Guide to the Disneyland Employee and Promotional Materials Collection

Processed by Mary Ellen Goddard, William Landis, and Adrian Turner.; machine-readable finding aid created by Adrian Turner

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Note
Geographical (By Place)--California--Los Angeles Area
Social Sciences--Sports and Recreation
Guide to the Disneyland Employee and Promotional Materials Collection

Collection number: MS-R77

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Contact Information
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Date Completed: 1999-2000
Encoded by: Adrian Turner

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Descriptive Summary
Title: Disneyland employee and promotional materials collection,
Date (inclusive): 1975-1993
Date (bulk): (bulk 1981-1987)
Collection number: MS-R077
Collector: Kelly, Jon Timothy
Extent: 1 linear foot (2 boxes and 2 oversize folders)
Repository: University of California, Irvine. Library. Special Collections and Archives.
Irvine, California 92623-9557
Abstract: This collection comprises employee training and policy guides, promotional material and brochures for the Disneyland and Walt Disney World theme parks and rides, popular publications featuring the Disney corporation and its entertainment subsidiaries, and other related material. The collection also contains copies of several Disney serials intended for either the Disney staff or the general public. All items were collected by the donor during his employment at Disneyland as a "Cast Member," the term used to refer to public service employees.
Language: English.
Access
Collection is open for research.
Publication Rights
Property rights reside with the University of California. Literary rights are retained by the creators of the records and their heirs. For permissions to reproduce or to publish, please contact the Head of Special Collections and Archives.
Preferred Citation

For the benefit of current and future researchers, please cite any additional information about sources consulted in this collection, including permanent URLs, item or folder descriptions, and box/folder locations.

**Acquisition Information**

**Processing History**

**Collection Scope and Content Summary**
This collection comprises employee training and policy guides, promotional material and brochures for the Disneyland and Walt Disney World theme parks and rides, popular publications featuring the Disney corporation and its entertainment subsidiaries, and other related material. The collection also contains copies of several Disneyland serials intended for either the Disney staff or the general public. All items were collected by the donor during his employment at Disneyland as a "Cast Member," the term used to refer to public service employees.

**Related Collections**
Related collections of Disneyland and Walt Disney World newsletters, publications, and brochures can be found at the Anaheim Public Library in California and the Orlando Public Library in Florida.

**Separation Note**
Three serials were removed from this collection and cataloged separately:

- **Disney news**, 1979-1993. Quarterly publication for members of the Magic Kingdom Club (continued by Disney magazine).

**Indexing Terms**
The following terms have been used to index the description of this collection in the library's online public access catalog.

**Subjects**
Disneyland (Calif.)--Archival resources.
Amusement parks--California--Anaheim--Archival resources.
Orange County (Calif.)--Archival resources.

**Genres and Forms of Materials**
Employees' manuals.

| Box 1 : 1-4 | Disneyland employee documents and training materials, photocopies and original publications, 1983-1987 |
| Box 1 : 1 | General employee and Cast Member introductory training material, 1984-1987 |
| Box 1 : 2 | Lead Cast Member training handbooks and checklists, 1983-1987 |
| Box 1 : 3 | Retirement, work status, health insurance, and union documents, undated |
| Box 1 : 4 | Safety awareness, undated |
| Box 1 : 5-8 | Walt Disney Productions and Walt Disney Company staff and commercial publications |
| Box 1 : 5 | The Disneyana collector |
| Box 1 : 5 | 1983 Summer |
| Box 1 : 5 | 1985-1986 Winter |
| Box 1 : 5 | 1986 Spring |
| Box 1 : 5 | 1986 Summer |
| Box 1 : 6 | Disneyland Community Action Team newsletter, 1985 |
| Box 1 : 6 | Disneyland line, weekly publication for staff members |
| Box 1 : 6 | 1986 December 24 |
| Box 1 : 6 | 1989 July 14 |
| Box 1 : 6 | The Disney theme show from Disneyland to Walt Disney World: a pocket history of the first twenty years, Volume I, photocopy of pamphlet, ca. 1980s |
| Box 1 : 6 | The Disney theme show: an introduction to the art of Disney outdoor entertainment, Volume II, photocopy of pamphlet, ca. 1980s |
Contents

Box 1 : 7  The Magic Kingdom gazette, 1985 July-1987 June
Box 1 : 8  Theme park operations newsletter, 1985 August-September
Box 1 : 8  Vacationland
Box 1 : 8  1979 Summer
Box 1 : 8  1983 Spring
Box 1 : 8  1984 Summer
Box 2 : 1  Magic Kingdom Club membership publications
Box 2 : 1  Magic Kingdom Club price guide, 1983-1985
Box 2 : 2  Disneyland (California) brochures and guides, 1975-1993
Box 2 : 2  Daily event guides, 1981-1983
Box 2 : 2  Disney Channel brochure, 1983
Box 2 : 2  Individual ride brochures
Box 2 : 2  It’s a Small World, 1975
Box 2 : 2  Star Tours, 1987

Note
Guide to rides and shops, with maps

Box 2 : 2  Special event guides, 1985-1993
Box 2 : 3  Walt Disney World (Florida) brochures and guides
Box 2 : 3  Epcot Center guide book, 1986
Box FB-10 : 3  Disney/MGM Studios theme park news, 1989 April

Note
Guides to rides and shops, with maps

Box 2 : 3  Individual ride and attraction brochures
Box 2 : 3  Discovery Island, 1987
Box 2 : 3  River Country, 1987
Box 2 : 3  Package tour guides, 1981-1982
Box 2 : 3  Vacation guide and Resort vacation guide, 1982-1986
Box 2 : 3  Walt Disney World news, 1987
Box 2 : 4  Magazines featuring Disneyland and Walt Disney World
Box FB-9 : 7  Life
Box FB-9 : 7  1978 November
Box FB-9 : 7  Advertising supplements, 1981-1982
Box 2 : 4  Los Angeles Times magazine
Box FB-10 : 3  1980 January 20.

Note
Advertising supplement

Box 2 : 4  1987 February 8
Box 2 : 4  Newsweek
Box 2 : 4  1989 April 3
Box 2 : 4  1991 Fall/Winter.

Note
Advertising supplement