

Media Report

January 2020 – May 2020

Second Chance 4 Pets Network



Mohammed Alsulaiman

This media coverage was created for Second Chance 4 Pets Network, to gather information on successful press releases' publication between February 2020 - May 2020. In the area of Northwest Indiana, the organization's publications appeared in three newspapers and approximately reached out to 72,000+ readers.

Press Release #1

A successful rescue mission for a cat with six kittens

The first press release was about rescuing a cat with its six kittens by one of the organization's fosters. It was published on CR Publications and Gary 411 News.

CR Publications (Print and Online): the article was published Sunday, March 15.

The newspaper has a circulation of 14,000 readers in Lake County areas of Northwest Indiana including: Hammond, Highland, Whiting, East Chicago, Griffith and Munster.

An advertisement for each issue \$32.00 in print. The article was published with a 6" * 5.3" measurement.

Gary 411 News (Online): the article was published Wednesday, March 27 with a photo.

The newspaper has a daily circulation of 2,000 people.

An online advertising costs \$100 a month.

The organization have avoided \$132.00 on paid advertising in both publications by sending press releases.

Press Release #2

Pet adoptions are unexpectedly raising during COVID-19

The second press release was about the increase of pet adoption's rate during COVID-19. The article was published on The Chronicle NWI.

The Chronicle NWI (Online): The article was published on Wednesday, April 15 with a photo.

The newspaper has a circulation of 56,000. The newspaper costs \$18.00 per inch-column to advertise in its issues. The article was published online with 12" * 5.2"

An online advertising would have cost the organization \$1,123.

In summary, Second Chance 4 Pets Network has saved approximately \$1,255 in advertisement costs and reached over 72,000 people.



A successful rescue mission for a cat with six kittens

Contributed By: Mohammed Alsulaiman

Second Chance 4 Pets Network helps people help animals

On a cold snowy night, Second Chance 4 Pets Network recently rescued a mama cat and her six new-born kittens in Portage, Ind. The cat and her babies were found and rescued by a neighbor family. They were hiding in the mulch where it was hard for them to survive.

"I had just gotten home from a Second Chance 4 Pets board meeting," said Stacy Mosca, board member. "It was about 8:30 p.m. when I received a Facebook message from a local family in Portage saying that they found a mama cat and her babies in the yard."

The mama cat with her beautiful two-day-old kittens were under a bush. The family had put a box covered with a blanket next to them to protect them from the snow and the low temperature. "We needed to get the babies inside for warmth," said Mosca. "They were separated, and their mother was not near them."

Mosca then got the kittens inside a box at the finder's garage with a can of tuna next to it. The mama cat slowly walked around the box very insecure. After a couple of unpeaceful attempts, the mama cat and the babies were reunited the next day.

Megan Noort, a board member, is now taking care of them, because she has a degree in animal science and worked as a veterinary technician for over 20 years. The mama cat and the six babies are healthy, happy and safe in Noort's home with her husband, Terry Noort, and her three kids – Kali, Korbin and Kodi.

"We love them just like they are our own babies. We want to make sure that they are safe for the rest of their lives," said Noort. "The mom is pretty young herself and having babies at that age is pretty rough. That is why it is important for you to spay and neuter your pet."

"The mama cat and the babies will be ready for adoption when the babies turn three months old," said Noort. "The dumb things we do for love," said Terry Noort, who is allergic to cats but continued to help his wife Megan with fostering for SC4Pets.

"We go through a lot of ups and downs, but we have a wonderful group of volunteers that I am grateful to work with," said JoAnn Palko, president and founder of SC4Pets. "The animals are loved and cared for before they go to their adoptive homes."

Second Chance 4 Pets Network is a 501(c) (3) non-profit animal rescue organization committed to helping people help animals.

More information can be found on their website SC4Pets.org. /p>

Story Posted: 03/27/2020

<http://garv411news.com/news-detail.aspx?typeID=12&newsid=54260>



MEGAN AND KODI NOORT WITH THE RESCUED CATS



Successful Rescue for Cat with Kittens

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The cat and her babies were found and rescued by a neighbor family. They were hiding in the mulch where it was hard for them to survive.

"I had just gotten home from a Second Chance 4 Pets board meeting," said Stacy Mosca, board member. "It was about 8:30 p.m. when I received a Facebook message from a local family in Portage saying that they found a mama cat and her babies in the yard."

The mama cat with her beautiful two-day-old kittens were under a bush. The family had put a box covered with a blanket next to them to protect them from the snow and the low temperature.

"We needed to get the babies inside for warmth," said Mosca. "They were separated, and their mother was not near them."

Mosca then got the kittens inside a box at the founder's garage with a can of tuna next to it. The mama cat slowly walked around the box very insecure. After a couple of unpeaceful attempts, the mama cat and the babies were reunited the next day.

Megan Noort, foster and board member, is now taking care of them, because she has a degree in animal science and worked as a veterinary technician for over 20 years. The mama cat and the six babies are healthy, happy and

safe in Noort's home with her husband, Terry Noort, and her three kids: Kali, Korbin and Kodi.

"We love them just like they are our own babies. We want to make sure that they are safe for the rest of their lives," said Noort. "The mom is pretty young herself and having babies at that age is pretty rough. That is why it is important for you to spay and neuter your pet."

"The mama cat and the babies will be ready for adoption when the babies turn to three months old," said Noort.

"The dumb things we do for love," said Terry Noort, who is allergic to cats but continued to help his wife, Megan Noort, with fostering for SC4Pets.

"We go through a lot of ups and downs, but we have a wonderful group of volunteers that I am grateful to work with," said JoAnn Palko, president and founder of SC4Pets. "The animals are loved and cared for before they go to their adoptive homes."

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Source: Second Chance 4 Pets Network

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Source: Second Chance 4 Pets Network



<http://www.thechronicle.com/2020/04/15/pet-adoptions-are-unexpectedly-raising-during-covid-19-pandemic/>

Pet adoptions are unexpectedly raising during COVID-19 pandemic

Written by Chronicle Staff. Posted in **Community News & People in the News** (<http://www.thechronicle.com/category/community-people-in-the-news/>)

Published on April 15, 2020 with **No Comments** (@comments)



Markel and Lyric Artwell with their cat Louie.

The COVID-19 situation and Indiana stay-at-home orders have increased pet adoptions at Second Chance 4 Pets Network, a leading no kill rescue organization based in Whiting.

The rescue's pet population has decreased as people are welcoming pets in their homes despite the once uncertain fear that they can spread the virus.

The Centers for Disease Control and Prevention has determined there is no evidence that companion animals, including pets, can spread COVID-19 to humans, a position confirmed by the American Veterinary Medical Association.

Meanwhile, CDC suggests that people who are suspected or confirmed to have COVID-19, should restrict contact with their pets.

SC4Pets has postponed all activities, including adoptions, to help mitigate the spread of COVID-19. The animal rescue is now offering an online version of applications and looking for local residents who are willing to adopt or foster pets.

"Since we cannot do in-store adoption events, we have had to look at different ways of marketing our pets including online-adopting applications and social media," said JoAnn Palko, president and founder of SC4Pets. "If a person is interested in a particular pet, our fosters can send videos to keep them close enough to see their chosen pets."

While most people are in quarantine, Palko believes this could be an opportunity to share a home with a loving fluffy pet.

"My daughter Lyric and I are excited to bring Louie [an adopted cat] home and I wish that we could take all these cats," said Markel Artwell, an adopter from Calumet City, Illinois.

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