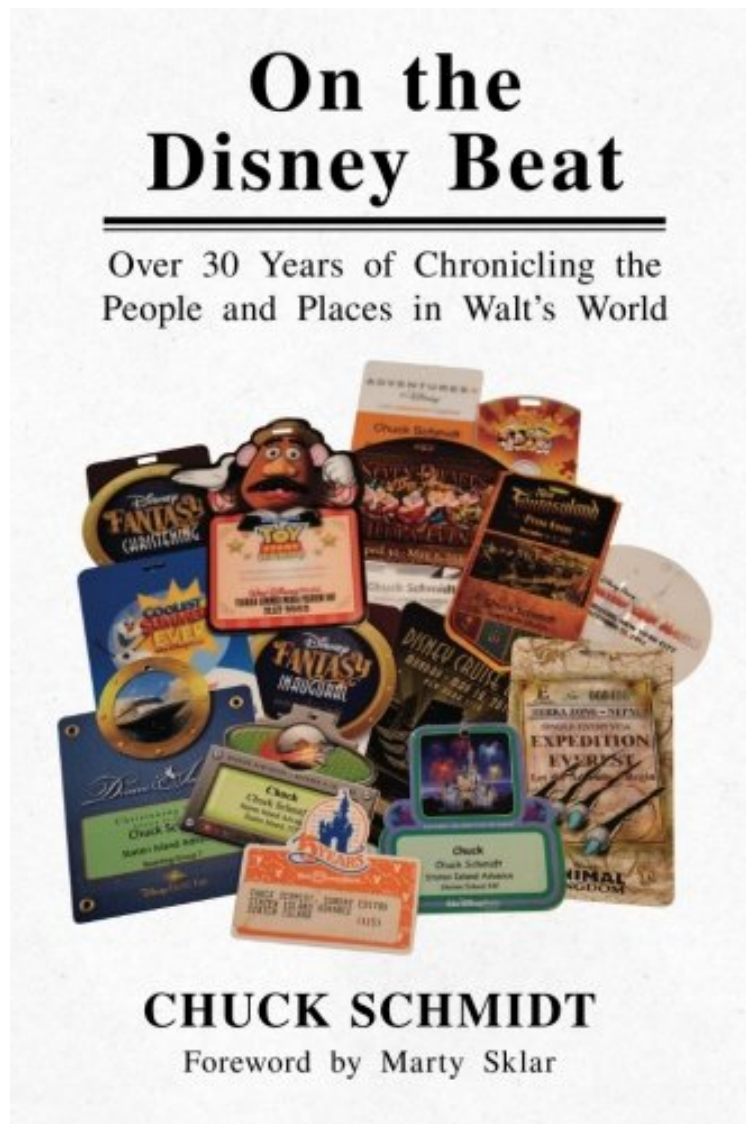


(Download) On the Disney Beat: Over 30 Years of Chronicling the People and Places in Walt's World

# On the Disney Beat: Over 30 Years of Chronicling the People and Places in Walt's World

Chuck Schmidt

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**Chuck Schmidt : On the Disney Beat: Over 30 Years of Chronicling the People and Places in Walt's World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised On the Disney Beat: Over 30 Years of Chronicling the People and Places in Walt's World:

3 of 3 people found the following review helpful. A detailed look at Disney's public relations division and how they promote the theme parks By Bill Cotter I enjoyed this look back at a journalist's interaction with the Disney

organization over the years, but it could really have benefited from an editor. The author writes a blog about Disney and I imagine a number of the chapters in it probably originally appeared as blog entries. That's fine, except for things that get repeated then between chapters. For example, in one chapter you will read that Bob Gurr worked for Ford before he started at Disney. Then, in the very next chapter, there it is again. And still later again. Marty Sklar joking about being able to lie as he retells tales of the old days, as who else would know the truth, is cute the first time, but after a while it wears thin. There were other examples of this sort of thing, which a good editor may have been able to help with. Little things like this can appear weeks or months apart in a blog, but they get repetitive when they hit you in short order as you go through a book. The author did a very good job of describing many of the Disney projects quite accurately. I was working for Disney for some of the years covered and would say he was spot on in his descriptions. He obviously did his homework and it shows. Despite my wish for some tighter editing I would easily recommend this to Disney fans who want a peek inside the theme parks and Imagineering, especially their public relations arms.

Stop the Presses! Journalist Chuck Schmidt has covered Disney for over three decades, attending lavish special event parties and enjoying access to Disney executives and Imagineers. He was first in line for new attractions, shows, even cruise ships. What's that like? Chuck's memoir tells all. Being a newspaper reporter is not a life of glitz and glamour. But for a reporter like Chuck Schmidt, who was on the "Disney beat" for the Staten Island Advance, it means one-on-one time with Disney Legends like Marty Sklar and Tony Baxter; admittance to private, after-hours galas in the parks; and plenty of bling. Now retired, Chuck tells the never-before-told story of how he and other journalists publicize the latest and greatest from the Mouse, taking you backstage to a side of Disney that guests never see: Celebrity-studded soirees for events like the opening of Seven Dwarfs Mine Train and the christening of the Disney Dream. How former Disney CFO Jay Rasulo's innovations changed the theme park experience for many guests but few people know who he is. The evolution of Disney's increasingly over-the-top press events, traced back to a Hollywood operator named Eddie Meck who taught Walt how to promote Disneyland. How Chuck became an "honorary citizen" of Walt Disney World. With a foreword by Marty Sklar, and featuring exclusive photos and contributions from Disney Legends Sklar, Tony Baxter, Bob Gurr, and Charlie Ridgway, *On the Disney Beat* is your personal press badge to all things Disney!