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

---

   - [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 CAT 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

   - [5:15:00 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 CAT 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

https://mail.google.com/mail/u/0?ui=2&ik=ba383c9efe&view=lg&permmsgid=msg-f%3A1616066040707869024&ser=1
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 OF LARGE CATS WERE FOUND AT HIS FORMER ANIMAL PARK IN WYNNEWOOD.

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 Lady 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 left every day in shelters because of overpopulation." Lassiter says she can feel a change in the air, and "I don't think this is going to happen just once.

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.

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 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 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.

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.


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.

KSAN LATE 10PM
Oct 21 2018 10:40PM
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 WITH CHICKEN TO SATISFY THE CARNIVORES. A RESCUE REPRESENTATIVE SAYS GOING AFTER THE PUMPKINS 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 FILLED 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 SAYS GOING AFTER PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS AND PROVIDES SOME MENTAL STIMULATION, WHEN YOU'RE PLAYING WITH YOUR LITTLE KITTENS.
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 RESCUE 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 GOURDS TODAY. THE PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CARNIVORES. GOING AFTER PUMPKINS BRINGS OUT THE CAT'S NATURAL INSTINCTS AND PROVIDE SOME MENTAL STIMULATION, WHEN YOU'RE PLAYING WITH YOUR LITTLE KITTENS.
Nielsen Audience: 5,798
Ad Value: $150
Calc Ad Value: $115
Calc Publicity Value: $345

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 pumpkins were filled with chicken to satisfy the carnivores. A rescue representative said going after the pumpkins brings out 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
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 CARDBOARD 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 CAT RESCUE HAS BEEN OFFERING HALLOWEEN TREATS FOR THE LAST DECADE.

DON'T TRICK THESE KITTIES SOME BIG CATS IN FLORIDA ARE GETTINGHALLOWEEN TREATS A LITTLE EARLY, THE JAGUAR AND TIGERS AT THE BIG CAT RESCUE IN TAMPA GORGED THEMSELVES ON PUMPKINS. OF COURSE, THEY WERE NOT VEGETARIAN. THEY WERE FILLED WITH CHICKEN TO SATISFY THESE GUYS.

BIG CAT RESCUE IN TAMPA HAD THEIR JAGUAR AND TIGER GORGE THEMSELVES ON SOFT GOURDS. THE PUMPKINS WERE FILLED WITH CHICKEN TO SATISFY THE CARNIVORES. THIS ALLOWS THE CATS TO BRING OUT THEIR NATURAL INSTINCTS AND PROVIDES MENTAL STIMULATION.

SPEAKING OF PUMPKINS, SOME BIG CATS IN FLORIDA HAD SOME FUN WITH A FEW PUMPKINS. 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.
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
- **Ad Value:** $50
- **Calc Publicity Value:** $91
- **Calc Ad Value:** $17

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

**NBC 4 Midday**  
Oct 19 2018 11:00AM


- **Nielsen Audience:** 22,356
- **Ad Value:** $125
- **Calc Publicity Value:** $438
- **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 EARLY HALLOWEEN PUMPKIN TREATS! MATT: TAKE A LOOK, THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA HELPED THEMSELVES TO SOME TASTY PUMPKINS THAT WERE FILLED WITH CHICKEN. RESCUE OFFICIALS SAY GOING TO TOWN ON THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS AND PROVIDES MENTAL STIMULATION.

- **Nielsen Audience:** 12,843
- **Ad Value:** $225
- **Calc Publicity Value:** $360
- **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 EARLY HALLOWEEN PUMPKIN TREATS! MATT: TAKE A LOOK, THE JAGUAR AND TIGERS AT THE **BIG CAT RESCUE** IN TAMPA HELPED THEMSELVES TO SOME TASTY PUMPKINS THAT WERE FILLED WITH CHICKEN. RESCUE OFFICIALS SAY GOING TO TOWN ON THE PUMPKINS BRINGS OUT THE CATS' NATURAL INSTINCTS AND 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://Smile.Amazon.com) 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 and let me know you did so I can thank you.😊