

## **Public Awareness**

### **Feld Entertainment “Disney on Ice”**

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**Challenge:** To increase awareness of Disney on Ice and Monster Jam for Feld Entertainment, a national event management company, and to coordinate media outlet schedules with performers while expanding event coverage to the Hispanic market.

**Target:** Communities in the greater Milwaukee area. Secondary target audiences included local and out-state media outlets.

**Solution:** Feld Entertainment produces various live entertainment shows around the country. For the Milwaukee shows of Disney on Ice and Monster Jam, they recruited Bottom Line to raise awareness and attendance through print and television coverage.

Bottom Line released news releases to various media outlets and developed 12-week, 8-week and 3-week public relations plans for Feld to outline steps for engaging the media. The plan included standard work forms, media lists of local outlets and snapshots of the media landscape outlining possible outlets that would be interested in the event. Bottom Line worked with the media to coordinate their schedules and deadlines with the performers’ schedules. Due to the travel schedules of the performers, it was a challenge to synchronize the media with the performers’ schedules. To combat this challenge, Bottom Line adhered to Feld’s standardized forms to stay organized.

Bottom Line also organized a promotional event in collaboration with the Milwaukee Public Library (MPL), called “Reading with Belle,” where Belle, from Disney’s Beauty and the Beast, read to children at the library. MPL wanted to highlight the benefits of reading and encourage students to get library cards. So we brought the two together to meet MPL’s objectives of promoting library cards and Feld’s objectives of promoting the show. The event provided a great visual opportunity for the media with costumes, props, backdrops and the performer interacting with the children. Bottom Line worked with the library to get students from a primarily Hispanic area, tying the event with the client’s main goal.

**Outcome:** We generated several media hits including the *Milwaukee Journal-Sentinel*, which published a calendar listing with corresponding photos, and *Kenosha News* featured an article on skaters Cinderella and Prince Charming. The reporter from *Kenosha News* also

came to the show which achieved the client's goal of engaging out-state media. In online media, there were mentions of both Disney on Ice and Monster Jams in forums for local newspapers, as well as a short piece about Monster Jams by a blogger on *milwaukeeemoms.com*.

In television, the event was covered by all four major Milwaukee news stations.

- Fox's Channel 6 featured an in-studio morning interview with a skater.
- CBS's Channel 58 covered the library event and dirt dump for Monster Jam.
- NBC's Channel 4 featured a live onsite reporter interview on their morning show at the ice arena with performers skating in the background.
- ABC's Channel 12 asked for B-roll footage to cover the story.

Aided by Feld Entertainment's standard work forms, Bottom Line was successful in promoting Disney on Ice and Monster Jam to both out-state media outlets and the Hispanic community and they asked us to manage promotion the following year.