



## Fwd: Big Cat

Susan Bass <susan.bass@bigcatrescue.org>

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

Forwarding again as I don't think the first message showed all 30 mentions. Make sure you click on "view entire message" if the list doesn't go up to 30.

----- Forwarded message -----

From: **Brad Hendrix** <bhendrix@metromonitor.com>

Date: Fri, Jun 1, 2018 at 5:41 PM

Subject: Big Cat

To: Susan Bass <Susan.Bass@bigcatrescue.org>



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## Metro Monitor News Tracker Report

1.  **KQTH-FM [104.1 FM]** Radio Market: Tucson-Sierra Vista, AZ (65)  
**Video shows two lynx yelling like humans**  
 Biologist and lynx expert Kim Poole of Aurora Wildlife Research in Canada told Buzzfeed that it could have been a territorial dispute: The timing is a bit odd, as they are ac time, not breeding, which generally occurs in late March. It is difficult to tell sex but they could be adult males that are having a territorial discussion.' However, another anim a nearly grown kitten with its mother, who may be encouraging it to hunt: [S]hes. telling him theres no free lunch anymore. So it could have been either lynx fighting to the de  

Unique Visitors: 2,092	CPM: \$11.38
Calc Publicity Value: \$141	Average Stay: 95.32
Rank: 2,507,532	Page Views: 24,187
2.  **KTGV [106.3 FM]** Radio Market: Tucson-Sierra Vista, AZ (65)  
**What on earth are these two screaming about?!**  
 Biologist and lynx expert Kim Poole of Aurora Wildlife Research in Canada told Buzzfeed that it could have been a territorial dispute: The timing is a bit odd, as they are ac time, not breeding, which generally occurs in late March. It is difficult to tell sex but they could be adult males that are having a territorial discussion.' However, another anim a nearly grown kitten with its mother, who may be encouraging it to hunt: [S]hes. telling him theres no free lunch anymore. So it could have been either lynx fighting to the de  

Unique Visitors: 682	CPM: \$11.38
Calc Publicity Value: \$135	Average Stay: 36.82
Rank: 2,569,294	Page Views: 22,140
3.  **Sioux City Journal** Newspaper Market: Sioux City, IA (148)  
**This Hilarious Video Shows Two Lynx Yelling At Each Other Like Humans**  
 Biologist and lynx expert Kim Poole of Aurora Wildlife Research in Canada told Buzzfeed that it could have been a territorial dispute: The timing is a bit odd, as they are ac time, not breeding, which generally occurs in late March. It is difficult to tell sex but they could be adult males that are having a territorial discussion.' However, another anim a nearly grown kitten with its mother, who may be encouraging it to hunt: [S]hes. telling him theres no free lunch anymore. So it could have been either lynx fighting to the de  

Unique Visitors: 81,511	CPM: \$11.38
Calc Publicity Value: \$969	Average Stay: 106.94
Rank: 128,531	Page Views: 1,036,706
4.  **kenyoncollegian.com** Online Only  
**Welcome to the Jungle**  
 According to the Humane Society of the United States (HSUS) 2011 report on the foundation, employees sprayed the cats in the face and eyes with vinegar if they bec stressed by the constant handling that they hid when they heard cars coming up the driveway. They were being chained down for photo opportunities, and to do that [Mc] around the collars, Carole Baskin, CEO of **BIG CAT RESCUE**, said. **BIG CAT RESCUE** is an organization that assisted with the cats eventual rescue and relocation in 2007 that we could sedate them and they would survive.
5.  **Pantagraph** Newspaper Market: Champaign-Springfield-Decatur, IL (88)  
**This Hilarious Video Shows Two Lynx Yelling At Each Other Like Humans**  
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Unique Visitors: 92,593	CPM: \$11.38
Calc Publicity Value: \$1,308	Average Stay: 116.23
Rank: 83,519	Page Views: 1,875,857
6.  **Billings Gazette** Newspaper Market: Billings, MT (167)  
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Unique Visitors: 141,142	CPM: \$11.38
Calc Publicity Value: \$1,671	Average Stay: 150.01
Rank: 58,372	Page Views: 3,063,755
7.  **Rapid City Journal** Online Only Market: Rapid City, SD (170)  
**This Hilarious Video Shows Two Lynx Yelling At Each Other Like Humans**  
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Unique Visitors: 80,524  
Calc Publicity Value: \$1,167  
Rank: 101,568

CPM: \$11.38  
Average Stay: 132.24  
Page Views: 1,500,017

8.  [simplemost.com](#) Online Only  
**This Hilarious Video Shows Two Lynx Yelling At Each Other Like Humans**  
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- In Links: 4,344
9.  **WFTS-ABC** Television Market: Tampa-St. Petersburg-Sarasota, FL (13)  
**ACTION NEWS AT 5 PM**  
[6:09:04 PM] We're getting new video tonight of two orphan bobcats. A worker with **BIG CAT RESCUE** went to the panhandle. They were orphaned in a fire near Pensacola
- Nielsen Audience: 30,031 Ad Value: \$200  
Calc Publicity Value: \$280
10.  **WFTS-ABC** Television Market: Tampa-St. Petersburg-Sarasota, FL (13)  
**ACTION NEWS AT 9 AM**  
[9:36:40 AM] A worker with **BIG CAT RESCUE** went up to the panhandle, picked these guys up and braved the storms at the same time. They were orphaned in a fire near
- Nielsen Audience: 37,689 Ad Value: \$200  
Calc Publicity Value: \$240
11.  **WFTS-ABC** Television Market: Tampa-St. Petersburg-Sarasota, FL (13)  
**ACTION NEWS AT 6 AM**  
[6:47:04 AM] The worker from **BIG CAT RESCUE** went up to Pensacola and picked up after a fire near Pensacola. So cute. 519 boys and girls begin competing this mornin!
- Nielsen Audience: 27,515 Ad Value: \$225  
Calc Publicity Value: \$405
12.  **WPTV-NBC** Television Market: West Palm Beach-Ft. Pierce, FL (37)  
**News at 5 PM**  
[5:50:57 PM] Check out this new video we just got this afternoon of adorable orphaned bobcats! They arrived in Tampa overnight! A worker with **"BIG CAT RESCUE"** went a fire near Pensacola. They have been named "tango" and "bravo" in honor of memorial day.
- Nielsen Audience: 32,910 Ad Value: \$400  
Calc Publicity Value: \$760
13.  **WINK-CBS** Television Market: Ft. Myers-Naples, FL (56)  
**NEWS 6AM**  
[6:35:16 AM] At this point the driver that hit hicks has not been arrested. Meanwhile, family and friends say Taylor loved animals, so they're asking for donations to the **BIG** been ruled accidental. The department of children and families released its final report about Peter mitchell's death.
- Nielsen Audience: 25,405 Ad Value: \$450  
Calc Publicity Value: \$1,215
14.  **WINK-CBS** Television Market: Ft. Myers-Naples, FL (56)  
**NEWS 5AM**  
[5:33:02 AM] And she made a really big difference in my life. And going on without her is going to be really difficult for me. And so I really want this to turn something reall! the **BIG CAT RESCUE** in Tampa in her name, because she loved animals. At last check, the driver who hit hicks hasn't been arrested. This morning, a fourth suspect conne
- Nielsen Audience: 13,782 Ad Value: \$300  
Calc Publicity Value: \$840
15.  **WINK-CBS** Television Market: Ft. Myers-Naples, FL (56)  
**NEWS 430AM**  
[4:48:46 AM] And she made a really big difference in my life. And going on without her is going to be really difficult for me. And so I really want this to turn something reall! the **BIG CAT RESCUE** in Tampa in her name, because she loved animals. At last check the driver who hit hicks has not been arrested. Get your coffee early Starbucks stor
- Nielsen Audience: 8,553 Ad Value: \$40  
Calc Publicity Value: \$120
16.  **WXCW-CW** Television Market: Ft. Myers-Naples, FL (56)  
**NEWS 9AM**  
[9:04:31 AM] The driver that hit hicks has not been arrested. Meanwhile, family and friends say Taylor loved animals so they're asking for donations to the **BIG CAT RES** accidental. The department of children and families released its final report about Peter mitchell's death.
- Nielsen Audience: 15,843 Ad Value: \$369  
Calc Publicity Value: \$996
17.  **WXCW-CW** Television Market: Ft. Myers-Naples, FL (56)  
**NEWS 8AM**  
[8:36:08 AM] And she made a really big difference in my life. And going on without her is going to be really difficult for me. And so I really want this to turn something reall! the **BIG CAT RESCUE** in Tampa in her name, because she loved animals. At last check the driver who hit hicks has not been arrested. Caught on camera vandals armed wi
- Nielsen Audience: 17,332 Ad Value: \$404  
Calc Publicity Value: \$1,131
18.  **WXCW-CW** Television Market: Ft. Myers-Naples, FL (56)  
**NEWS 7AM**  
[7:36:09 AM] And she made a really big difference in my life. And going on without her is going to be really difficult for me. And so I really want this to turn something reall! the **BIG CAT RESCUE** in Tampa in her name, because she loved animals. At last check, the driver who hit hicks hasn't been arrested. This morning, a fourth suspect conne
- Nielsen Audience: 6,703 Ad Value: \$156  
Calc Publicity Value: \$437
19.  [horseradionetwork.com](#) Online Only  
**HITM for 05-29-18 SPECIAL: Finding Florida Episode 7c (BONUS) Big Cat Rescue**  
05-29-2018 HORSES IN THE MORNING by Horse Radio Network HITM for 05-29-18 - SPECIAL: Finding Florida - Episode 7c (BONUS) **BIG CAT RESCUE** 05-29-2018 00

Finding Florida Episode 7c (BONUS) **BIG CAT RESCUE** May 29, 2018 SPECIAL. On this bonus episode, Jaime and Glenn stop on their way to Tampa Bay to take a tour of biggest accredited sanctuaries dedicated to big cats, including tigers, lions, leopards, cougars, lynx, bobcats, and so much more. Special thanks to Susan Bass from **BIG C** 52886 and help make a difference! Episode 1942 Guests and Links: Link to Sound File for Sight Impaired: Click Here Photo: Finding Florida Podcast (click officer: Jaime@FloridaPodcastNetwork.com Tour Guide: Glenn the Geek, Co-Host and Chief Fun Officer: Glenn@FloridaPodcastNetwork.com Special Thanks to. Susan Bass of our stops on a future adventure? Email glenn@floridapodcastnetwork.com. There's an App for that!

In Links: 8

20.  **WINK-CBS Television** Market: Ft. Myers-Naples, FL (56)  
**NEWS 11PM**

[11:07:36 PM] And she made a really big difference in my life. And going on without her is going to be really difficult for me. And so I really want this to turn something real the **BIG CAT RESCUE** her friends and family are asking for donations to the **BIG CAT RESCUE** in Tampa in her name, because she loved. Animals. We checked and the dr

Nielsen Audience: 33,726  
Calc Publicity Value: \$1,625

Ad Value: \$650

21.  **WXCW-CW Television** Market: Ft. Myers-Naples, FL (56)  
**NEWS 10PM**

[10:06:44 PM] And she made a really big difference in my life. And going on without her is going to be really difficult for me. And so I really want this to turn something real the **BIG CAT RESCUE** in Tampa in her name, because she loved animals. We checked and the driver who hit hicks hasn't been arrested. A truck fire clogged traffic on I-75, whether anyone got hurt.

Nielsen Audience: 14,740  
Calc Publicity Value: \$1,235

Ad Value: \$343

22.  **The Daily Dot Online Only** Market: USA  
**The internet is obsessed with this lynx screaming match**

The Facebook video, posted by his girlfriend Nicole Lewis, has now garnered nearly 10 million views. Trist shot another video simultaneously that's also racked up nearly 9 million views they are also head-butting, which is a friendly greeting, Carole Baskin, founder of **BIG CAT RESCUE**, told BuzzFeed News. It could also be a nearly grown kitten of the mom lunch anymore.

Unique Visitors: 3,082,176  
Calc Publicity Value: \$5,208  
Rank: 13,579

CPM: \$20.26  
Average Stay: 50.07  
Page Views: 9,503,564

23.  **buzzfeed.com Online Only** Market: Global  
**Here's What's Going On With These Lynxes That Scream Like Humans**

"The timing is a bit odd, as they are adults (you can tell by the thick tufts of hair on the top of their ears) and in late May it is birthing time, not breeding, which generally occurs that are having a territorial 'discussion.'" The true meaning of their, erm, conversation, however, remains a mystery. Carole Baskin, founder of **BIG CAT RESCUE**, said, "I th butting, which is a friendly greeting," she suggested. "It could also be a nearly grown kitten of the mom saying, 'Remember when we used to go hunting together? And she lovers, or an overbearing mother."

Unique Visitors: 28,245,300  
Calc Publicity Value: \$37,527  
Rank: 274

CPM: \$20.26  
Average Stay: 237.38  
Page Views: 638,926,357

24.  **buzzfeed.com Online Only** Market: Global  
**Please Listen To These Lynxes Screaming Like Humans**

"The timing is a bit odd, as they are adults (you can tell by the thick tufts of hair on the top of their ears) and in late May it is birthing time, not breeding which generally occurs that are having a territorial 'discussion.'" The true meaning of their, erm, conversation, however, remains a mystery. Carole Baskin, founder of **BIG CAT RESCUE**, said, "I th butting, which is a friendly greeting," she suggested. "It could also be a nearly grown kitten of the mom saying, 'Remember when we used to go hunting together? and she lovers, or an overbearing mother."

Unique Visitors: 28,245,300  
Calc Publicity Value: \$37,527  
Rank: 274

CPM: \$20.26  
Average Stay: 237.38  
Page Views: 638,926,357

25.  **MSN News Online Only** Market: USA  
**25 Cheapest Cities in the U.S. for Air Travel This Summer**

Summer typically brings one more thing to Sin City: cheaper hotel room rates. Average round trip: \$266.50 Recognized by U.S. News & World Report as one of the best city African-themed amusement park (\$89 per ticket), the Florida Aquarium, and the unique **BIG CAT RESCUE**, one of the largest accredited sanctuaries in the world. The sanctuaries Museums, shopping, nightlife, an impressive skyline, and sprawling parks are just some of the highlights of the de facto capital of the Midwest.

Unique Visitors: 95,581,426  
Calc Publicity Value: \$91,815  
Rank: 45

CPM: \$20.26  
Average Stay: 407.88  
Page Views: 5,490,901,260

26.  **cetnews.com Online Only** Market: Global  
**Please Listen To These Lynxes Screaming Like Humans**

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Unique Visitors: 117,595  
Calc Publicity Value: \$1,029  
Rank: 219,944

CPM: \$20.26  
Average Stay: 44.03  
Page Views: 373,392

27.  **tbreporter.com Online Only**  
**Give Day Tampa Bay Raises More Than \$1.76 Million**

Overall category prizes for Give Day Tampa Bay 2018 focused on the most unique donors, which emphasized creating more awareness and engaging with new donor nonprofits category, **BIG CAT RESCUE** was the top fundraiser with 866 donors who raised \$76,415 in 24 hours. The Humane Society of Tampa Bay came in second in this with 199 unique donors who raised \$24,615. Suncoast Animal League had the most unique donors in the medium nonprofits category with 327 donors who raised \$18,821 and High Risk Hope in third with 148 unique donors who raised \$13,599. In the small nonprofits category, Chabad of Clearwater earned the most unique donors with 415 pe donors who raised \$7,831, and Tampa Bay Beagle Rescue in third with 250 donors who raised \$11,860. In addition to individual donors, the business community also Foundation, TECO Energy, DeBartolo Family Foundation, AARP, Tampa Bay Lightning, Tampa Bay Rays, and New York Yankees, funded additional prizes for the nonprofit Clearwater each won a \$2,000 prize for most unique donors (large, medium and small nonprofit) presented by the Brink Foundation and supporting sponsors Suntrust, AAR \$5,000 Arts and Culture prize, sponsored by the Gobioff Foundation. Girl Scouts of West Central Florida, Community Food Pantry, Tampa Bay Beagle Rescue, Comm Initiative, and Carrollwood Players Theatre each won \$1,000 through TECO Power Hour prizes. Chabad of Clearwater won \$2,000 for the TECO Power Hour Lunch prize. Foundation. Thirty nonprofits won the \$1,000 Matching Grant prize for meeting a matching donation of at least \$500: AMIkids; Beat Nb;

In Links: 2,860

28.  **thedodo.com Online Only**



High School Decides To Have Live Tiger At Jungle-Themed Prom

He eventually slumped down against the metal bars with his back to the audience. After students posted videos of the distressed tiger on Facebook the next day, the situation was cruel to its students. According to Susan Bass, PR director for Florida's BIG CAT RESCUE, the tiger in the video belongs to a private company based in Homestead, Florida, that breeds other wild animals for parties. Its licensed by the USDA, but is not an accredited wildlife sanctuary or refuge. Bass said it's clear from the tiger's body language that he was frightened.

In Links: 2,860



Patch - Everything Local Online Only Market: USA Give Day Tampa Bay 2018 raises more than \$1.76 million

with new donors. The categories were separated between large, medium and small nonprofits. In the large nonprofits category, BIG CAT RESCUE was the top fundraiser, second in this category, with 233 unique donors who raised \$19,042, and the Center for Great Apes in third with 199 unique donors who raised \$24,615. Suncoast Animal League raised \$18,825. Community Learning Center followed in second with 178 unique donors who raised \$4,635, and High Risk Hope in third with 148 unique donors who raised \$4,150. Carrollwood Players Theatre came in second in this category with 256 donors who raised \$7,831, and Tampa Bay Beagle Rescue community also showed its support on Give Day. Several sponsors, including the Brink Foundation, Gobioff Foundation, TECO Energy, DeBartolo Family Foundation, AARP, Suntrust, AARP, and the Lightning Foundation. WEDU PBS and the Carrollwood Players Theatre each won a \$5,000 Arts and Culture prize, sponsored by The Gobioff Foundation. Community Learning Center, Suncoast Animal League, Master Chorale of Tampa Bay, The Cypress Initiative, and Carrollwood Players Theatre each won \$1,000 Lunch prize. BIG CAT RESCUE won a \$2,500 Animal Services prize, sponsored by The DeBartolo Family Foundation. Thirty nonprofits won the \$1,000 Matching Grant prize.

Unique Visitors: 7,312,168  
Calc Publicity Value: \$13,233  
Rank: 4,875

CPM: \$20.26  
Average Stay: 58.62  
Page Views: 65,735,924



KTVX-TV [ABC 4] (Good4Utah) Television Market: Salt Lake City, UT (30) How you can help 11-year-old Zac save Siberian Tigers

Zac has a dream to save the Siberian/Amur Tiger. He creates and sells buttons and donates the money to the BIG CAT RESCUE in Tampa, Florida. BIG CATS RESCUE in Guatemala who need to be rescued. Zac has a goal to save these 70 tigers/lions with BIG CAT RESCUE. For now, Zac is selling the buttons on Instagram and through a video.

Unique Visitors: 106,120  
Calc Publicity Value: \$753  
Rank: 159,516

CPM: \$11.38  
Average Stay: 79.14  
Page Views: 630,611

Report 01 Jun 2018 18:16:36  
Generated: UTC  
Story Count: 30  
Audience: 163,352,858  
Nielsen Audience: 264,229  
Unique Visitors: 163,088,629  
Ad Value: \$7,474  
Calc Ad Value: \$67,256  
Calc Publicity Value: \$201,767  
In Links: 10,072  
Average Stay: 1752.06  
Attention: 0.0000  
Rank: 5,847,323  
Page Views: 6,852,520,127

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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 easy and BCR! How purrfect!