Media Coverage Report

Q2-3 FY 2026 Pet Resources

Jan. 1, 2026 – June 30, 2026

Hillsborough County Florida
Communications & Digital Media

Summary of Event

A key part of Communications & Digital Media's (CDM) work for the Pet Resource Center (PRC) is to generate positive media coverage and brand recognition for the outstanding work done at PRC. This highlights the quality care that is given to the community's pets and ensures those important stories reach a broad audience to create awareness of the shelter and available adoptions.

From Jan. 1 to June 30, 2026, CDM provided marketing and public relations support that included the following tactics:

- Media pitching in English and Spanish, interview preparation, and news release writing
- Event promotions
- Radio and social media advertising
- Video development and event production
- Social media strategy, content development, and messaging
- Collateral development
- Newsroom stories
- Website auditing



Examples of Pet Resource Center event materials and outreach imagery.

Media Coverage

Newsroom Story
March 18, 2026: Volunteers Provide Vital Support for Animals at the Pet Resource Center
April 15, 2026: Kitten Season is Here: How to Help During PRC's Busiest Time
April 23, 2026: Celebrating National Volunteer Week at Pet Resource Center
May 6, 2026: First Responders Partner for Pups with Heroes and Hounds Pet Adoption Event
May 18, 2026: Find Your New Furry Friend at the Mega Dog Adoption Event
June 25, 2026: Help Hillsborough County Kittens Find Homes

HTV Videos
Feb. 17, 2026: Pet Resource Center: Every Sound Has a Story
May 12, 2026: 2026 Heroes and Hounds Adoption Event

Media Relations
Seven news releases distributed
Jan. 9, 2026: Hillsborough Shelter Dogs to Participate In, Be Available for Adoption at Saturday's Pirate Pup Parade & Costume Contest
Feb. 12, 2026: Find Your Soulmate on Valentine's Day at Hillsborough Pet Resource Center
March 19, 2026: Do You Have What It Takes to Be a Pet Foster Parent?
April 23, 2026: Hillsborough County's Pet Shelter Holding Kitten Shower Saturday
May 7, 2026: First-Ever "Heroes and Hounds" Event Brings Together Firefighters, Sheriff's Office, and Adoptable Dogs
May 27, 2026: Regional Pet Shelters Team Up to Host Mega-Adoption Event
June 29, 2026: Hillsborough County Pet Shelter at Nearly 700 Percent Capacity for Cats

Recurring Media Features
WTSP-Channel 10 "Pet of the Week" segment airs every three weeks
Tampa Beacon featured pet every week

Estimated Total Media Value: **$1,327,330**
Estimated Total Audience Reached: **6,809,707**

Jan. 7, 2026, WFTS: Morning Blend – Pirate Pup Parade

Jan. 9, 2026, WFLA: Pirate Pup Parade and Pet Resource Center

Jan. 12, 2026, WTSP: Pirate Pup Parade Steps Off Sunday

Jan. 12, 2026, Bay News 9: Pirate Pup Parade Coming to Downtown Tampa (1); Gasparilla Dog Costume Show in Tampa (2)

Jan. 12, 2026, WTVT: "Pirate Pup Parade" at Water Street (1); Gasparilla Pirate Pup Parade (2)

Jan. 12, 2026, WTSP: Pet of the Week: Meet Jerry

Feb. 16, 2026, WTTA: Fur-Ever Valentine Adoption Event

March 2, 2026, WTSP: Pet of the Week: Meet Whoopi

March 20, 2026, WTSP: Pet Foster Open House Tomorrow in Tampa

March 23, 2026, WOGX: Hillsborough Pet Shelter Asks for Foster Families

March 23, 2026, WTVT: Pet Foster Open House

April 24, 2026, WFTS: Hillsborough's Pet Resource Center Needs You!

April 24, 2026, WFTS: Pet Resource Center Volunteer Honored

April 27, 2026, WFTS: Kitten Shower Saturday

May 4, 2026, WTSP: Woman in Hillsborough County faces animal cruelty charges for throwing, kicking 1-year-old Maltese (1); Woman faces 6 animal cruelty charges for throwing, kicking 1-year-old Maltese, HCSO says (2)

May 4, 2026, WFLA: Caught on Camera – Dog Kicked, Thrown

May 4, 2026, WTVT: Animal Cruelty Arrest

May 5, 2026, WTVT: Godwins Donate to Pet Resource Center

May 5, 2026, WFTS: Godwins Present Hillsborough County Pet Resource Center with Check

May 5, 2026, WFLA: Chris & Mariah Godwin Donation

May 6, 2026, WTVT: Dog Dies After Abuse Caught on Camera

May 6, 2026, WFTS: Abused Dog Dies During Surgery

May 6, 2026, WFLA: Stray Dog Abused on Camera Dies

May 11, 2026, WTVT: Adoptable Dogs? Firetrucks? Free Ice Cream? Let's Go!

May 11, 2026, WTSP: "Heroes and Hounds"

Continued

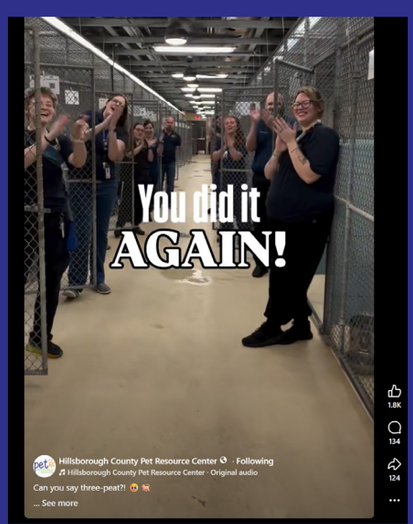
Social Media Engagement

PRC Facebook

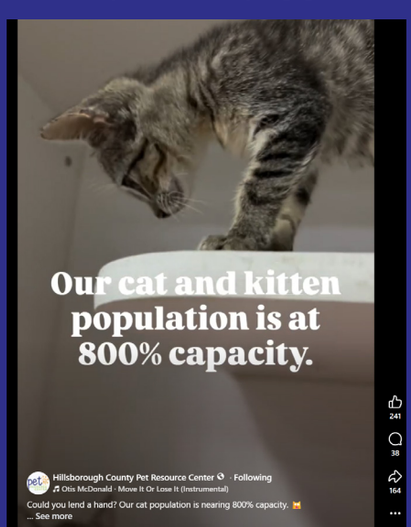
Includes social media ads/boosted posts

Total impressions: **1,204,783**
Total engagements: **61,481**
Total posts: **182**

Social spotlight – highest performing post + other noteworthy posts:



Mega Dog Adoption
Views 49,470 | Reach 4,662 | Engagements 127



PRC Cat and Kitten Population
Views 28,237 | Reach 1,616 | Engagements 158

Follower growth over Q2 and Q3: +1,778

Media Coverage Report

Q2-3 FY 2026 Pet Resources

Jan. 1, 2026 – June 30, 2026

Hillsborough County Florida
Communications & Digital Media

May 28, 2026, WTSP: Got Room for Another Furry Friend? Here's a Great Opportunity

May 29, 2026, WFTS: "My Heart Is Open!"

May 29, 2026, WFLA: Mega Dog Adoption Event

May 31, 2026, WTSP: Regional pet shelters team up for mega-adoption event in Hillsborough County

May 31, 2026, WTSP: Regional Pet Shelters Team Up to Host Mega-Adoption Event

June 1, 2026, WFTS: Kittens Are Up for Adoption

June 2, 2026, WFLA: Mega Adoption Event Clears Kennel

June 3, 2026, WTSP: 278 Dogs Adopted During Plant City Event

June 3, 2026, WFTS: 278 Dogs Adopted During Mega Dog Adoption Event

June 6, 2026, WFTS: 278 Dogs Adopted During Mega Dog Adoption Event

June 22, 2026, WFTS: Trap, Neuter, and Release Programs Across Bay Area

June 26, 2026, WFLA: Protect Your Pets!

June 26, 2026, WTSP: Three Dogs Die After Being Left Outside; Charges Filed

June 26, 2026, WFTS: Hillsborough County Issues Warning After Three Dogs Die in Heat (1); Hillsborough Renews Warning About Dangers of Keeping Dogs Outside in Heat (2)

June 29, 2026, WTVT: Three Dog Deaths Spark Urgent Warning

June 30, 2026, WTVT: Urgent Plea from Pet Resource Center

June 30, 2026, WFLA: PRC Needs Public's Help (1); Looking for a New Feline Friend? (2); PRC "Way Over Capacity" for Cats and Kittens (3)

June 30, 2026, WTSP: Pet Resource Center "Sounds Alarm"

June 30, 2026, WFTS: Hillsborough County Pet Resource Center Needs Your Help (1); Pet Resource Center Has Hundreds of Cats (2)

June 30, 2026, WTVT: Fireworks and Pet Safety



Jan. 9, 2026, Tampa Free Press: Barking Buccaneers: Shelter Dogs Seeks First Mates at Tampa's Pirate Pup Parade

March 19, 2026, Osprey Observer: Local Shelters Give Pets a Second Chance at a Furever Home

March 20, 2026, WTVT: Hillsborough Pet Resource Center at capacity: How to foster at Tampa's open-admission shelter

April 23, 2026, Tampa Free Press: Kitten Season: Why Hillsborough County's Shelter Needs You To Shower Them With Love

April 28, 2026, Tampa Bay Times: As pets' immigrant owners face deportation, this Tampa shelter is saving them

May 4, 2026, Telemundo: Burtal agresión contra un cachorro en Tampa es captada en cámara, hay un arresto

May 6, 2026, WFTS: "He was loved": Tampa puppy thrown and kicked by woman dies during amputation surgery at Pet Resource Center

May 6, 2026, WFLA: Puppy dies after Tampa woman was caught on camera throwing, kicking it: officials

May 6, 2026, WTSP: 1-year-old Maltese dies after being thrown, kicked on video in Tampa

May 6, 2026, WOFL: Hillsborough County puppy dies during surgery after abuse caught on camera: "It's hard on our community"

May 8, 2026, Osprey Observer: Over 300 Dogs Will Be Available To Meet And Adopt On The Spot At Mega-adoption Event

May 9, 2026, WTVT: Fire trucks, free ice cream, and forever homes: first "Heroes and Hounds" event held Saturday

May 29, 2026, WFTS: Mega Dog Adoption Festival in Plant City waives all fees for fur-ever friends

May 31, 2026, WFLA: Hundreds find "fur-ever" homes in Tampa Bay Mega Adoption weekend

May 31, 2026, WFTS: Hundreds of dogs available for adoption at Plant City's Mega Dog Adoption Festival

June 5, 2026, Osprey Observer: Rescue Pets Issues Urgent Plea for Fosters as Shelters Reach Capacity

June 21, 2026, News Chief: Rabies case shows need for new approach to cats in Polk | Commentary

June 23, 2026, Beacon Media: Pets of the Week

June 25, 2026, WFLA: Hillsborough County Animal Control urges precautions after 3 dogs die from heat

June 26, 2026, WTVT: Hillsborough County dog heat deaths: 3 pets die in less than two weeks

June 29, 2026, WFLA: Hillsborough County shelter "overflowing with cats" and "desperately" in need of foster homes

June 29, 2026, WFLA: Hillsborough County Pet Resource Center at 700 Percent Capacity for Cats

June 30, 2026, WTVT: Fourth of July fireworks could trigger influx of lost pets at Hillsborough County Pet Resource Center



May 4, 2026, WFLA-AM: Woman Arrested for Animal Abuse

May 6, 2026, WFLA-AM: Puppy Dies During Surgery

May 28, 2026, WMNF-FM: Mega adoption event brings hundres of dogs to Plant City this weekend

May 29, 2026, WFLA-AM: Thinking About Adopting a Dog? Check This Out!

June 18, 2026, WMNF-FN: Amid Trump's immigration crackdown, one Tampa pet rescue is dealing with a flood of animals

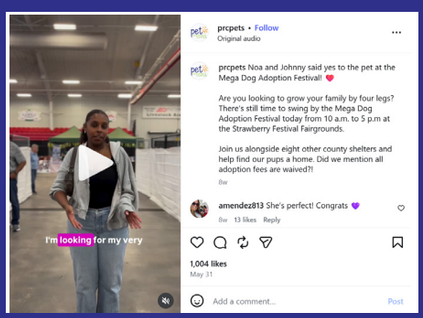
June 26, 2026, WFLA-AM: Both People and Pets at Risk During Hot Temps

Social Media Engagement

PRC Instagram

Total impressions: **125,022**
Total engagements: **7,224**
Total posts: **110**

Social spotlight – highest performing post + other noteworthy posts:



Noa and Johnny at Mega Dog Adoption
Views 6,069 | Engagements 455

Important notes:

- All top performing posts were videos/reels.
- Posts related to the Mega Dog Adoption Event account for 30% of the total impressions on Facebook.
- Posts related to the Mega Dog Adoption Event had an engagement rate of 6.6%. Posts related to PRC general had an average engagement rate of 5.4%.

Follower growth over Q2 and Q3: +1,778







Examples of Pet Resource Center event materials and outreach imagery.