



Carole Baskin <carole.baskin@bigcatrescue.org>

Fwd: Metro Monitor News Tracker Report

Howard Baskin <howard.baskin@bigcatrescue.org>

Fri, Nov 2, 2018 at 7:17 PM

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

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

Cool!!

On Fri, Nov 2, 2018 at 5:23 PM Susan Bass <susan.bass@bigcatrescue.org> wrote:

Interesting report this month. TONS of coverage around the country of the cats getting their Halloween enrichment. :) And several stations showed Nikita with the Go Pro.

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

From: Paul Mace <pmace@metromonitor.com>

Date: Fri, Nov 2, 2018 at 4:58 PM

Subject: Metro Monitor News Tracker Report

To: <susan.bass@bigcatrescue.org>

Cc: Brad Hendrix <bhendrix@metromonitor.com>

Here is the Big Cat Report for you.

Thanks

- Paul

Paul Mace
Metro Monitor, Inc.
Phone: 205-250-9900
Toll Free: 800-861-5255
pmace@metromonitor.com

You can learn more at: www.metromonitor.com



TV & RADIO NEWS CLIPS | BROADCAST, ONLINE, & SOCIAL MEDIA MONITORING | MEDIA ANALYSIS
To order permanent TV or radio clips call 800-861-5255 or visit www.metromonitor.com

Metro Monitor News Tracker Report

- KHBS/KHOG-ABC** Television Market: Ft. Smith-Fayetteville-Springdale-Rogers, AR (98)
KHBS Sat 6PM Oct 27 2018 05:58PM
 [6:32:19 PM] JOSEPH MALDONADO-PASSAGE ALSO KNOWN AS JOE EXOTIC WAS INDICTED IN A MURDER HIRE PLOT. HE HAS BEEN ACCUSED OF ATTEMPTING TO KILL A WOMAN WHO IS THE CEO OF **BIG RESCUE**. IT IS AN ORGANIZATION WHOSE MISSION IS TO EXPOSE EXPLOITATION AND ABUSE OF BIG C. BONES OF LARGE CATS WERE FOUND AT HIS FORMER ANIMAL PARK IN WYNNEWOOD.

Nielsen Audience: 4,694 Ad Value: \$109 Calc Ad Value: \$73
 Calc Publicity Value: \$218
- KHBS/KHOG-ABC** Television Market: Ft. Smith-Fayetteville-Springdale-Rogers, AR (98)
KHBS Sat 5PM Oct 27 2018 04:58PM
 [5:15:00 PM] JOSEPH MALDONADO-PASSAGE ALSO KNOWN WAS JOE EXOTIC WAS INDICTED IN A MUR

FOR HIRE PLOT. HE'S ACCUSED OF ATTEMPTING TO KILL A WOMAN WHO IS THE C-EO OF **"BIG CAT RESCUE"** AN ORGANIZATION WHOSE MISSION IS TO EXPOSE EXPLOITATION AND ABUSE OF BIG CATS. BONES LARGE CATS WERE FOUND AT HIS FORMER ANIMAL PARK IN WYNNEWOOD.

Nielsen Audience: 3,631
Calc Publicity Value: \$168

Ad Value: \$84

Calc Ad Value: \$56

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

[This weekend lets the cat out of the bag with KittyCon and visit from Kitten Lad](#) Oct 26 2018 12:14PM

The highlight of KittyCon, fundraiser for the St. Francis Society Animal Rescue, will be a ballroom filled with adoptable cats. (They will be the only cats on site; pets are not permitted.) Lassiter, who will give talks at 2 and 3 p.m. on litter issues and effective healing techniques, is best known as an animal communicator who has helped **BIG CAT RESCUE** and other clients to communicate more effectively with their felines. She has worked for St. Francis for more than a decade and said KittyCon "is great on several levels." "I think cats are probably more abused than dogs overall, and I know my dog friends are going to go crazy if you print that, but look at how many animals, cats specifically, are killed every day in shelters because of overpopulation." Lassiter says she can feel a change in the air, and "I don't think that something that's going to happen just once."

Unique Visitors: 1,084,517
Calc Publicity Value: \$3,174
Rank: 13,352

CPM: \$11.38
Average Stay: 287.83
Page Views: 11,224,176

Estimated Ad Value: \$1,058
Attention: 0.0000

4. **WRDW-CBS Television** Market: Augusta, GA (112)

[NEWS 12 THIS MORNING AT 6 AM](#) Oct 22 2018 06:00AM

[6:55:11 AM] SOME BIG CATS IN FLORIDA ARE GETTING IN THE SPOOKY SEASON SPIRIT WITH HALLOWEEN TREATS. BECAUSE YOU WOULDN'T WANT TO TRICK THESE GUYS. THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA GORGED THEMSELVES ON GOURDS. THE PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CATS. A RESCUE REPRESENTATIVE SAYS GOING AFTER THE PUMPKINS PROVIDES MENTAL STIMULATION.

Nielsen Audience: 18,122
Calc Publicity Value: \$202

Ad Value: \$75

Calc Ad Value: \$68

5. **KSNW-NBC Television** Market: Wichita-Hutchinson, KS (67)

[KSN Newsat 5pm](#) Oct 21 2018 05:00PM

[5:28:39 PM] THAT'S CHANGE WE NEED IN KANSAS. JOHN, BECAUSE YOU WOULDN'T WANT TO TRICK THE KITTIES. THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA GORGED THEMSELVES ON GOURDS TODAY. THE PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CARNIVORES. A RESCUE REPRESENTATIVE SAYS GOING AFTER THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS AND PROVIDES MENTAL STIMULATION. **BIG CAT RESCUE** PROVIDES A PERMANENT HOME FOR DOZENS OF ABUSED AND ABANDONED EXOTIC CATS.

Nielsen Audience: 7,471
Calc Publicity Value: \$508

Ad Value: \$175

Calc Ad Value: \$169

6. **KTIV-NBC Television** Market: Sioux City, IA (148)

[News 4 at Five](#) Oct 21 2018 05:00PM

[5:27:53 PM] SOME BIG CATS IN FLORIDA GET EARLY HALLOWEEN TREATS. BECAUSE YOU WOULDN'T WANT TO TRICK THESE KITTIES. THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA GORGED THEMSELVES ON GOURDS.

[5:28:12 PM] A RESCUE REPRESENTATIVE SAYS GOING AFTER THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS AND PROVIDES MENTAL STIMULATION. **BIG CAT RESCUE** PROVIDES A PERMANENT HOME FOR DOZENS OF ABUSED AND ABANDONED EXOTIC CATS. TONIGHT: MOSTLY CLEAR, LOW 33.

Nielsen Audience: 6,872
Calc Publicity Value: \$560

Ad Value: \$200

Calc Ad Value: \$187

7. **KTTC-NBC Television** Market: Rochester, MN - Mason City, IA - Austin, MN (153)

[NewsCenter at Five](#) Oct 21 2018 05:00PM

[5:29:23 PM] SOME BIG CATS IN FLORIDA GET EARLY HALLOWEEN TREATS, BECAUSE YOU WOULDN'T WANT TO TRICK THESE KITTIES. THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA GORGED THEMSELVES ON GOURDS. THE PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CARNIVORE RESCUE REPRESENTATIVE SAYS GOING AFTER THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS AND PROVIDES MENTAL STIMULATION.

Nielsen Audience: 7,955
Calc Publicity Value: \$407

Ad Value: \$185

Calc Ad Value: \$136

8. **KSAN-NBC Television** Market: San Angelo, TX (196)

KSAN LATE 10PM

Oct 21 2018 10:40PM

[11:07:10 PM] THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA GORGED THEMSELVES PUMPKINS THE OTHER DAY. THE PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CARNIVORE RESCUE REPRESENTATIVE SAYS GOING AFTER THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTIN AND PROVIDES MENTAL STIMULATION. **BIG CAT RESCUE** PROVIDES A PERMANENT HOME FOR DOZENS ABUSED AND ABANDONED EXOTIC CATS.

Nielsen Audience: 2,356 Ad Value: \$120 Calc Ad Value: \$84
 Calc Publicity Value: \$252

- 9. **WKCF-CW** Television Market: Orlando-Daytona Beach-Melbourne, FL (18)
WESH 2 News on CW 18 at 10 PM

Oct 20 2018 10:00PM

[10:47:49 PM] SOME BIG CATS IN TAMPA GOT EARLY HALLOWEEN TREATS. THE JAGUAR AND TIGERS AT **BIG CAT RESCUE** IN TAMPA GORGED THEMSELVES ON GOURDS TODAY. THE PUMPKINS WERE FILLED V CHICKEN TO SATISFY THE CARNIVORES. A RESCUE REPRESENTATIVE SAYS GOING AFTER THE PUMPK BRINGS OUT THE CATS' NATURAL INSTINCTS AND PROVIDES MENTAL STIMULATION.

Nielsen Audience: 20,851 Ad Value: \$486 Calc Ad Value: \$356
 Calc Publicity Value: \$1,069

- 10. **WRCB-NBC** Television Market: Chattanooga, TN (89)
WRCB Weekend Today

Oct 20 2018 07:00AM

[7:58:40 AM] BECAUSE YOU WOULDN'T WANT TO TRICK THESE KITTIES. THE JAGUAR AND TIGERS AT **BIG CAT RESCUE** IN TAMPA GORGED THEMSELVES ON GOURDS YESTERDAY. THE PUMPKINS WERE FIL WITH CHICKEN TO SATISFY THE CARNIVORES. A RESCUE REPRESENTATIVE SAYS GOING AFTER PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS AND PROVIDES MENTAL STIMULATION.

Nielsen Audience: 14,852 Ad Value: \$125 Calc Ad Value: \$83
 Calc Publicity Value: \$250

- 11. **WCBD-NBC** Television Market: Charleston, SC (92)
News 2 at 11 PM

Oct 20 2018 11:00PM

[11:26:24 PM] BECAUSE YOU WOULDN'T WANT TO TRICK THESE KITTIES. THE JAGUAR AND TIGERS AT **BIG CAT RESCUE** IN TAMPA GOT TO ENJOY THEMSELVES SOME PUMPKINS AND GOURDS TODAY. PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CARNIVORES. A RESCUE REPRESENTATIVE S GOING AFTER THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS AND PROVIDES MEN STIMULATION.

Nielsen Audience: 10,915 Ad Value: \$750 Calc Ad Value: \$525
 Calc Publicity Value: \$1,575

- 12. **KNTV-NBC** Television Market: San Francisco-Oakland-San Jose, CA (8)
NBC BAY AREA AT 5AM

Oct 19 2018 05:00AM

[5:47:50 AM] THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA GORGED THEMSELVES GOURDS THIS WEEK. THE PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CARNIVORES. A RES REPRESENTATIVE SAYS GOING AFTER THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS . PROVIDES SOME MENTAL STIMULATION.

Nielsen Audience: 6,921 Ad Value: \$150 Calc Ad Value: \$115
 Calc Publicity Value: \$345

- 13. **KNTV-NBC** Television Market: San Francisco-Oakland-San Jose, CA (8)
NBC BAY AREA AT 4:30AM

Oct 19 2018 04:30AM

[4:57:05 AM] THE JAGUAR AND TS AT THE **BIG CAT RESCUE** IN TAMPA GORGED THEMSELVES ON GOU THIS WEEK. THE PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CARNIVORES. GOING AFTER PUMPKINS BRINGS OUT THE CAT'S NATURAL INSTINCTS AND PROVI SOME MENTAL STIMULATION, I WHEN YOU'RE PLAYING WITH YOUR LITTLE KITTENS.

Nielsen Audience: 5,798 Ad Value: \$150 Calc Ad Value: \$115
 Calc Publicity Value: \$345

- 14. **WFLA-TV [NBC 8]** Television Market: Tampa-St. Petersburg-Sarasota, FL (13)
Jaguar, tigers at Big Cat Rescue get Halloween treats

Oct 19 2018 07:15PM

Jaguar, tigers at **BIG CAT RESCUE** get Halloween treats TAMPA, Fla. (WFLA) Some big cats in Tampa got some (Halloween treats on Thursday. The jaguar and tigers at **BIG CAT RESCUE** gorged themselves on gourds. The pump were filled with chicken to satisfy the carnivores. A rescue representative said going after the pumpkins brings ou cats natural instincts and provides mental stimulation. **BIG CAT RESCUE** provides a permanent home for dozer abused and abandoned exotic cats.

Unique Visitors: 293,859 CPM: \$11.38 Estimated Ad Value: \$663

Calc Publicity Value: \$1,989
Rank: 32,323

Average Stay: 181.01
Page Views: 4,353,714

Attention: 0.0000

15. **WTVT-FOX** Television Market: Tampa-St. Petersburg-Sarasota, FL (13)
GOOD DAY TAMPA AT 4:30 AM Oct 19 2018 04:30AM
[4:36:33 AM] AND IF YOU REALLY WANNA WIN GET YOURSELF A TICKET THAT'S YOUR ONLY SH
HALLOWEEN COMES EARLY FOR THE FELINES AT **BIG CAT RESCUE**. THE BIG CATS WERE VERY CURIOUS
ABOUT THEIR HALLOWEEN TREATS AND WASTED NO TIME SINKING THEIR TEETH IN TO CARDBO
HAUNTED HOUSES AND CARVED PUMPKINS FILLED WITH CHICKEN. **BIG CAT RESCUE** SAYS IT'S A
HOLIDAY ACTIVITY BUT ALSO NECESSARY TO KEEP THE CATS ENTERTAINED AND ON THEIR TOES. **BIG
RESCUE** HAS BEEN OFFERING HALLOWEEN TREATS FOR THE LAST DECADE. v
- Nielsen Audience: 12,251 Ad Value: \$150 Calc Ad Value: \$205
Calc Publicity Value: \$615
16. **KUSA-NBC** Television Market: Denver, CO (17)
9News First at 4:30AM Oct 19 2018 04:30AM
[4:54:31 AM] DON'T TRICK THESE KITTIES SOME BIG CATS IN FLORIDA ARE GETTING KITTIES SOME BIG C
IN FLORIDA ARE GETTING HALLOWEEN TREATS A LITTLE EARLY, THE JAGUAR AND TIGERS AT THE **BIG
RESCUE** IN TAMPA, GORGED THEMSELVES ON PUMPKINS. OF COURSE, THEY WERE FILLED WITH CHIC
TO SATISFY THE BIG CATS. v
- Nielsen Audience: 9,464 Ad Value: \$220 Calc Ad Value: \$1,364
Calc Publicity Value: \$4,092
17. **WKCF-CW** Television Market: Orlando-Daytona Beach-Melbourne, FL (18)
2 News at 7 AM Oct 19 2018 07:00AM
[7:22:48 AM] ADRIAN: SOME BIG CATS IN TAMPA GET EARLY HALLOWEEN TREATS. BECAUSE YOU WOULD
WANT TO TRICK THEM. THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA GORGED THEMSEL
ON PUMPKINS YESTERDAY. THEY WERE NOT VEGETARIAN. THEY WERE FILLED WITH CHICKEN TO SATI
THESE GUYS. v
- Nielsen Audience: 8,374 Ad Value: \$195 Calc Ad Value: \$110
Calc Publicity Value: \$332
18. **KSDK-NBC** Television Market: St. Louis, MO (21)
Today in St Louis 4AM Oct 19 2018 04:00AM
[4:53:29 AM] **BIG CAT RESCUE** IN TAMPA HAD THEIR JAGUAR AND TIGER GORGE THEMSELVES ON S
GOURDS. THE PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CARNIVORES. THIS ALLOWS
CATS TO BRING OUT THEIR NATURAL INSTINCTS AND PROVIDES MENTAL STIMULATION. v
- Nielsen Audience: 7,267 Ad Value: \$100 Calc Ad Value: \$70
Calc Publicity Value: \$210
19. **KABB-FOX** Television Market: San Antonio, TX (31)
FOX NEWS FIRST Oct 19 2018 06:00AM
[6:40:19 AM] ALRIGHT. IN FLORIDA FEW BIG CATS GET A HALLOWEEN TREAT. **BIG CAT RESCUE** ANIM
GIVEN PUMPKINS FILLED WITH CHECKING. ACCORDING TO CARE TAKERS PUMPKINS GIVE THE KITTIES
ABILITY TO LET OUT INSTINCTS TO ATTACK. THEY PROVIDE HOMES FOR ABANDON AND EXOTIC CATS. v
- Nielsen Audience: 7,142 Ad Value: \$75 Calc Ad Value: \$60
Calc Publicity Value: \$180
20. **KABB-FOX** Television Market: San Antonio, TX (31)
FOX NEWS FIRST Oct 19 2018 05:00AM
[5:41:47 AM] IN FLORIDA, A FEW BIG CATS ARE GETTING A BIG HALLOWEEN TREAT! A JAGUAR AND TIG
AT THE BIG TIGERS AT THE **BIG CAT RESCUE** IN TAMPA WERE GIVEN PUMPKINS FILLED WITH CHICKEN /
SPECIAL TREAT! ACCORDING TO THE CARETAKERS, THE PUMPKINS GIVE THE BIG KITTIES A CHANCE TO
OUT THEIR NATURAL INSTINCT TO ATTACK. THE **BIG CAT RESCUE** PROVIDES RESCUE PROVIDE
PERMANENT HOME FOR ABUSED AND ABANDONED EXOTIC CATS. v
- Nielsen Audience: 3,946 Ad Value: \$75 Calc Ad Value: \$68
Calc Publicity Value: \$202
21. **KMCI** Television Market: Kansas City, MO (33)
41 Action News Today on KMCI at 7AM Oct 19 2018 06:58AM
[7:42:01 AM] SPEAKING OF PUMPKINS, SOME BIG CATS IN FLORIDA HAD SOME FUN WITH A FEW PUMPK
THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA ENJOYED A FEW GOURDS. THESE WERE
JUST ANY PUMPKINS THOUGH. THE PUMPKINS WERE FILLED WITH CHICKEN. v
- Nielsen Audience: 2,447 Ad Value: \$57 Calc Ad Value: \$30

Calc Publicity Value: \$91

22. **KSHB-NBC** Television Market: Kansas City, MO (33)
41 Action News Early Edition

Oct 19 2018 04:28AM

[4:44:47 AM] HALLOWEEN CAME EARLY FOR SOME BIG CATS IN FLORIDA. THE JAGUAR AND TIGERS AT **BIG CAT RESCUE** IN TAMPA ENJOYED A FEW GOURDS. THESE WEREN'T JUST ANY PUMPKINS THOUGH. PUMPKINS WERE FILLED WITH CHICKEN.

Nielsen Audience: 2,945
 Calc Publicity Value: \$50

Ad Value: \$50

Calc Ad Value: \$17

23. **WCMH-NBC** Television Market: Columbus, OH (34)
NBC 4 Midday

Oct 19 2018 11:00AM

[11:26:22 AM] MATT: THE BIG CATS IN AN ANIMAL RESCUE IN FLORIDA ARE GETTING SOME EA HALLOWEEN PUMPKIN TREATS! MATT: TAKE A LOOK, THE JAGUAR AND TIGERS AT THE **BIG CAT RESCU** TAMPA HELPED THEMSELVES TO SOME TASTY PUMPKINS THAT WERE FILLED WITH CHICKEN. RES OFFICIALS SAY GOING TO TOWN ON THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS . PROVIDES MENTAL STIMULATION. MATT: QUICK AD-LIB STORM TEAM 4 METEOROLOGIST BOB NUNN/ JOINS US WITH A FINAL LOOK AT OUR FORECAST.

Nielsen Audience: 22,356
 Calc Publicity Value: \$438

Ad Value: \$125

Calc Ad Value: \$146

24. **WCMH-NBC** Television Market: Columbus, OH (34)
NBC 4 Today at 5:30AM

Oct 19 2018 05:30AM

[5:56:31 AM] MONICA THE BIG CATS IN AN ANIMAL RESCUE IN FLORIDA ARE GETTING SOME EA HALLOWEEN PUMPKIN TREATS! MATT: TAKE A LOOK, THE JAGUAR AND TIGERS AT THE **BIG CAT RESCU** TAMPA HELPED THEMSELVES TO SOME TASTY PUMPKINS THAT WERE FILLED WITH CHICKEN. RES OFFICIALS SAY GOING TO TOWN ON THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS . PROVIDES MENTAL STIMULATION.

Nielsen Audience: 12,843
 Calc Publicity Value: \$360

Ad Value: \$225

Calc Ad Value: \$120

25. **WCMH-NBC** Television Market: Columbus, OH (34)
NBC 4 Today 4:30AM

Oct 19 2018 04:30AM

[4:56:54 AM] MONICA THE BIG CATS IN AN ANIMAL RESCUE IN FLORIDA ARE GETTING SOME EA HALLOWEEN PUMPKIN TREATS! MATT: TAKE A LOOK, THE JAGUAR AND TIGERS AT THE **BIG CAT RESCU** TAMPA HELPED THEMSELVES TO SOME TASTY PUMPKINS THAT WERE FILLED WITH CHICKEN. RES OFFICIALS SAY GOING TO TOWN ON THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS . PROVIDES MENTAL STIMULATION. MATT

--
 Sent from my iPhone by

Howard Baskin

Advisory Board Chairman

Big Cat Rescue

813-505-5565

Howard.Baskin@BigCatRescue.org

You can donate at NO COST TO YOU by selecting BCR as your charity on Amazon Smile and shopping at [Smile.Amazon.com](https://www.amazon.com/smile) instead of Amazon.com. It is exactly the same as regular Amazon except when you use the Smile URL Amazon donates .05% to BCR. Adds up to over \$20,000 in the last year! Please sign up at [BigCatRescue.org/smile](https://www.BigCatRescue.org/smile) and let me know you did so I can thank you. 🙏