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DRAFT FOR APPROVAL
Aug. 16, 2021

Leon Bridges and Kelly Clarkson Perform at HSNT's Clear The Shelters Event
Furry Friends Adoption Event and Concert Held in Fort Worth, Texas

FORT WORTH, Texas (Aug. 16, 2021) – Hometown celebrities [Leon Bridges](#) and [Kelly Clarkson](#) are performing a never-before-seen lineup free of charge for all Fort Worth families at the [Humane Society of North Texas's](#) #FurryFriendsAdoption Event and Concert on Aug. 21, 2021.

Bridges and Clarkson have worked with this major adoption event to help prevent shelter animals from being euthanized and allows Fort Worth families to adopt one of the 107 loving animals free of charge.

“Clarkson and I are working with the Humane Society of North Texas to create the best lineup of performances for families in our hometown Fort Worth Texas,” Said Bridges, “Everyone who comes to the Furry Friends Adoption Event will get a free ticket to our show.”

This year's event will be hosted on Aug. 21, 2021, at the Al Hayne Memorial and Park at 225 W Lancaster Ave. Fort Worth, Texas 76201. Performances start at 1 p.m. but Fort Worth families will be free to come and go as they please from 10:30 a.m. until 5 p.m. to meet and adopt potential furry friends.

Audiences can watch the event live on the Humane Society of North Texas [Instagram](#) and [Facebook](#) accounts where volunteers will be posting live updates throughout the day. The event will also be covered by [NBC 5](#), [Telemundo 39/KXTX](#) and local radio stations [88.7 KTCU](#), [92.1 KPVC](#), [102.9 KDMX](#) and [107.5 KMKV](#).

“I think these performances will make this our best adoption event yet,” said Organization President Susan Gulig, “This is a great way for the Humane Society of North Texas to find families for all of the creatures.”

For more information on the Furry Friend's Adoption Event and Concert or how to volunteer at it go to the Humane Society of North Texas website <https://www.hsnt.org/> or social media platforms [Facebook](#), [Instagram](#) and [Twitter](#).

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Figure 1-Our furry friends Tucker and Roxy are excited to see you on Aug. 21, 2021

About the Humane Society of North Texas

Since 1905, the Humane Society of North Texas (HSNT) has worked to eliminate animal cruelty, promote humane values and end animal homelessness in North Texas. As an independent nonprofit organization, HSNT relies on the generosity of the public to help ensure there is a safe place for abused, injured, and homeless animals in the community. To make a lifesaving donation, please visit hsnt.org/donate or [Facebook](#). To learn more about HSNT, [visit hsnt.org](#), [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [TikTok](#).

About Clear The Shelters

Clear The Shelters[™] / *Desocupar Los Albergues*[®] is an annual, nationwide pet adoption campaign that is spearheaded by NBCUniversal Local, a division of NBCUniversal. Every year, NBCUniversal Local's NBC and Telemundo-owned stations, plus affiliated stations, partner with animal shelters and rescues in their communities to host *Clear The Shelters* events.

NBCUniversal Local's *Clear The Shelters* campaign was inspired by a 2014 North Texas pet adoption event hosted by NBC 5 / KXAS and Telemundo 39 / KXTX and dozens of area shelters that resulted in the most adopted pets in one day for North Texas. Since 2015, NBCUniversal Local's *Clear The Shelters* pet adoption campaign has resulted in more than a half-million pets finding new homes. Visit ClearTheShelters.com and DesocuparLosAlbergues.com for more information.

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**Media List**

News Outlet:	Name:	Job:	Contact:	Information:
NBC 5/ Telemundo DFW	Nada J. Ruddock	Vice President of Community Impact	NadaRuddock@nbcuni.com	Ruddock has worked with Clear the Shelters before and has an interest in what is going on in the community.
Visit Fort Worth	Tom Martens	Associate Vice President of Creative and Branding, Director of Fort Worth Music Office	TomMartens@FortWorth.com	Visit Fort Worth is a staple for all kinds of Fort Worth, Texas events and Martens would be able to both work with the creativity of the adoption event, but also, he would be interested in the concerts happening as well.
88.7 KTCU	Gabby Martin	Radio Host	@gothspicegrl	Martin is a college student originally from Fort Worth, Texas. She would be able to use her connections at the college to promote the free event to students and families listening in her hometown, while also reporting on the free concert.
FOX 4 News Dallas-Fort Worth	Dionne Anglin	Reporter	Dionne.anglin@fox.com	Anglin is a reporter with FOX 4 who is from Fort Worth, she would be interested in using her ties to the community to promote the event.
Fort Worth Hispanic Chamber of Commerce	Sarina Lora Davidson	Special Events Manager	@sarina lora	Davidson has reported on different events around Fort Worth, Texas, and would be able to report this event and concert to a majority of the Spanish-speaking families in Fort Worth, Texas.

Email Pitch

The Humane Society of North Texas hosts Furry Friends Adoption Event and Concert featuring special performances by Leon Bridges and Kelly Clarkson



On Saturday, Aug. 21, 2021, from 10:30 a.m. until 5:00 p.m., the Human Society of North Texas is hosting the #FurryFriendsAdoption Event and Concert. The event will include special performances at 1:00 p.m. by celebrities Leon Bridges and Kelly Clarkson. This will be a come-and-go, free-of-charge adoption open to everyone.

All Fort Worth families who attend will receive a free ticket to the concert. The event will take place at Al Hayne Memorial and Park, at 225 W Lancaster Ave. Fort Worth Texas 76201. For more information on where the park is along with the best parking options visit

<https://www.dfwf.org/go/al-hayne-memorial-and-park>.

Please let me know if you have any questions regarding the event. You can call me or email me at (817) 332-4768 or RubyclareHSNT@gmail.com. You can also get in touch with our [Facebook](#), [Instagram](#) or the Humane Society of North Texas [website](#).

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Media Alert

Humane Society of North Texas hosts Furry Friends Adoption Event and Concert

Who: The Humane Society of North Texas will work with Clear the Shelters to host the #FurryFriendsAdoption event and concert to help find homes for shelter pets.

What: #FurryFriendsAdoption event and concert is a free pet adoption opportunity available for all families in Fort Worth, Texas, with special concert performances by Leon Bridges and Kelly Clarkson free of charge for anyone that comes to the adoption event.

Where: #FurryFriendsAdoption event and concert will be held at Al Hayne Memorial and Park at 225 W Lancaster Ave. Fort Worth Texas 76201.

When: The #FurryFriendsAdoption event and concert will be held on Aug. 21, 2021, starting at 10:30 a.m. and ending at 5 p.m. with special performances at 1 p.m.

Media Opportunities:

10 a.m. - 10:30 a.m.- Interview with shelter president Susan Gulig

1 p.m. - 3 p.m.- Leon Bridges and Kelly Clarkson performance

3:10 p.m. - 3:45 p.m.- Photos with Bridges and Clarkson

Arrival: When you arrive please contact the PR Manager Rubyclare Moore at (817) 332-4768 for more information about where interviews and performances will take place.

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Event: #FurryFriendsAdoption Event and Concert

Location: Al Hayne Memorial and Park at 225 W Lancaster Ave. Fort Worth, Texas 76201

Time: Come-and-go event begins at 10:30 a.m. ends at 5 p.m., the concert will begin at 1 p.m. on Aug. 21, 2021

#FurryFriendsAdoption Event and Concert Agenda	
9 a.m.	Set up for the event, there is parking available for everyone working the event as well as the press at the Texas & Pacific Surface Lot. 221 West Lancaster Ave.
10:30 a.m.	The event has begun, and people will start to arrive.
12:20 p.m. - 12:50 p.m.	Make it aware to the guests that the concert is about to start and that everyone who is attending the event knows that they can watch the concert for free with the wristband they receive at the entrance.
1 p.m. - 3 p.m.	Leon Bridges and Kelly Clarkson perform.
3:10 - 3:45	Bridges and Clarkson are available for photos.
5 p.m.	The event is now over, and clean-up begins.

About: The Furry Friends Adoption Event and Concert was created by the Humane Society of North Texas to help raise awareness of the issue of the euthanizing of shelter pets. This event will feature a free adoption event as well as a free concert available to all Fort Worth Families.

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Talking Points

Humane Society of North Texas hosts Furry Friends Adoption Event and Concert

1. Today at 1 p.m. Leon Bridges and Kelly Clarkson are performing a never-before-seen lineup, free of charge, for all Fort Worth families for the Humane Society of North Texas Furry Friends Adoption Event and Concert. Today's event is being held at Al Hayne Memorial and Park and we will be here from 10:30 a.m. until 5 p.m. This event is a fun way for people to adopt a Humane Society of North Texas shelter pet free of charge. We can't wait to see everyone getting together today to adopt these shelter animals.
2. Questions:
 - 1) What was the setup like for this event?
 - The set-up has been really good, the Humane Society of North Texas has gotten a lot of great volunteers to help us out. Before we started setting up, we had to count out how many pets we would have available today and it looks like we have about 38 dogs, 40 cats, 14 rabbits, 10 chickens and 5 rats.
 - 2) Is both the event and the concert open to everyone in Fort Worth, Texas and free of charge?
 - Yes, it is, we have a system in place so that everyone who comes to the adoption event will receive a wristband that allows them into the concert at 1 p.m. this helps the Humane Society of North Texas staff and volunteers to keep track of everyone.
 - 3) How did you get both Bridges and Clarkson to perform at this event?
 - Both Bridges and Clarkson are from Fort Worth, Texas and have reached out to us about how they can help the Humane Society of North Texas with their Clear The Shelters event. With them, we created this giant adoption event and concert.
 - 4) Do you expect to have all of the pets adopted by the end of the day?
 - I wouldn't say that we expect it, but we would love to see all of our Humane Society of North Texas shelter pets adopted into a good home. We have seen a lot of excited families so far today but would love to see even more. Everyone is welcome.
 - 5) Is it true that lots of pets are adopted during Clear the Shelters that aren't a good match?
 - We have been working hard to make sure that everyone who is looking to adopt pets is ready for the responsibility. We do understand that people will get fairly wrapped up in the idea of adoption and when it comes down to having the pet at their house, they are unable to handle that and because of this at the Humane Society of North Texas, we are happy to take back any shelter pets that just are not the right fit for a home free of charge.

Research and Planning for Media Release

Research

Name of Shelter

- Humane Society of North Texas

Date of Event

- August 23- September 19, 2022 (make it a back-to-school event)

Benefits

- Allows for the shelter to make contact with others in the area as well as helping clear the shelters so to speak. This event will allow for the Humane Society of North Texas to be a part of a system that uplifts families as well as finds homes for many animals while at the same time

Shelter Address and hours

- 840 East Lancaster Ave. Fort Worth, TX 76103
- Open 12:00 p.m. to 6:00 p.m. Monday through Sunday

Shelter Director

- Martha York, Chair on the Board of Directors
- Susan Gulig, President
- Cassie Davidson, Director of Communications

Shelter Quote

- “At the Humane Society of North Texas, we work hard to make sure that all of our animals are well cared for and find the best-suited homes for each individual. There is plenty of diversity in our animals, we hope that people see that and find an animal that they relate to.”

Lead Frame-Influencer, traditional, statistic- see PR Positive Proactive Planned document for guidance

- The frame of this event should be heart-warming and exciting, families and individuals want to adopt these pets and the overall feel of the event should exude that energy. Some Fort Worth celebrities include Leon Bridges and Kelly Clarkson, these two could work together to write a song/jingle to perform on the adoption day. It would be best to have someone on the team who can act as a translator if a Spanish-speaking family wants to adopt a pet. The event should be as diverse as the animals are, there is not just one type of animal there are many and that kind of diversity should be represented throughout the event.

Ideas from Google News search that could be developed

- The population boom in the city?

Ideas from SM trends that could be developed

- There is a trend on TikTok where people will show their pets doing cute/funny things around the house. It would be easy for the shelter to participate in that kind of content. As well as the trend where people rank the names of pets at shelters. With that trend, an employee of the shelter would take a video using a popular sound on TikTok and go around the shelter ranking the names of different animals around the shelter. Both of these would be an effective way of letting audiences get to know each of the animals, it also gives people insight into the pet's personalities so that they can see if that pet would fit in with their family.

- After the event, if the adopted families are comfortable with it, they could submit videos of the pets after they have been adopted and the shelter could make a before and after video to show the impact the adoption had on the animals.

Audience from Demographics

- Hispanic families, white families, majority female however male is close by demographically. More owned homes than rent. Average earnings \$40,338. English is the most spoken language with Spanish at a close second. Not a mentioned demographic however there are two prominent colleges in the city. 42,121 veterans around the city, typically white between the ages of 35 and 54.

Media outlets- Broadcast, Print, Radio which would be effective in your geographic area

- Radio stations (try to get ahold of college radio stations as well as regular ones), billboards, flyers.
- Broadcasting: NBC 5 Dallas-Fort Worth and Telemundo 39/KXTX (a local Spanish-speaking television channel) covers the Clear the Shelters event and would do it again for this campaign.
- Radio stations: KTCU 88.7, KPVC 92.1, KKXT 91.7, KLNO 94.1, KDMX 102.9, KMKV 107.5 (three Spanish speaking channels, three not Spanish speaking channels)

Logo for city or shelter and Logo for Clear the Shelter



- <https://www.milestonepnc.com/fort-worth-insurance/fort-worth-logo/>



**HUMANE SOCIETY
OF NORTH TEXAS**

- <https://www.hsnt.org/>

Review Clear the shelter arrangements- time

- Started in 2014/15 and has been going on since the first event, finding great success each time they host the event. They encourage other shelters to do the same and join in on the event this can bring major publicity to all shelters that participate.

Assume no charge for pets adopted

- Yes, adoptions will be free this event is to connect families to pets and clear out shelters to not be forced to euthanize the animals due to overcrowding. However, they do accept donations at the event if need be.

Planning

Hashtag for Campaign

- #SaveFWAnimals #AdoptingFamilyMembers

Ideas for Coverage before, a day off or day after

- Before: Radio announcements from major stations as well as college stations, posting on social media both as posts and stories, trying to get a general buzz around the event, sending flyers to schools as well as homes in the surrounding area.
- During: Post content on social media about how much fun the event is, try to capture pictures and videos of people finding the pets that are going to adopt to show the general feel of the event
- After: Talk about the success of the event and updates on how the pets are doing, if done successfully this will be the time to ask the audience questions about the event i.e., what went well along with what could be improved about the event for next year.

Campaign Name

- Finding Furry Families, Clear the Shelters

Lead Sen

- Since 2015, the Humane Society of North Texas has participated in the Clear the Shelters initiative to help clear the shelters in the DFW area and find loving homes for shelter pets. This major adoption event allows for people to not only help prevent shelter animals from being euthanized but also allows for families to adopt a loving animal for free in their area.

Detail- location (address, hours and details of Clear the Shelter)

- Al Hayne Memorial and Park: 225 W Lancaster Avenue Fort Worth, TX 76102. People will be free to come and go from 10:30 until 5 pm to come to meet the pets and adopt their new family members.

Quote one

- From Susan Gulig, President

Quote Two

- Cassie Davidson, Director of Communication

Quote One

- “We have been participating in the clear the shelters initiative since 2015. It is a great way for us to find families for all of our creatures, they all deserve a loving home, this is a great way to ensure that they will.”

Quote Two

- “I love working this event! It makes me so happy to see all of the animals so excited to be adopted throughout the day. Every time a new group of people shows up all the pets start jumping for joy, it’s the sweetest!”

Photo with caption



- <https://pixabay.com/photos/cat-dog-animals-pets-garden-71494/>
- (Caption for press release) Tucker and Roxy are ears over tails excited to meet their new forever family!
- (Caption for social media) Stop by the Al Hayne Memorial and Park (225 W Lancaster Avenue Fort Worth, TX 76102) anytime between 10:30 a.m. until 5:00 p.m. to adopt pets as sweet as these two! #ClearTheShelters #Adopted #CutePets

SM focus - before during or after

- Before: getting people excited to meet their new forever friend/family member, introducing people via social media, a countdown to the event.
- During: posting people who have adopted their pets and how happy all the animals are with their families.
- After: a check-up on how the pets are doing and getting feedback on how the event went from the audience.

Emotional Appeal

- Finding a new family member. Make the press release wholesome and heart-warming, while also an exciting time for pets and people.

Call to action- adopt

- Help clear out the shelters by adopting a new furry family member!

Benefit to adopters

- Adding on a family member, saving animals from being euthanized, finding an animal compatible for a lockdown.