

## **Big Cat Conservation**

Tabitha Reed

San Diego, California, United States

Miami University Project Dragonfly

Earth Expedition: Inquiry and Action

Fall 2020

November 20, 2020

## Abstract

This project questions how similar or dissimilar are the human posed threats faced across all seven large bodied cat species based on data from the large non-governmental organizations. The study looks at tigers, lions, leopards, jaguars, pumas, cheetahs, and snow leopards through a google search to find cat specific and wildlife specific conservation organizations and reviewing their work to see what they claim is the biggest threat these cats face. An excel sheet was created to keep all relevant information organization by cat species and other crucial sections. Poaching is the biggest threat to tigers, lions and snow leopards while habitat loss is the biggest threat to jaguars, pumas, cheetahs, and leopards. The two largest cats and a sister species had poaching as the largest threat, while other cat species, the cat species closer in size, had habitat loss as their main threat.

*Keywords: Big cat conservation, threats, conflicts, solutions, big cats*

## Introduction

There are seven large bodied extant cats (Turner, 1997). For the purpose of this paper and project the seven large bodied cats will be referred to as big cats from here on out. The seven big cats are the tiger, lion, leopard, jaguar, puma, cheetah and snow leopard. Out of these seven, five are in trouble, in terms of their conservation status, with another one heading towards trouble. The International Union for Conservation of Nature's (IUCN) Red List of Threatened Species is the world's most comprehensive source of information on the global extinction risk status of animal, fungus, and plant species (IUCN Background, 2020). Although the IUCN Red List is not always up to date they are still a reliable source for how species are doing across their range, however, some populations may face more serious concerns in specific locations of their total range. As of August 2020, the IUCN Red List labels jaguars as near threatened and pumas as least concern (IUCN Jaguar, 2020; IUCN Puma, 2020). Lions, leopards, cheetahs and snow leopards are listed as vulnerable under the IUCN Red List (IUCN Cheetah, 2020; Leopard, 2020; IUCN Lion, 2020; IUCN Snow leopard, 2020). Tigers are the only big cat listed under the IUCN Red List as endangered (IUCN Tigers, 2020).

Human behavior is driving ecosystem and species decline (Cowling, 2014; Inskip, et al., 2014; Verissimo, 2013). These apex predators play a very important role because as carnivore populations decrease the ecosystem in which they are in begin to function differently and are not as resilient to becoming increasingly compromised (Inskip, et al., 2014). It is no secret that humans are altering, affecting and impacting every aspect of nature. From poaching to climate change humans have made an impact, and not always for the best. In California alone between 95% and 97% of fires are human caused (Syphard et al., 2007; Balch et al., 2017). As of October 5, 2020 California has had 8,320 wildfires resulting in an estimated 4,040,935 acres burned just this year, and the fire season has not even started yet (CalFire Incident Archive, 2020). One study believes that climate change and human-caused mortality of carnivores is the most significant anthropogenic impact on nature (Inskip, et al., 2014; Ripple, et al., 2014). Wildfires can change the landscape, vegetation and the connectivity between habitats (Engstrom, 2010). Wildlife can have burned paws from wildfires, loss of habitat, loss of prey, loss of water, and can

cause injury or death among wildlife.

My master plan focuses on big cat conservation through mitigation of human-big cat conflict. My mission is to drive action to further conservation to ensure human and big cat coexistence, while my vision is big cat conservation through public collaboration, environmental education, and biodiversity preservation. My passion is to mitigate human-big cat conflict. I want to end, or at least decrease, human-big cat conflict! Human-big cat conflict negatively impacts big cat populations worldwide, which trickles down the food chain and spreads problems through the environment. Dr. Jane Goodall's quote, "what you do makes a difference, and you have to decide what kind of difference you want to make" really impacted me. I have decided I want to make a difference for the big cats and ensure their survival in the wild while using conservation messaging through accredited zoos.

This project has allowed me to focus on a comparative research question. My question is, *how similar or dissimilar are the human posed threats faced across all seven large bodied cat species based on data from the large non-governmental organizations?* By focusing on big cat organizations it will be clear as to which conflicts they deem most important and to see if these big cat organizations agree on what the biggest threat is facing the different big cat species.

## Methods

To find how similar or dissimilar the threats facing the big bodied cat species are a google search was conducted to research different big cat organizations. The organizations were found through a generic google search, knowledge of certain organizations and through organizations that had partnerships and collaborations with other organizations I found through the google search. The most common keywords used to search were "big cat organizations", "big cats", "big cat conservation", and "big cat conservation organizations". Once organizations were found a look through their website was done to see if there was any partnership or collaboration done with similar organizations that could be beneficial to this project. The big cat organizations consisted of organizations that focus on specifically one or two big cats and organizations that focus on all felines and all wildlife. This variety of organizations allowed a full comprehensive view of how different organizations that focus on wildlife, felines and individual big cats

compare to one another. Specific big cat species organizations were researched as well as multiple big cat species organizations. Some big cat species, like leopards, did not have a lot of single cat species organizations, which shows how important it is that conservation efforts towards that species is since there is not a lot of focus. In order to keep track of the different organizations that were researched, an excel sheet was created. The excel sheet took note of the name of the organization, what cat species they focus on, their website link, their mission, the projects they are working on, their point of contact and any other important information that would benefit this project. This excel sheet had all the different organizations and became the master list that assisted in creating other excel sheets, in total twelve excel sheets were created.

	Link to Website	Mission	Contact Person	Contact Email	Country	HWC	Notes	On Website	Instagram
Action for Cheetahs in Kenya	<a href="https://www.actf.org">https://www.actf.org</a>	Our mission is to promote the conservation of cheetahs	Mary Wykstra	info@actionforcheetahs.org	Salama/ Sambui		Habitat loss, Livestock conflicts	Yes	Yes
Cheetah Conservation Botswana	<a href="https://www.cheetahconservation.org">https://www.cheetahconservation.org</a>	Cheetah Conservation Botswana	Rebecca Klein	info@cheetahconservationbotswana.org	Ghanzi/ Maun- E		Habitat loss, Livestock conflicts	Yes	Yes
Cheetah Conservation Fund	<a href="https://cheetah.org">https://cheetah.org</a>	CCF's mission is to be the international cheetah conservation organization	Laurie L. Marker, DPhil., Founder	ccflaurie@cheetah.org	Namibia,		Habitat loss, Livestock conflicts, Illegal pet trade	Yes	Yes
Cheetah Outreach	<a href="http://www.cheetahoutreach.org">http://www.cheetahoutreach.org</a>	Promoting the survival of the free cheetah	Annie Beckhelling	cheetah@intekom.co.za	Somerset West/		Habitat loss, Prey loss, Human activity	Yes	Yes
Mara- Meru Cheetah Project	<a href="http://marameru.org">http://marameru.org</a>	Mission of the Mara-Meru Cheetah Project	Dr. Elena V. Chelysheva	mara-cheetah@mail.ru ; meru-cheetah@yandex.ru	Mara/ Meru- Ker		Habitat loss, Prey loss	Yes	No IG
Range Wide Conservation Program	<a href="http://www.cheetah.org">http://www.cheetah.org</a>	The Range Wide Conservation Program	Dr. Sarah Durant, Project Leader	sdurant@wos.org	Africa		Habitat loss, Prey loss, Livestock conflicts, Poaching	Yes	No IG

*Image shows the information that was collected during research*

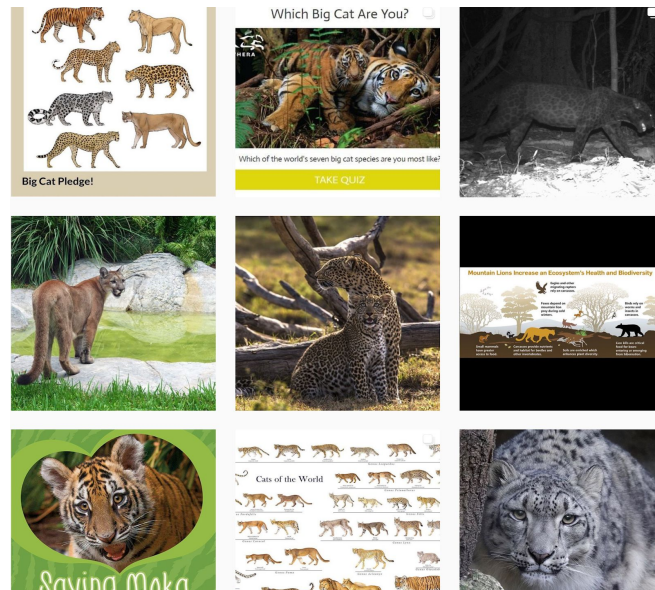
In addition to the master list, there were seven excel sheets where each list focused on one specific big cat species. Another excel sheet focused on feline only organizations, but focused on more than one cat species. An excel sheet keeping track of the mixed organizations, organizations that focused on more than one feline or wildlife in general, and what they claimed to be the biggest threat or human-wildlife conflict was. I gathered what the organization claimed was the biggest threat facing the big cats, either from direct wording or wording where it is assumed the threats were having the biggest impact on the big cats. There was one excel sheet of sources labeled 'other sources' that could have been helpful but was not the most important piece of information at the time, but was kept in case their importance increased. Finally there was an excel sheet that focused on their International Union for Conservation Nature's (IUCN) Red List statuses with the estimated number of the cat's populations, what the IUCN claimed to be the biggest threat or conflict and when that data was published.

The excel sheets were color coded and each cat species received their own color, so it was clearly identified what cat species was involved on each tab of the excel sheet. Tigers were orange, lions were yellow, leopards were pink, jaguars were green, pumas were blue, cheetahs

were red and snow leopards were purple. Each tab or excel sheet listed the organizations in alphabetical order, with the exception of the IUCN tab. The IUCN tab and the order of the tabs went by the size of the cat. From largest to smallest there were tigers, lions, leopards, jaguars, pumas, cheetahs, and snow leopards. Ordering them by size seemed like the best method to determine the similarities and differences between cat species size. Several pieces of misinformation led to the belief that leopards were taller than jaguars, which would be considered as bigger for this project, so leopards were placed before jaguars. Information found later deemed that jaguars should have been placed before leopards, but by the time this was learned both leopard and jaguar action pieces were either in progress or already completed. Due to this it was decided it was best to leave everything as is and explain these findings if questions arose, it was also mentioned in one of the jaguar action pieces that jaguars are in fact larger than leopards in all aspects and should have been placed before leopards.

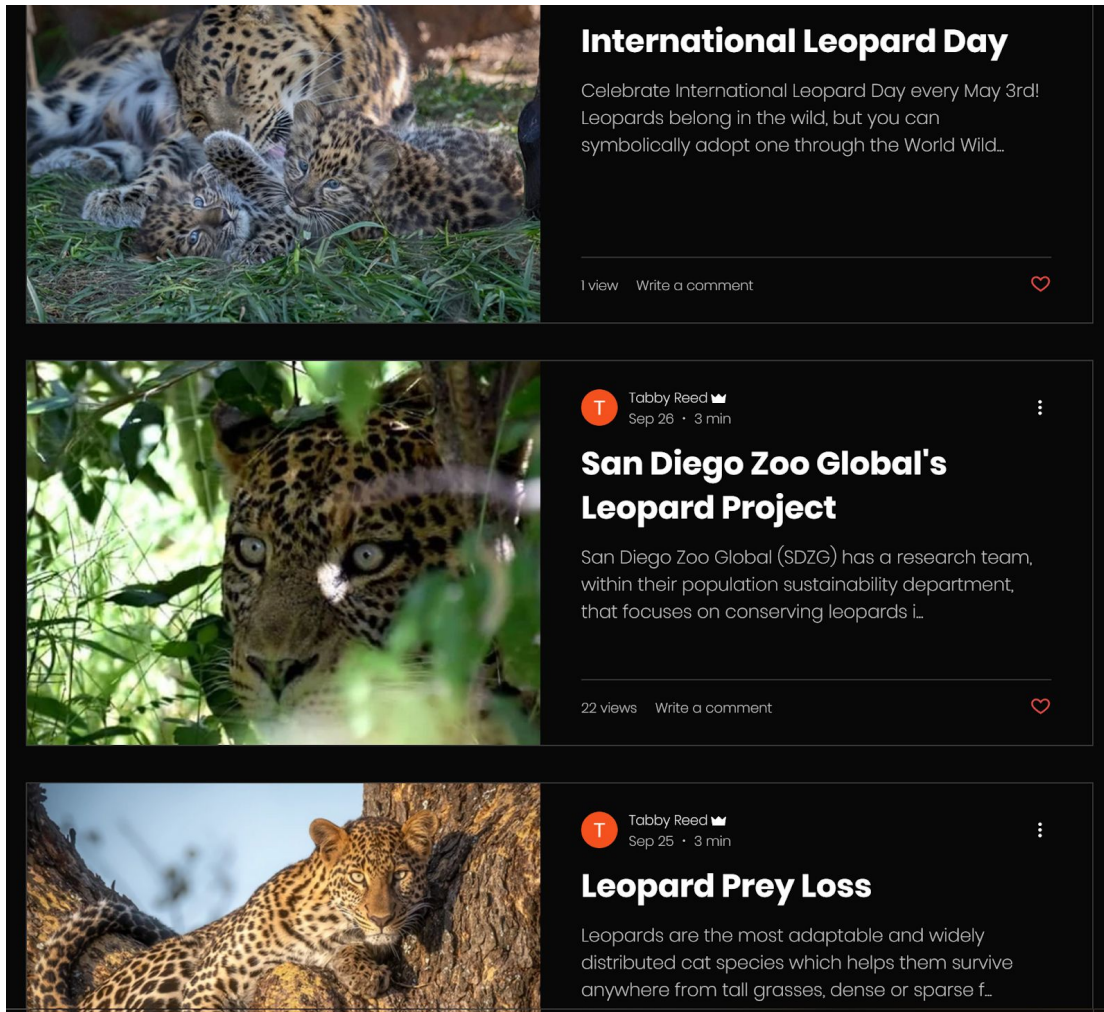
You can view the [IAP- Big Cat Organizations](#) excel sheets. The excel sheets are all on one main document with different tabs for each individual excel sheet. A screenshot of the master list of organizations is shown in Appendix A.

The action component consisted of taking the information from the excel sheets and elaborating on the information. The first part of the action component was the creation of an Instagram account, @big\_cat\_conservation .



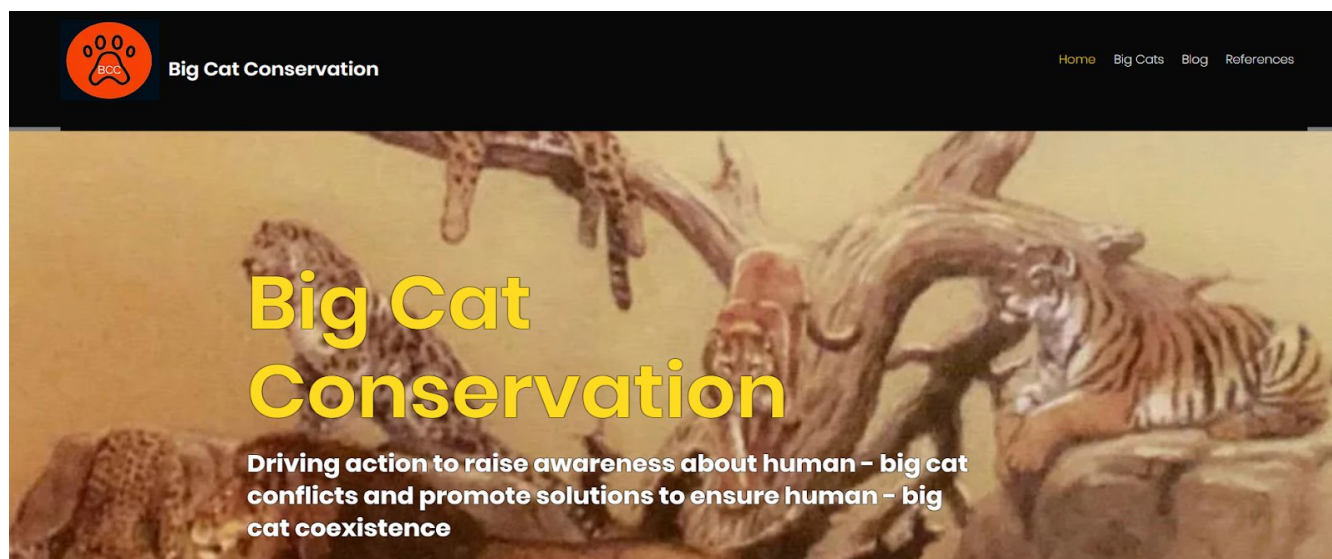
*Instagram Account Posts*

This account is public so anyone can view it. The hashtag #BigCatConservation was used first in every posting to have this project as the focal point. The second action component was a blog posting on the Big Cat Conservation website.



#### *Website Blog Postings*

Each blog post focused on one of the big cats and a threat or solution. Once the blog post was posted every morning, a brief summary was posted on Instagram. The Instagram account was a brief summary to cut down on words, while the blog posting was able to go into more detail, and share links and videos to more information. Every Instagram posting invited people to visit the blog and website to learn more, and the website link was posted in the bio section of the Instagram account. On every page the website shared a video, links, conservation organizations and action components that anyone can do.

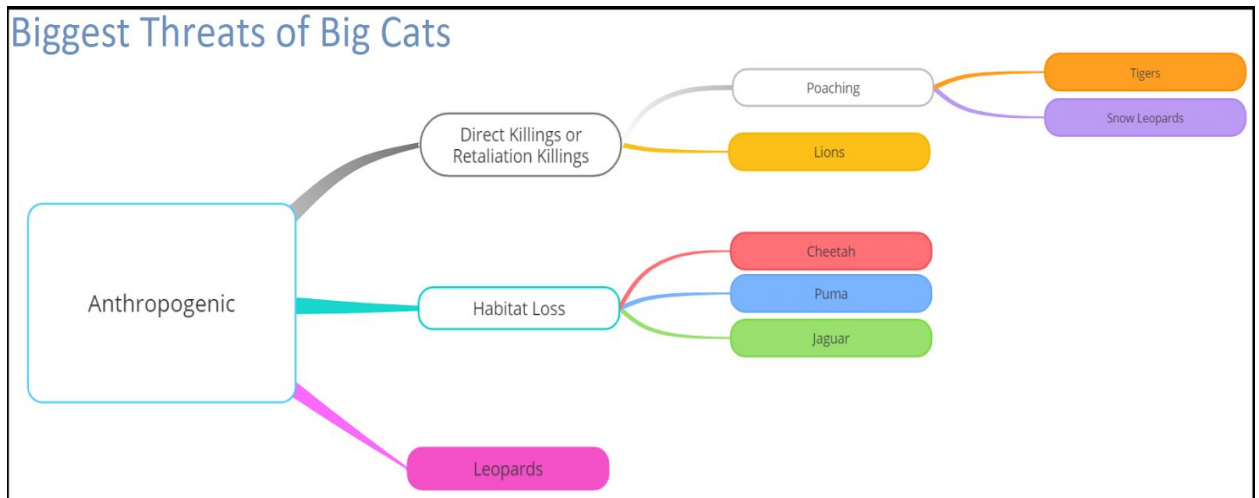


*Big Cat Conservation Website Page*

## Results

This study takes a qualitative approach by looking at patterns in terms of threats and how they relate to the different big cat species. The results were interesting for this project. The seven tiger conservation organizations agreed that poaching was the biggest threat impacting the tiger population, while the six cheetah conservation organizations agreed that habitat loss was the biggest threat facing cheetahs. The five majority of puma conservation organizations and three jaguar conservation organizations agreed that habitat loss was the biggest threat impacting pumas and jaguars, while the four majority of snow leopard conservation organizations agreed poaching is the biggest threat impacting snow leopard populations. Both lions and leopards have a limited number of conservation organizations, four and two respectively, and they vary in what they believe is the biggest threat, outside of agreeing human impact is the biggest threat. The image below is a mind map showing the biggest threats to each of the big cats. It shows that all big cat species' biggest threat is anthropogenic and then breaks off into direct killings of the big cats or habitat loss.





Story-map image shows the biggest threats that impact the big cats

Wildlife conservation organizations seemed to follow the same pattern as the big cat species specific conservation organizations in terms of what they claim is the biggest threat facing the big cats. All but one wildlife conservation organization, out of seven, agreed that poaching is the biggest threat to tigers while cheetahs biggest threat is habitat loss, according to three wildlife conservation organizations. Pumas and jaguars both have habitat loss as their biggest threat according to the majority of, two and five respectively, wildlife conservation organizations. Similar to the snow leopard conservation organizations, two wildlife conservation organizations also claim poaching is the biggest threat to snow leopards. Wildlife conservation organizations have mixed claims about the biggest threats to lions and leopards, however killing lions either from direct killings or retaliatory killings are the majority biggest threat, according to four wildlife conservation organizations. Wildlife conservation organizations agree that habitat loss is a major threat to leopards, but it is not clear if they believe this is the biggest threat to leopards, three wildlife conservation organizations agree to this statement.

It is interesting how the biggest big cat, the tiger, and the fastest big cat, the cheetah, conservation organizations and wildlife conservation organizations are firm in their claims to what the biggest threats are to these two cats. It is intriguing to see that pumas have habitat loss as their biggest threat, but the majority of people think wildlife is ‘not in their backyard’ and it is someone else’s problem somewhere else, yet our wildlife in America, like the puma, is being affected by our own actions. This is clear by the fact the biggest threat facing jaguars is also

habitat loss and they are hardly found in the United States, if there are any left (Panthera Jaguar, 2020). The mountain ghost snow leopard is difficult to find in the wild, yet poaching is their biggest threat, agreed on by both snow leopard and wildlife conservation organizations. While the elusive leopards and lions are unknown in what the biggest threat is from lion, leopard, and wildlife conservation organizations. Both leopards and lions have the majority of their populations in Africa with sub populations in Asia (Panthera Leopard Panthera pardus, 2020; Panthera Lion: Panthera leo, 2020).

## Discussion

The data from this project explains that for some big cat species it is very clear to know what threat has the biggest impact while other big cat species it is harder to determine what their biggest threat is. The reasons for this are unknown, but we can speculate some reasons for the inconsistencies.

Tigers are the largest cat in the world and they have the smallest known population size in the wild (IUCN Tiger, 2020). The human-tiger conflict is a growing issue in areas where humans and tigers struggle to coexist. According to the seven tiger and seven wildlife conservation organizations the top five biggest threats, in order from biggest to least big, for tigers are poaching, habitat loss, prey loss, climate change, and the illegal pet trade. It may be easy to determine tiger threats because they are the biggest cat or because their population is the smallest known, or it could be for another reason entirely.

Cheetahs are the fastest land animal in the world, yet they can't outrun their growing threats and shrinking population (IUCN Cheetah, 2020; Sjogren, 2017). The six cheetah and five wildlife conservation organizations agree that the top four biggest threats facing cheetahs, in order from greatest threat to least threat, is habitat loss, poaching, prey loss, and the illegal pet trade. The illegal pet trade is an increasing threat to cheetahs and some people do not see the line between a pet and a wild animal, especially with growing use of social media (Bale, 2016; CCF Illegal Pet Trade, 2020). Unfortunately since cheetahs are diurnal they are more visible to people and often blamed for livestock loss when they are not the culprit, and studies have shown livestock is less than 6% of a cheetahs diet (CCB About Cheetahs, 2020; Sjogren, 2017).

Pumas are the big cat known to the United States and Canada where about 4,000 pumas are killed each year (Panthera Puma, 2020). Since they have the largest geographic range of any native terrestrial mammal in the Western Hemisphere, it is difficult for organizations to agree on their biggest threats because different areas have different threats (Panthera Puma, 2020). For the most part five of the six puma organizations and three wildlife conservation organizations agree that habitat loss is the pumas biggest threat, followed by poaching or trophy hunting, and prey loss. For this project habitat loss was looked at and then a special focus was placed on habitat loss caused by human caused wildfires. On average, human-caused wildfires cause 61,375 fires each year (NIFC, 2018). There is an average of 4.6 million acres burned annually by wildfires, with 55% of those being human-caused (Evans, 2018). As of November 19, 2020 California alone has seen 9,279 fires resulting in 4,197,628 acres burned (Cal Fire Incidents Overview, 2020). Losing this much habitat in a state where pumas are already facing other threats could be detrimental to their existence in California.

Jaguars are the largest threat in the western hemisphere, yet they are not big enough to scare away the threats they face. Similar to the puma, jaguars face the same type of threats and they are viewed in the same order by four jaguar organizations and seven wildlife conservation organizations. The biggest threat facing jaguars is habitat loss followed by poaching and prey loss. Just like with pumas, the jaguar habitat loss took a special look at habitat loss due to wildfires. By August of 2019 there were estimated to be around 76,000 fires burning across the Brazilian Amazon alone, this is an 80% increase of the same time period as the year before (Borunda, 2019). Most of the fires are human caused through deforestation (Borunda, 2019). In August 2020 there were 29,307 fires in the Brazilian Amazon (Pedroso, et al., 2020). Around this same time California had 900 wildfires in 22 days resulting in a total of two million acres being burned by September 2020 (Sanchez & Weber, 2020). The increase of wildfires around the world is showing how important it is to discuss climate change and the potential dangers it will have on the planet.

Snow leopards are known as the ‘mountain ghost’ because they are so elusive and mysterious (Panthera Snow Leopard, 2020). Four of the five snow leopard conservation organizations and five wildlife conservation organizations agree that poaching is the biggest

threat impacting snow leopards, followed by prey loss, habitat loss, and climate change. Since they are so elusive and difficult to find in the wild it is surprising that poaching is their biggest threat, although poaching can occur by using traps as well. It is believed that between 221 and 450 snow leopards have been poached every year since 2008 (GSLEPP Poaching, 2019).

Lions are the second largest cat in the world and the only cats that live in a group, called a pride (Panthera Lion, 2020). There were a lot of different opinions on what the biggest threat to lions is but killing the lion in some way was the greatest threat. Three of the four lion conservation organizations and four of the five wildlife conservation organizations agreed with this statement. For the purposes of this project poaching consisted of poaching, trophy hunting, canned hunting, retaliatory killings, and preemptive killings. This grouping allowed for an agreement on killing lions as the greatest threat. After poaching the biggest threats were habitat loss, livestock conflicts, and the illegal wildlife trade of the bone trade and cub petting.

Leopards are considered the most elusive of all the big cats, and perhaps that is why there is no clear agreement on what the biggest threat is facing leopards (AWF Leopard, 2020). It was agreed that anthropogenic threats are the greatest threat to leopards, and then it becomes less clear as to what the next biggest threats are (IUCN Leopard, 2020). Another thing that cannot be agreed upon or is unknown is the population size of leopards which could aid in the lack of agreement of the biggest threat to leopards (IUCN Leopard, 2020). After anthropogenic threats, two leopard conservation organizations and seven wildlife conservation organizations claim that the remaining threats are habitat loss, poaching, and prey loss.

In terms of how similar or dissimilar the human posed threats across all seven large bodied cat species are, it varies. Tigers, lions and snow leopards all have poaching as their biggest threat. It is interesting because tigers and snow leopards are considered sister species (Davis, Li, & Murphy, 2010). Tigers and lions have the greatest relative brain size of all the cats (Turner, 1997). It is undetermined by this project if either of these facts play a role in why these three big cat species have poaching as their greatest threat. Jaguars, pumas, cheetahs, and leopards, all have habitat loss as their greatest threat, considering leopards second greatest threat for this situation. Lions, leopards, and jaguars are also considered sister species (Davis, Li, & Murphy, 2010). Lions and leopards are both mainly found in Africa (Panthera Leopard, 2020;

Panthera Lion, 2020). Pumas are most closely related to the cheetah and are considered to be cousin species, with them splitting from each other between 3.5 to 4.9 million years ago (O'Brien & Johnson 2007; Turner, 1997). Pumas and jaguars both face the increasing threat of wildfires, particularly in Brazil and California (Bourunda, 2019; CalFire Incident Overview, 2020).

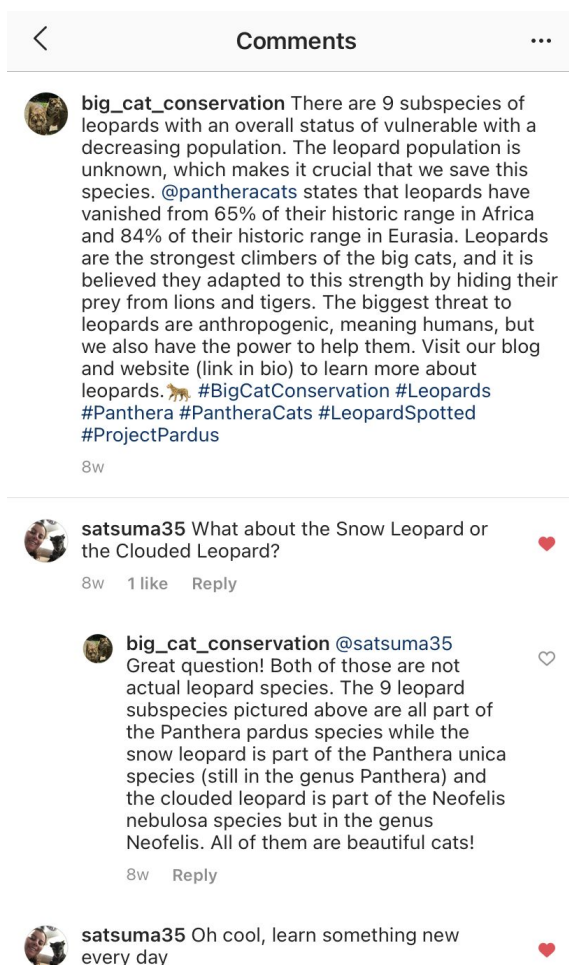
## Action Component Summary

My project action component consisted of an Instagram page where a new conflict, solution and information was posted every day about a cat species. In conjunction with the Instagram posting there was a website that has information about each big cat and has a daily blog posting that relates to the Instagram posting of the day. The daily Instagram and blog postings slated for eight weeks, with the first seven weeks focusing on one specific big cat species and the last week focusing on all the big cat species. The first seven weeks allowed the reader to learn about one specific big cat species while the eight week focused on comparing the similarities and differences between the big cat species. The corresponding blog post allowed for more information to be posted and links to be shared so the reader can view more information and watch videos. You can view my [Instagram Timeline Excel](#) sheet in Appendix B.

Similar to the excel sheets, the website was set up to have a home page, big cat page, all seven big cats, the blog, and a page for all references that were used. This allowed the reader to go to a page focusing on a specific big cat or information on all big cats. Each page has information, videos and links for people to read more about the species or actions that they can do and share it with their friends. Each blog posting has multiple sources used to share the information and inform the reader of where the information came from. To date (November 18, 2020) there have been 56 Instagram posts, but only 55 were a part of this project, and 54 blog posts. The very first Instagram post was asking viewers to take the pledge to protect big cats and did not have a corresponding blog post. There are still three more Instagram posts and two more blog postings remaining. The last Instagram post for this project was on November 2, 2020. As of November 18, 2020 I had 1,049 likes on Instagram (1,078 including the post posted after this project ended), 90 followers, 51 blog readers and 320 visitors to my website. I do plan on still

posting to the Instagram page and website periodically as new information arises or celebrations of that cat species are going on, like International Cheetah Day on December 4th.

While posting on Instagram and the blog I have been tagging and attaching links to other big cat organizations. I have also been sharing news and updates in my Instagram story which has received a few shares among conservation organizations. I have received a couple of comments and messages from organizations thanking me for raising their awareness. There have also been conversations in a couple postings about the information and the big cats.



### *Instagram Question and Conversation*

Some organizations have reposted or shared my posts or stories.

You can follow the Instagram page at @big\_cat\_conservation ( [https://www.instagram.com/big\\_cat\\_conservation/](https://www.instagram.com/big_cat_conservation/) ) and view my website Big Cat Conservation at <https://reedtr6.wixsite.com/bigcatconservation> .

## Conclusion

This study shows that all the big bodied cats have humans as their number one threat, or anthropogenic threats. After that the two largest cats, tigers and lions, and the smallest big cat, the snow leopard, has poaching as their biggest threat. Habitat loss was the biggest threat for the remaining cats; cheetahs, jaguars, pumas, and leopards. It is interesting how humans have managed to kill these animals and the ones they don't kill they steal their habitat. Humans must learn how to coexist with these animals, and through my Instagram postings, blogs, and website I do believe I was able to inform people and encourage them to make a change to help these cats.

Through my informative Instagram postings and blogs I was able to provide information about the cat, the threats they face, and actions people can take to help these cats. Misinformation or never being informed can affect how someone sees an animal species and if they take actions. My posts focused on sharing relevant and correct information with others in a way that the general public can understand it and share it with others. I kept terms simple or explained them so there was no disconnect between the general public thinking it was too scientific and chose not to read it.

This project can be grown in a few different ways. One way is to learn the reasons why the cat species have their biggest threat as their biggest threat. Another is to see if the information provided created a change in people or provided them with information they did not already know. Lastly this project can continue to focus on poaching and habitat loss with the large bodied cats to figure out why these two threats are the biggest threats to the cat species. Out of seven species only two threats have the most impact. It turns out the threats facing the seven large bodied cats are very similar according to large non-governmental organizations; poaching and habitat loss are the two main threats to focus on when considering conservation efforts with the large bodied cats.

## Literature Cited

African Wildlife Foundation. (2020). *Leopard*.

<https://www.awf.org/wildlife-conservation/leopard>.

Balch, J. K., Bradley, B. A., Abatzoglou, J. T., Nagy, R. C., Fusco, E. J., & Mahood, A. L.

(2017). Human-started wildfires expand the fire niche across the United States.

Proceedings of the National Academy of Sciences, 114(11), 2946–2951.

Bale, R. (2016, September 30). *Rich people's pet cheetahs put wild cheetahs at risk*. National

Geographic. <https://www.nationalgeographic.com/news/2016/10/wildlife>

[-watch-cheetah-pet-trade-restricted-cites/](https://www.nationalgeographic.com/news/2016/10/wildlife-watch-cheetah-pet-trade-restricted-cites/)

Borunda, A. (2019, August 29). *See how much of the Amazon is burning, how it compares to*

*other years*. National Geographic. <https://www.nationalgeographic.com/environment/2019/08/amazon-fires-cause-deforestation-graphic-map/>

CalFire. (2020). 2020 *Incident archive*. <https://www.fire.ca.gov/incidents/2020/>

Cal Fire. (2020). *Incidents overview*. <https://www.fire.ca.gov/incidents/>

Cheetah Conservation Fund. (2020). *Illegal pet trade*. <https://cheetah.org/learn/illegal-pet-trade/>

Cowling, R.M., 2014. Let's get serious about human behavior and conservation.

Conserv. Lett. <http://dx.doi.org/10.1111/conl.12106>.

Davis, B.W., Li, G., Murphy, W.J. (2010). Supermatrix and species tree methods resolve phylogenetic relationships within the big cats, *panthera* (Carnivora: Felidae). *Elsevier: Molecular Phylogenetics and Evolution*. doi:10.1016/j.ympev.2010.01.036



- Engstrom, R. T. (2010). First- order fire effects on animals: Review and recommendations. *Fire Ecology*, 6 (1), 115-130. doi:10.4996/fireecology.0601115
- Evans, A. (2018). Increasing wildfire awareness and reducing human-caused ignitions in northern New Mexico. *Forest Stewards Guild*, Mar.  
[www.forestguild.org/publications/research/2018/Wildfire\\_awareness\\_2018.pdf](http://www.forestguild.org/publications/research/2018/Wildfire_awareness_2018.pdf).
- Global Snow Leopard and Ecosystem Protection Program. (2019). *Combatting poaching & illegal trade*. <https://globalsnowleopard.org/what-is-gslep/gslep-tasks/combating-poaching-and-illegal-trade/>
- Inskip, C., Fahad, Z., Tully, R., Roberts, T., & MacMillan, D. (2014). Understanding carnivore killing behaviour: Exploring the motivations for tiger killing in the Sundarbans, Bangladesh. *Elsevier: Biological Conservation*,. (180), 42-50.  
10.1016/j.biocon.2014.09.028
- International Union for Conservation of Nature Red List. (2020). *Background & history*.  
<https://www.iucnredlist.org/about/background-history>
- International Union for Conservation of Nature Red List. (2020). *Cheetah: Acinonyx jubatus*.  
<https://www.iucnredlist.org/species/219/50649567>
- International Union for Conservation of Nature Red List. (2020). *Jaguar: Panthera onca*.  
<https://www.iucnredlist.org/species/15953/123791436#threats>
- International Union for Conservation of Nature Red List. (2020). *Leopard: Pathera pardus*.  
<https://www.iucnredlist.org/species/15954/163991139>
- International Union for Conservation of Nature Red List. (2020). *Lion: Panthera leo*.

<https://www.iucnredlist.org/species/15951/115130419>

International Union for Conservation of Nature Red List (2020). *Puma: Puma concolor*.

<https://www.iucnredlist.org/species/18868/97216466>

International Union for Conservation of Nature Red List (2020). *Snow leopard: Panthera uncia*.

<https://www.iucnredlist.org/species/22732/50664030>

International Union for Conservation of Nature Red List. (2020). *Tiger: Panthera tigris*.

<https://www.iucnredlist.org/species/15955/50659951>

Panthera. (2020). *Jaguar*. <https://www.panthera.org/cat/jaguar>

Panthera. (2020). *Leopard: Panthera pardus*.

file:///C:/Users/reedt/Downloads/Leopard%20Fact%20Sheet%20(2).pdf

Panthera. (2020). *Lion: Panthera leo*.

file:///C:/Users/reedt/Downloads/Updated%20Lion%20Fact%20Sheet\_0.pdf

Panthera. (2020). *Puma*. <https://www.panthera.org/cat/puma>

Panthera. (2020). *Snow Leopard*. <https://www.panthera.org/cat/snow-leopard>

Pedroso, R., Wenzel, F., & Reverdosa, M. (2020, September 10). *Tens of thousands of fires are pushing the Amazon to a tipping point*. CNN. <https://www.cnn.com/2020/09/10/americas/brazil-amazon-fires-carlos-nobre-intl/index.html>

National Interagency Fire Center. (2018). Human-caused fires.

[https://www.nifc.gov/fireInfo/fireInfo\\_stats\\_human.html](https://www.nifc.gov/fireInfo/fireInfo_stats_human.html)

O'Brien, S., & Johnson, W.E. (2007, July). The evolution of cats. Scientific American, Inc.

<http://www.bio-nica.info/biblioteca/O%27brien2007EvolutionCats.pdf>

Ripple, W.J., Estes, J.A., Beschta, R.L., Wilmers, C.C., Ritchie, E.G., Hebblewhite, M., Berger, J., Elmhagen, B., Letnic, M., Nelson, M.P., Schmitz, O.J., Smith, D.W., Wallach, A.D., Wirsing, A.J., 2014. Status and ecological effects of the world's largest carnivores. *Science* 343, 1241484.

<http://dx.doi.org/10.1126/science.1241484>.

Sanchez, M.J., & Weber, C. (2020, September 6). *As California burns, the winds arrive and the lights go out*. Associated Press. <https://apnews.com/article/ap-top-news-ca-state-wire-us-news -a168491f2cb25810c9e2a40316fe43a7>

Sjogren, R. (2017, December 11). *Cheetahs: Fast facts about world's fastest cat*. National Geographic: National Geographic Society Newsroom.

<https://blog.nationalgeographic.org/2017/12/11/cheetahs-fast-facts-about-worlds-fastest-cat/>

Syphard, A. D., Radeloff, V. C., Keeley, J. E., Hawbaker, T. J., Clayton, M. K., Stewart, S. I., ... Hammer, R. B. (2007). Human influence on California fire regimes. *Ecological Society of America*, 17(5), 1388–1402.

Turner, A. (1997). *The big cats and their fossil relatives* (1st ed.). New York: Columbia University Press.

Verissimo, D. (2013). Influencing human behavior: An underutilised tool for biodiversity management. *Conservation Evidence* (10), 29-31.

# Appendix A

[Master list](#) excel sheet of all big cat organizations.

Organization Name	Focused Cat Species	Website Link	Mission	Projects	Contacts	Notes
Action for Cheetahs in Kenya	Cheetahs	<a href="https://www.aafck.org/">https://www.aafck.org/</a>	Our mission is to promote the conservation of cheetahs through habitat monitoring, livestock protection, and community education.	Habitat monitoring, Livestock protection	Mary Wykstra	Dr. Laurie Marker from CCF is a co-founder
African Lion & Environmental Research	Lions	<a href="https://lionalert.org/">https://lionalert.org/</a>	ALERT is dedicated to a multi-disciplinary approach to lion conservation, communication, and education.	Lion conservation, communication		
African Wildlife Foundation	Cheetahs, Lions and Leopards	<a href="https://www.awf.org/">https://www.awf.org/</a>	Our mission is to ensure that wildlife and natural resources are sustainably managed and protected.	Sustainable allocation of land and resources	Kaddu Sebunya, CEO	
AfriCat Foundation	Leopards and Cheetahs	<a href="https://africat.org/">https://africat.org/</a>	The AfriCat Foundation is committed to the conservation and education of leopards and cheetahs.	Leopards and Cheetahs	Wayne Hanssen and Donna Le	
Big Cats Wild Cats	All	<a href="https://bigcatswildcats.org/">https://bigcatswildcats.org/</a>	NO mission statement	Conservation, Education, Illegal trade		
Cape Leopard Trust	Leopards	<a href="https://capeleopard.org/">https://capeleopard.org/</a>	To ensure the long-term survival of the Cape leopard.	Research, Conservation, Education	Dr. Quinton Martins, Co-Founder	
Cheetah Conservation Botswana	Cheetahs	<a href="https://www.ccheetah.org/">https://www.ccheetah.org/</a>	Cheetah Conservation Botswana is dedicated to the conservation and education of cheetahs.	Cheetah populations, Biodiversity	Rebecca Klein	
Cheetah Conservation Fund	Cheetahs	<a href="https://cheetah.org/">https://cheetah.org/</a>	CCF's mission is to be the international leader in cheetah conservation through research, education, and advocacy.	Livestock Guarding Dogs, Conservation	Laurie L. Marker, DPhil., Founder	
Cheetah Outreach	Cheetahs	<a href="http://www.cheetah.org/">http://www.cheetah.org/</a>	Promoting the survival of the free-roaming cheetah.	Livestock guarding dogs, Cheetah education	Annie Beckhelling	
Conservation India: Enabling Conservation	Tigers, Snow leopard	<a href="https://www.consvindia.org/">https://www.consvindia.org/</a>	We define conservation as knowledge-based, community-driven, and sustainable.	HWC, Population estimation, Wildlife		
Cougar Conservancy	Mountain Lions	<a href="https://cougar.org/">https://cougar.org/</a>	Our mission is to reduce human-wildlife conflict and protect cougar habitat.	HWC, Policy, Education and Outreach	Korinna Domingos, Founder/Dir	
Cougar Network	Mountain Lions	<a href="https://www.cougar.org/">https://www.cougar.org/</a>	We strive to conduct research on cougar population, recolonizing, and education.	Population, Recolonizing	Dr. Michelle LaRue, Executive Director	
Cougar Rewilding Foundation	Mountain Lions	<a href="http://www.eoaste.org/">http://www.eoaste.org/</a>	To facilitate the recovery of the cougar through research, education, and protection.	Research, Educate, Protection of habitat	Dave Furedy, President	
Defenders of Wildlife	Jaguars, FL Panther, Tiger	<a href="https://defenders.org/">https://defenders.org/</a>	Defenders of Wildlife is dedicated to the protection and recovery of the world's wildlife.	Research, Education, Protection of habitat	Jamie Rappaport Clark, President and CEO	
Ewaso Lions	Lions	<a href="https://ewasolions.org/">https://ewasolions.org/</a>	Ewaso Lions is an independent lion conservation organization.	101 Warrior Watch, Mama Simba, Lion Dr. Shivani Bhalla, Founder and CEO		
Felidae Conservation Fund	Puma, Cheetahs, Leopard	<a href="http://felidae.org/">http://felidae.org/</a>	Strengthen the conservation of native felids through research, education, and advocacy.	Bay Area Puma Project, Argentine Puma Project	Zara McDonald, President	
Felina Conservation Foundation	All	<a href="https://www.felina.org/">https://www.felina.org/</a>	Conservation of wild felines through research, education, and advocacy.	Conservation, Education, Advocacy	Mindy Stinner, President, Brian	Will this organization help in my IAP goal?
Felina Worlds	All	<a href="https://www.felina.org/">https://www.felina.org/</a>	NO mission statement			
Global Snow Leopard & Ecosystem	Snow Leopards	<a href="https://globalsnowleopard.org/">https://globalsnowleopard.org/</a>	GSLEP, the Global Snow Leopard & Ecosystem Protection Project.	Management Planning and Population		
Global Tiger Forum	Tigers	<a href="https://globaltigerforum.org/">https://globaltigerforum.org/</a>	To highlight the rationale for tiger conservation and to promote tiger-friendly policies.	Saving tiger habitats, Training and Lyopno	Yeshey Dorji, Hon'ble C	
Jaguar Conservation Fund	Jaguars	<a href="https://www.jaguar.org/">https://www.jaguar.org/</a>	Promote the conservation of jaguars through research, education, and advocacy.	Monitoring and Research; Feces		
Jaguar Identification Project	Jaguars	<a href="https://www.jaguar.org/">https://www.jaguar.org/</a>	NO mission statement	ID project, Camera traps		
Kaminand Habitat Connectivity Initiative	Jaguars	<a href="https://kaminand.org/">https://kaminand.org/</a>	Kaminand creates lasting solutions for jaguar conservation through research, education, and advocacy.	Camera traps, GPS collaring	Kimberly Craighead, President	Vision statement: Connecting land, wildlife and people
Leopard Conservation Project	Leopards	<a href="http://www.leopard.org/">http://www.leopard.org/</a>	NO mission statement	Protection, Research, Education	Fred Berrange, Founder	
Lion Guardians	Lions	<a href="http://lionguardians.org/">http://lionguardians.org/</a>	Lion Guardians is a conservation organization dedicated to the protection and recovery of lions.	Coexistence, Conflict mitigation, Conservation	Dr. Leela Hazzah, Executive Director	
Lion Recovery Fund	Lions	<a href="https://www.lionrecoveryfund.org/">https://www.lionrecoveryfund.org/</a>	Created by the Wildlife Conservation Network, the Lion Recovery Fund is dedicated to the recovery of lions.	Expand conservation footprint, Conservation	Bui Shivani Bhalla, Founder and Executive Director	Founded by the Wildlife Conservation Network (WCN)
Mara-Meru Cheetah Project	Cheetahs	<a href="http://marameeru.org/">http://marameeru.org/</a>	Mission of the Mara-Meru Cheetah Project is to conserve cheetahs in the Mara-Meru region.	Cheetah identification, Research, Education	Dr. Elena V. Chelysheva	
Mountain Lion Foundation	Mountain Lions	<a href="https://www.mountainlion.org/">https://www.mountainlion.org/</a>	A national nonprofit organization dedicated to the conservation and education of mountain lions.	Community Engagement, Advocacy	Debra Chase, CEO	Held a 9 month internship with Debra and the MLF
My Cat	Tigers	<a href="http://mycat.org/">http://mycat.org/</a>	MYCAT is the alliance of the Malay Community Engagement, Advocacy, and Education.			
National Tiger Conservation Authority	Tigers	<a href="https://nctca.org/">https://nctca.org/</a>	Not their mission. The Project Tiger Corridors, Reserves, and Conservation.	Prey, Relationships among jaguars	Diana Hadley and Matt Skroch, Co-Presidents	
Northern Jaguar Project	Jaguars	<a href="https://www.northernjaguarproject.org/">https://www.northernjaguarproject.org/</a>	LONG mission statement			
Panama Wildlife Conservation	Jaguars	<a href="https://panamawildlife.org/">https://panamawildlife.org/</a>	To promote the conservation of wild cats through research, education, and advocacy.	Scientific research, Environmental		
Panthera	All	<a href="https://www.panthera.org/">https://www.panthera.org/</a>	Ensure a future for wild cats and their habitats through research, education, and advocacy.	Tigers Forever; Project Leonardo;	Fred Launay, Ph.D., President	
Primer Conservation	Jaguars	<a href="https://www.primer.org/">https://www.primer.org/</a>	NO mission statement	WIDCAT, Conservation planning	Ron Thompson, President	
Range Wide Conservation Program	Cheetahs	<a href="http://www.ccheetah.org/">http://www.ccheetah.org/</a>	The Range Wide Conservation Program is dedicated to the conservation and education of cheetahs.	Cheetah landscapes, Illegal trade	Dr. Sarah Durant-Project Lead	
Rocky Mountain Cat Conservancy	Mountain Lions	<a href="https://catconserve.org/">https://catconserve.org/</a>	NO mission statement	Research, Community projects	Caroline Krumm, Director	
Save China's Tigers	South China Tigers	<a href="https://www.save.org/">https://www.save.org/</a>	Our mission is to restore and protect the South China tiger through research, education, and advocacy.	Breeding; Rewilding; Reintroduction	Brad Nilson, Director	The restoration project is in South Africa, not China
Save Wild Tigers	Tigers	<a href="https://www.savetigers.org/">https://www.savetigers.org/</a>	SWT works towards preventing the extinction of tigers through research, education, and advocacy.	Speak Up for Tigers	Simon Clinton, Founder	
Saving Wild Tigers	Tigers	<a href="https://www.savingwildtigers.org/">https://www.savingwildtigers.org/</a>	NO mission statement	Protect tigers, habitat, prey, Support	Nina Rao and Sunil Somalwar, Co-Chairs	
Snow Leopard Conservancy	Snow Leopard	<a href="https://snowleopard.org/">https://snowleopard.org/</a>	Ensuring snow leopard survival and recovery through research, education, and advocacy.	Conservation; Education; Improving	Dr. Rodney Jackson, Executive Director	
Snow Leopard Conservancy India	Snow Leopards	<a href="http://snowleopard.org/">http://snowleopard.org/</a>	Promotion of innovative grass-roots conservation and education.	Population, Ecological research	Rinchen Wangchuk	
Snow Leopard Foundation	Snow Leopards	<a href="https://www.snowleopard.org/">https://www.snowleopard.org/</a>	NO mission statement	Research, Monitoring, Education	Dr. Muhammad Ali Nawaz	
Snow Leopard Trust	Snow Leopard	<a href="https://www.snowleopard.org/">https://www.snowleopard.org/</a>	The Snow Leopard Trust aims to protect and recover snow leopards through research, education, and advocacy.	Snow Leopard Enterprises; Livestock	Rhetic Sengupta, President	
S.P.E.C.I.E.S.	Jaguars, Leopards, Pumas	<a href="https://www.species.org/">https://www.species.org/</a>	To ensure the viability, diversity, and recovery of big cats through research, education, and advocacy.	Research, Education, Conservation	Dr. Anthony Giordano, Founder	Held a 9 month internship with Anthony and SPECIES
The Cougar Fund	Mountain Lions	<a href="https://www.cougar.org/">https://www.cougar.org/</a>	The Cougar Fund protects the cougar through research, education, and advocacy.	Public Awareness and Education	Dr. Rick Hopkins, President	

+	☰	Organizations ▾	Tigers ▾	Lions ▾	Leopards ▾	Jaguars ▾	Pumas ▾	Cheetahs ▾	Snow Leopards ▾	Felines ▾	HWC ▾	Other Sources ▾	ICUN Red List ▾
---	---	-----------------	----------	---------	------------	-----------	---------	------------	-----------------	-----------	-------	-----------------	-----------------

## Appendix B

## Instagram Timeline Excel Sheet

Day	Cat Species	Conflict Focus	Description of Post	Highlight Organization	Picture to use for IG	Notes	Posted	# of Likes	Feedback	
September 6th	Pre	All	Pledge	Take the Pledge, follow our IG and website	BCCI	Pledge image	Yes	9		
<b>Week 1:</b>										
September 7th	Day 1	Tiger	Information	Subspecies, range, diet	WWF/ IUCN Red List	Subspecies picture-WWF	No IG	Yes	16	Visitor tagged their friend. Visitor commented "(3 cry
September 8th	Day 2		Poaching	Poaching for the illegal wildlife trade (bones, blood, skin, etc)	MyCat <a href="http://mycat.my/">http://mycat.my/</a>	Nelson and Suka- Me		Yes	31	MyCat commented "(4 praying hands emojis)"
September 9th	Day 3		Habitat Loss	Palm Oil- app, watch what you buy/use	Cheyenne Mountain Zoo Palm Oil App	Helens Berani picture		Yes	14	
September 10th	Day 4		Prey Loss	Prey loss, Save Chinas Tigers	Save China's Tigers <a href="https://www.savechina.org/">https://www.savechina.org/</a>	Helens Cinta picture	No IG	Yes	10	
September 11th	Day 5		Climate Change	4 main threats from climate change	Conservation International	Tiger in water		Yes	10	Visitor commented "WOW beautiful shot (two thur
September 12th	Day 6		Illegal Pet Trade	Illegal pet trade, cub petting, pets- SDZG Moka case	SDZG, LTB, CTR	Helens cubs picture/ CTR infographic		Yes	8	
September 13th	Day 7		International Tig	International Tiger Day, history, ways to help, adopt a tiger	WWF, Discovery Project Cat	Connor picture		Yes	14	
<b>Week 2</b>										
September 14th	Day 1	Lion	Information	Subspecies, range, diet		Izu/Lion Range Map		Yes	9	
September 15th	Day 2		Poaching/ TH	Poaching and trophy hunting	Lion Recovery Fund (WCN & LDF)	Cecil the Lion		Yes	10	
September 16th	Day 3		Habitat Loss	Habitat loss outside of livestock	African Wildlife Foundation	Helene's Ernest grass picture		Yes	7	
September 17th	Day 4		Livestock Conflict	Retaliatory killings/ habitat loss	Ewaso Lions	Helene's Ernest & sister picture		Yes	7	
September 18th	Day 5		Illegal Wildlife Tr	Bone trade, cub petting	TRAFFIC Wildlife Witness App	App Photo		Yes	18	
September 19th	Day 6		Coexistence	Learning how to coexist with wildlife	Lion Guardians, Panthera's Project Le	Helene's Lion Cubs picture		Yes	28	
September 20th	Day 7		World Lion Day	Wild Lion Day, Big Cats Initiative	Dereck and Beverly Joubert- Big Cats	Helene's Mom and Cubs picture		Yes	23	
<b>Week 3</b>										
September 21st	Day 1	Leopard	Information	Subspecies, range, diet		Subspecies picture		Yes	25	Conversation about snow & clouded leopards not b
September 22nd	Day 2		Anthropogenic	Different types of anthropogenic threats	Cape Leopard Trust	Helene's Leopard on limb		Yes	17	CLT responded "Thanks (tagged us)"
September 23rd	Day 3		Habitat Loss	Wildlife Corridors	AfriCat	AfriCat's Leopard Photo		Yes	16	
September 24th	Day 4		Poaching	Reasons for poaching, fur use	African Wildlife Foundation/ Panthera	AWF Leopard Photo		Yes	10	
September 25th	Day 5		Prey Loss	Hunting style and reasons for lack of prey	None	Helene's Leopard in tree		Yes	11	A group plagiarized my sentence and copyright pho
September 26th	Day 6		SDZG Leopard I	The project SDZG has focusing on leopards in Kenya	SDZG/ Loisaba Conservancy	Ambrose Leopard photo		Yes	8	
September 27th	Day 7		International Leopard Day	SDZG	CLT/ Panthera/ WWF	SDZG Leopard mom and cubs		Yes	21	
<b>Week 4</b>										
September 28th	Day 1	Jaguar	Information	Subspecies, range, diet	Jaguar Identification Project	Helene's jaguar picture		Yes	11	Visitor commeted "(two heart shaped eye emojis)"
September 29th	Day 2		Habitat Loss	Northern Jaguar Reserve	Northern Jaguar Project	NJP Jaguar photo		Yes	4	
September 30th	Day 3		-Wildfires	Wildfires and how they affect jaguars in their region	Panthera/Associated Press	Associated Press Photo		Yes	149	Cape Leopard Trust tagged us in a photo about leo
October 1st	Day 4		Poaching	Poaching, direct killings, one of the last jaguars in the US	Primero Conservation	Helene's mom and cub Jagi No IG		Yes	13	
October 2nd	Day 5		Prey Loss	Prey loss	Panama Wildlife	Helene's Jaguar Fish Photo		Yes	10	
October 3rd	Day 6		Community Scie	Community Science, camera traps	Kaminando	Kaminando Camera Trap Photo		Yes	11	Kaminando commented "(winking face) thank you!"
October 4th	Day 7		World Jaguar Day	6/11- 11/29 International jaguar day	WCS	WCS Jaguar Photo		Yes	8	
<b>Week 5</b>										
October 5th	Day 1	Mountain Lion	Information	Range, CESA protection		Mike's 2 Pumas photo		Yes	34	We reposted the Cougar Conservancy's story about
October 6th	Day 2		Habitat Loss	Lack of connectivity, Liberty Canyon Wildlife Crossing	National Wildlife Federation/ P-22	USFWS NPS kitten photo		Yes	11	
October 7th	Day 3		-Wildfires	Monrovia Cougar	Cougar Conservancy	CC's puma in bobcat fire photo		Yes	72	Cougar Conservancy shared our post in their story
October 8th	Day 4		Poaching/ TH	Hunting, Depredation permits, P-56	Mountain Lion Foundation	NPS SMM P-56 Photo		Yes	15	
October 9th	Day 5		Prey Loss	Prey, Livestock, Deer issues		Helene's puma pic		Yes	25	
October 10th	Day 6		Florida Panthers	Drive slow, commit to the minute	Naples Zoo	USFW FL panther picture, FL Tag, Cat Tales		Yes	20	Cat Tale author Craig Pittman commented saying "
October 11th	Day 7		International Pur	P-22 day, FL Panther Day, Int. Puma Day	NWF, SaveLACougars, Naples Zoo	Helene's puma pic, FL pic, P-22		Yes	10	
<b>Week 6</b>										
October 12th	Day 1	Cheetah	Information	Subspecies, range, diet		Helene's cheetah cubs photo		Yes	13	Shared puma safety tips in story- reshared by Coug
October 13th	Day 2		Habitat Loss	Bushblok, Habitat loss	CCF, FSC	Helene's male cheetah photo		Yes	13	
October 14th	Day 3		Poaching	Poaching, Livestock conflicts, Livestock Guarding Dogs	CCF, CCB	Helene's female cheetah/ CCF conflict hotline		Yes	19	
October 15th	Day 4		Prey Loss	Prey loss, how they lose their prey		Helene's coalition photo		Yes	8	
October 16th	Day 5		Illegal Pet Trade	CCF's role in the illegal pet trade	Cheetah Conservation Fund	Helene's cheetah cubs		Yes	23	
October 17th	Day 6		Cool Crafts	Supporting locals, Raising cheetah awareness	Action for Cheetahs in Kenya	ACK Cheetah with soccer ball		Yes	11	Cool Crafts liked our post
October 18th	Day 7		International Che	International Cheetah Day, Cheetah Breeding in AZA Zoos	CCF, SSP Cheetah Breeding Centers	CCF Marker and Cheetah		Yes	9	
<b>Week 7</b>										
October 19th	Day 1	Snow Leopard	Information	Subspecies, range, diet				Yes	4	
October 20th	Day 2		Poaching	Poaching, Livestock depredation, GSLEPP	GSLEPP and their 20 by 2020 project	GSLEPP snow leopard and map		Yes	8	In story shared thanks to Oakland zoo for caring fo
October 21st	Day 3		Prey Loss	Prey loss, Livestock conflicts	Snow Leopard Trust	Helene's eating snow leopard		Yes	7	
October 22nd	Day 4		Habitat Loss	Habitat Loss reasons, Livestock conflict	Snow Leopard Conservancy	SLC Buddhist poster	P-22 Day!	Yes	6	Visitor tagged friend and commented "very cool!"
October 23rd	Day 5		World Snow Leo	International Snow Leopard Day, WWF Together app, Door Hanger		Mike Wilson's photo/ Door Hanger		Yes	9	
October 24th	Day 6		Climate Change	Climate change, habitat loss		Helene's Penny cool cat phi P-22 Day Celebr		Yes	9	P-22 reshared our story about P-22 celebration day
October 25th	Day 7		AZA SSP	AZA Snow Leopard SSP info	AZA	Elena Mavros photo- SDZG		Yes	9	
<b>Week 8</b>										
October 26th	Day 1	Mix	Family Cat Tree	Family Cat Tree, how the big cats are related		Image of 26 cat species/ family cat tree of 37		Yes	9	
October 27th	Day 2		Threats and Sol	Big Cat Threats and Solutions	SDZG book	Moka Book Image		Yes	5	
October 28th	Day 3		Apex Predators	What an apex predator is and their importance	WildFutres	WildFutres Puma Ecosystem		Yes	5	
October 29th	Day 4		National Cat Day	National Cat Day 10/29	Big Cat Initiative	Beverly Jouberts Leopard photo		Yes	90	
October 30th	Day 5		Roles Zoo's Play	Raising awareness, SSPs, Research, Educalion	SDZG, Naples Zoo	Naples Puma picture		Yes	34	
October 31st	Day 6	Leopards, Jagu	Melanistic Cats	Melanistic cats and conflicts? More unique	SDZG	Panthera Black Leopard, Jaguar		Yes	10	
November 1st	Day 7		What cat are you	What cat are you quiz	Panthera	Panthera Quiz: Images		Yes	8	
November 2nd	Post	All	Pledge	Take the Pledge, follow our IG and website	BCCI	Pledge picture		Yes	11	