


**From:** Elliott Stares [elliott@esprinc.com](mailto:elliott@esprinc.com)  
**Subject:** Coverage by nationwide NBC affiliates  
**Date:** December 5, 2023 at 1:22 PM  
**To:** Linda Mariano [linda.mariano@redwoodartgroup.com](mailto:linda.mariano@redwoodartgroup.com)

ES

Hi Linda,


Below is a list of the NBC affiliates nationwide that aired a local TV segment on the B-52s x Save The Chimps collaboration.

Thanks,  
Elliott.




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### Broadcast Coverage Listing Report

-  **WHO-NBC** Television Market: Des Moines-Ames, IA (68)  
Channel 13 News at Noon Dec 5 2023 12:30PM CT  

[12:56:21 PM] [0:20] Band members paint the background colors on campuses. Then pick color combinations for the champs to finish it off with their own brush strokes is based on the b 52 album covers all proceeds will go to save the **CHIMPS** sanctuary. Wow says like the bob ross been animal version. I wish I knew her name it's one of the b 52 singers.


[View](#)

Nielsen Audience: 27,125	Ad Value: \$75	Calc Ad Value: \$50
Calc Publicity Value: \$150	Runtime: 0:20	Tone: Not Specified
Placement: End	Prominence: Not Specified	Message Points/Notes: Not Specified
-  **WAND-NBC** Television Market: Champaign-Springfield-Decatur, IL (90)  
WAND News at Noon Dec 5 2023 12:00PM CT  

[12:54:53 PM] [0:49] The art collection titled "wild planet", pairs the band with 16 chimpanzees who have developed a knack for painting. The "ape artists" are inhabitants of the "save the **CHIMPS** sanctuary" in Fort Pierce, Florida. "The b -52's are as much visual artists as they are musical artists, and their album covers are so iconic. So, the process for this art project was the b52's painted the base colors of their album covers, and then gave the **CHIMPS** corresponding color combos to use to finish the pieces. The prices range from a-thousand to 5-thousand dollars with a-hundred percent of witlooking for a smarter way to mop? Try the swiffer powermop.


[12:58:04 PM] [0:06] The **CHIMPS** sanctuary. We'll be right back. Thank you thank you so much for joining us.

[View](#)

Nielsen Audience: 13,171	Ad Value: \$307	Calc Ad Value: \$562
Calc Publicity Value: \$1,688	Runtime: 0:55	Tone: Not Specified
Placement: End	Prominence: Not Specified	Message Points/Notes: Not Specified
-  **WCSH-NBC** Television Market: Portland-Auburn, ME (78)  
News Center 6 at Noon Dec 5 2023 12:00PM ET  

[12:26:57 PM] [1:17] It's the first ever art exhibit by chimpanzees in collaboration with the band the b52's. There are 16 ape artists that live in the save the **CHIMPS** sanctuary in Fort Pierce, Florida. The painting process begins with members of the b52's painting background colors on canvases then choosing color combinations for the **CHIMPS** to finish with their own brushstrokes. The paintings are based on the b52's seven album covers and are named after the band's most popular songs and lyrics. The b52's are as much visual artist as they are musical artists and their album covers are so iconic. So the process for this art project was to be 50 to has painted the base colors of their album covers and then gave the **CHIMPS** corresponding color combos to use to finish the pieces. So prices for the paintings range from 1000 to \$5000 with 100% of the proceeds going to the save the **CHIMPS** sanctuary. It looks pretty nice. Keith. Yeah, it's like you know this about **CHIMPS** that they can be very human like but then you watch them grab a paintbrush delicately and you're like wow, that's pretty amazing. All right. The rest of today will see a mixture of sun and clouds, temperatures freezing at best, most of us below that cold tonight a mixture of stunning clouds again tomorrow and again fighting to get to freezing.

[View](#)

Nielsen Audience: 22,697	Ad Value: \$130	Calc Ad Value: \$334
Calc Publicity Value: \$1,001	Runtime: 1:17	Tone: Not Specified
Placement: End	Prominence: Not Specified	Message Points/Notes: Not Specified
-  **WVIR-NBC** Television Market: Charlottesville, VA (177)  
NBC 29 HD News at Noon Dec 5 2023 12:00PM ET  

[12:57:29 PM] [0:28] What song do they sing? Okay I'm not gonna get the there's one song they sing. I was very popular collection entitled wild planet pairs the band with 16 chimpanzees who have developed a knack for painting the ape artists and inhabitants of the save the **CHIMPS** shank sanctuary in Fort Pierce, Florida artworks are based on the b 52 7. Album covers. I think, love shack, so I'm thinking of love shake.

[View](#)

Nielsen Audience: 3,925  
 Calc Publicity Value: \$255  
 Placement: End

Ad Value: \$91  
 Runtime: 0:28  
 Prominence: Not Specified

Calc Ad Value: \$85  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

5.  **WFIE-NBC** Television Market: Evansville, IN (106)  
 14 News at Midday

Dec 5 2023 11:58AM ET

[12:40:04 PM] [0:21] The art collection. Called wild planet pairs the band with 16 chimpanzees who were all into painting. The artists are all inhabitants of the save the **CHIMPS** sanctuary in Florida. The prices for the art range from 1 to \$5000. All of the money raised will go towards the sanctuary.

[View](#)

Nielsen Audience: 12,135  
 Calc Publicity Value: \$94  
 Placement: Middle

Ad Value: \$45  
 Runtime: 0:21  
 Prominence: Not Specified

Calc Ad Value: \$31  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

6.  **WWLP-NBC** Television Market: Springfield-Holyoke, MA (116)  
 MASS Appeal

Dec 5 2023 11:00AM ET

[11:39:37 AM] [0:30] And the art collection is entitled wild planet in pairs. The ban with 16 chimpanzees with kind of developed a knack for painting just saying the 8th artists are inhabitants of the save. The **CHIMPS** sanctuary in Fort Pierce, Florida. The painting process begins with members of the b. 52 is painting background colors on campuses and selecting color combinations for sections to finish with our own brush strokes. The artworks are based on the b. 52 7 album covers and are named after the band's most popular songs and lyrics.

[View](#)


[11:40:15 AM] [0:14] The b 52 czar, as much visual artist says musical artists and their album covers are so iconic. So that process for this, our project was the b. 52 is painted the base. Colors of their album covers and then gave the **CHIMPS** corresponding color. Compost used to finish the pieces.

[View](#)

Nielsen Audience: 6,268  
 Calc Publicity Value: \$660  
 Placement: Middle

Ad Value: \$150  
 Runtime: 0:44  
 Prominence: Not Specified

Calc Ad Value: \$220  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

7.  **WLUCDT2-FOX** Television Market: Marquette, MI (183)  
 TV 6 Morning News 8am

Dec 5 2023 08:00AM ET

[8:57:53 AM] [0:07] The painting process begins with members of the b 50 two's painting, background colors on canvas is then selecting color combinations for the **CHIMPS** to finish with their

[View](#)

Nielsen Audience: 1,648  
 Calc Publicity Value: \$27  
 Placement: End

Ad Value: \$38  
 Runtime: 0:07  
 Prominence: Not Specified

Calc Ad Value: \$9  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

8.  **WFLX-FOX** Television Market: West Palm Beach-Ft. Pierce, FL (39)  
 News at 7

Dec 5 2023 07:00AM ET

[7:24:24 AM] [0:17] Heres the bandwidth. 16 chimpanzees who have developed a knack for painting the ape artists. They live at save the **CHIMPS** sanctuary in Fort Pierce, such an awesome place that painting process begins with the members of the b. 52 ce painting background colors on campuses in selecting color combinations for the champs to finish with their own brush strokes.

[View](#)

[7:24:50 AM] [0:14] The 52 czar, as much visual artist says the on musical artists and their album covers are so iconic. So that process for this, our project was the b. 52 is painted the base. Colors of their album covers and then gave the **CHIMPS** corresponding color combo is 2 years to finish the pieces.

[View](#)


[7:25:05 AM] [0:19] Good news here, though. 100% of the proceeds will go back to the save. The **CHIMPS** sanctuary. It's not typically open to the public, but that situation like we've had media tours and they live the Florida retirement dream. But a here is paint during the day they watch movies, listen to music, out in the and they're painters now.

[View](#)

Nielsen Audience: 9,179  
 Calc Publicity Value: \$975  
 Placement: End

Ad Value: \$195  
 Runtime: 0:50  
 Prominence: Not Specified

Calc Ad Value: \$325  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

9.  **WPBN-NBC** Television Market: Traverse City-Cadillac, MI (118)  
 UpNorth Live News Today 630AM

Dec 5 2023 06:30AM ET

[6:54:42 AM] [0:21] However, peene better than Heather to apparently a partis are inhabitants of the save. The **CHIMPS** sanctuary in Florida members. The b. 50 twos paint background colors and canvases, then select a color. For the chips **CHIMPS** to finish with their own brush strokes. All the proceeds from the pieces go to save the **CHIMPS** sanctuary. Now are taking a live look. The results of.

[View](#)

Nielsen Audience: 7,582  
 Calc Publicity Value: \$210  
 Placement: End

Ad Value: \$100  
 Runtime: 0:21  
 Prominence: Not Specified

Calc Ad Value: \$70  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

10.  **KBMT-ABC** Television Market: Beaumont-Port Arthur, TX (144)  
 12 News Daybreak 6am

Dec 5 2023 06:00AM CT

[6:57:03 AM] [0:43] It's the first ever exhibit by chimpanzees in collaboration with the legendary band "the b-52's. The collection entitled "wild planet" pairs the band with 16 **CHIMPS**, it begins with members of the band painting background colors, then selecting colors for the **CHIMPS** to finish with their own brush-strokes. The art is based on the band's album covers. Proceeds will go to the "save the **CHIMPS**" sanctuary. Chat chat chat (ÃiÃiskycamÃiÃi)(ÃiÃiskycamÃiÃi)(ÃiÃiskycamÃiÃi)(ÃiÃiskycamÃiÃi)

[View](#)

Nielsen Audience: 5,306  
Calc Publicity Value: \$258  
Placement: End

Ad Value: \$60  
Runtime: 0:43  
Prominence: Not Specified

Calc Ad Value: \$86  
Tone: Not Specified  
Message Points/Notes: Not Specified

11.  **KETK-NBC** Television Market: Tyler-Longview-Lufkin-Nacogdoches, TX (110)  
**KETK Today at 6 AM**

Dec 5 2023 06:00AM CT

[6:44:57 AM] [0:33] The b, 52 z a party store inhabitants of the save. The **CHIMPS** sanctuary in Fort Pierce, Florida. The painting process beginning with members of the b. 52 is painting background colors on the campuses. Then they selected the color palette for the champs to finish with their own brush strokes. You know, we're sure based on the b, 52 7 album covers and are named after the band's most popular songs and lyrics. The prices range from 1000 to \$5,000. The 100% of the proceeds going to the save the **CHIMPS** sanctuary. So if you're in, if you're into some champ, art, there's a good Christmas gift for you. The goes to a good cause.

[View](#)

Nielsen Audience: 3,774  
Calc Publicity Value: \$165  
Placement: Middle

Ad Value: \$50  
Runtime: 0:33  
Prominence: Not Specified

Calc Ad Value: \$55  
Tone: Not Specified  
Message Points/Notes: Not Specified

12.  **KSL-NBC** Television Market: Salt Lake City, UT (30)  
**KSL 6AM**

Dec 5 2023 06:00AM MT


[6:25:52 AM] [0:49] The first ever art exhibit by chimpanzees is making its debut during Miami art week. It's in collaboration with the legendary band 'the of the band painted background colors on canvasses, then the **CHIMPS** to finished them off with their own brush strokes. The prices rangem 1-to 5-thousand dollars with 100-percent of the proceeds going to the save the **CHIMPS** sanctuary. 3 the aquarium is in full Chris mode right now Casey has a look at all the holiday. Plus - one family ought they were renting a vacation home - but it turns out they were trespassing.

[View](#)

Nielsen Audience: 7,883  
Calc Publicity Value: \$612  
Placement: End

Ad Value: \$125  
Runtime: 0:49  
Prominence: Not Specified

Calc Ad Value: \$204  
Tone: Not Specified  
Message Points/Notes: Not Specified

13.  **WALB-NBC** Television Market: Albany, GA (154)  
**Today in Georgia 6AM**

Dec 5 2023 06:00AM ET

[6:18:26 AM] [1:12] The art collection, entitled, nee band with himpanzees who have developed a knack for painting. The "ape artists" are inhabitants of the "save the **CHIMPS** sanctuary" in Fort Pierce, Florida. The artwork are based on the b-52's seven album covers and are named after the band's most- popular songs and lyrics. N mathewsÃ director, save the **CHIMPS** sanctuary "the b -52'e as much visual artists as they are musical artists, and their album covers are so iconic. So, the process for this art pct was the b52's painted the base colors of their album covers, and then gave the **CHIMPS** corresponding color combos to use to finish the pieces. The prices range from 1-thousand to 5-thousand dollars with 100 percent of the proceeds going to the 'saves'sanctuary. Coming up in sports, the yellowjackets trojans have earned a trip to Atlanta to play for the state championship, \*rile\*)Aaron meaux tells us how they got there and who stands in the way of them bringing the title back to the 229,

[View](#)

Nielsen Audience: 10,994  
Calc Publicity Value: \$1,656  
Placement: Middle

Ad Value: \$230  
Runtime: 1:12  
Prominence: Not Specified

Calc Ad Value: \$552  
Tone: Not Specified  
Message Points/Notes: Not Specified

14.  **WBOYD2-ABC** Television Market: Clarksburg-Weston, WV (170)  
**12 News at 6am**

Dec 5 2023 06:00AM ET

[6:49:23 AM] [1:00] The "ape artists" are inhabitants of the "save the **CHIMPS** sanctuary" in Fort Pierce, Florida. The painting process begins with members of the painting background colors on canvasses, then selecting color combinations for the **CHIMPS** to finish with their own brushstrokes. The artworks are based on the b-52's seven album covers makayla as the clock strikes midnight on January first, nearly 3,000 pounds of confetti will descend onto times square to ring in the new year, and, your wish for 2024 can be written on one of those pieces of. Confetti coating the streets of New York City.

[View](#)

Nielsen Audience: 824  
Calc Publicity Value: \$114  
Placement: Middle

Ad Value: \$19  
Runtime: 1:00  
Prominence: Not Specified

Calc Ad Value: \$38  
Tone: Not Specified  
Message Points/Notes: Not Specified

15.  **WCSH-NBC** Television Market: Portland-Auburn, ME (78)  
**News Center 6 Morning Report at 6 AM**

Dec 5 2023 06:00AM ET


[6:29:01 AM] [1:08] There are 16 ape artists that live in these save the **CHIMPS** sanctuaries in Fort Pierce, Florida. As the painting process begins with members of the music group the b52's painting background colors on canvases then they choose color combinations and the **CHIMPS** finish with whatever they want to put on the painting. The paintings are based on the 52 seven album covers they're named after the band's most popular songs as well as lyrics. The b52's are as much visual artist as they are musical artists and their album covers are so iconic. So that process for this art project was to b52's painted the base colors of their album covers and then gave the color combos to use to finish the pieces. If you're looking for that gift for the person who has everything. Prices range from 1000 to \$5000 100% of the proceeds will go to the save the **CHIMPS** sanctuary. So again, if you're looking for something to get you can always get a picture of a rock lobster as well and then you could present it to surprise eyes. What if that would get regifted?

[View](#)

Nielsen Audience: 18,568  
 Calc Publicity Value: \$3,060  
 Placement: End

Ad Value: \$450  
 Runtime: 1:08  
 Prominence: Not Specified

Calc Ad Value: \$1,020  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

16.  **WHEC-NBC** Television Market: Rochester, NY (77)  
 News 10 NBC Today at 6 AM

Dec 5 2023 06:00AM ET

[6:27:19 AM] [0:25] Pears the band with sixteen chimpanzees who have developed a knack for painting the artworks are based on the b fifty two's seven album covers are named after the band's most popular songs and lyrics the prices range from one thousand to five thousand dollars with one hundred percent of. The proceeds going to save the **CHIMPS** sanctuary. They doing much better. Dropped that may have been incredible.

[View](#)

Nielsen Audience: 8,037  
 Calc Publicity Value: \$438  
 Placement: End

Ad Value: \$175  
 Runtime: 0:25  
 Prominence: Not Specified

Calc Ad Value: \$146  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

17.  **WMBF-NBC** Television Market: Florence-Myrtle Beach, SC (99)  
 WMBF News Today at 6am

Dec 5 2023 06:00AM ET


[6:13:44 AM] [0:44] Some new artists are making their debut and the art world is "going ape. It's the first ever art exhibit by chimpanzees, in collaboration with the legendary band, "the b-52's. The "wild planet" exhibit pairs the band with 16 **CHIMPS** from a Florida sanctuary who love to paint. The pieces are based on the b-52's seven album covers and are named after their most popular lyrics. So, the process for this art project was the b52's painted the base colors of their album covers, and then gave the **CHIMPS** corresponding color combos to use to finish the pieces. 52 of their pieces will be available during Miami art week, on sale for anywhere between one and five thousand dollars. All proceeds go to the here that food vending machine out there or something.

[View](#)

Nielsen Audience: 3,747  
 Calc Publicity Value: \$176  
 Placement: Middle

Ad Value: \$40  
 Runtime: 0:44  
 Prominence: Not Specified

Calc Ad Value: \$59  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

18.  **WPTV-NBC** Television Market: West Palm Beach-Ft. Pierce, FL (39)  
 News at 6 AM

Dec 5 2023 06:00AM ET

[6:17:07 AM] [0:12] 52, the ape artists, resident artist, they limit the save the **CHIMPS** sanctuary. 52 of their pieces are going to be available during our battle. Proceeds are going to go to the chimp sanctuary there.

[View](#)

[6:17:30 AM] [0:10] And I kind of feel like, you know, the **CHIMPS** out yeah, I agree. Yeah, going to go for some money to offer good caught right? Let's talk weather.

[View](#)

Nielsen Audience: 30,255  
 Calc Publicity Value: \$660  
 Placement: Middle

Ad Value: \$300  
 Runtime: 0:22  
 Prominence: Not Specified

Calc Ad Value: \$220  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

19.  **WTVJ-NBC** Television Market: Miami-Ft. Lauderdale, FL (18)  
 NBC Miami News at 6 AM

Dec 5 2023 06:00AM ET

[6:25:35 AM] [0:12] Anyway, 52 of the pieces wi art basel. It's \$1,000 to \$5,000, with 100%of the proceeds going to save the **CHIMPS'** sanctuary.

[View](#)

Nielsen Audience: 13,760  
 Calc Publicity Value: \$660  
 Placement: End

Ad Value: \$550  
 Runtime: 0:12  
 Prominence: Not Specified

Calc Ad Value: \$220  
 Tone: Not Specified  
 Message Points/Notes: Not Specified

20.  **WFIE-NBC** Television Market: Evansville, IN (106)  
 14 Sunrise 6am

Dec 5 2023 05:58AM ET

[6:18:17 AM] [0:19] The art collection called wild planet pairs the band with 16 chimpanzees who are into painting. So the artists are all inhabiting 's of the save the **CHIMPS** sanctuary in Florida. And get this, the prices for that art. It ranges from about like 1 to \$5000 a piece, and all of that money raised will go towards the sanctuary.

[View](#)

Nielsen Audience: 8,604  
 Calc Publicity Value: \$142  
 Placement: End

Ad Value: \$75  
 Runtime: 0:19  
 Prominence: Not Specified

Calc Ad Value: \$48  
 Tone: Not Specified  
 Message Points/Notes: Not Specified


21.  **WBRE-NBC** Television Market: Wilkes Barre-Scranton, PA (58)  
 Eyewitness News at 5:30

Dec 5 2023 05:30AM ET

[5:38:58 AM] [0:35] In collaboration with the rock band the b 52, the collection pairs the bandwidth, 16 Tim artists who live in a sanctuary in Florida. The process begins of members of the band painting background colors on canvas as then selecting the color combinations for the **CHIMPS** to finish off with their own brush strokes, the artwork is based on the ban 7 album covers 52 of the pieces will be available to purchase with 100% of. The proceeds going toward the chimp sanctuary, these look really cool when take a wild guess as to how much they're going for I wanna say like 2000 bucks, yeah anywhere from 7.50.

[View](#)

Nielsen Audience: 4,875	Ad Value: \$100	Calc Ad Value: \$117
Calc Publicity Value: \$350	Runtime: 0:35	Tone: Not Specified
Placement: Beginning	Prominence: Not Specified	Message Points/Notes: Not Specified

22.  **WNYT-NBC** Television Market: Albany-Schenectady-Troy, NY (60)  
**Newschannel 13 Early Today** Dec 5 2023 05:30AM ET

[5:55:44 AM] [1:09] The art collection, entitled, "wild planet" pairs the band with 16 chimpanzees who have developed a knack for painting. The "ape artists" are inhabitants of the "save the **CHIMPS** sanctuary" in Florida. The artworks are based on the b-52's seven album covers and are named after the band's most-popular songs and lyrics. And now, fifty-two of their pieces will be available during art Basel. "The b-52's are as much visual artists as they are musical artists, and their album covers are so iconic. So, the process for this art project was the b52's painted the base colors of their album covers, and then gave the **CHIMPS** corresponding color combos to use to finish the pieces. The prices range from 1-thousand to 5-thousand dollars with 1-hundred percent of the proceeds going to the save the **CHIMPS** sanctuary. Still to come on newschannel13 today. A young man from scotia is in the I-cu this morning after a terrible crash.

[View](#)

Nielsen Audience: 19,514	Ad Value: \$125	Calc Ad Value: \$288
Calc Publicity Value: \$862	Runtime: 1:09	Tone: Not Specified
Placement: End	Prominence: Not Specified	Message Points/Notes: Not Specified

23.  **KETK-NBC** Television Market: Tyler-Longview-Lufkin-Nacogdoches, TX (110)  
**KETK Today at 5 AM** Dec 5 2023 05:00AM CT

[5:46:43 AM] [0:12] Time now is 5.51. This morning. Coming up next on ketk today, there's no monkeying around this art exhibit in Florida because it was made completely as we take you there to see where the crazy **CHIMPS**

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[5:49:50 AM] [0:28] The **CHIMPS** sanctuary and Fort Pierce, Florida. The painting process began with members of the b 52 painting background colors on campuses in selecting color combinations for the champs to finish off their own brush strokes. The artwork is based on the b. 52 7 album covers and are named after the band's most popular songs and lyrics and prices range from one grand, the 5 grand 100% of the proceeds going to the save. The **CHIMPS** sanctuary.

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Nielsen Audience: 1,957	Ad Value: \$15	Calc Ad Value: \$20
Calc Publicity Value: \$60	Runtime: 0:40	Tone: Not Specified
Placement: Middle	Prominence: Not Specified	Message Points/Notes: Not Specified

24.  **KJRH-NBC** Television Market: Tulsa, OK (61)  
**2 News at 5 AM** Dec 5 2023 05:00AM CT


[5:51:09 AM] [0:03] At the save, the **CHIMPS** sanctuary in Fort Pierce, Florida, who have developed a knack for painting.

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[5:51:34 AM] [0:14] The b, 52 czar as much visual artist says musical artists and their album covers are so iconic. So that process for this, our project was the b. 52 is painted the base. Colors of their album covers and then gave the **CHIMPS** corresponding color. Compost used to finish the pieces.

[View](#)

Nielsen Audience: 3,837	Ad Value: \$30	Calc Ad Value: \$17
Calc Publicity Value: \$51	Runtime: 0:17	Tone: Not Specified
Placement: End	Prominence: Not Specified	Message Points/Notes: Not Specified

25.  **KSNT-NBC** Television Market: Topeka, KS (142)  
**KSNT News at 5am** Dec 5 2023 05:00AM CT

[5:44:16 AM] [0:45] The art collection, entitled, "wild planet" pairs the band with 16 chimpanzees who have developed a knack for painting. The "ape artists" are inhabitants of the "save the **CHIMPS** sanctuary" in Fort Pierce, Florida. Katie garceran: the painting process begins with members of the painting background colors on canvasses, then selecting color combinations for the **CHIMPS** to finish with their own brushstrokes. The artworks are based on the b-52's seven album covers and are named after the band's most-popular songs and lyrics. The prices range from 1-thousand to 5-thousand dollars with 1- hundred percent of the proceeds going to the save becky: winds will be fairly breezy through the first half of the day, sending wind chills into the 20s.

[View](#)







Nielsen Audience: 1,583	Ad Value: \$15	Calc Ad Value: \$22
Calc Publicity Value: \$68	Runtime: 0:45	Tone: Not Specified
Placement: Middle	Prominence: Not Specified	Message Points/Notes: Not Specified


26.  **KTKA-ABC** Television Market: Topeka, KS (142)  
**News at 5am** Dec 5 2023 05:00AM CT

[5:44:14 AM] [0:44] The art collection, entitled, "wild planet" pairs the band with 16 chimpanzees who have developed a knack for painting. The "ape artists" are inhabitants of the "save the **CHIMPS** sanctuary" in Fort Pierce, Florida. Katie garceran: the painting process begins with members of the painting background colors on canvasses, then selecting color combinations for the **CHIMPS** to finish with their own brushstrokes. The artworks are based on the b-52's seven album covers and are named after the band's most-popular songs and lyrics. The prices range from 1-thousand to 5-thousand dollars with 1- hundred percent of the proceeds going to the save becky: winds will be fairly breezy through the first half of the day, sending wind chills into the 20s.


[View](#)

Nielsen Audience: 347	Ad Value: \$30	Calc Ad Value: \$44
Calc Publicity Value: \$132	Runtime: 0:44	Tone: Not Specified
Placement: Middle	Prominence: Not Specified	Message Points/Notes: Not Specified


27.  **WPBN-NBC** Television Market: Traverse City-Cadillac, MI (118)  
UpNorth Live News Today 5AM Dec 5 2023 05:00AM ET
- [5:16:41 AM] [0:23] The ban with 16 chimpanzees have developed a knack for painting in the better. Babe ar inhabitants of the save. The **CHIMPS** sanctuary in Florida members. The b. 52 s. paint background colors and campuses then select color combinations. For the chan their own with their own brushstrokes. All proceeds from the pieces go to save the **CHIMPS**. Sanctuary his [View](#)
- |                             |                           |                                     |
|-----------------------------|---------------------------|-------------------------------------|
| Nielsen Audience: 2,818     | Ad Value: \$50            | Calc Ad Value: \$38                 |
| Calc Publicity Value: \$115 | Runtime: 0:23             | Tone: Not Specified                 |
| Placement: Middle           | Prominence: Not Specified | Message Points/Notes: Not Specified |
28.  **WLSL-NBC** Television Market: Roanoke-Lynchburg, VA (71)  
WLSL Virginia Today Dec 5 2023 05:00AM ET
- [5:55:27 AM] [0:14] The b 52 czar as much visual artists as musical artists and their album covers are so iconic so that process for this our project was the b 52 is painted the base colors of their album covers and then gave the **CHIMPS** corresponding color combust used to finish the pieces. [View](#)
- [5:55:43 AM] [0:08] The prices range from get this one to \$5,000 with 100% of the proceeds going to the save the **CHIMPS** sanctuary where the artists. [View](#)
- |                            |                           |                                     |
|----------------------------|---------------------------|-------------------------------------|
| Nielsen Audience: 4,219    | Ad Value: \$5             | Calc Ad Value: \$3                  |
| Calc Publicity Value: \$11 | Runtime: 0:22             | Tone: Not Specified                 |
| Placement: End             | Prominence: Not Specified | Message Points/Notes: Not Specified |
29.  **KCRA-NBC** Television Market: Sacramento-Stockton-Modesto, CA (20)  
KCRA 3 News at 4:30 AM Dec 5 2023 04:30AM PT
- [4:55:57 AM] [0:49] The ape artists are inhabitants of the save the **CHIMPS** sanctuary in Fort Pierce, Florida. Theed on the b-52's seven album covers and named after the band's most popular songs and lyrics. The b-52's are as much visual artists as they are musical artists, and their album covers are so iconic. So the process for this project was the b-52's painted the colors of their album covers and then gave the **CHIMPS** corresponding color combos to use to finish the pieces for 32 of their pieces will be available for purchase. The es range from 1000 to \$5 with all proceeds going to the save the **CHIMPS** sanctuary. An the art is not terrible. No, I think it' just fascinating to watch them painting. [View](#)
- |                             |                           |                                     |
|-----------------------------|---------------------------|-------------------------------------|
| Nielsen Audience: 13,734    | Ad Value: \$200           | Calc Ad Value: \$327                |
| Calc Publicity Value: \$980 | Runtime: 0:49             | Tone: Not Specified                 |
| Placement: End              | Prominence: Not Specified | Message Points/Notes: Not Specified |
30.  **KNBC-NBC** Television Market: Los Angeles, CA (2)  
Today in L.A. at 4:30 AM Dec 5 2023 04:30AM PT
- [4:42:06 AM] [0:18] The b-52s are as much visual artists as vocal artists and the b-52s painted the base colors of the album colors and used the **CHIMPS** with corresponding color choices to finish the pieces. [View](#)
- [4:42:27 AM] [0:14] 100% of the proceeds are going to the save the chimp sanctuary in Florida, where the **CHIMPS** live. [View](#)
- |                             |                           |                                     |
|-----------------------------|---------------------------|-------------------------------------|
| Nielsen Audience: 11,728    | Ad Value: \$200           | Calc Ad Value: \$213                |
| Calc Publicity Value: \$640 | Runtime: 0:32             | Tone: Not Specified                 |
| Placement: Middle           | Prominence: Not Specified | Message Points/Notes: Not Specified |
31.  **WVTM-NBC** Television Market: Birmingham-Anniston-Tuscaloosa, AL (45)  
WVTM 13 News at 4am Dec 5 2023 04:30AM CT
- [4:49:25 AM] [0:27] The art collection entitled wild planet pairs the band with 16 chimpanzees who have developed a knack for painting. The painting process begins with members of the b-52's painting background colors on canvases and then selecting color combinations for the **CHIMPS** to finish with their own brushstrokes. I bet you those **CHIMPS** berry like he's concentrating really hard there. They're better painters than I am for sure, because I mean that was some good stuff right there. You. [View](#)
- |                            |                           |                                     |
|----------------------------|---------------------------|-------------------------------------|
| Nielsen Audience: 10,175   | Ad Value: \$30            | Calc Ad Value: \$27                 |
| Calc Publicity Value: \$81 | Runtime: 0:27             | Tone: Not Specified                 |
| Placement: Middle          | Prominence: Not Specified | Message Points/Notes: Not Specified |
32.  **KVEA-TELEMUNDO** Television Market: Los Angeles, CA (2)  
Noticiero 52 a las 11:00 PM Dec 4 2023 11:00PM PT
- [11:34:21 PM] [0:28] La colecci3n de arte se llama planeta salvaje y muestra c3mo los simios desarrollaron la habilidad en la pintura. Los artistas son habitantes del santuario save the **CHIMPS** de Fort Pierce en la Florida y los precios de las pinturas van desde 1000 a 5 1.000 \$ y el dinero es para el santuario de ellos. As3 que definitivamente es una muy Buena opci3n para apoyarlos. Tambi3n ellos, ellos mismos est3n costeando sus sus costos. [View](#)
- |                               |                           |                                     |
|-------------------------------|---------------------------|-------------------------------------|
| Nielsen Audience: 134,323     | Ad Value: \$2,000         | Calc Ad Value: \$1,867              |
| Calc Publicity Value: \$5,600 | Runtime: 0:28             | Tone: Not Specified                 |
| Placement: Beginning          | Prominence: Not Specified | Message Points/Notes: Not Specified |

33.  **WHEC-NBC** Television Market: Rochester, NY (77)  
**News 10 NBC at 11 PM** Dec 4 2023 11:00PM ET  
 [11:30:45 PM] [0:03] Percent of. The proceeds going to the save the **CHIMPS** sanctuary. [View](#)

Nielsen Audience: 14,727	Ad Value: \$600	Calc Ad Value: \$60
Calc Publicity Value: \$180	Runtime: 0:03	Tone: Not Specified
Placement: Beginning	Prominence: Not Specified	Message Points/Notes: Not Specified

34.  **WNBC-NBC** Television Market: New York, NY (1)  
**News 4 NY at 11** Dec 4 2023 11:00PM ET  
 [11:24:45 PM] [1:51] It's d it's done in collaboration with the group the b-52s. Proceed the will benefit the proceed the will benefit the save the **CHIMPS** you say you're a go-getter so why aren't you going to get the groceries? That's not what that means. You claim you're a genuine foodie but there's genuinely no food here. [View](#)

Nielsen Audience: 190,221	Ad Value: \$6,000	Calc Ad Value: \$22,200
Calc Publicity Value: \$66,600	Runtime: 1:51	Tone: Not Specified
Placement: End	Prominence: Not Specified	Message Points/Notes: Not Specified

35.  **KQCA-MNT** Television Market: Sacramento-Stockton-Modesto, CA (20)  
**KCRA 3 News on My 58** Dec 4 2023 10:30PM PT

[10:43:22 PM] [1:11] What does the band, the b-52's and chimpanzees have in common? I know it's not a question you everght we'd ask you. Well, they're both the center of a new artbit debuting this week in Florida, where the artists are the **CHIMPS**. Okay. This is the first ever art exhibit by chimpanzees. It's in collaboration with the b-52's. So here's how it works. The exhibit is called wild planet. After the band's album, the 16 artists you can see here are from the save the **CHIMPS** sanctuary in Fort Pierce. The process starts with band members from the b-52's painting the background colors on canvases basedven album covers. Then the **CHIMPS** do the real. The b-52's are as much visual artists as they are musical artists aneir album covers are so iconic, so the process for this art project was the b-52's painted the base colors of their album covers and then gave the **CHIMPS** corresponding color combos to use to finish. The pieces. Yeah, what a collaboration, right?

Nielsen Audience: 31,337	Ad Value: \$800	Calc Ad Value: \$1,893
Calc Publicity Value: \$5,680	Runtime: 1:11	Tone: Not Specified
Placement: Middle	Prominence: Not Specified	Message Points/Notes: Not Specified

36.  **KSNW-NBC** Television Market: Wichita-Hutchinson, KS (70)  
**KSN News at 10** Dec 4 2023 10:00PM CT

[10:22:32 PM] [0:35] Miami art week, julia, it's the first ever art exhibit by chimpanzees in collaboration with the legendary band, "the b-52's. Band members paint background colors on canvases, then select color combinations for the **CHIMPS**. They then finish it with their own brush work. The art is sold with 100-percent of the proceeds going to the 'save the **CHIMPS** sanctuary" Jeff, this may be hard to believe, but the city of Philadelphia today celebrated the iconic movie character "rocky", for the first time ever. The movie premiered 47 years ago, yesterday. [View](#)

Nielsen Audience: 23,215	Ad Value: \$500	Calc Ad Value: \$583
Calc Publicity Value: \$1,750	Runtime: 0:35	Tone: Not Specified
Placement: End	Prominence: Not Specified	Message Points/Notes: Not Specified

**Report Generated:** 05 Dec 2023 19:37:57 UTC  
**Story Count:** 36  
**Audience:** 684,092  
**Nielsen Audience:** 684,092  
**Ad Value:** \$13,905  
**Calc Ad Value:** \$32,053  
**Calc Publicity Value:** \$96,161  
**Runtime:** 23:41