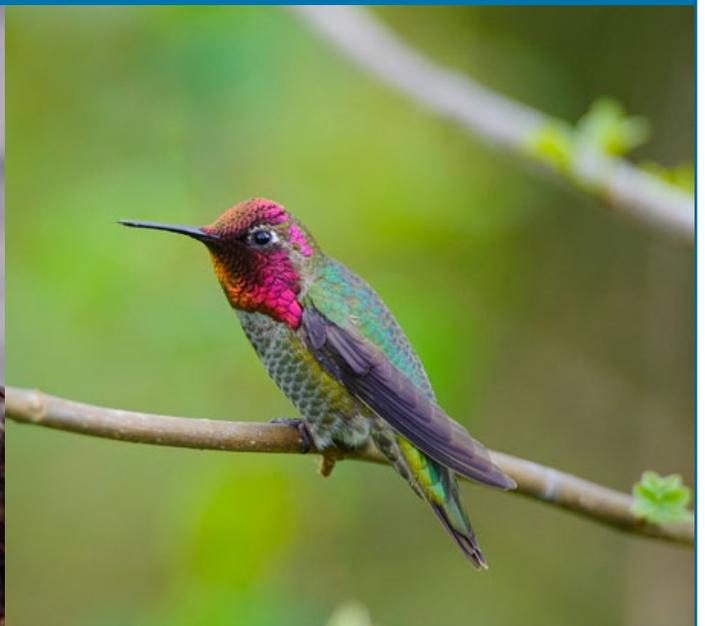




BirdNote[®]

Annual Report 2010





Our Mission

BirdNote educates and inspires people to care about the future of the natural world. We do this by producing and distributing remarkable stories about the lives of birds.

BirdNote® 2010 Annual Report

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Birds shown on our front cover © Gerrit Vyn

FRONT COVER: Yellow Warbler, Harlequin Duck, Anna's Hummingbird

Gerrit Vyn who in addition to being a wildlife, nature and conservation photographer, is a sound recordist with the Cornell Lab of Ornithology and board member of BirdNote.

BirdNote® Expands and Grows Stronger

Chris Altwegg

BirdNote Board Member at Large

As a founding board member, Chris reigns as BirdNote's computer guru. He admits to having 17 Macs and PCs in his home...and thinks BirdNote sounds great on any of them.

AS ONE OF THE FOUNDING BOARD MEMBERS OF *BIRDNOTE*, I'm honored to present to you the *2010 BirdNote Annual Report*. A series of articles and vignettes tell the story of our progress and successes over the past year.

Founder and Executive Producer Chris Peterson outlines our new series of episodes. This series, based on the recent *State of the Birds* report, not only focuses on the current state of many birds, but also spotlights people who are working to protect critical habitat.

BirdNote narrators Mary McCann and Michael Stein recount how joining the *BirdNote* team has made a personal impact on their relationship to birds and nature.

Managing Director Sallie Bodie describes how *BirdNote* went out into the field to get a story on raptors. She recounts the *BirdNote* team's experience with HawkWatch International in the mountains of New Mexico, observing the banding of migrating hawks.

Listener Engagement Director Adam Sedgley lays out some of our plans for a new website. The site, designed to increase the number of visitors and enhance their experience on the site will also share *BirdNote* with people who are beyond its reach on radio. And through the use of podcasts and social media, such as Facebook and Twitter, we plan to further expand and engage with our audience.

BirdNote Board President, Nancy Rumbel shares the magic of our fifth anniversary celebration in Seattle.

Sallie also reveals how we achieved a more than 300% increase in the number of radio stations that carry *BirdNote*.

The success of *BirdNote* is the result of numerous friends and supporters. We're grateful for the financial support from our donors and benefactors, foundation grants, the wisdom and guidance from the scientific and birding community, the radio stations that carry *BirdNote*, and—not least—the hundreds of thousands of listeners who tune in to hear the amazing stories of birds. Thank you for your support.



Chris Peterson of BirdNote on right, with Mandy Weston, raptor bander for HawkWatch International.

"Dear BirdNote, I simply love you. Your work is always entertaining, informative and I'm confident the impact is real, even if we can't point to it. Thanks for your vision, creativity AND chops!" —Becky in Olympia, WA

BirdNote® Snapshot

www.birdnote.org



FIRST AIR DATE

February 2005 on NPR member station, KPLU/Seattle-Tacoma

SHOWS PRODUCED TO DATE

Nearly 1,000 two-minute shows

AUDIENCE SIZE

600,000 estimated daily listenership

STATION CARRIAGE TO DATE

54, from Alaska to Florida, California to Maine, Canada and the Philippines.

PODCAST

1,000 estimated subscribers

CONSERVATION FACT

Over the last 40 years, the average population of common birds in steepest decline has fallen 70% from 17.6 million to 5.35 million.

(*State of the Birds Report*, Audubon 2007)

BIRDNOTE'S NON-PROFIT PARENT ORGANIZATION

Tune-In-To-Nature.org, incorporated November 15, 2006. Tax ID # 20-5904919.

BirdNote® Launches “State of the Birds” Series

Chris Peterson

BirdNote Executive Producer

When not producing BirdNote shows, Chris can be found putting up a bountiful harvest from the gardens she and her husband Todd tend on Whidbey Island in Washington’s Puget Sound.



Chris Peterson recording in the field

With a significant grant from the Lufkin Family Foundation, *BirdNote* has launched a new series of 104 shows about major American ecosystems and the birds that depend upon them. The shows illustrate the findings of *The State of the Birds* reports produced by national environmental organizations, Cornell Lab of Ornithology, and the U.S. Fish and Wildlife Service.

With this series, we are getting the word out to the American public not only about birds in decline but about successful conservation action. By shining a light on what people are doing to conserve habitat, *BirdNote* is inspiring listeners to imagine what’s possible. The settings include grasslands, wetlands, forests (boreal, western and eastern), coastal areas, arctic regions, and ocean habitats, including Hawaii. If you listen to *BirdNote* regularly, you hear about two of these shows each week.

We highlight passionate conservationists who are protecting habitat for species they admire and respect—people like Martha Jordan. We interviewed Martha one cold winter evening, while a full moon rose and 700 Trumpeter Swans flew in to land on a protected lake.

 To hear this show, visit www.birdnote.org and search “**martha jordan.**”

Other shows transport listeners to places worth saving—like cathedrals of old growth hardwoods where Eastern Warblers rest and refuel on their epic migratory journeys, or bogs where imperiled Rails gather in winter, or beaches where Plovers compete with people for space. Still others focus on the vision of some within agencies and conservation groups charged with protecting our national heritage.

 Listen to the story about the wildlife manager who is grappling with the effects of climate change at the Stewart B. McKinney Wildlife Refuge: visit www.birdnote.org and search “**mckinney.**”

The national recognition *BirdNote* brings to groups and individuals, not only highlights their work, it validates their personal commitment to wildlife and their habitat. The message: Individuals can and do make a difference.

 To hear all of the “State of the Birds” shows we have produced to date, visit www.birdnote.org and type **SOTB** in the search box on the home page.

Funding from the Lufkin Family Foundation/Peter Jay Sharp Foundation makes this series possible. Those of you who support *BirdNote* help us attract this major underwriting. We couldn’t have done it without you. Moreover, your gifts underwrite the other 250 shows we produce each year. Thank you for being an important part of the *BirdNote* team.

How rare it is to hear conservation messages on the radio, especially expressions of love for natural places and the wildlife that depend upon them. Yet people hunger for this news.

BirdNote® Goes to the Field



Sallie Bodie
BirdNote Managing Director

In 2010, our team of producers headed out into the field to talk with some of the unsung heroes who are working quietly behind the scenes to protect birds and their habitat. We wanted to find out what they do to help birds and learn what motivates them.

In September, I was fortunate to join *BirdNote* executive producer Chris Peterson and a few other stalwart friends of *BirdNote*, as we ventured up to Manzano Ridge in southeastern New Mexico. It was there on a rugged peak at 9,000', that volunteers from HawkWatch International were counting and banding raptors. Peterson interviewed the HawkWatch team to learn more about these amazing raptors that migrate south through the Rocky Mountain Flyway. The stories she gathered became the focus of a *BirdNote* feature that aired in December 2010.

 To hear this story, visit www.birdnote.org and search "manzano."

On that peak, we were lucky enough to release some of the birds back into flight. It was thrilling to hold a Cooper's Hawk in my hand, and then send it back to catch the thermals. As Chris has told me before, "It's the bird's life that takes hold of you." Never was that more clear than when I held a wild raptor and felt the beat of its heart.

BirdNote has traveled to other locations to capture unique stories about people helping nature. From the beaches of Connecticut to the farmland of eastern Washington, *BirdNote* lets you experience nature in a close and personal way.



On Manzano Ridge, left to right: Mary Pigott, friend of BirdNote; Russell Seeley, HawkWatch; Mandy Weston, HawkWatch; Tim Hanks, HawkWatch; Sallie Bodie, BirdNote.



What I Love About BirdNote®

Mary McCann

BirdNote Narrator

In addition to narrating BirdNote shows, Mary is a jazz host at KPLU/Seattle-Tacoma and World Music Director for AOL Internet radio. She writes poetry and has taken up farming.

From my first listen, *BirdNote* was the shining star of what radio can be—theater of the mind. When I passed the audition and was invited to narrate the show, I was over the moon to be part of this production. Over time, the scripts no longer merely created a mental movie. I fell in love with the brave, wee stars of the show, my little heroes. I began watching them closer than ever before. I put up feeders. I stopped using outdoor chemicals. I wanted to impress these amazing acrobats whose grit and genius, colors and songs honored my every day. I was moved to wonder, and through that new relationship, I found my own voice as an advocate for our shared environment.

BirdNote changed my life.

📍 Listen to some of Mary's favorite BirdNote shows:

- *Making a Home among the Saguaros*
visit www.birdnote.org and search "saguaros"
- *Dawn Song – Emily Dickinson*
visit www.birdnote.org and search "dickinson"
- *Why do Chickadees Come and Go?*
visit www.birdnote.org and search "come and go"

In a fan letter to Mary, Julie writes:

Tweet-Tweet-Tweet! or Woof-Woof-Woof!
I have adored you since you came on the air at KPLU! I love your voice, your passion and your gentle way of educating us on jazz and blues! For the longest time I did NOT care for Bird Note and then heard you talking about how it changed your life and outlook. So lo and behold, I gave it a listen with a "different" ear/mind-set and now it's one of my favorite segments!! So THANK YOU!



...Keep up the good work and thanks again for making me a convert to BirdNote!!!

Birds: A Special Place in My Heart

Michael Stein

BirdNote Narrator

When not in a sound studio narrating BirdNote, Michael likes to ski, drum, cook, and watch episodes of "Perry Mason", though he says, "not all at the same time!"



When I was a kid, one of my favorite family TV memories was watching *Wild Kingdom*, the show that took viewers all over the world to witness all kinds of animals in their native habitat. It was fascinating to see and hear these amazing beasts, fish, and fowl, creatures that 'til then I had mostly only read about.

I feel that sense of wonder when I record a session for *BirdNote*, too. Each time producer John Kessler plays us the field recordings of an episode's bird, I am surprised by the richness and variety of the different songs and calls. Sure, we're all pretty darned familiar with Crows, and Sparrows, and even the cry of the Hawk...but when you get to hear a Sage Grouse, or a Grackle, or the song of the humble Marsh Wren, the thrill of discovery comes back to me just as strong as when I was a kid.

It is a privilege to be part of the team bringing you these stories, of the astounding array of birds that share our planet. I am also grateful to you, our listeners, for being part of the *BirdNote* family. Together, I hope we can share these moments for a long time.

Hear some of the amazing birds Michael has discovered:

- *Sage-Grouse Lek and Grasslands*
visit www.birdnote.org and search "lek"
- *Consider the Ostrich*
visit www.birdnote.org and search "ostrich"
- *The Marsh Wren*
visit www.birdnote.org and search "chugging"

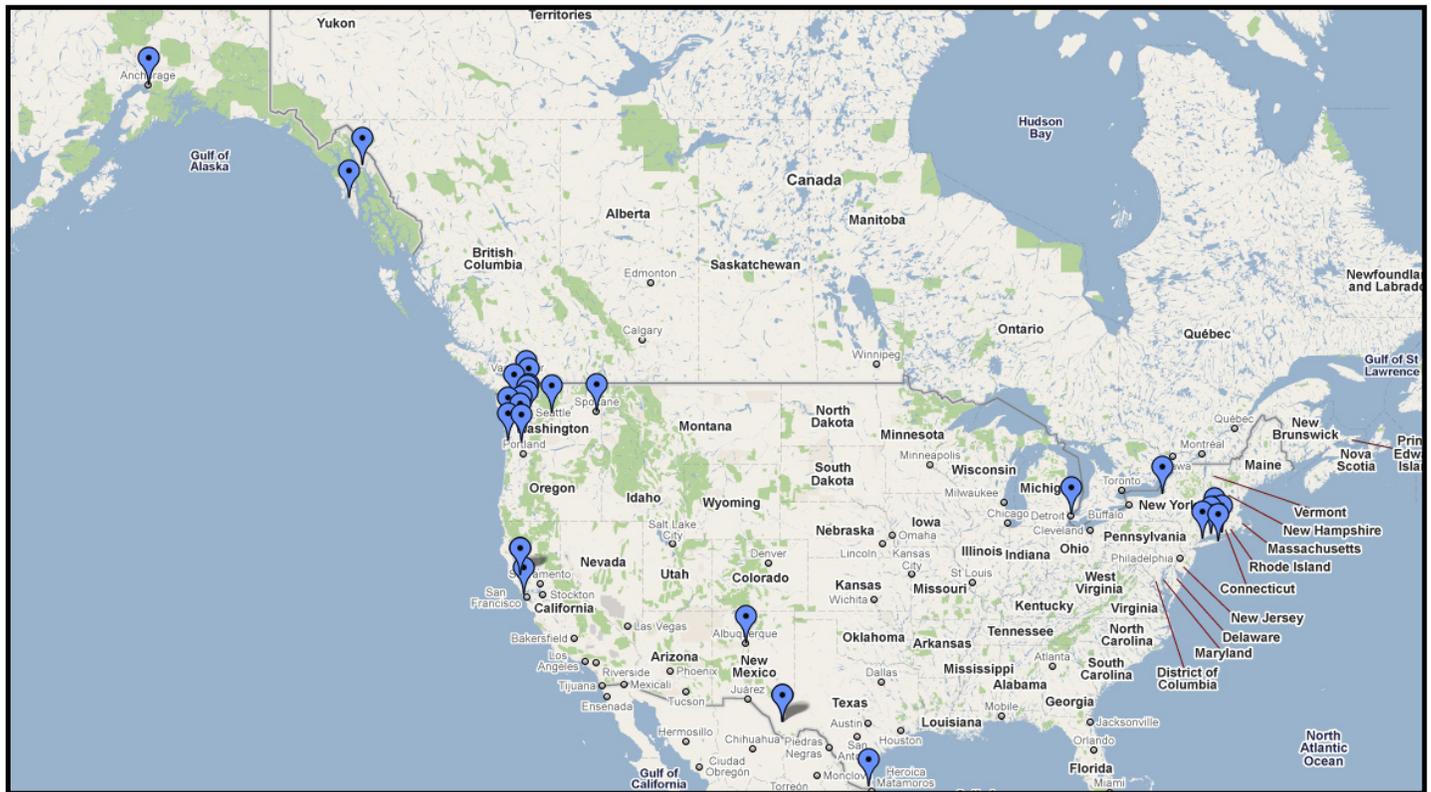


"I am so excited to learn about your website which I just stumbled upon. I can't wait to share it with all the other moms I know whose children are as interested in birds as mine is. Great little shows. I am hooked!"
— Joslin, Bozeman, MT

Marsh Wren © Gerrit Vyn

More Radio Stations Broadcast BirdNote®

October 2010



February 2011



"We have been airing BirdNote since January 3, 2011 and the audience reaction is very positive. We are in our February pledge drive this week, and several listeners have listed BirdNote among their favorite programs... Our thanks and appreciation to BirdNote's producers for creating a wonderful and informative little program. Love it!"
—Stewart Jacoby at KEDT (Corpus Christi, TX)

BirdNote® Station Expansion

Sallie Bodie

BirdNote Managing Director

Sallie manages BirdNote and consults for public radio. In her free time, she likes to de-construct her house and has taken a special interest in trying out all the paella recipes she can find.



BirdNote has an ambitious goal: we want to be heard by at least one million listeners. In 2010, we embarked on a plan to add more public radio stations to our broadcast team. And we did! At the beginning of the year, 15 stations were broadcasting *BirdNote*. By the end of 2010, we had more than 50 stations, including broadcasters in Canada and the Philippines.

We didn't do it alone. First, we hired Creative PR, a firm in Los Angeles that specializes in marketing programs to public radio stations. They brought many of the 30 new stations to our door.

Second, we looked for a program with national distribution that would include *BirdNote*. We found a great partnership with *Living on Earth*. They have embedded *BirdNote* in their hour-long magazine several times a month. What a great way to reach more listeners! *Living on Earth* is broadcast to 500,000 listeners each week, and is distributed by Public Radio International.

Then in September, *BirdNote* introduced station managers to a couple of real birds at the Public Radio Program Director's Conference in Denver. Yes, we had live raptors at our *BirdNote* booth, drawing large crowds of public radio notables including the *Car Talk* guys. Joining me at the booth were *BirdNote* producer, John Kessler, and narrator, Michael Stein. We'd like to thank the Raptor Education Foundation for bringing our guests, the Eastern Screech-Owl and Peregrine Falcon.

How far have we come towards our goal? *BirdNote* now attracts about 600,000 daily listeners, so we are getting close to a million. With each station we add, we're able to reach more listeners, and inspire them to care about birds and nature. It's a goal the raptors would all agree with.



Tom and Ray Magliozzi (hosts of *Car Talk*) check out the Peregrine Falcon

BirdNote® Celebrates Five Years!

Nancy Rumbel

BirdNote Board President

Nancy Rumbel is a Grammy award-winning musician who has combined her love for nature and music for decades. From the Paul Winter Consort to her work with Tingstad & Rumbel, she has performed and recorded music in spectacular natural settings such as the Grand Canyon, Yosemite, all the way around to Carnegie Hall.

For *BirdNote's* fifth anniversary in February 2010, we wanted a celebration that would thank the many listeners who helped us get a start in the Seattle area. Our listeners tell us that *BirdNote* invokes deep memories as well as a new appreciation for the natural world.

“Our morning revolves around listening to BirdNote. It’s our favorite show. We appreciate the information, bird sounds, and especially the humor packed into those brief segments.”

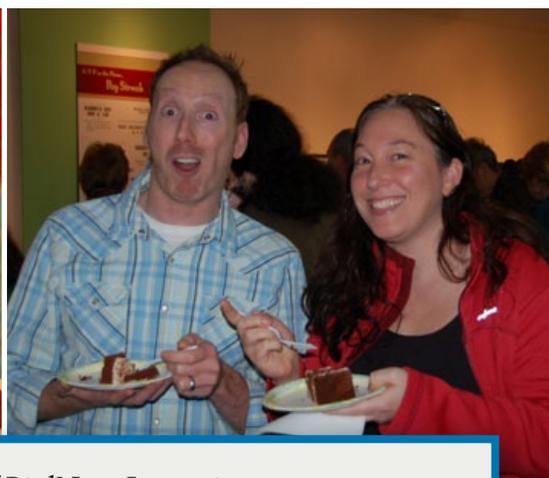
– George and Lynne

In the packed auditorium of Seattle’s Museum of History and Industry, *BirdNote* host Mary McCann took the audience on a stunning visual journey of birds and wild places, while she interviewed photographer Gerrit Vyn. The *BirdNote* jazz trio opened the afternoon with “A Nightingale Sang in Barkley Square,” “Blackbird,” and other favorites inspired by birds. Party guests were treated to images of beautiful birds captured by photographer Mike Hamilton. Our producer John Kessler showed how a *BirdNote* episode is put together, with host Michael Stein providing the live narration. To send our guests off on a high note, I improvised on the ocarina to the calls of the South American bird called the Common Potoo.

 To hear this show, visit www.birdnote.org and search “potoo.”

No party is complete without a cake, and what a cake we had! Award-winning baker, John Auburn, created a magical birthday cake for *BirdNote*, complete with a nest of chocolate twigs and leaves. While enjoying the refreshments, *BirdNote* listeners met the people behind the voices and stories—the scientists, writers, talent, and producers.

We were amazed at how many people said they schedule part of their day around listening to *BirdNote*. It was a fantastic way to bring *BirdNote* enthusiasts together to celebrate. Though each of us have our separate nests and regions of interest, this event helped us all migrate to one place for a few hours of celebration and appreciation.



“I have just recently discovered BirdNote and love it. Because of BirdNote, I am going to start a new hobby: watching birds, listening. Thanks for your contribution.” — A listener to BirdNote on WNPR//Connecticut Public Radio

Tweets, “Flickr’s” and Migration: Fledging BirdNote.org

Adam Sedgley

BirdNote Listener Engagement and Digital Media Director

An avid birdwatcher, Adam has a keen interest in introducing people to the fascinating birds that surround them. Adam is always listening for birds wherever he goes but running, cycling and photography are favorite activities that require his binoculars to be beyond arm’s reach.

The media landscape is changing; fingers that used to get inky from the morning paper are now more likely being used to scroll through the daily news on an iPhone. When National Public Radio airs a program, the story is posted on their website accompanied by additional media like videos, images, and links to other resources.

To engage with listeners in new ways—and reach new listeners outside of radio—*BirdNote* will be unveiling a dynamic, interactive, easy-to-use website this fall. Visitors will be able to search our extensive show archive by new categories like species, region, season, and topic, “Ask a Bird Expert,” and learn how to help birds, like planting native plants in your backyard and buying shade coffee. You’ll also be able to view an expanded gallery of user-submitted images. In addition to listening to each show, visitors will be able to hear similar shows, share the show with a friend as well as rate and post a comment about that show.

We are excited to take this step and we think our listeners are ready for it: in 2010, the *BirdNote* website received over 5,000 visits from smart phones and we have 1,200 fans on Facebook.

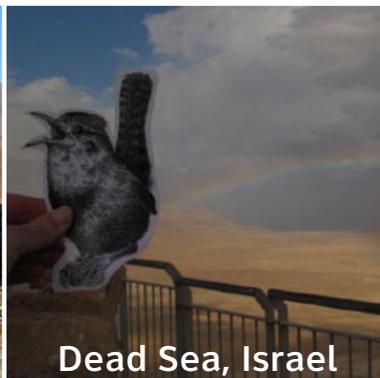
To learn more, please contact Adam Sedgley at adams@birdnote.org.



Where’s Marty?



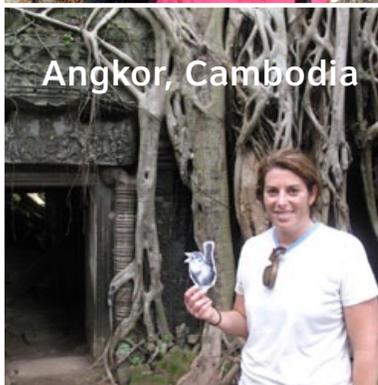
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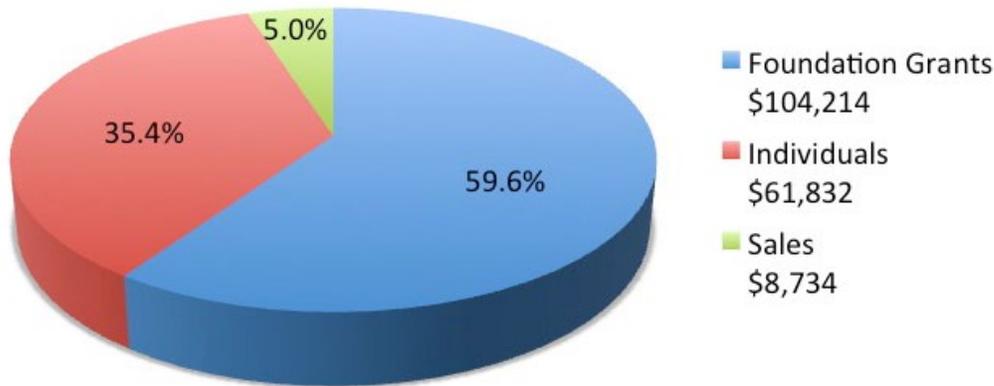
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Financial Report

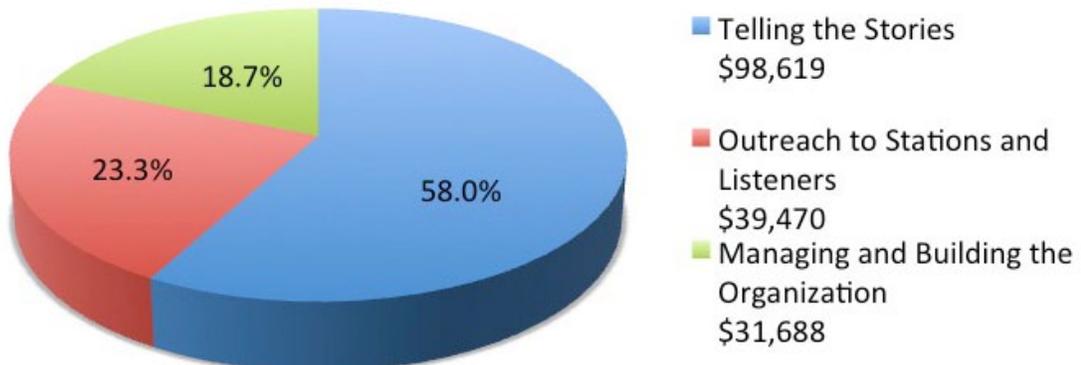
BirdNote is grateful for the many contributions of individuals and foundations that help us produce and share remarkable stories about the lives of birds. In 2010, the finances for our organization grew significantly when we received a major, one-time gift of \$200,000 from an individual donor. This award enabled us to launch the “State of the Birds” series with 104 new shows, and increase our distribution to over 50 public radio stations. Our goal and challenge as we move forward, is to sustain an operating budget of \$325,000. Our strategy is to be worthy of multi-year funding from individuals and foundations and to add corporate underwriting.

With your help, new *BirdNote* stories will be heard every day by more than 600,000 radio listeners—plus thousands more who will visit our exciting new web site, to debut the fall of 2011!

Income Summary \$174,780.91



Expense Summary \$169,777.95



Thank you, Donors.

BirdNote is independently produced and financed, relying entirely on grants and donations from listeners like you to support our work. Stations do not pay for *BirdNote*. Only with your help can we continue to create the remarkable stories about birds that reach over 600,000 listeners every day. We are grateful for our generous donors who have contributed \$100 or more from 2004 — before the first broadcast of *BirdNote* — through January 2011. Thank you for helping *BirdNote* to succeed.

GOLDEN EAGLES

\$100,000 +

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Chickadees

\$25–\$99

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- visit www.birdnote.org or
- mail a check to:
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Tax ID# 20-5904919.

Thank you.

Staff, Advisors, and Board: A Creative Team



1. Chris Peterson, founder and executive producer 2. Adam Sedgley, listener engagement and digital media director 3. John Kessler, producer 4. Sallie Bodie, managing director 5. Ellen Blackstone, writer and web content manager 6. Todd Peterson, editor and writer 7. Bob Sundstrom, lead writer 8. Idie Ulsh, content advisor and photographer of "Marty" the Marsh Wren logo 9. Dr. Dennis Paulson, writer and science advisor 10. Frances Wood, writer 11. Chris Anderson, board treasurer 12. Dr. Gordon Orians, science advisor 13. Tom Grant, board secretary 14. Chris Altwegg, board member and database/technology guru 15. Ardell Kuchenbecker, founding investor 16. Andrea McFadden, board member 17. Deborah Streeter, board member 18. Gerrit Vyn, board member and contributing photographer 19. Liam Lavery, board member 20. Paul Bannick, *BirdNote* calendar photographer 21. Frank Corrado, narrator emeritus 22. Mary McCann, narrator 23. Michael Stein, narrator 24. Nancy Rumbel, creator of the theme music and interim board president 25. Dr. Victor Scheffer, content advisor

Highlights of BirdNote® Shows from 2010

The Joy of Song



April Bird Songs:

visit www.birdnote.org and search "april bird song"



Meadowlarks and Grasslands:

visit www.birdnote.org and search "meadowlarks"



Night Singers:

visit www.birdnote.org and search "night singers"

The Importance of Habitat



50th Anniversary of the Arctic Wildlife Refuge:

visit www.birdnote.org and search "50th anniversary"



Morning in Oaxaca:

visit www.birdnote.org and search "oaxaca"



Project Puffin: Success with Seabirds:

visit www.birdnote.org and search "project puffin"



Our Vision

As people hear the stories of *BirdNote*, they will experience a deeper, richer relationship with nature. Their lives will be enriched. The choir for conservation will increase, and the will to protect the environment will strengthen.



Ring-billed Gull © Gerrit Vyn

BirdNote[®]

Annual Report 2010



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www.birdnote.org