Fwd: Metro Monitor News Tracker Report - Big cat rescue JAN 2018

Susan Bass <susan.bass@bigcatrescue.org>  
Fri, Feb 2, 2018 at 4:26 PM

To: Howard Baskin <howard.baskin@bigcatrescue.org>, Gale Ingham <gale.ingham@bigcatrescue.org>, Carole Baskin <carole.baskin@bigcatrescue.org>

January media monitoring report.

-------- Forwarded message --------
From: Brad Hendrix <bhendrix@metromonitor.com>
Date: Fri, Feb 2, 2018 at 4:03 PM
Subject: Metro Monitor News Tracker Report - Big cat rescue JAN 2018
To: Susan Bass <Susan.Bass@bigcatrescue.org>

Metro Monitor News Tracker Report

1. [care2.com](http://care2.com) Online Only
   Let CBS Know They Shouldn't Use Big Cats as Props! PLEASE SIGN!!
   Jan 31 2018 04:33PM UTC
   Let CBS Know They Shouldn't Use Big Cats as Props! PLEASE SIGN!!Animals (tags: animals, tigers, props tv shows, wildlife, protection, environment, AnimalWelfare ) Cher - 5 minutes ago - [salsa4.salsalabs.com](http://salsa4.salsalabs.com) Concerned supporters contacted BIG CAT RESCUE about the CBS television show NCIS Los Angeles that recently featured an adult tiger in an episode.

2. Osprey Observer-Brandon Newspaper  
   Market: Tampa-St. Petersburg-Sarasota, FL (13)
By Michelle Colesanti

Just over 25 years ago, BIG CAT RESCUE Founder Carole Baskin saved a bobcat kitten at an animal auction from certain death. Naming her Windsong, she had no idea of what the future would hold for both her and the bobcat, but that rescue stole her heart and set the wheels in motion for what would eventually become BIG CAT RESCUES care for cats that were once abused and cant live in the wild is near purrfection. It currently is the furever home to 70 cats. Through the years, the sanctuary has also released 45 wild native Florida bobcats back into the wild. The sanctuary is currently working to change laws which allow for the exploitation of the cats. A few examples include those who exploit baby cubs, keeping cats in small cages for exhibitions, tiger farms, breeding facility where tigers and other exotic or wild animals are bred like livestock for their meat, skin, and parts, circus acts and much more. According to Director of Public Relations, Susan Bass, Big Cat is ardently working on passing the federal bill for big cats called the Big Cat Public Safety Act (HR 1818) in Congress. Once passed, the bill will ban most private ownership and breeding of big cats and will also ban the public from having direct contact (holding/feeding a bottle) with cubs. We believe this will end most of the suffering of unwanted captive big cats in America, she said. You can help by asking your House of Representatives member in Washington DC to co-sponsor the bill at bigcatact.com. A visit to BIG CAT RESCUE is a great way to learn about the resident cats as well as the plight of animal exploitation in general. If you wish to tour BIG CAT RESCUE, it is recommended that you reserve your spot at https://bigcatrescue.org as tours fill up quickly. Along the way, you will meet Cameron the Lion and Zabu the White Tiger, both born at a roadside zoo. The two remain best friends and live together.

Unique Visitors: 400
Calc Publicity Value: $48
Rank: 8,282,091

3. trendcentral.com  Online Only
Abused Tiger Spent Years Locked In A Cage, Watch When He Finally Feels The Grass
They raided the circus and rescued Hoover. He used to be one of the 12 tigers in his group, but sadly, now he is the only one alive. After he was rescued, he was brought to BIG CAT RESCUE in Florida. Now he wanders freely as his heart wishes. Animals in circuses go thorough inhuman treatment.

In Links: 2

4. CNHI News Service  Online Only  Market: Birmingham-Anniston-Tuscaloosa, AL (44)
LIVE: Cougar Feeding at Big Cat Rescue | The Dodo
These 3 cougar siblings are getting a snack at BIG CAT RESCUE! For more on BIG CAT RESCUE visit: https://bigcatrescue.org/

Unique Visitors: 1,158
Calc Publicity Value: $51
Rank: 7,117,214

5. Anchorage Press  Newspaper  Market: Anchorage, AK (147)
LIVE: Cougar Feeding at Big Cat Rescue | The Dodo
These 3 cougar siblings are getting a snack at BIG CAT RESCUE! For more on BIG CAT RESCUE visit: https://bigcatrescue.org/

Love Animals? Subscribe: https://www.youtube.com/channel/UCINb0wqPz-A0dV9nARjIOQ?sub_confirmation=1  Like us on Facebook: https://www.facebook.com/thedodosite/timeline  Follow us on Twitter: https://twitter.com/dodo  Watch us on Snapchat
6. **Southwest Daily News** Newspaper  
**Market:** Lake Charles, LA (174)  
**Media Type:** LIVE: Cougar Feeding at Big Cat Rescue | The Dodo  
**Published:** Jan 26 2018 03:06PM CT  
**LIVE:** These 3 cougar siblings are getting a snack at **BIG CAT RESCUE!** For more on **BIG CAT RESCUE** visit: https://bigcatrescue.org/  
**Love Animals?** Subscribe: https://www.youtube.com/channel/UCInb0wqPz-A0dV9nARjIOQ?sub_confirmation=1  
**Like us on Facebook:** https://www.facebook.com/thedodosite/timeline  
**Follow us on Twitter:** https://twitter.com/dodo  
**Discover:** https://www.snapchat.com/discover/The-Dodo/4978545017  
**Check out our site:** www.thedodo.com  
For the love of animals.

7. **The Argus Observer** Newspaper  
**Market:** Bend, OR (186)  
**Media Type:** LIVE: Cougar Feeding at Big Cat Rescue | The Dodo  
**Published:** Jan 26 2018 03:06PM PT  
**LIVE:** These 3 cougar siblings are getting a snack at **BIG CAT RESCUE!** For more on **BIG CAT RESCUE** visit: https://bigcatrescue.org/  
**Love Animals?** Subscribe: https://www.youtube.com/channel/UCInb0wqPz-A0dV9nARjIOQ?sub_confirmation=1  
**Like us on Facebook:** https://www.facebook.com/thedodosite/timeline  
**Follow us on Twitter:** https://twitter.com/dodo  
**Discover:** https://www.snapchat.com/discover/The-Dodo/4978545017  
**Check out our site:** www.thedodo.com  
For the love of animals.

8. **Kansas City Star** Newspaper  
**Market:** Kansas City, MO (33)  
**Media Type:** How to protect your pet from the dog flu  
**Published:** Jan 25 2018 09:45PM CT  
**Police in Corpus Christi, Texas released a surveillance video of a pot-bellied pig wandering around a Stripes convenience store and gas station on Wednesday around 3 a.m. A video released by Animal Defenders International tells the remarkable story of Hoover the tiger, saved from a circus in Peru, where he was secretly filmed being trained with whips and sticks and living in a small cage. Hoover is now living in natural woodland with his own pool and next to other tigers at BIG CAT RESCUE in Florida. Vincent the cat was brought into the Story County Animal Shelter with injured hind legs. He later ended up at Iowa State veterinary hospital, where Dr. Mary Sarah Bergh and veterinary orthopedics company BioMedtrix, decided to design implants that could be inserted into the femur bones of Vincent's legs and come out through the skin.

9. **Digital Journal** Online Only  
**Market:** USA  
**Published:** Jan 17 2018 02:21PM ET  
**Lise L. Hudson Has Been Recognized Among the Top in Her Industry by the Expert Network**
I'm a big proponent of prenuptial agreements. If you can't talk about finances going into a relationship, then you certainly aren't to be able to talk about them coming out." In addition to her legal practice, Ms. Hudson is an active member of the Florida Bar and the Palm Beach County Bar Association. She also supports The Kravis Center for the Performing Arts, Young Friends of the Palm Beach Opera, the American Cancer Society, BIG CAT RESCUE, and the Palm Beach chapter of Impact100, an organization dedicated to finding local nonprofits in need of funding to help create an impact on in the community. For more information, visit Ms. Hudson's profile on the Expert Network here: http://bit.ly/2mbhfhA

The Expert Network has written this news release with approval and/or contributions from Lise L. Hudson. The Expert Network is an invitation-only reputation management service that is dedicated to helping professionals stand out, network, and gain a competitive edge.

Love our Instagram: https://www.instagram.com/thedodo
Like us on Facebook: https://www.facebook.com/thedodo
Check out our site: www.thedodo.com For the love of animals.

And to find out more about why Serval's aren't pets: https://bigcatrescue.org/category/the-sanctuary-cats/servals-the-sanctuary-cats/

Attention: 0.0000
Estimated Ad Value: $864
CPM: $20.26
Calc Publicity Value: $2,592
Unique Visitors: 439,927
Page Views: 2,324,377
Rank: 73,493
Average Stay: 47.65
Cheetahs live in Africa and Asia, although their numbers are dwindling and they are considered endangered. They are frequently hunted for killing livestock. According to BIG CAT RESCUE, cheetahs are not among the great cats because they do not have a neck bone that would allow them to roar. But they are the fastest land animal, capable of briefly reaching speeds of 70 mph. A litter of eight is a big deal, but last spring the Smithsonian’s National Zoo reported the birth of 12 cheetah cubs to two different mothers, within one week.
Cheetahs live in Africa and Asia, although their numbers are dwindling and they are considered endangered. They are frequently hunted for killing livestock. According to BIG CAT RESCUE, cheetahs are not among the great cats because they do not have a neck bone that would allow them to roar. But they are the fastest land animal, capable of briefly reaching speeds of 70 mph. A litter of eight is a big deal, but last spring the Smithsonians National Zoo reported the birth of 12 cheetah cubs to two different mothers, within one week.

Matt Campbell: 816-234-4902, @MattCampbellKC

Zoo welcomes a record litter of cheetah cubs

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![View Icon] View

21. **Miami Herald** Newspaper  Market: Miami-Ft. Lauderdale, FL (16)

Cheetahs live in Africa and Asia, although their numbers are dwindling and they are considered endangered. They are frequently hunted for killing livestock. According to **BIG CAT RESCUE**, cheetahs are not among the great cats because they do not have a neck bone that would allow them to roar. But they are the fastest land animal, capable of briefly reaching speeds of 70 mph. A litter of eight is a big deal, but last spring the Smithsonians National Zoo reported the birth of 12 cheetah cubs to two different mothers, within one week.

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22. **Modesto Bee** Newspaper  Market: Sacramento-Stockton-Modesto, CA (20)

More than 50 cubs have been born there. Cheetahs live in Africa and Asia, although their numbers are dwindling and they are considered endangered. They are frequently hunted for killing livestock. According to **BIG CAT RESCUE**, cheetahs are not among the great cats because they do not have a neck bone that would allow them to roar. But they are the fastest land animal, capable of briefly reaching speeds of 70 mph. A litter of eight is a big deal, but last spring the Smithsonians National Zoo reported the birth of 12 cheetah cubs to two different mothers, within one week. One litter had five healthy cubs, and the other had seven cubs, but two of those were small and they soon died. Matt Campbell: 816-234-4902, @MattCampbellKC

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23. **The Sacramento Bee** Newspaper  Market: Sacramento-Stockton-Modesto, CA (20)

Cheetahs live in Africa and Asia, although their numbers are dwindling and they are considered endangered. They are frequently hunted for killing livestock. According to **BIG CAT RESCUE**, cheetahs are not among the great cats because they do not have a neck bone that would allow them to roar. But they are the fastest land animal, capable of briefly reaching speeds of 70 mph. A litter of eight is a big deal, but last spring the Smithsonians National Zoo reported the birth of 12 cheetah cubs to two different mothers, within one week.

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24. **The Sacramento Bee** Newspaper  Market: Sacramento-Stockton-Modesto, CA (20)

Cheetahs live in Africa and Asia, although their numbers are dwindling and they are considered endangered. They are frequently...
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Unique Visitors: 1,843,206  
CPM: $11.38  
Estimated Ad Value: $1,054  
Calc Publicity Value: $3,162  
Average Stay: 64.64  
Attention: 0.0000  
Rank: 16,907  
Page Views: 11,140,945

Belleville News-Democrat  
Market: St. Louis, MO (21)  
Jan 3 2018 10:53PM CT  
Cheetah gives birth to eight frolicking cubs, and the video will make your day

Unique Visitors: 204,058  
CPM: $11.38  
Estimated Ad Value: $453  
Calc Publicity Value: $1,359  
Average Stay: 94.34  
Attention: 0.0000  
Rank: 85,736  
Page Views: 2,022,366

Charlotte Observer  
Market: Charlotte, NC (23)  
Jan 3 2018 11:00PM ET  
Cheetah gives birth to eight frolicking cubs, and the video will make your day

Unique Visitors: 1,746,330  
CPM: $11.38  
Estimated Ad Value: $1,028  
Calc Publicity Value: $3,084  
Average Stay: 90.97  
Attention: 0.0000  
Rank: 19,248  
Page Views: 10,594,877

Durham Herald-Sun  
Market: Raleigh-Durham-Fayetteville, NC (25)  
Jan 3 2018 11:00PM ET  
Cheetah gives birth to eight frolicking cubs, and the video will make your day

Unique Visitors: 60,589  
CPM: $11.38  
Estimated Ad Value: $214  
Calc Publicity Value: $642  
Average Stay: 40.75  
Attention: 0.0000  
Rank: 278,484  
Page Views: 458,622

News & Observer  
Market: Raleigh-Durham-Fayetteville, NC (25)  
Jan 3 2018 10:53PM ET  
Cheetah gives birth to eight frolicking cubs, and the video will make your day
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Cheetah gives birth to eight frolicking cubs, and the video will make your day

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Unique Visitors: 254,829  
CPM: $11.38  
Estimated Ad Value: $500  
Rank: 73,381  
Page Views: 2,467,296

40. **Macon Telegraph**  
**Newspaper**  
Market: Macon, GA (120)  
Cheetah gives birth to eight frolicking cubs, and the video will make your day  
Jan 3 2018 10:53PM ET

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Unique Visitors: 337,559  
CPM: $11.38  
Estimated Ad Value: $443  
Rank: 77,025  
Page Views: 1,942,388

41. **Columbus Ledger-Enquirer**  
**Newspaper**  
Market: Columbus, GA (127)  
Cheetah gives birth to eight frolicking cubs, and the video will make your day  
Jan 3 2018 10:53PM ET

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Unique Visitors: 60,897  
CPM: $11.38  
Estimated Ad Value: $384  
Rank: 112,944  
Page Views: 1,456,135

42. **Sun Herald**  
**Newspaper**  
Market: Biloxi-Gulfport, MS (157)  
Cheetah gives birth to eight frolicking cubs, and the video will make your day  
Jan 3 2018 10:53PM CT

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Unique Visitors: 74,094  
CPM: $11.38  
Estimated Ad Value: $366  
Rank: 127,185  
Page Views: 1,324,750

43. **cetusnews.com**  
**Online Only**  
What's in Those Leftover Holiday Shipping Boxes? Cats  
Jan 2 2018 12:02AM UTC

But few have benefited more from the cardboard bounty than cats, which frequently shun toys, scratching posts and pet houses in
favor of empty e-commerce containers. To perfect the art of the cardboard box cat castle, there is a cottage industry of YouTube training videos, library seminars, books and blogs. Chris Poole, who used to work as a media producer at BIG CAT RESCUE, a sanctuary for exotic cats in Tampa, Fla., now works full time on videos and social-media content developed around his cats, Cole and Marmalade. Chris Poole's cats, Cole and Marmalade, with their multiroom gingerbread house. Photo: Chris Poole

In December, he and his wife posted a video to YouTube showing their nearly 700,000 followers how to make a giant, multiroom gingerbread house from leftover online shopping boxes and some heavy-duty cartons from Home Depot.

In Links: 1,910

44. rvlife.com Online Only

The Florida Historic Golf Trail Includes Over 50 Courses

Amenities include free Internet, full hook ups with 30/50 amp electrical, pull-throughs, big rig access, and lots of other amenities and attractions. Dunedin is also home to several beaches, including Dunedin Causeway, Honeymoon Island, and Caladesi Island State Park, which is consistently rated among the best beaches in the world. A nearby attraction is the BIG CAT RESCUE Sanctuary. Here you'll see more than a hundred exotic and endangered cats of all types and sizes in the 55-acre sanctuary. The Dali Museum is worth a visit, especially for art lovers.

In Links: 1,910

Report Generated: 02 Feb 2018 21:02:46 UTC
Story Count: 44
Audience: 33,113,018
Unique Visitors: 33,113,018
Calc Ad Value: $24,294
Calc Publicity Value: $72,882
In Links: 9,170
Traffic Rank: 39,106
Reach Rank: 33,687
Reach Per Million: 43.30
Page Views Rank: 71,066
Page Views Per Million: 0.91
Page Views Per User: 1.87
Average Stay: 3820.63
Attention: 0.0002
Rank: 35,884,420
Page Views: 267,311,299

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Susan Bass
Director of Public Relations
Big Cat Rescue
Susan.Bass@BigCatRescue.org
813.431.2720

You can donate to our big cats at NO COST TO YOU when you select BCR as your charity on Amazon Smile and shop Smile.Amazon.com instead of Amazon.com. It's exactly the same as regular Amazon EXCEPT Amazon donates .5% of your purchase to BCR! How purrfect!