



## **St Michael's/RACC 2nd Grade Persuasive Animal Adoption Writing: Media Hits**

(As of February 15, 2023)

In a world that seems rather dark right now, we have been told that this story shines brightly and is the feel-good national and global news story of the moment.

Best of all, it worked! 24 of 24 hard-to-place animals found their forever homes!

**2023 Puppy Bowl (Animal Planet, Feb 12, 2023 , estimated 2 million viewership)**

<https://vimeo.com/user43036708>

**ABC Ch 8, Feb 2, 2023 (Story on Year 2 of St M/RACC Collaboration)**

<https://www.wric.com/community/positively-richmond/richmond-animal-care-and-control-teams-up-with-st-michaels-episcopal-school-for-new-adoption-campaign/>

**Crazy Good Turns Podcast (Chosen "Top Heroes of 2022"- December 2022)**

<https://crazygoodturns.org/episodes/heroes-2022>

**Kelly Clarkson Show**

- Aired nationally on May 24, 2022 -- 2 p.m. on NBC 12.
- The show flew our 2nd grade teacher, Kensey Jones, 2 students and the head of the RACC to LA to film a segment with Kelly Clarkson.
- Here is the clip: <https://www.youtube.com/watch?v=GboPB6Q5qZc&t=5s>

**Richmond Times Dispatch- May 24, 2022**

[https://richmond.com/news/local/richmond-second-graders-wrote-essays-to-help-get-shelter-dogs-adopted-now-theyre-appearing-on/article\\_be5c2165-2187-5254-a232-3be89598e32f.html?fbclid=IwAR3BwtvI93O6hM7UIB-0zoHDVYsPAEvoK\\_C39DFofouuYw42rj9VqamCeQ](https://richmond.com/news/local/richmond-second-graders-wrote-essays-to-help-get-shelter-dogs-adopted-now-theyre-appearing-on/article_be5c2165-2187-5254-a232-3be89598e32f.html?fbclid=IwAR3BwtvI93O6hM7UIB-0zoHDVYsPAEvoK_C39DFofouuYw42rj9VqamCeQ)

**NBC 12 on May 24, 2022**

<https://www.nbc12.com/video/2022/05/24/nd-graders-who-helped-dozens-richmond-pets-find-for-ever-homes-will-be-kelly-clarkson-tuesday/?fbclid=IwAR160SZS3gdkaOPcrZwpo4nTaT3iFqR3lS0XTZBWY6eFn-4qHZZeUh68ljYk>

**Der Spiegel - largest German News Source**

<https://www.spiegel.de/panorama/usa-zweitklaessler-in-virginia-retten-herrenlose-hunde-und-lernen-dabei-das-schreiben-a-1f7a7b69-a0b8-43db-9e6a-3e6b58e139f4>

**NBC Nightly News Kids with Lester Holt**

<https://vimeo.com/manage/videos/704339215>

**ABC World News Tonight with David Muir**

<https://abcnews.go.com/WNT/video/students-write-letters-behalf-adoptable-animals-83821491>

**Good Morning America (GMA)**

<https://www.goodmorningamerica.com/living/story/graders-write-adorable-letters-make-drawings-animals-awaiting-83783981>

**The Today Show (Digital)**

<https://www.today.com/parents/cute/dogs-cats-adopt-second-grade-essays-rcna22235>

**Washington Post**

<https://www.washingtonpost.com/lifestyle/2022/03/28/richmond-shelter-dog-adopt-students/>

**Drew Barrymore Show**

<https://vimeo.com/696717302>

**New York Post**

<https://nypost.com/2022/03/23/second-graders-write-heartfelt-stories-from-shelter-dogs-perspectives-to-get-them-adopted/>

**NPR**

<https://www.npr.org/2022/04/01/1090057426/these-second-graders-helped-shelter-pups-find-their-fur-ever-homes>

**GeoBeats Animals (276,000 story views)**

<https://www.youtube.com/watch?v=uDcpMe6wHdI>

**Richmond Times Dispatch**

[https://richmond.com/washingtonpost/uncategorized/kids-wrote-pleas-to-help-unwanted-shelter-pups-find-homes-it-worked/article\\_098e2677-b2f9-5139-9154-49f1728372c7.html](https://richmond.com/washingtonpost/uncategorized/kids-wrote-pleas-to-help-unwanted-shelter-pups-find-homes-it-worked/article_098e2677-b2f9-5139-9154-49f1728372c7.html)

**Fox News National (and then sent to affiliates)**

<https://www.foxnews.com/lifestyle/students-write-letters-shelter-dogs-adopted>

**Southern Living**

<https://www.southernliving.com/travel/virginia/richmond-animal-care-and-control-adoption-letters>

**NBC12 Richmond**

<https://www.nbc12.com/2022/02/07/second-graders-help-racc-pets-tell-their-stories-find-forever-home/>

**LadBible (Manchester, England) -- INTERNATIONAL MEDIA: St M went global!**

<https://www.ladbible.com/community/students-help-shelter-animals-find-homes-20220330>

**Amore A Zampe (Italian digital new source) -- INTERNATIONAL MEDIA: Article translated in Italian**

<https://www.amoreaquattrozampe.it/news/bambini-elementari-aiutano-cani-adottati/136114/>

**Bobby Bones Show/I Heart Radio**

<https://bobbybones.iheart.com/featured/bobby-bones/content/2022-03-29-tmsg-kids-write-stories-from-shelter-dogs-perspectives-to-help-adoptions/>

**Mid Ohio's Y.105 Radio**

<https://wyht.iheart.com/content/2022-03-26-second-graders-use-creativity-to-help-shelter-dogs-get-adopted/>

**Audacity/ Mix.98.1 Radio Richmond (Kat Simons)**

<https://www.audacy.com/mix981richmond/latest/2nd-graders-write-letters-from-shelter-dogs-perspectives>

**ABC News 13- Lynchburg**

<https://wset.com/news/local/second-grade-class-writing-assignment-helps-get-shelter-animals-adopted>

**Yahoo.Com Repost**

<https://www.yahoo.com/lifestyle/virginia-second-graders-write-letters-204005927.html>

**InspireMore.com (inspiring news, updated daily)**

<https://www.inspiremore.com/am-i-a-very-cute-dog-2nd-graders-write-adorable-letters-to-get-shelter-dogs-adopted/>

**Newsbreak.com (independent journalism)**

<https://original.newsbreak.com/@l-cane-1591389/2553242938801-richmond-second-graders-write-letters-from-shelter-animals-perspective-to-help-them-get-adopted>

**Audacity/ Mix.98.1 Radio Richmond (Kat Simons)**

<https://www.audacy.com/mix981richmond/latest/2nd-graders-write-letters-from-shelter-dogs-perspectives>

**101.7 Radio "The Bull-Better Country"- Burlington, Iowa**

<https://www.1017thebull.com/2022/03/25/2nd-graders-write-letters-from-shelter-animals-perspectives-to-help-them-get-adopted/>

**Faith Tap (by Independent Journal Review)**

<https://ijr.com/clever-teacher-gives-students-adorable-writing-assignment-to-help-pets-find-their-forever-homes/>

**Western Journal**

<https://www.westernjournal.com/clever-teacher-gives-students-adorable-writing-assignment-help-pets-find-forever-homes/>

**SunnySkyz All Good News:**

<https://www.sunnyskyz.com/good-news/4598/2nd-Graders-Write-Letters-From-Shelter-Animals-039-Perspectives-To-Help-Them-Get-Adopted>

**Fox Affiliate Bangor, Maine**

<https://www.westernjournal.com/clever-teacher-gives-students-adorable-writing-assignment-help-pets-find-forever-homes/>

**Sunny1065- iHeartRadio (also ran on 98.5 The Cat radio)**

<https://sunny1065.iheart.com/featured/chris-davis/content/2022-04-05-students-write-letters-on-behalf-of-shelter-animals-to-boost-adoptions/>

**Bored Panda**

[https://www.boredpanda.com/wholesome-second-graders-wrote-letters-adoption-pet-shelter-rac-c-shelter/?utm\\_source=google&utm\\_medium=organic&utm\\_campaign=organic](https://www.boredpanda.com/wholesome-second-graders-wrote-letters-adoption-pet-shelter-rac-c-shelter/?utm_source=google&utm_medium=organic&utm_campaign=organic)

**Upworthy**

<https://scoop.upworthy.com/second-graders-write-adorable-letters-make-drawings-to-help-less-desirable-animals-get-adopted>

**Good News Network**

<https://www.goodnewsnetwork.org/students-write-adorable-letters-on-behalf-of-shelter-animals-to-boost-adoptions-and-it-worked/>

**Boston25 News**

<https://www.boston25news.com/news/trending/virginia-2nd-graders-help-nearly-2-dozen-shelter-pets-find-fur-ever-homes/A43WESC5F5EAVELKY2A3DCXBYQ/>

**Fox13 Memphis**

<https://www.fox13memphis.com/news/trending/virginia-2nd-graders-help-nearly-2-dozen-shelter-pets-find-fur-ever-homes/A43WESC5F5EAVELKY2A3DCXBYQ/>

**CurrentTimeNews**

<https://currenttime.news/these-second-graders-helped-shelter-pups-find-their-fur-ever-homes-news/>

**6 Park News/Iowa**

<https://6park.news/iowa/these-2nd-graders-helped-shelter-pups-find-their-furry-homes.html>

**LOCAL Ch 12 Cincinnati**

<https://local12.com/news/nation-world/second-grade-class-writing-assignment-helps-get-shelter-animals-adopted>

**Thunder 104.5's Stephanie Taylor Chats with Kensey Jones**

<https://www.youtube.com/watch?v=Cd-glSc9bgU>

**In the Works:**

- **Several schools around the country have reached out to say they plan to replicate the project in their school with their area shelters/animal rescue groups**
  - Example: Spring Ridge Elementary/Wilson School District in Wyomissing, PA - 1st Grade Teacher Mary Plummer
  - February 2023: Williamsburg Elementary School- eight 2nd grade classrooms launched the project