawyer's Raft opened
		1957	Holidayland opened
		1972	Electrical Parade premiered
	17	1958	First "Fun With The Band" Nite
		1961	Subs had 5 millionth guest
		1971	Disneyland's 100 millionth guest
		1959	Dr. Ralph Bunche (UN) visited
18	1957	Storybook Land opened	
	1958	First Square Dance nite	
20	1961	First Disc Jockey Nite and first Frontier Nite	
21	1957	Viewliner opened	
23	1956	Skyway to Tomorrowland opened	
	1957	City of Hope Telerama	
	1958	First Personality Nite	
	1963	Enchanted Tiki Room opened	
26	1956	Rainbow Mountain Stagecoaches opened	
	1960	Rainbow Ridge Pack Mules	
29	1974	America Sings opened	
30	1957	Casa de Fritos opened	
	1960	Bob Keeshan (Capt. Kangaroo) visited	
July	1	1957	Indian Village Rafts opened
		1966	Primeval World opened
	2	1956	Rainbow Caverns Minetrain opened
1967		Peplemover and Rocketjets opened	
4	1956	Indian War Canoes	
	1957	First Fourth of July Fireworks	
	1959	Alaskan Flag Ceremony in Tomorrowland	
	1975	Second largest daily attendance (79,680)	

- July
- 12 1957 Shooting Gallery opened (Frontierland)
 - 1961 Bell Telephone's 2 millionth guest visited
 - 13 1957 First California Legislators Day
 - 15 1960 Chicago's Mayor Richard Daly visited
 - 1965 Walt's Tencennial Birthday Party at the Hotel
 - 16 1973 Monsanto's 30 millionth visitor
 - 17 1955 Disneyland's opening day; TV show "DATELINE DISNEYLAND" aired
- Opening Day attractions were:
- King Arthur's Carousel
 - Circarama
 - Peter Pan
 - Santa Fe & Disneyland Railroad
 - Mad Tea Party
 - Mr. Toad
 - Canal Boats
 - Snow White
 - Autopia
 - Space Station X-1
 - Horse Drawn Street cars
 - Main Street Cinema
 - Main Street Arcade
 - Surreys
 - Jungle Cruise
 - Freight Train
 - Stage Coach
 - Pack Mules
 - Mark Twain
 - Golden Horseshoe
- 18 1965 Family Press Party for Disneyland's Tencennial
 - 22 1955 Rocket To The Moon opened
 - 23 1956 Junior Autopia opened
 - 24 1955 Shooting Gallery opened (Adventureland)
 - 26 1960 Mr. and Mrs. Henry Ford II visited
 - 27 1960 First Summer Dance Contest
 - 28 1959 Andre Kostelanetz visited
 - 30 1955 Tomorrowland Boats opened
 - 31 1955 Casey Junior opened

August	3	1959	Esther Williams visited
	5	1955	20,000 Leagues opened
	9	1969	Haunted Mansion opened
	10	1959	Steve Allen visited
	12	1959 1965	Lucille Ball visited Disneyland's 50 millionth guest
	15	1957	Prince Rainier III, Albert and Caroline visited
	16	1955 1969	Dumbo and Conestoga Wagons opened Largest single day attendance (82,516)
	17	1958	Classic Car Day
	19	1966	New Orleans Square opened
	21	1959	Karl Malden visited
	24	1956	Omnibus added
	27	1955	Fantasyland Theatre opened
	28	1960	Royal Danish Ballet visited
September	2	1959	Dinah Shore visited
	5	1959	Road Lords Car Club
	6	1961	Wm. Randolph Hearst II visited
	8	1955	One millionth guest
	10	1968 1957 1958 1968	Ed Sullivan visited Sam Goldwyn visited First MKC party Walt Disney's Commemorative Postage Stamp issued
	12	1958	First "Back to School" dance
	18	1957	Classic Cars of Southern California Day
	19	1970	Reached 10 million guests...first year
	20	1958	Steam Car Meet
	24	1955	Kids' Day and Keller Animal Show

September	25	1955	Horseless Carriage Day
		1960	Crown Prince Akahito and Princess Michiko of Japan visited
	27	1958	First Football Rally (Tustin, Orange, Santa Ana, Huntington Beach, Fullerton, Anaheim and Garden Grove High Schools)
October	1	1960	First "Dixieland at Disneyland"
	3	1956	Five millionth guest
	4	1976	Beginning of the Music Education Program
	8	1975	Emperor Hirohito of Japan visited
	10	1959	National Piano Teachers Day
	11	1955	First Ticket Books were issued
		1957	Foresters Parade
	15	1955	Art Linkletter visited
	16	1955	"Save the Horse Week"
		1971	Country Music Spectacular
		1977	Festival Mexico
	19	1955	Kaiser Exhibit opened
		1973	Tribute to Walt Disney Productions' 50th Birthday
	22	1960	United Nations Day
	23	1958	Irene Dunne visited
	24	1959	Russian Nuclear Physicists visit
		1970	Mickey Mouse Fun Days
	26	1960	His Highness Kotah, Maharishi of India visited
		1974	Yankee Doodle Dandy Weekend
27	1955	Navy Day	
	1954	First Airing of the "Disneyland" TV show	
29	1971	His Excellency Tun Abdul Razak, Prime Minister of Malaysia	
	1959	Asfa Woosen - Crown Prince of Ethiopia	
31	1959	Parade of the Pumpkins	

November	1	1959	Senator John F. Kennedy visited and Sekou Toure - President of North African Republic of Guinea visited
	12	1961	Prime Minister Nehru visited
	15	1956	Junior Ambassadors Day
	18	1962 1978	Swiss Family Treehouse opened Mickey Mouse's Fiftieth Birthday
	21	1959	Herman Levan (Producer of MY FAIR LADY)
	22	1956	First Mouseketeer appearance
	24	1955	Mickey Mouse Club Circus opening parade, first Holiday Festival begins
	27	1955 1959	Disneyland's first Thanksgiving Day Parade Bob Cummings and Eva Marie Saint visited
December	1	1955	Model Clubs met in Tomorrowland
	6	1959	The Millinery Guild's Fashion show at Golden Horseshoe Ted Mack visited
	9	1956	The Yellow Horseless Carriage was added
	10	1970	Buzz Aldren visited
	11	1956	Chief Justice Earl Warren visited
	15	1956	First Spin and Marty appearance
	16	1961	Ed Wynn visited
	17	1961	"Babes in Toyland" attraction opened
	18	1960	Toys were added to the Christmas parade
	19	1959 1975	Disneyland Bowl (Pop Warner Football) at Holidayland Jingle Bell Rock
	20	1958	First Candlelight Ceremony
	21	1957	10 millionth guest
	22	1957	First Christmas Parade "Christmas in Many Lands" and the first massed choir

December	24	1958	"Living Christmas Tree"		
	25	1955	Keelboats were added		
	26	1961	General and Mrs. Dwight D. Eisenhower visited		
	30	1959	Arthur Miller (playwrite) visited		
	31	1957	First New Year's Eve Party		

1.	Jungle Cruise	7/18/55	2267	1810
2.	King Arthur Carrousel	7/18/55	785	677
4.	Mad Toy Ferry	7/18/55	1380	831
5.	Main Street Cinema	7/18/55	528	551
6.	Rock Trolls	7/18/55	1443	1387
7.	Mr. Todd's Wild Race	7/18/55	634	685
8.	Jack Wiles	7/18/55 12/9/73	---	---
9.	Peter Pan's Flight	7/18/55	809	683
10.	N.Y. & D. Trains	7/18/55	2292	2799
11.	Satellite View of America	7/18/55 2/17/60	---	---
12.	Snow White's Adventure	7/18/55	1822	1014
13.	Sagebrushes	7/18/55 2/20/60	---	---
14.	Storybook Land Carnal Boats	7/18/55	1074	680
15.	Shredder	7/18/55	822	1372
16.	Tomorrowland Utopia (including Fantasyland)	7/18/55	1400	798
			107	1073

ARCADES

1.	Penny Arcades (with Screen)	7/18/55	---	---
			TOTAL	17,390
				16,711

1955 ATTRACTIONS

	<u>OPENING DAY ATTRACTIONS</u>	<u>OPENED</u>	<u>CLOSED</u>	<u>THEORETICAL CAPACITY</u>	<u>OPERATIONAL STANDARD</u>
1.	Fire Wagon Horse Drawn	7/18/55	9/11/60	----	----
2.	Jungle Cruise	7/18/55		2267	1810
3.	King Arthur Carousel	7/18/55		785	677
4.	Mad Tea Party	7/18/55		1360	931
5.	Main Street Cinema	7/18/55		528	551
6.	Mark Twain	7/18/55		1443	1287
7.	Mr. Toad's Wild Ride	7/18/55		654	685
8.	Pack Mules	7/18/55	12/9/73	----	----
9.	Peter Pan's Flight	7/18/55		900	683
10.	S.F. & D. Trains	7/18/55		2799	2799
11.	Satellite View of America	7/18/55	2/17/60	----	----
12.	Snow White's Adventure	7/18/55		1032	1014
13.	Stagecoaches	7/18/55	2/10/60	----	----
14.	Storybook Land Canal Boats	7/18/55		1050	680
15.	Streetcar	7/18/55		1372	1372
16.	Tomorrowland Autopia (including Fantasyland)	7/18/55		1600 1600	998 1078

ARCADES

1.	Penny Arcades (Main Street)	7/18/55		----	----
			TOTAL	<u>17,390</u>	<u>16,725</u>

<u>OTHER '55 ATTRACTIONS</u>	<u>OPENED</u>	<u>CLOSED</u>	<u>THEORETICAL CAPACITY</u>	<u>OPERATIONAL CAPACITY</u>
17. Motor Boat Cruise	7/20/55		1126	853
18. Rocket to the Moon	7/22/55	9/5/66	----	----
19. Main Street Shooting Gallery	7/23/55	1/1/62	----	----
20. Casey Junior Circus Train	7/31/55		720	600
21. 20,000 Leagues	8/5/55	8/28/66	----	----
22. Conestoga Wagons	8/16/55	6/14/59	----	----
23. Dumbo Flying Elephants	8/16/66		424	380
24. Surrey	8/23/55	9/8/68	----	----
25. Fantasyland Theatre	8/28/55		----	----
26. Mike Fink Keel Boats	12/24/55		<u>440</u>	<u>327</u>
		TOTAL	<u>20,100</u>	<u>18,885</u>

THE 1980 CALENDAR.

On the following pages is a general operating calendar for 1980. Included here are private party/mix-in events and, most importantly, attendance projections reflecting a 366 day operation and total guest attendance of 12 million people.

January 1980

JANUARY 1980

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 1980

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
-27 Hoey Mo. (7)	1-28 7	1-29 7	1-30 12	1-31 10	2-1 10	2 28
3 23	4 8	5 8 PACIFIC REPUBLICAN (7)	6 14	7 12	8 11	9 29 NWJCC (10)
10 25	11 10	12 24 LINCOLN'S BIRTHDAY	13 15	14 13 VALENTINE'S DAY	15 12	16 49 TRI- NETWORK (7)
17 51 Pop Country	18 23 C.T.A. WASH. 3-Day (23)	19 10	20 16	21 14	22 14 NWJCC (10) C.S.F. (14)	23 32 Pop Country HOME FURN. (11)

M/E 6

FEBRUARY 1980

May 1980

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1-27 FORESTERS (8)	4-28 CALIF. DENTAL (7)	4-29 11	4-30 13	5-1 15	2 14 JO CAL GAS (11)	3 14
4 27 BOFAL CNB (9)	5 11	6 11	7 14	8 13	9 14 TELCO PROBLEMS (13)	10 14
11 32 MUC MOTHER'S DAY (12)	12 12	13 14	14 19	15 19	16 21 MOTHER'S DAY (14)	17 21
18 33 ALL NATIONS (13)	19 19	20 20	21 21	22 22	23 23 GRAD NITE (18)	24 24

M/E 75

MAY 1980

JUNE 1980

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5-25 65	5-26 28	5-27 23	5-28 25	5-29 24	5-30 24	5-31 59
6-1 35	2 28	3 30	4 34	5 31	6 33	7 58
8 37	9 41	10 42	11 44	12 43	13 42	14 65
15 43	16 49	17 50	18 49	19 46	20 42	21 58
22 44	23 49	24 48	25 47	26 42	27 41	28 58

NWJCC (14)

Panola Jaycees Memorial Day (13)

NWJCC (14)

ANGEL FUN DAY (14)

GRAD NITE (18)

GRAD NITE (20)

GRAD NITE (18)

GRAD NITE (11)

GRAD NITE (20)

GRAD NITE (20)

GRAD NITE (18)

FIREWORKS BEGIN

FATHER'S DAY

N/E 163
QTD 330
YTD 528

JUNE 1980

July 1980

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5-29 58	6-30 61	7-1 61	2 66	3 57	4 80	5 65
6 45	7 55	8 58	9 58	10 57	11 55	12 64
13 55	14 58	15 58	16 58	17 62	18 53	19 64
20 58	21 57	22 58	23 57	24 53	25 50	26 57

Independence Day

Disneyland's 25th Birthday

JULY 1980

M/E 1,617

44

38

40

38

August 1980

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7-27 53	7-28 58	7-29 60	7-30 59	7-31 58	8-1 57	2 68
3 56	4 64	5 68	6 64	7 61	8 58	9 73
10 56	11 61	12 64	13 62	14 60	15 59	16 74
17 56	18 61	19 63	20 60	21 58	22 51	23 64

AUGUST 1980

M/E 1.7

SEPTEMBER 1980

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8-24 44	8-25 44	8-26 47	8-27 47	8-28 39	8-29 37	8-30 56
8-31 68	9-1 96	2 33	3 36	4 37	5 42	6 65
7 29	8 15	9 13	10 15	11 14	12 14	13 51
14 26	15 19	16 18	17 20	18 15	19 14	20 57
21 26	22 9	23 9	24 15	25 12	26 11	27 28
3 3						

FIREWORKS
END

L.A.
FIREMEN

SEC
PACIFIC

POST OFFICE
CLOSING

Post
Office

FORESTERS

J.D.C.

U.C.S.

B of A

N/E 1,14
QTD 446
YTD 9,75

SEPTEMBER 1980

OCTOBER 1980

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28 Kaiser (9)	9-29 10	9-30 10	10-1 18	2 16	3 16	4 30 KIDANIS (12)
5 LAPD (11)	6 9	7 9	8 16	9 15	10 13	11 36 AERODROME AERODROME (11)
12 RETAIL CLERKS 4288 (8)	13 9 FED EMP. (25)	14 9	15 17	16 14	17 13	18 33 NAVY (44)
19 NULCC (16)	20 8	21 8	22 15	23 12	24 11	25 26 RETAIL CLERKS 324 (8) RETAIL CLERKS 324 (13)

M/E 65

DECEMBER 1980

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12-30 18	12-1 8	2 8	3 11	4 9	5 10	6 17
7 15	8 7	9 7	10 8	11 8	12 7	13 28
14 15	15 7 <i>EMPLOYEE CHRISTMAS PARTY</i>	16 7	17 8	18 8	19 7	20 16
21 16	22 28	23 23	24 24	25 44 <i>CHRISTMAS DAY</i>	26 67	27 67
28 16	29 16	30 16	31 16	1 16	2 16	3 16

ROCKY

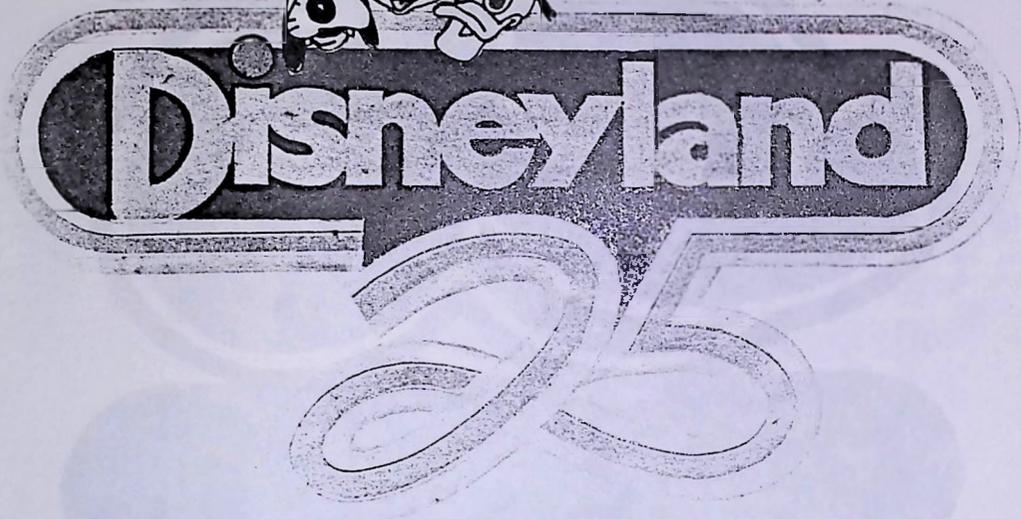
ALL NATIONS

EMPLOYEE CHRISTMAS PARTY

CHRISTMAS DAY



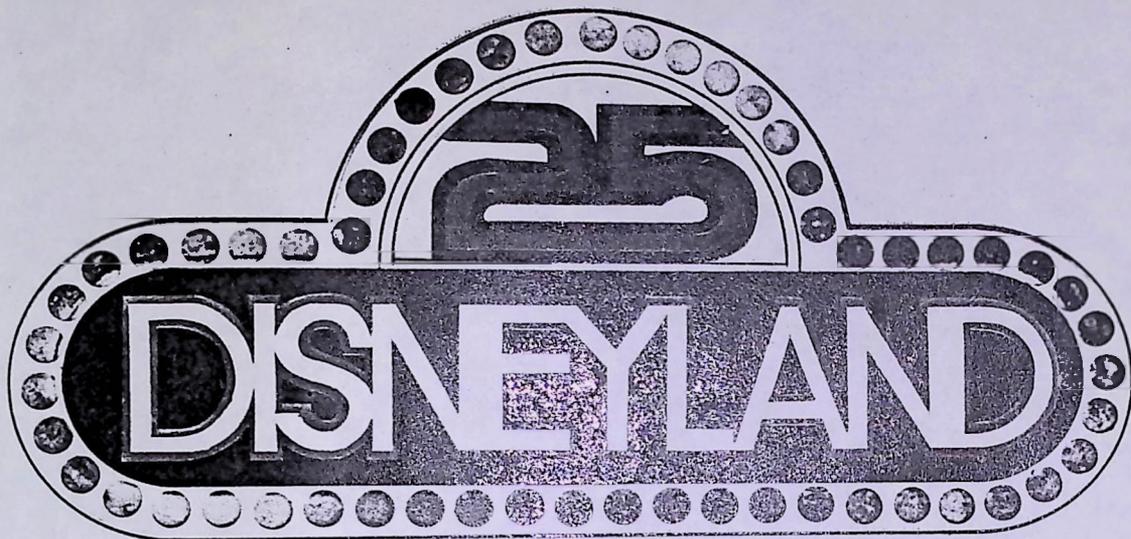
The Fun's Just Begun!



DREAMS DO COME TRUE



DREAMS DO COME TRUE



A SILVER CELEBRATION