

BirdNote® Milestones: From Big Idea to National Broadcast



Members of the BirdNote team: Adam Sedgley, John Kessler, Todd Peterson, Bob Sundstrom, Dennis Paulson, Chris Peterson, Ellen Blackstone (front).



John Kessler and Chris Peterson in the studio.



BirdNote on location: Chris Peterson interviews Annette Prince of Chicago Bird Collision Monitors for a series about window strikes in downtown Chicago and volunteer efforts to save affected birds.



Ellen Blackstone, Bob Sundstrom, Chris Peterson, Idie Ulsh, Dennis Paulson, Gordon Orians and Todd Peterson discuss ideas for new shows based on "Home Ground," edited by Barry Lopez.



While interviewing scientists and writers at the Hog Island Audubon Camp in Maine, Chris was surprised to learn how big Atlantic Puffins are!

Chris has a big idea: 'StarDate' for birds!

Dan Draais suggests the name "BirdNote"

Ardell Kuchenbecker is the first Angel Investor

Nancy Rumbel and John Kessler create the theme music

The first BirdNote demo is produced

The team is assembled with Frances Wood as Lead Writer

Joey Cohn at KPLU Seattle/Tacoma agrees to air BirdNote on weekdays

Frank Corrado is hired as Narrator

Birdnote.org is developed

Nancy Nordhoff is the second Angel Investor

KPLU broadcasts the first BirdNote show on Feb. 21

BirdNote and the Cornell Lab of Ornithology sign a licensing agreement for bird sounds

The Icicle Fund underwrites BirdNote shows beyond Puget Sound. KOHO (Leavenworth, WA) begins airing BirdNote on Nov. 7

BirdNote incorporates as Tune In To Nature.org

BirdNote's founding Board of Directors adopts by-laws:
Chris Altwegg, President
Bob Frause, Vice President
Tom Grant, Secretary
John Friends, Treasurer
Nancy Rumbel, At-Large
Emory Bundy, At-Large

BirdNote celebrates its first anniversary with KPLU

Station carriage: 4
Daily listeners: 150,000
Annual revenue: \$167,875

Bob Sundstrom takes on role of Lead Writer

Expansion planning kicks off with advice from Ken Mills

BirdNote reaches the Rio Grande Valley of Texas on KMBH

Station carriage: 7
Daily listeners: 230,000
Annual revenue: \$182,692

KPLU broadcasts BirdNote daily

WNPR (Connecticut Public Media) begins airing BirdNote

BirdNote selects Mary McCann and Michael Stein as new Narrators

Station carriage: 15
Daily listeners: 350,000
Annual revenue: \$160,471

The BirdNote archive features 700 shows

Listener survey demonstrates that BirdNote shows are enriching lives and inspiring conservation action

Station carriage: 50
Daily listeners: 600,000
Annual revenue: \$174,780

BirdNote celebrates five years of broadcasts on KPLU

Public Radio International's *Living on Earth* airs BirdNote

Sallie Bodie joins the BirdNote staff as Managing Director

The Lufkin Family Foundation and The Peter Jay Sharp Foundation underwrite a new series: "The State of America's Birds: Getting the Word Out"

Station carriage: 110
Daily listeners: 1,000,000
Annual revenue: \$298,658

The Bobolink Foundation underwrites a new series: "Sounds and Stewards of the Landscape and the Science of Bird Migration"

The Lufkin Family Foundation underwrites development of the new BirdNote website

Station carriage: 133
Daily listeners: 1,200,000
Annual revenue: \$336,027

BirdNote establishes partnerships with:
Audubon
American Bird Conservancy
Ducks Unlimited
Environment for the Americas
National Environmental Education Foundation
Partners in Flight

The Bobolink Foundation underwrites a new series: "Voices and Vocabularies of Birds and Stewards of the North American Landscape"

The stunning new birdnote.org launches

Station carriage: 170
Daily listeners: 1,300,000
Annual revenue: \$366,336

Shelly Ellison joins the BirdNote staff as Director of Donor Relations and Revenue

The Lufkin Family Foundation and The Peter Jay Sharp Foundation launch a new series: "Stories of Stewardship and Bird Conservation" and provide support for BirdNote's partnerships with environmental organizations

The Bobolink Foundation renews support for the "Sounds and Stewards of the North American Landscape" series

The BirdNote archive grows to 1,100+ shows featuring 650 species

Dominic Black joins the BirdNote staff as Director of National Programs

Chris Peterson named Executive Producer Emeritus: BirdNote establishes *The Chris Peterson Fund for Creative Storytelling*

2002 - 2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014