



Carole Baskin <carole.baskin@bigcatrescue.org>

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>



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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 provides 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 Hotel Equities of Atlanta, Georgia. Whether traveling for business or pleasure, the Courtyard Tampa Northwest/Veterinarian 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 meet 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.

[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
Calc Publicity Value: \$4,770

Ad Value: \$900

Calc Ad Value: \$1,590

5. **fox13news.com** Online Only

Inside Big Cat Rescue

Jul 30 2018 09:11

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

Jul 27 2018 06:4

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 options but the average ticket is \$37 for adults, \$27 kids) There are sporting events year-round, and don't forget Tampa hockey town; it's a baseball town, too, and hosts regular season and spring training games in the area.

In Links: 342

7. **South Shore News** Newspaper Market: Tampa-St. Petersburg-Sarasota, FL (13)

Westfield Citrus Park underscores malls sense of community with Wild Wonders Jul 19 2018 01:54PM

"We really wanted to tie in with our community partners," Arvidson said. Westfield also has teamed with certain nonprofits 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: 15,034
Reach Per Million: 79.00
Page Views Per User: 2.28

Traffic Rank: 20,796
Page Views Rank: 32,576

Reach Rank: 18,911
Page Views Per Million: 2.04

8. **Tampa Bay** Online Only Market: Tampa-St. Petersburg-Sarasota, FL (13)

Westfield Citrus Park underscores malls sense of community with Wild Wonders Jul 19 2018 02:05PM

"We really wanted to tie in with our community partners," Arvidson said. Westfield also has teamed with certain nonprofits 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.

Unique Visitors: 1,330,232
Calc Publicity Value: \$3,195
Rank: 13,703

CPM: \$11.38
Average Stay: 217.14
Page Views: 11,374,114

Estimated Ad Value: \$1,065
Attention: 0.0000

9. **WTVT-FOX** Television Market: Tampa-St. Petersburg-Sarasota, FL (13)

GOOD DAY TAMPA AT 8 AM

Jul 14 2018 08:00AM

[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.

Nielsen Audience: 55,783
Calc Publicity Value: \$247

Ad Value: \$275

Calc Ad Value: \$82

10. **floridapolitics.com** Online Only

Greyhound racing-ban group releases more endorsements

Jul 10 2018 08:11

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

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

11. **Journal Star** Online Only Market: Lincoln-Hastings-Kearney, NE (106) Jul 3 2018 04:55AM
Letter, 7/3: Cougar hunting promotes hypocrisy
 Yet we now offer drivers a license plate with a cougar in the name of conservation. We are hypocrites. As the spons a cougar out of the **BIG CAT RESCUE** Sanctuary in Florida, I am utterly appalled. These big cats are in nee conservation, not slaughter. I am tired of living in a state that says one thing and then does another.
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|-------------------------------|-----------------------|---------------------------|
| Unique Visitors: 236,617 | CPM: \$11.38 | Estimated Ad Value: \$936 |
| Calc Publicity Value: \$2,808 | 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
Action News Jax at 5 AM
 [5:26:36 AM] WAIT FOR SUPER , 15-18GINA BROWN/FILMED AFRICAN CAT "THE CAT JUST STARED HIM DC DIDN'T MOVE HISSED AT HIM. BUTT AGAIN CAROLE BASKIN/FOUNDER, **BIG CAT RESCUE** "THEY AREN'T P DON'T TRY TO MAKE THEM INTO PETS THEY NEVER WORK OUT AS PETS. SERVALS ARE THE BEST OF HUNTERS 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 |
| Calc Publicity Value: \$468 | | |
13. **WJAX-CBS** Television Market: Jacksonville, FL (42) Jul 2 2018 05:00AM
47 News at 5 AM
 [5:26:39 AM] WAIT FOR SUPER , 15-18GINA BROWN/FILMED AFRICAN CAT "THE CAT JUST STARED HIM DC DIDN'T MOVE HISSED AT HIM. BUTT AGAIN CAROLE BASKIN/FOUNDER, **BIG CAT RESCUE** "THEY AREN'T P DON'T TRY TO MAKE THEM INTO PETS THEY NEVER WORK OUT AS PETS. SERVALS ARE THE BEST OF HUNTERS 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 |
| Calc Publicity Value: \$66 | | |
14. **The Daily Press-St. Mary's** Newspaper Market: Johnstown-Altoona, PA (107) Jul 2 2018 02:41AM
David Smith make big catch during Make-a-Wish trip
 "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, jagu 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 |
| Calc Publicity Value: \$228 | 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
WIAT 42 News - Wake Up Alabama 6am
 [6:22:52 AM] A WOMAN IN FLORIDA TOOK THIS VIDEO WHEN SHE SAYS HER BOYFRIEND WAS OUTSIDE W HE GOT CAUGHT BETWEEN THE CAT AND THE FRONT DOOR. AT FIRST, THEY THOUGHT IT WAS A BOBCA 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 |
| Calc Publicity Value: \$135 | | |
16. **WEAR-ABC** Television Market: Mobile, AL - Pensacola-Ft Walton Beach, FL (59) Jul 1 2018 06:00AM
ABC 3 NEWS AT 6 AM
 [6:06:55 AM] **BIG CAT RESCUE** SAW THE VIDEO D FERAL CAT NATIVE TO MEXICO. THE AMAZING THING T CAN JUMP 12 FOOT HIGH WHICH IS THE TOP OF THE FENCE. OST PEOPLE DO NOT HAVE ENCLOSURE.
- | | | |
|-----------------------------|-----------------|---------------------|
| Nielsen Audience: 15,458 | Ad Value: \$100 | Calc Ad Value: \$70 |
| Calc Publicity Value: \$210 | | |

Report Generated:	01 Aug 2018 18:15:34 UTC
Story Count:	16
Audience:	1,913,930
Nielsen Audience:	159,031
Unique Visitors:	1,754,899
Ad Value:	\$5,315
Calc Ad Value:	\$5,091
Calc Publicity Value:	\$15,274
In Links:	19,814
Traffic Rank:	20,796
Reach Rank:	18,911
Reach Per Million:	79.00
Page Views Rank:	32,576
Page Views Per Million:	2.04
Page Views Per User:	2.28
Average Stay:	1038.76
Attention:	0.0000
Rank:	2,259,643
Page Views:	24,293,063

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