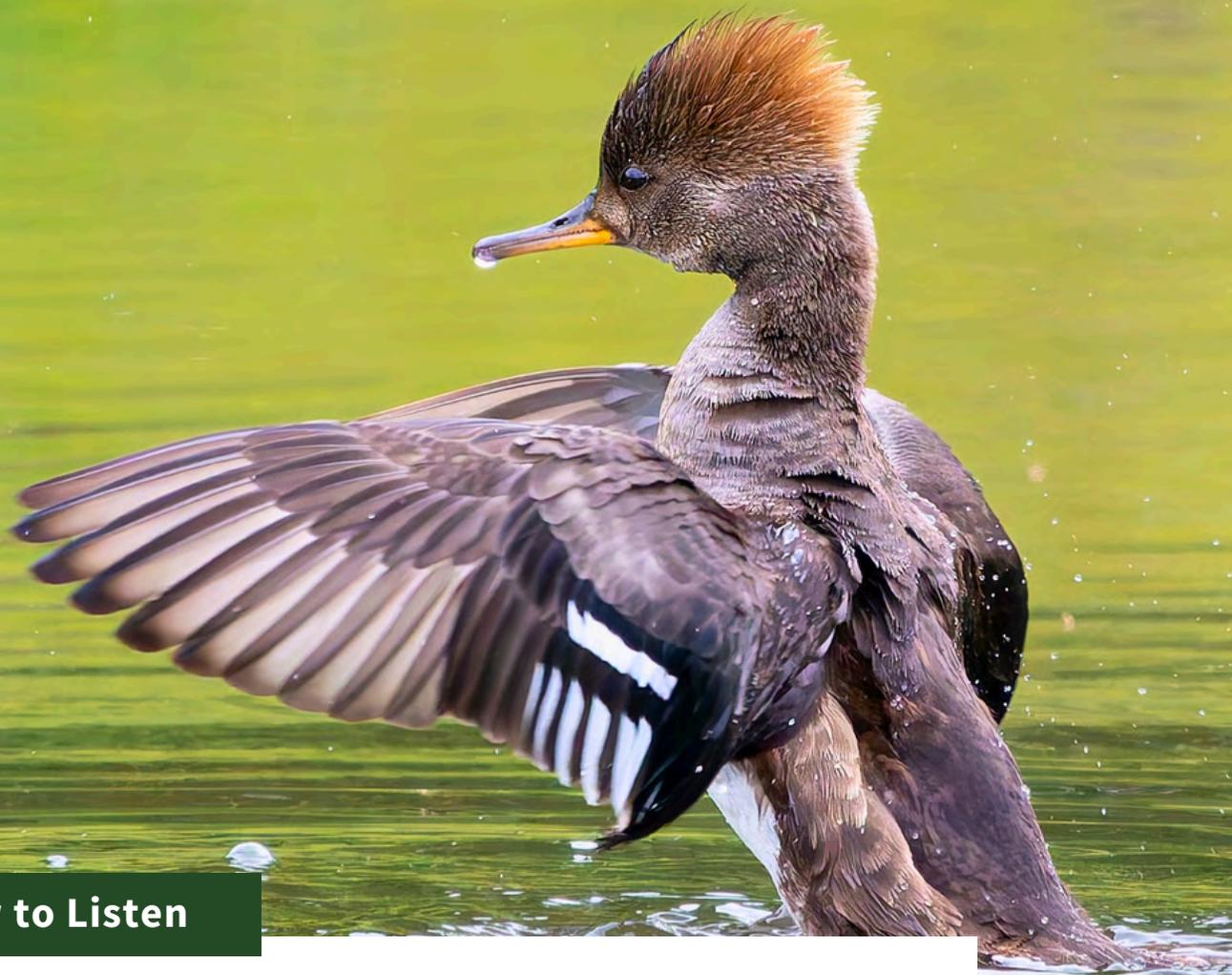


# BirdNote<sup>®</sup>

*Stories about birds, the environment, and more*

## 2023 Annual Report





## How to Listen



### On the air

Visit [BirdNote.org](https://BirdNote.org) to find a station near you that broadcasts *BirdNote Daily*.



### Online

Listen on the BirdNote website or subscribe to our weekly newsletter.



### Via podcast

Follow all of BirdNote's shows through your favorite podcast app, including Apple Podcasts and Spotify.



### YouTube

Listen to *BirdNote Daily*, *BirdNote en Español*, and our longform podcast series in video form on YouTube.

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# A Message from our Executive Director

**Dear Friends of BirdNote,**

Last year we developed our new strategic plan, which centers on the “From Love to Action” campaign to inspire a million people to take action to help birds over the next three years. While sharing the joy and wonder of birds remains central to our storytelling, we invite all of our listeners to join this campaign to make a meaningful difference for birds and the environment we share with them.

Thank you for taking a moment to review our highlights of 2023! Last year, BirdNote covered timely and important conservation stories, such as the use of A.I. in wind energy, successes like the Puerto Rican Parrot and the Black-whiskered Vireo, and how creating a more racially just future is not only helpful but necessary for the work of protecting birds and the habitats they depend on to succeed. Our radio and podcast audience continued to grow with the addition of 14 new public radio stations across 10 states and more than 250,000 new podcast listeners. We are proud to be part of the broadcast lineup for a growing number of specific communities. BirdNote airs on radio reading services for the blind in California, Massachusetts, and (as of last year), Illinois. Also in 2023, BirdNote joined the broadcast schedule on an internet station owned by and aimed at empowering veterans.



While BirdNote achieved many important milestones last year, 2023 was not without challenges.

Philanthropic giving to nonprofits has slumped over the past couple of years, and BirdNote felt the effects of this trend. Thanks to the generosity of listeners and the hard work of our staff, we were able to finish the year without significant cutbacks, although we are budgeting conservatively through 2024 in an effort to build more reserves and strengthen our long-term sustainability. Our efforts to develop new revenue streams have started to bear fruit with a growth in corporate sponsorships and event revenue, and this will be a continued focus in the overall effort to ensure BirdNote has a strong and vibrant future.

Last year we were thrilled to welcome our new Content Director, Jonese Franklin, as well as new board members Eboni Boadi and Walter Kitundu. We also marked the final year of service of Senior Producer John Kessler, who co-wrote BirdNote’s theme song, contributed to every episode of *BirdNote Daily*, and played a central role in BirdNote’s founding, along with BirdNote founder Chris Peterson and KNKX General Manager Joey Cohn.

I hope you’ll take some time to catch up on episodes you might have missed last year and will find new ways to connect with BirdNote this year, whether it is by sharing episodes with friends and loved ones, donating, or by harnessing the inspiration BirdNote stories have provided in order to make a difference – no matter what size – **to contribute to a healthier future for birds, people, and the natural world as a whole.**

Sincerely,



A handwritten signature in black ink, which appears to read "Nick Bayard". The signature is fluid and cursive.

**Nick Bayard, Executive Director**

# Who We Are

**BirdNote is an independent nonprofit media production organization that brings joy, inspiration, and hope to millions of people around the world who value birds and the environment we share.** Our flagship program, *BirdNote Daily*, is a two-minute show broadcast on more than 300 public radio stations to an estimated 6.5 million people, via podcast, online at BirdNote.org and through social media. The show is provided to online listeners and to public radio stations for free. Our portfolio of additional podcasts include *Bring Birds Back*, *BirdNote en Español*, *Threatened*, *Sound Escapes* and *BirdNote Presents*.

## MISSION

By telling vivid, sound-rich stories about birds and the challenges they face, BirdNote inspires listeners to care about the natural world and take steps to protect it.

## VISION

As listeners tune in to the lives of birds, their connection with nature deepens. They become champions for conservation and stewards of places important to birds and people.



# VALUES

## Respect & Stewardship

We practice respect for ourselves, our team, our listeners and our environment. We are honored to be stewards of our listeners' time and attention, our contributors' stories and the many resources entrusted to us. We acknowledge the interconnectedness of all things, strive to have a positive impact and inspire our listeners to do the same.

## Diversity & Inclusion

We continually strive for our programming, staff, leadership, audience and donor base to reflect diverse perspectives and backgrounds. We work to identify inherent and structural biases in conservation and media and join with others to address these issues. We recognize that this work is imperative to cultivate the kind of inclusive environmentalism necessary for the well-being of birds, people and the planet.

## Fun & Joy

We believe sparking joy and love for the natural world is the first step towards protecting it. By letting fun, curiosity and wonder lead our work, we kindle this joy for both our listeners and for our team.

## Integrity & Courage

We believe that honest ethical storytelling takes courage, and we embrace that challenge. We take risks when we need to and let our values guide our actions, even when it is difficult to do so.

## Commitment to Sustainable Practices

By having a fully-remote staff and an Organizational Commitment to Conservation, we are actively reducing our carbon footprint and contributing to the wellbeing of our shared planet. Our board and team share an affinity for birds and the natural world, and are all committed to protecting environments and helping to combat climate change through daily habits.

# The BirdNote Team



**Nick Bayard**  
Executive Director



**Jessica Rugh Frantz**  
Director of Development



**Bibi Baksh-Pabion**  
Communications Director



**Jonese Franklin**  
Content Director



**Conor Gearin**  
Managing Producer



**Jazzi Johnson**  
Managing Editor



**Mark Bramhill**  
Producer



**Sam Johnson**  
Production Assistant and  
Video Editor



**Zahiya Frazier**  
Development Coordinator



**IT and Web Manager**  
Katie Meyer

## Recognizing John Kessler

**John Kessler was a key member of the original creative team that created BirdNote nearly 20 years ago.** He co-composed the BirdNote theme song alongside Grammy Award winner Nancy Rumbel and served as Senior Producer on every BirdNote episode from 2005 - 2023. John retired from BirdNote in January 2024. We are grateful for John's myriad contributions to BirdNote and wish him the very best!



In addition to his work for BirdNote, John was the musical director of the acclaimed Mountain Stage radio show for 14 years. After years as a traveling bass-player, John settled in the Shoreline neighborhood of Seattle with his wife, a glass artist, and their cat and dog. He has produced dozens of CDs, from jazz to punk to opera, and he also plays with the Dudley Taft band. John's sense of musicality, pacing, and rhythm brought a magical sound to BirdNote. John was responsible for bringing SoundScapes to KPLU (now KNKX), and is the lead programmer and host for the KNKX All Blues program.

# Board of Directors



**Dan Moore**  
President



**Julianne Lamsek**  
Vice President



**Joey Manson**  
Treasurer



**Chun T. Wright**  
Secretary



**Christie Constantine**  
Board Member At-Large



**Tom Livingston**  
Board Member At-Large



**Deborah Rivel**  
Board Member At-Large



**Valentina Alaasam**  
Board Member At-Large



**Michelle Moglia**  
Board Member At-Large



**Walter Kitundu**  
Board Member At-Large



**Eboni Boadi**  
Board Member At-Large



# Science Advisory Council

BirdNote's Science Advisory Council works to provide guidance and feedback to BirdNote staff on scientific accuracy of programming, offers diverse scientific perspectives on content, connects producers and writers to people and ideas in the bird science community, and more.



**Tom Bancroft**



**Trina Bayard**



**Sarah Saunders**



**Nils Warnock**



**Chad Witko**



**Joanna Wu**



**Shailee Shah**

“

"BirdNote enriches lives. And saves us and birds at the same time."

-Ronald F., Seattle, WA.

# BirdNote Retreat

In late February, BirdNote staff and board convened for a special in-person strategic planning retreat at IslandWood on Bainbridge Island, Washington. Strategic planning sessions facilitated by the Aspire Group laid the foundation for BirdNote’s new strategic plan and “From Love to Action” campaign. This retreat also allowed board and staff an opportunity to meet, for many, in-person for the first time. Narrator Michael Stein joined in on the fun during the first night and offered a special reading of *BirdNote Daily* scripts – and the weekend also included a guided bird walk through the grounds of IslandWood.



# Stories that Inspire

*BirdNote Daily*, the two-minute radio program that BirdNote began producing in 2005, continues to expand to new audiences through innovative storytelling — this flagship program connects people around the world with the joy and wonder of birds.

## Special series and episodes in 2023 included:

**April is Poetry Month** and BirdNote celebrated by sharing nature-inspired poems written by renowned poets Camille T. Dungy and Sean Hill.



**We interviewed people making a difference for birds from all over the world**, including ecoacoustics biologist Paola Moscoso, Nimiipuu Protecting the Environment chairman Elliott Moffett, master falconer Vahé Alaverdian, endangered species biologist Anne Hecht, veterinarian Haravtar Singh of Delhi's Charity Birds Hospital, Hawai'i-based wildlife biologist Michelle Reynolds, ecology PhD student Mikko Jimenez, filmmaker Diane Cheklich, Detroit community leader Tricia Talley, Feminist Bird Club leaders Molly Adams and Sydney Golden Anderson, Ontario's Birdhouse City volunteer Alan Hurst, and many more.

**BirdNoir** is a detective series that follows Michael Stein, Private Eye, as he uses deduction to solve bird-related mysteries.



For **Black Birders Week 2023**, from May 28 through June 3, the week's organizers, Black AF in STEM, co-produced a week of shows centered on the stories of Black birders. This was the second year of the partnership between Black Birders Week organizers and the BirdNote team.

“

Birds are a wonderful gateway for connecting with the natural world--a connection we desperately need if we're to have a chance of defending a deeply distressed planet. BirdNote fosters that connection in a deep way.”

-Bill McKibben, Schumann Distinguished Scholar, Middlebury College



Esteemed ornithologist and writer **J. Drew Lanham** wrote and narrated five love letters to birds, exploring his deep bonds with familiar bird species built up over years of experience and close attention.

**We highlighted connections between birds and other parts of everyday life**, including in “The Birds of Yoga” by Trisha Mukherjee, “Holy Chickens” by Lauren Colella on the sacred history of the humble chicken, the importance of birds to skateboarder and musician Dave Mull, LEGO artist Thomas Poulsom’s bird designs, and “Birding with a Baby” by Jen Sizeland.

**We featured the experiences of birders with disabilities and people advocating for greater accessibility in the outdoors**, including nature recordist Juan Pablo Culasso, Feminist Bird Club of Boston co-leader Kari Sasportas, Golden Gate Bird Alliance board member Christine Okon, and photographer Dwain Vaughns, II.

***BirdNote en Español*** celebrated its first full year of weekly shows, which included some dual language episodes written in both English and Spanish by BirdNote production partner Kizaya Media. The English language versions of these episodes were released as regular *BirdNote Daily* episodes.



We kicked off a series intended for newer birders, “**Birding 101**,” that continues in 2024. Narrated by Content Director Jonese Franklin, these shows seek to demystify birding and help beginners find their way through clear, concise and relatable guidance.

**A number of *BirdNote Daily* episodes explored different ways our listeners can take action to help birds**, including through contributing to eBird, reporting sightings of banded birds, participating in Project NestWatch, observing migratory animals with Journey North, and taking part in the Great Backyard Bird Count.

# New BirdNote Voices in 2023

## New voices on *BirdNote Daily*

BirdNote is thrilled to bring so many new voices to the microphone. In addition to the familiar narrators Michael Stein, Mary McCann and Ariana Remmel, these storytellers and producers made their *BirdNote Daily* debut in 2023, in order of first appearance:



Mickal Aranha



Georgia Sparling



Tiare Tuuhia



Zoe Grueskin



Trisha Mukherjee



Tasha Lawson



Marcus Rosten



Dan Wanschura



Johanne Ryan



Lucina Melesio

*Not pictured:*

*Jen Sizeland, Ananya and  
Mariana Reyes Anglero*

## New voices on *BirdNote en Español*

**Paula Vilella** appeared for the first time as a narrator of *BirdNote en Español*, along with continued appearances by **Lucina Melesio**, **Javier Bravo**, and **Paola Martínez**.

# Bring Birds Back Season 4



***Bring Birds Back*, BirdNote’s longform podcast about the joy of birds and the ways that humans can help them through simple, everyday actions, released Season 4 in the spring of 2023.**

The season featured interviews from notable public figures in conservation like Corina Newsome and Bill McKibben that dove into the many ways humans can take action for birds. Host Tenijah Hamilton introduced listeners to fascinating initiatives, like the Sustainability in Prisons Project in Washington State and an innovative A.I. technology that protects birds from wind turbines.

The episodes in this season challenged the idea of zero-sum mentalities — the notion that for one group to win, another group has to lose. The season also explored how birds touch the lives of so many, and shared some fascinating initiatives from people across generations who are helping our feathered friends.

“

Great podcast for anyone!

This is great for anyone, because you only need to listen and picture the birds and love them more. You don’t even need to be going outside - bird watching from your window is great. You can also do things to help birds survive, like a little food in the winter, or offer water in the summer. Reduce pesticides and put out a bushy plant in a pot, you will be doing something concrete to help the birds around you.

-Kittydoggy mom, on Apple Podcasts

# Threatened Season 4 in Puerto Rico

**The fourth and final season of *Threatened* aired in January 2023.** A podcast about answering the call to protect the birds and places we love, *Threatened* took listeners to some of the most beautiful and remote places around the globe, where birds are calling humans to take action. These stories about the enduring connections between birds, people, and landscapes are for the bird-curious, conservation-conscious, and travel-starved. Host Ari Daniel helped listeners escape to the natural world -- and gave a glimpse into the lives of people working to protect it.



**Season 4 launched in both English and Spanish.** The four episodes examined the one-of-a-kind ecology of Puerto Rico and the birds of Puerto Rico that are facing significant challenges, and we met the people and communities who are banding together to protect them.

Episodes included:



## The Puerto Rican Parrot Comeback

In the season premiere, we traveled to Puerto Rico to meet a bird that has survived deforestation, hurricanes and the exotic pet trade. The Puerto Rican parrot saw its numbers drop to almost zero at one point. But today, its population is growing and stabilizing. To achieve this, the people involved had to make some difficult tradeoffs.

## Protecting a Bird and Ourselves

How do you organize a group of people to protect a bird from powerful forces? The Julián Chiví, or Black-whiskered Vireo, reveals a story of a community banding together to save a species, its environment, and ultimately, the people themselves. The organizers in Puerto Rico decided to go beyond just presenting alarming facts—and their strategy worked.



# Threatened Season 4 in Puerto Rico



## The Scientific Name Doesn't Do It Justice

Birds have their common English name and a name in the languages of all the places they might fly through. And then they have their Latin name, which is their taxonomic name, the one scientists use. In this episode, we learn about a decades-long effort in Puerto Rico to change San Pedrito's scientific name, why it matters and the journeys of two people seeking to make it happen.



## An Unusual Place to Eat and Rest

In Puerto Rico, there is an area of saline lagoons, salt flats and mangrove swamps where humans have extracted salt for over 500 years. We often describe the effects of human activity on the environment as negative. But the migratory birds that eat and rest in one of the most visited places by locals and tourists probably see things differently.



# BirdNote en Español

***BirdNote en Español*, the Spanish-language version of *BirdNote Daily*, continued in 2023.** *BirdNote en Español* immerses Spanish speakers into the natural world through sound-rich storytelling. This series contains brand new episodes made specifically for *BirdNote en Español* as well as classic *BirdNote Daily* installments that have been translated into Spanish.

The series is available online and via podcast, and in 2023, two radio stations – KBBF in Santa Rosa, California and Corazón de las Californias/Radio Chureya in Cabo San Lucas, Baja California Sur – began airing episodes.



“

Aprendiendo de pájaros en español - Me encanta escuchar todos los episodios de BirdNote en español é inglés para aprender más sobre todos los pájaros. Gracias a todos lo son parte de BirdNote! (Learning about birds in Spanish - I love listening to every episode of BirdNote in Spanish and English to learn more about all birds. Thanks to everyone who is part of BirdNote!)

-Nenarikan13, on Apple Podcasts

“

"BirdNote has made me much more aware of birds and their special qualities, such as how they are able to fly... I enjoy BirdNote because it provides interesting information of which I am usually not aware and makes me appreciate birds more! I recently purchased a heated bird bath for my patio [and] the decals to prevent birds, especially ducks, from crashing into my patio glass! I commend Mary McCann and Michael Stein for the lyrical, and expressive narrations!"

-Diane K., Wheaton, IL

# 2023 Virtual Events

All of BirdNote’s virtual events were recorded and can be viewed on [BirdNote.org](https://BirdNote.org).

## 18th Birthday Celebration | March 8, 2023

**BirdNote celebrated its 18th Birthday with a virtual raptor event!** Participants were invited to join BirdNote and Cascades Raptor Center for a special virtual event featuring a bird ambassador from their center. Attendees learned what made a raptor a raptor, heard the avian guest’s personal story, got answers to their burning questions



about hawks, owls, and other birds of prey, and more! At the end of the event, the winners of BirdNote's 18th Birthday Photo Contest were announced.

## Letters to Birds with Drew Lanham | August 9, 2023



**BirdNote hosted a captivating conversation with ornithologist, naturalist, writer, and poet, J. Drew Lanham, PhD, CWB.** Lanham read his “Letters to Birds” scripts, exclusive new episodes written for *BirdNote Daily*, and attendees heard from Lanham as he recited his work and engaged in an in-depth conversation about his inspiration behind each letter and his relationship with nature and the birds he wrote to.

“

Drew, as a Nature Lover and Birder who is also Black, it is so refreshing to hear, see, and even feel your love for birds today. I feel seen in this moment with you as I have often felt seen when I am out sharing moments and spaces with the birds of my area. Thank You for living in your honesty and passion.

-Mei-Yun L.

## The Ultimate Bird Drawing Throwdown Showdown | November 30, 2023



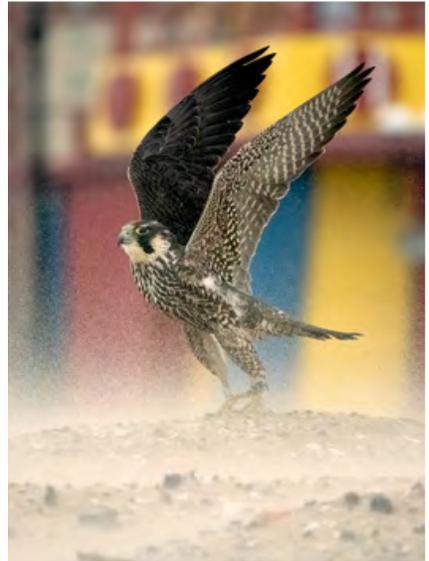
**BirdNote hosted an exciting event on Thursday, November 30th where author and illustrator David Sibley faced off against actor (of Bob's Burgers and Archer) and Morning Bird Report host H. Jon Benjamin!** The event also featured a special live performance from musician Andrew Bird. Attendees bid on all kinds of amazing items during the virtual auction, including the original bird sketches drawn by the two special guests. All proceeds from the event benefited BirdNote's mission to inspire people to care about the natural world and take steps to protect it.

“

"BirdNote has always made a different kind of difference in helping to not just identify birds, but to identify **with** birds. I can count on BirdNote people to be different kinds of wild bird lovers too, willing to take the binoculars down to see the bigger picture and not just counting to enlarge a life list, but conserving and caring to enrich the lives of us all. I like to say that everyone has a bird story, BirdNote is working hard so that we can hear them all. Help this outstanding team continue to share the inspiring stories you love by donating today."

-J. Drew Lanham, Ph.D, CWB

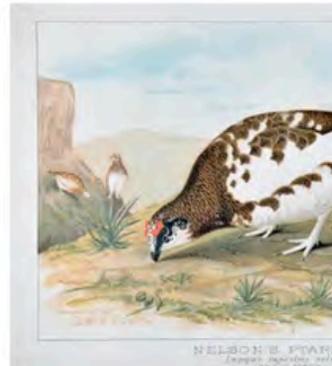
# 2023 Photography Contest



**In honor of BirdNote’s 18th Birthday, we celebrated all month long with our first-ever photo contest that showcased photos of birds from our global community of listeners. 150** Participants submitted their best bird photos and stories that spoke to BirdNote's mission of sharing the joy and wonder of birds, and the winners were chosen through public voting. Winners were announced at the end of BirdNote’s 18th Birthday Celebration. The winning first place photo was featured on the cover of BirdNote’s 2024 Birds of BirdNote Wall Calendar.

## Avis Marvelous

In October 2023, BirdNote partnered with the Washington State History Museum for the “Avis Marvelous” exhibition. The exhibition featured over 50 historic engravings that provided a glimpse into the documentation and art produced about birds in the North American West during the eighteenth and nineteenth centuries, and BirdNote episodes were paired with the artwork and featured in listening stations as part of the exhibition.



# Expanding BirdNote's Reach

In 2023, BirdNote saw increases, particularly in the number of unique listeners on *BirdNote Daily* and *BirdNote en Español*. *BirdNote Daily* saw a 42% increase in unique listeners, and *BirdNote en Español* saw a more than 100% increase in both downloads and unique listeners.

42%

increase in *BirdNote Daily* unique listeners.

140%

increase in *BirdNote en Español* downloads.

14%

increase in longform podcast downloads per episode.



750k+

Website visitors to BirdNote.org



26k+

Email subscribers



85k+

Social media followers

## Station Carriage

We are pleased to share that **14 stations** added *BirdNote Daily* to their broadcast schedule in 2023:

- KXCI, Arizona
- G2 Radio Network, Internet Radio
- KGIG, California
- KSUT, Colorado
- Illinois Radio Reader, Illinois
- WCMU, Michigan
- Midland City Public Radio, Michigan
- KBMF, Montana
- KGLP, New Mexico
- WAMC, New York
- KUR Radio, Pennsylvania
- WPSU, Pennsylvania
- KVUT, Texas
- KCYP, Texas

“

“BirdNote comes on while I’m driving to work each morning. I always learn something, and sometimes the birdsongs make me smile out loud.”

-@danettehakkinen (Danette H.)

# Strategic Plan & From Love to Action

In 2023, BirdNote developed our “From Love to Action” campaign, based on the premise that when we love something, we feel moved to protect it.

BirdNote’s new strategic plan aims to inspire at least one million people to take action to protect the natural world over the next three years, with at least 50% of those people being Gen Z or younger. We will be tracking our progress, and we define “action” as any step, large or small, that has a positive impact on birds and the environment we share with them. These include actions like reducing meat consumption, bringing your cat inside, lobbying for local legislative change, planting native plants, and many other everyday actions we will encourage people to take that benefit the environment.

In the next three years, BirdNote will produce more stories, events, and opportunities crafted specifically to illustrate ways people can help birds. With a global listenership of more than 6.5 million people, BirdNote's mission is to connect people to birds and nature, and our stories equip listeners with the knowledge to take meaningful action.

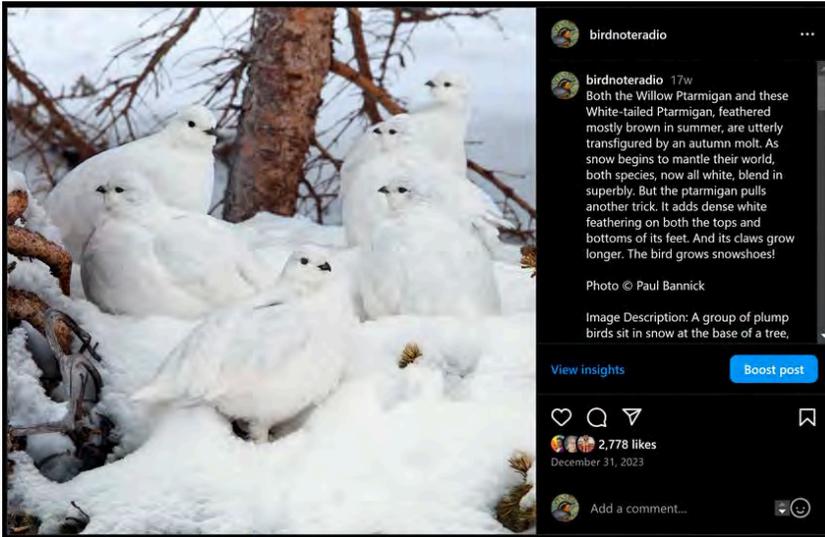
“

“BirdNote starts my day with interesting and heartwarming stories about our fellow creatures.”

- Saunie H.



# Social Media Spotlight



**BirdNote's presence on social media allows us to connect with our dedicated audience and bring BirdNote's storytelling straight to our online community.** Through audiogram videos, people can view entire episodes of *BirdNote Daily* and *BirdNote en Español* right on their favorite social media platform, as well as learn about our longer podcasts, virtual events and BirdNote news. In 2023, BirdNote's social media content reached over 190,000 accounts on Instagram and more than 1.5 million people on Facebook. We continue to post new *BirdNote Daily* videos and updates on Facebook, Instagram, TikTok, YouTube and LinkedIn, where fans can interact with the episodes by commenting and sharing.



# Donor Spotlight

## Vehicle Donations

In 2023, BirdNote continued our partnership with with CARS, a nonprofit that helps thousands of nonprofit organizations in the U.S. and Canada increase their fundraising and acquire new contributors through turn-key vehicle and real estate donation programs.

BirdNote received two vehicle donations from generous donors. To learn more about BirdNote's Vehicle Donation Program, visit our website, [BirdNote.org](https://BirdNote.org).

## Partnership with Isa Catto Studio

In 2023, BirdNote continued to partner with Isa Catto Studio, an art studio based in Aspen, Colorado that sells art, wearables and paper goods. Birdnote collaborated with the studio to create a limited range of goods for a recurring membership drive. The interactive project included having Birdnote fans pick the bird that artist Isa Catto would paint. The result, this Northern Flicker, was printed on print and on paper goods.



# Donor Spotlight

Thank you to all the donors who contributed to BirdNote, making 2023 a remarkable year! Your generous support is the driving force behind everything we do, enabling us to continue our work today and plan for tomorrow. Together, we are inspiring people to care for birds and take meaningful steps to protect them. Your contributions truly make a difference.

**47%**

**increase in total donor base**

**21%**

**increase in foundation support**

**43%**

**increase in number of individuals giving \$1,000+**

Recurring donors contributed

**\$68,748**

Recurring donations range from \$2 to \$250 per month. Special thank you to everyone who has committed to supporting BirdNote with a recurring donation!

**16**

Multi-year pledges in 2023, up from six the prior year.

“

“Just wanted to say how much I love your podcast. It is the start to the majority of my days and when our grandchildren (now aged 6 and 8) are with us they depend on it as well. I am in a running group and they always ask what I have learned as they know I am an avid birder and point out what we are hearing along the trail as we run.”

-Lee-Anne C.

“

“Just want to say thanks. I do what you do: I spread interest and love of birds through programs I give at our local libraries. I live on Long Island, NY, and concentrate on the birds found here but have gotten many interesting facts from your BirdNote programs. And I thank you for that!”

-Dianne T., Holbrook, NY

## On-Air Fundraising Messages Pilot

In Spring 2023, BirdNote piloted a new fundraising method and way to inform radio listeners that BirdNote is an independent nonprofit. In these five shows that ran in May 2023, listeners learned how their support allows us to bring joy to our listeners and spark appreciation for birds. The episodes were well-received by radio stations, were the same length as typical *BirdNote Daily* episodes, and all five episodes adhered to FCC guidelines for broadcasting. Another round of On-Air Fundraising Messages ran in November 2023.



### On-Air Fundraising Episode: “Behind the Scenes”

It takes a lot to bring you the rich sounds of birds yodeling, cooing, and screeching to you each day! Learn about the meticulous process of researching, writing, fact-checking, editing, recording and sound design that’s done by our in-house production team.



### On-Air Fundraising Episode: “BirdNote’s Chirpy Cheerful Theme Song”

Listeners are always curious about the origin of BirdNote's theme song. In this show, learn how Grammy-Award winning artist Nancy Rumbel and the BirdNote team created the theme.



### Candid Gold Seal of Transparency on GuideStar

In 2023, BirdNote received the Candid Gold Seal of Transparency, which allows us to showcase BirdNote’s commitment to transparency, boost our online visibility to reach millions of potential donors, and provide supporters with the information they need to fund BirdNote.

“

I’ve been listening for a mere week and absolutely love your content. So much so that I’ve already donated, albeit a tiny amount (I have little means).

-Anonymous

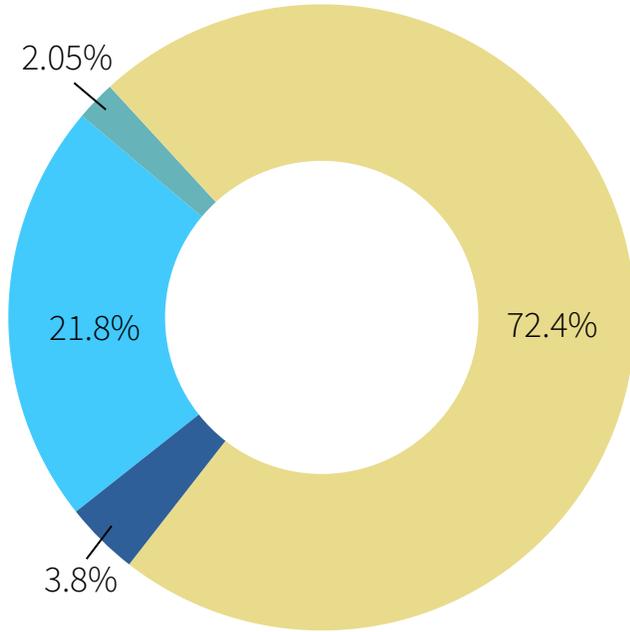
“

I financially support BirdNote, Cornell Lab, Project Feeder Watch and Audubon. I am no longer able to travel to see birds, so the bird note episodes bring genuine joy. As well as watching my feeder.

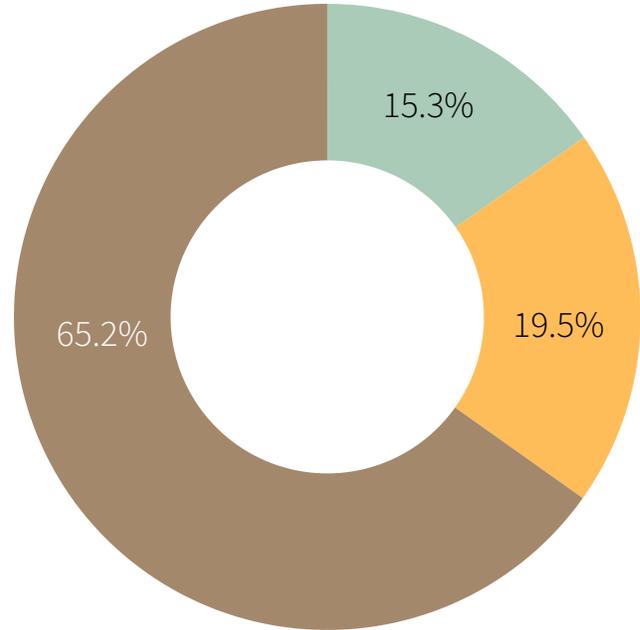
-Toni W.

# 2023 Funding Snapshot

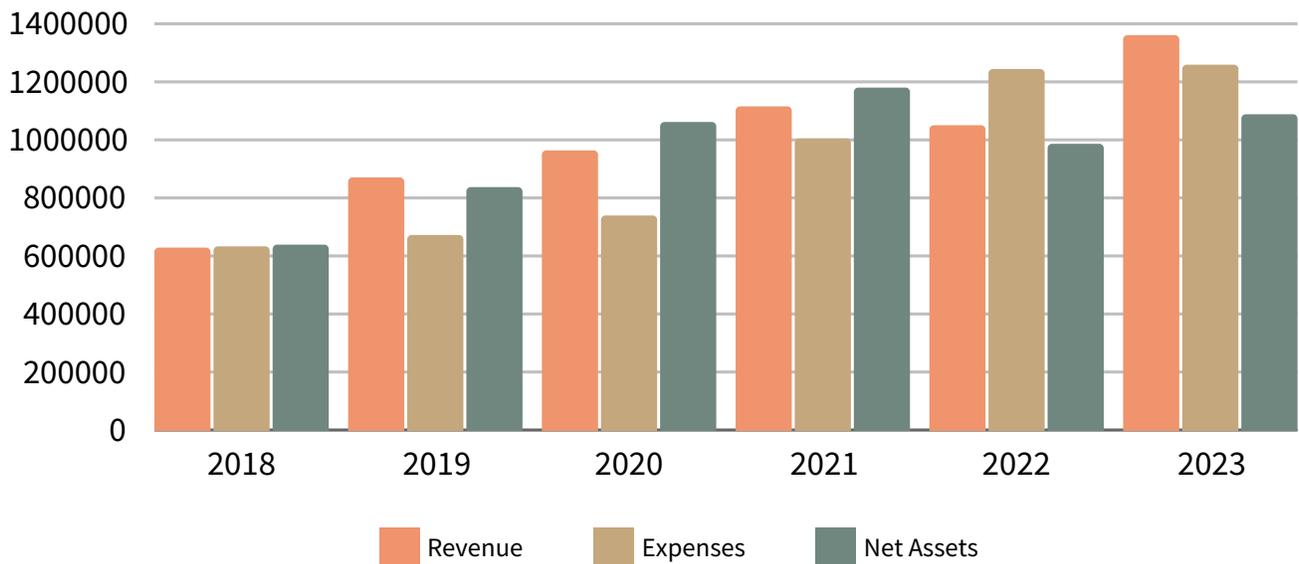
## Revenue



## Expenses



## Yearly Funding Snapshot



# Recognizing BirdNote Partners

**BirdNote's contributing photographers**, who freely share their images for use on our website, in social media, and in other communications.

**Black AF in STEM** contributed time and expertise to produce special episodes of *BirdNote Daily* during Black Birders Week 2023.

**Kizaya Media** for serving as our primary production partner on *BirdNote en Español*.

**KNKX**, BirdNote's flagship radio station, along with more than 300 stations and outlets in North America, for sharing our programs.

## **The Cornell Lab of Ornithology**

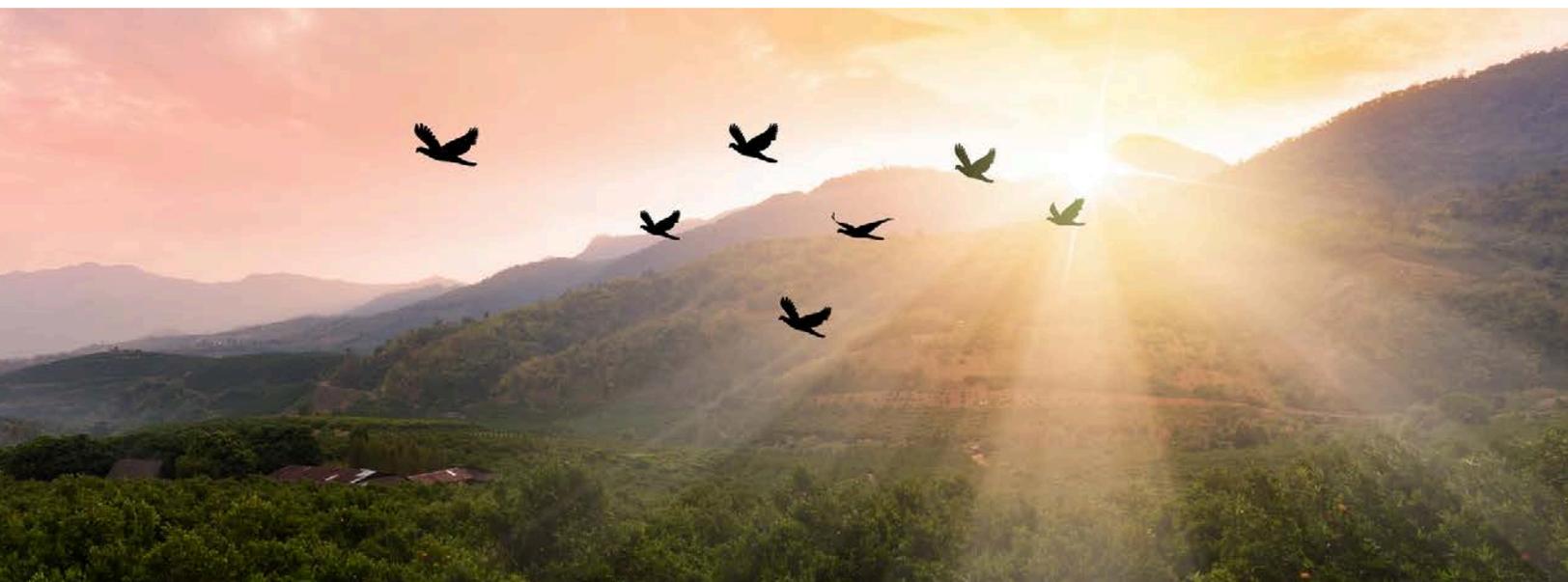
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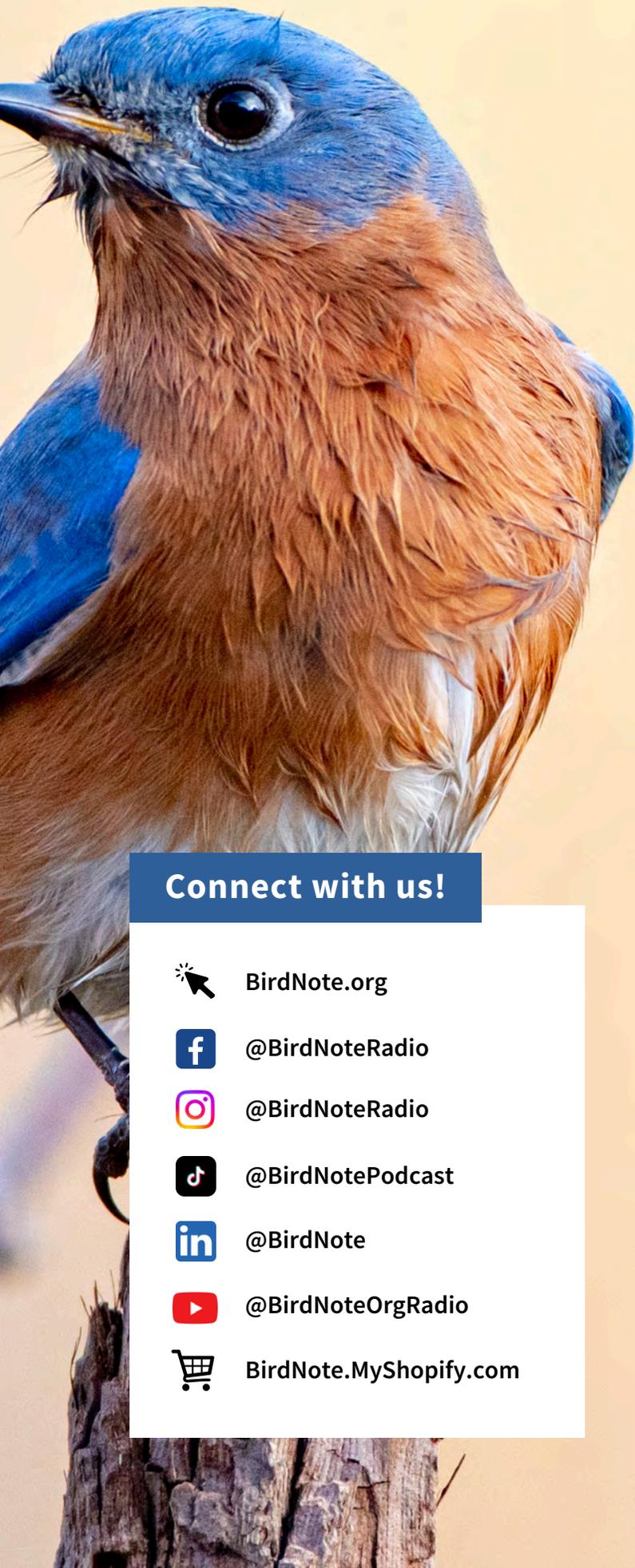
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