Fwd: Metro Monitor News Tracker Report

Susan Bass <susan.bass@bigcatrescue.org>  Wed, Aug 1, 2018 at 3:15 PM
To: Carole Baskin <carole.baskin@bigcatrescue.org>, Howard Baskin <howard.baskin@bigcatrescue.org>, Gale Ingham <gale.ingham@bigcatrescue.org>

July media report.

-------- Forwarded message --------
From: Paul Mace <pmace@metromonitor.com>
Date: Wed, Aug 1, 2018 at 2:15 PM
Subject: Metro Monitor News Tracker Report
To: Susan Bass <susan.bass@bigcatrescue.org>, Brad Hendrix <bhendrix@metromonitor.com>

Metro Monitor News Tracker Report

1. **Hotel Online**  Online Only  Market: USA
   **General Manager Alicia Jacobson Set to Welcome Guests to New 128-Room Courtyard**  Jul 31 2018 06:37PM
   Featuring an innovative lobby space as well as Courtyards latest contemporary room design, the new hotel prov flexibility and choices that allow guests to optimize and elevate their travel experience. Located at 12730 Citrus Lane, the 128-room hotel will operate as a Marriott franchise, owned by Citrus Park Hotel, LLC and managed by Equities of Atlanta, Georgia. Whether traveling for business or pleasure, the Courtyard Tampa Northwest/Veterans Expressway offers guests convenient access to downtown Tampa, Busch Gardens Tampa, BIG CAT RESCUE Tampa International Airport. Rates begin at $129 per night. Courtyard constantly researches trends and evolves to the changing needs of its guests.

   Unique Visitors: 33,078  CPM: $20.26  Estimated Ad Value: $215
   Calc Publicity Value: $645  Average Stay: 86.00  Attention: 0.0000
   Rank: 513,952  Page Views: 150,266

2. **News-Times**  Newspaper  Market: Hartford-New Haven, CT (32)
   **Inside Big Cat Rescue Media: Fox 13 Tampa**  Jul 31 2018 01:47AM
   Inside BIG CAT RESCUE Media: Fox 13 Tampa BIG CAT RESCUE is hidden away in Citrus Park, not far from the Fox 13 Tampa

   Unique Visitors: 114,993  CPM: $11.38  Estimated Ad Value: $579
   Calc Publicity Value: $1,737  Average Stay: 265.12  Attention: 0.0000
   Rank: 75,260  Page Views: 3,318,003

3. **The Hour**  Newspaper  Market: Hartford-New Haven, CT (32)
   **Now Playing Inside Big Cat Rescue Media: Fox 13 Tampa**  Jul 31 2018 01:37AM
   Now Playing Inside BIG CAT RESCUE Media: Fox 13 Tampa BIG CAT RESCUE is hidden away in Citrus Park, not far from the mall. Fox 13 Tampa

   Unique Visitors: 38,018  CPM: $11.38  Estimated Ad Value: $255
   Calc Publicity Value: $765  Average Stay: 110.13  Attention: 0.0000
   Rank: 235,389  Page Views: 650,719

4. **WTVT-FOX**  Television  Market: Tampa-St. Petersburg-Sarasota, FL (13)
   **FOX 13 5 PM NEWS**  Jul 30 2018 05:00PM
   [5:20:21 PM] MORE CATS COMING TO BIG CAT RESCUE AND OTHER COUNTRIES. AND KEN SUAREZ \\ EXPLAIN NEXT. THE PERSON WE SEND HERE SHOULD LOOK OUT FOR THOSE WHO LIVE HERE.

   Unique Visitors: 10,000  CPM: $11.38  Estimated Ad Value: $113
   Calc Publicity Value: $245  Average Stay: 110.13  Attention: 0.0000
   Rank: 513,952  Page Views: 5,000,000

   [5:23:14 PM] 70 CATS LIKE THAT LIVE AT BIG CAT RESCUE AND THIS CHRISTMAS THEY ARE GETTING TH
MORE. THEY ARE COMING FROM GUATAMALA AFTER THEIR LIFE IN THE CIRCUS CAME TO AN END. AND SUAREZ IS LIVE FOR US OUT OF BIG CAT RESCUE.

[5:25:05 PM] $440,000 OVER THE SPAN OF THEIR LIVES. A HEFTY BILL IN ADDITION TO THE ONES THAT BIG CAT RESCUE ALREADY HAS. THAT RESCUE HAS LIONS, I UNDERSTAND THERE IS A NEW SANCTU BEING BUILT IN SOUTH AFRICA. THEY WILL BE MOVED THERE.

Nielsen Audience: 75,425  
Ad Value: $900  
Calc Ad Value: $1,590

5. fox13news.com Online Only
Inside Big Cat Rescue  

Inside BIG CAT RESCUE BIG CAT RESCUE is hidden away in Citrus Park, not far from the mall.

In Links: 342

6. theflightdeal.com Online Only
Practical Travel Tips: Tampa, Florida  

Visit the Dali Museum ($24 for adults, $17 for students and children), one of my favorites, but get there early to beat lines or get your ticket on line. Or the Clearwater Marine Aquarium to see Winter, the famous dolphin from the movie ($23 for adults, $18 for kids)Contribute to the conservation of big cats at BIG CAT RESCUE (there are a few tour op but the average ticket is $37 for adults, $27 kids)There are sporting events year-round, and don't forget Tampa hockey town; its a baseball town, too, and hosts regular season and spring training games in the area.

In Links: 342

7. South Shore News Newspaper  

Westfield Citrus Park underscores malls sense of community with Wild Wonders  

"We really wanted to tie in with our community partners," Arvidson said. Westfield also has teamed with certain nonpros to provide money-raising opportunities. Last weekend, nearby BIG CAT RESCUE reaped the benefits of a paint fundraiser. On Saturday, it'll be the Florida Aquarium taking advantage of a similar charitable event. Family activities served as a Westfield cornerstone for some time.

In Links: 342

8. Tampa Bay Online Only  

Westfield Citrus Park underscores malls sense of community with Wild Wonders  

"We really wanted to tie in with our community partners," Arvidson said. Westfield also has teamed with certain nonpros to provide money-raising opportunities. Last weekend, nearby BIG CAT RESCUE reaped the benefits of a paint fundraiser. On Saturday, it'll be the Florida Aquarium taking advantage of a similar charitable event. Family activities served as a Westfield cornerstone for some time.

In Links: 342

9. WTVT-FOX Television  

GOOD DAY TAMPA AT 8 AM  

[8:41:58 AM] I WILL CONTINUE TO GO ON THE JOB. A TUGBOAT ONE SOON. BIG CAT RESCUE. YOU WANT TO STAY TUNED FOR THAT.

[8:42:01 AM] ALCIDES: BIG CAT RESCUE SOUNDS LIKE A LOT OF FUN.

In Links: 342

10. floridapolitics.com Online Only
Greyhound racing-ban group releases more endorsements

Protecting greyhounds is a rare issue that unites Republicans and Democrats, said Jean Gonzalez Wingo, first president of the Florida Federation of Republican Women. Its time that we join other states and outlaw this cruel prac The campaigns latest list of endorsements is below: Democratic Progressive Caucus of Florida Florida Federatic Republican Women League of Women Voters of Florida The Animal Law Section of the Florida Bar Animal Def Coalition American Humane Animal Rights Foundation of Florida Best Friends Animal Society BIG CAT RES Concerned Citizens for. Animal Welfare Doris Day Animal League Florida Association of Animal Welfare Organiza

https://mail.google.com/mail/u/0/?ui=2&amp;ik=ba383c9efc&amp;jsver=SJiJIts4Abk.en.&cbl=gmail_fe_180730.14_p0&amp;view=pt&amp;msg=164f6ead0dba3cc&amp;search=inbox&si…
GREY2K USA Education Fund Humane Society Legislative Fund Humane Society Veterinary Medical Association the Animals Store South Florida Wildlife Center Alachua County Humane Society Humane Society of Broward Cc Greyhound owners and breeders, who oppose the ban, have challenged. the proposed amendment in court;

In Links: 4,096

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| 11. | **Journal Star** Online Only Market: Lincoln-Hastings-Kearney, NE (106) | Jul 3 2018 04:55AM | Yet we now offer drivers a license plate with a cougar in the name of conservation. We are hypocrites. As the sponsors of the **BIG CAT RESCUE** Sanctuary in Florida, I am utterly appalled. These big cats are in need of conservation, not slaughter. I am tired of living in a state that says one thing and then does another.

| Unique Visitors | 236,617 | CPM: $11.38 | Estimated Ad Value: $936 |
| CPM: $11.38 | Average Stay: 197.68 | Attention: 0.0000 |
| Rank: 25,543 | Page Views: 8,738,374 |

| 12. | **WFOX-FOX** Television Market: Jacksonville, FL (42) | Jul 2 2018 05:00AM | [5:26:36 AM] WAIT FOR SUPER, 15-18GINA BROWN/FILMED AFRICAN CAT "THE CAT JUST STARED HIM DOWN. DIDN'T MOVE HISSED AT HIM. BUTT AGAIN CAROLE BASKIN/FOUNDER, **BIG CAT RESCUE** "THEY AREN'T FATHERS THEY KILL ABOUT 50 PERCENT OF THE TIME SO THEY HAVE THAT INSTINCT TO KILL. WITHOUT PROPER PERMITS THE CATS ARE LEGAL BUT PRICEY, SOME SELLERS ASK 10-TO-20 THOUSAND DOLLARS.

| Nielsen Audience | 6,238 | Ad Value: $260 | Calc Ad Value: $156 |
| CPM: $468 | Estimated Ad Value: $76 |

| 13. | **WJAX-CBS** Television Market: Jacksonville, FL (42) | Jul 2 2018 05:00AM | [5:26:39 AM] WAIT FOR SUPER, 15-18GINA BROWN/FILMED AFRICAN CAT "THE CAT JUST STARED HIM DOWN. DIDN'T MOVE HISSED AT HIM. BUTT AGAIN CAROLE BASKIN/FOUNDER, **BIG CAT RESCUE** "THEY AREN'T FATHERS THEY KILL ABOUT 50 PERCENT OF THE TIME SO THEY HAVE THAT INSTINCT TO KILL. WITHOUT PROPER PERMITS THE CATS ARE LEGAL BUT PRICEY, SOME SELLERS ASK 10-TO-20 THOUSAND DOLLARS.

| Nielsen Audience | 3,215 | Ad Value: $35 | Calc Ad Value: $22 |
| CPM: $66 | Estimated Ad Value: $76 |

| 14. | **The Daily Press-St. Mary's** Newspaper Market: Johnstown-Altoona, PA (107) | Jul 2 2018 02:41AM | *And then we flew back the day of his birthday. The trip took David; his 10-year-old brother Aaron Smith, his mother her boyfriend, Steve Jimick, to Legoland, **BIG CAT RESCUE** and deep sea fishing. The hotel greeted him with birth decorations and banners. He got the V.I.P treatment at the airport and everywhere they went, said Danielle. "My fav thing that we did down there was probably the **BIG CAT RESCUE**, said David. "They have lions, tigers, jaguar leopards." David said they got pretty close to the animals but didn't get to pet any. "We went to Legoland.

| Unique Visitors | 1,961 | CPM: $11.38 | Estimated Ad Value: $76 |
| CPM: $11.38 | Average Stay: 162.69 | Attention: 0.0000 |
| Rank: 1,395,796 | Page Views: 61,587 |

| 15. | **WIAT-CBS** Television Market: Birmingham-Anniston-Tuscaloosa, AL (44) | Jul 1 2018 06:00AM | [6:22:52 AM] A WOMAN IN FLORIDA TOOK THIS VIDEO WHEN SHE SAYS HER BOYFRIEND WAS OUTSIDE WHEN SHE GOT CAUGHT BETWEEN THE CAT AND THE FRONT DOOR. AT FIRST, THEY THOUGHT IT WAS A BOBCAT A **BIG CAT RESCUE** OFFICIAL SAYS IT'S A WILD SERVAL CAT NATIVE TO AFRICA, WHICH CAN JUMP UP TO FEET HIGH. WITH THE PROPER PERMITS THE CATS ARE LEGAL, BUT PRICE SOME SELLERS ASK THOUSAND DOLLARS.

| Nielsen Audience | 2,912 | Ad Value: $50 | Calc Ad Value: $45 |
| CPM: $135 | Estimated Ad Value: $100 |

| 16. | **WEAR-ABC** Television Market: Mobile, AL - Pensacola-Ft Walton Beach, FL (59) | Jul 1 2018 06:00AM | [6:06:55 AM] **BIG CAT RESCUE** SAW THE VIDEO OF FERAL CAT NATIVE TO MEXICO. THE AMAZING THING THEY CAN JUMP 12 FOOT HIGH WHICH IS THE TOP OF THE FENCE. MOST PEOPLE DO NOT HAVE ENCLOSURE.

<p>| Nielsen Audience | 15,458 | Ad Value: $100 | Calc Ad Value: $70 |
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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!