

# BirdNote<sup>®</sup>

Annual Report 2022





# How to Listen



**On the air:** Find a station near you that broadcasts *BirdNote Daily*.



**Online:** Listen on BirdNote's website or subscribe to our weekly newsletter at BirdNote.org.



**Podcasts:** Follow any of BirdNote's podcasts through your favorite podcast app.



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# A Message from our Executive Director

Dear Friends of BirdNote,

When we love something, we feel moved to protect it and help it thrive. Through powerful audio storytelling, we at BirdNote seek to cultivate love—love of birds, love of the natural world and love of our community. In the face of climate change, habitat destruction and global conflict, we need to find our common interests and cultivate shared passions now more urgently than ever. BirdNote has the privilege to connect people with the joy and wonder of nature every day. I'm pleased to share how we approached our work last year and the truly remarkable things our amazing team was able to accomplish.

In 2022, we told stories aimed at making birding more accessible and inclusive – inspiring and uplifting stories about how birding can bridge political divides, support mental health and contribute to science. We launched our first ever dual-language programming with the introduction of *BirdNote en Español* so Spanish speakers around the world can share in the magic that is our daily flagship program, *BirdNote Daily*. We featured the most diverse slate of voices in BirdNote history, including producers from 14 U.S. states and five countries. We were honored to feature the brilliant minds behind Black Birders Week in seven consecutive *BirdNote Daily* episodes that aired during the third annual Black Birders Week. We also launched our Indigenous Voices series, an ongoing platform to feature the expertise of Indigenous leaders, poets, bird lovers, activists and storytellers. Through our longform podcasts, we told important in-depth stories about bird conservation efforts across North America.

Through important partnerships with organizations committed to equity and inclusion in birding, science, and the outdoors, we worked to make the birding world more inclusive and accessible. We partnered with the nonprofit 500 Women's Scientists and other organizations to host the first Wikipedia Edit-A-Thon aimed at making the world's biggest reference source more diverse, accurate and representative when it comes to pages about birds, birders and bird science.

Our work is making a difference, and it is made possible by generous listeners. Thanks to your support, we remain proudly independent and can continue to provide *BirdNote Daily* to public radio stations for free. BirdNote's legacy has also been bolstered by a national recognition. BirdNote was included last year in the American Archive of Public Broadcasting, a collaboration between the Library of Congress and WGBH in Boston aimed at preserving the most significant public television and radio programs of the past 60 years. With your continued support, BirdNote will continue building on this legacy and bringing people together around a shared love of birds for generations to come.

We hope you love what you hear.



**Nick Bayard**  
Executive Director









## MISSION

Birds connect us with the joy and wonder of nature. 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.

## COMMITMENT TO CENTERING INCLUSION, DIVERSITY, EQUITY & ACCESSIBILITY

BirdNote operates on the simple premise that the joy of birds is a unifying force between people of all walks of life. In January 2022 the BirdNote Board of Directors unanimously adopted our [policy](#) on Inclusion, Diversity, Equity, and Accessibility.

## 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.



**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 over 250 public radio stations, via podcast, online at [BirdNote.org](https://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*.



# The BirdNote Team



**Nick Bayard**  
Executive Director



**Jessica Rugh Frantz**  
Director of Development



**Bibi Baksh-Pabion**  
Director of Communications



**Jonese Franklin**  
Content Director



**Katie Meyer**  
IT and Web Director



**Jazzi Johnson**  
Managing Editor



**Conor Gearin**  
Managing Producer



**Zahiyah Frazier**  
Development Coordinator



**Jason McCue**  
Communications Coordinator



**Mark Bramhill**  
Producer



**John Kessler**  
Senior Producer



**Sam Johnson**  
Production Assistant



# 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



“Queer birders - today’s @BirdNoteRadio episode about Rachel Carson, the Veery, and queer romance. They’re always under 3 minutes and a wholesome moment of my day but today just pushed all my buttons.”

-Dr. Amanda R.



# Science Advisory Council

BirdNote's [Science Advisory Council](#) provides expert guidance to staff to ensure our producers are working with the best available science and our stories are up to date and accurate.



Tom Bancroft



Trina Bayard



Shailee Shah



Nils Warnock



“Hi from Newburyport, Massachusetts – Just want to say that my family and I really like your podcast. As an able-bodied cisgender sixty-something white male, I really appreciate the perspective your shows are bringing to me. You asked what my favorite show was this year – it had to be Birding is for Every Body (Episode 7). I will be passing it along to my local Massachusetts Audubon Center. So much good information about how most of us take things for granted. Especially the idea that stairs are an accommodation. I never thought of it that way! Keep up the great work.”

-John M. (re: *Bring Birds Back*)



Megan Friesen



Sarah Saunders



Chad Witko



Joanna Wu



# 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 2022:

### April is Poetry Month

BirdNote celebrated by sharing [nature-inspired poems](#) written by contemporary authors, including Ada Limón, 24th Poet Laureate of the United States, Donika Kelly and Joyce Clement.

### Black Birders Week 2022

From May 29 through June 4, Black AF in STEM co-produced [a week of shows](#) centered on the stories of Black birders.

### BirdNoir



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

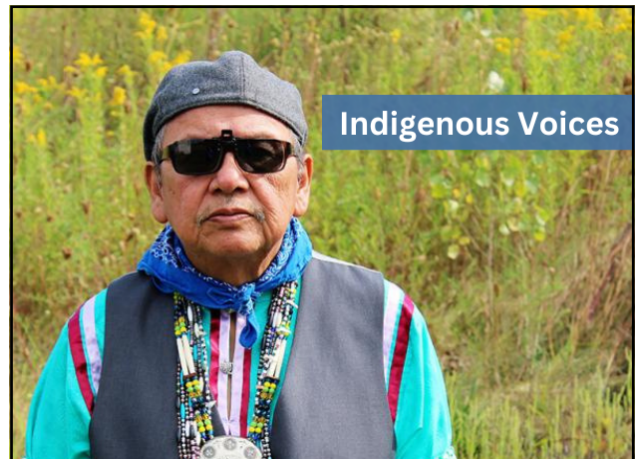
### Audio Postcard from the Kyiv Zoo

A glimpse of what it was like in mid-March 2022 at the bird exhibits in the [Kyiv Zoo](#), during the beginning of the Russian invasion.

### Spark Bird

Captures the "birding origin stories" of everyone, from ornithologists to bus drivers to comedians.

### Indigenous Voices miniseries



In November, [episodes featured Indigenous birders](#) like Ray Young Bear (pictured above), writers, biologists and community leaders speaking about long-standing cultural connections to birds and ensuring those connections continue to endure.

### Bird . . . NOT!

With H. Jon Benjamin is an [April Fool's Day quiz show](#), featuring the Bob's Burgers star.



We are pleased to share that KRVS in Lafayette, Louisiana and WYMS, AKA Radio Milwaukee in Milwaukee, Wisconsin, added *BirdNote Daily* to their broadcast schedule in 2022.





"I actually expected this event to be a little dry, but it was so exciting and interesting! I especially loved how many partner organizations and presenters were there—having all of them pop in and introduce themselves and their work was really fun and made this feel like a part of something big and important. Great vibes in the breakout room, too!"

**-Feedback about the Wikipedia Edit-a-Thon**



"I love Nicole's mention of capturing a positive bird memory to come back to in a moment of need; and Deja's pairing of breathwork and listening to birdsong. Two big takeaways for me from this brief call this evening!"

**-Feedback about the Mental Health Benefits of Birding**



"BirdNote is always one of the highlights of my day!"

**-phil\_x\_vasquez**

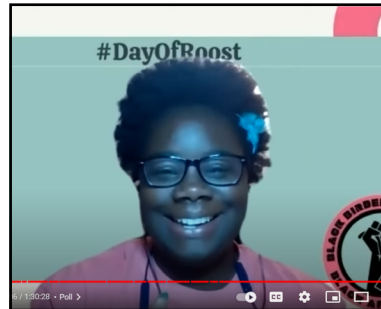
# Virtual Events

## BirdNote hosted a number of inspirational and informative virtual events in 2022!

### "Birds"

BirdNote teamed up with the World According to Sound to host an immersive, 70-minute, virtual event about the sounds of birds, on February 10.

### The Mental Health Benefits of Birding



A discussion on [how to combine mindfulness and birdwatching](#) to improve mental health, on June 1. *Bring Birds Back* podcast host Tenijah Hamilton moderated this discussion with Black Birders Week organizers Sheridan Alford, Nicole Jackson and Deja Perkins.

### Representation in Birding: A Wikipedia Edit-a-Thon with BirdNote and Friends

On September 28, BirdNote teamed up with 500 Women Scientists and partners Feminist Bird Club, Seattle Audubon, Black AF in STEM, Galbatross Projects, Birdability and Wikimedia NYC to host A Wikipedia Edit-a-Thon with BirdNote and Friends. The goal of

the event was to make bird-related Wikipedia pages more accurate, representative, and inclusive of the birding community by adding and improving pages related to birds on Wikipedia. [The event](#) featured Science Writer and Naturalist, Rosemary Mosco, as keynote speaker.

### The Power of Individual Action: A Conversation with Christian Cooper



On December 1, hundreds of attendees [learned directly from birder](#) and host of National Geographic's *Extraordinary Birder with Christian Cooper*, how we can become powerful champions in the movement to protect nature. The event served as BirdNote's End-of-Year Fundraiser and featured a call to donate from board member, Chunnie Wright.





## Bring Birds Back Seasons 2 and 3

***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 two new seasons in 2022.**

Seasons 2 and 3 of [Bring Birds Back](#) followed the journey of host Tenijah Hamilton as she spoke with bird enthusiasts from different backgrounds, identities and communities to learn how we can protect our feathered friends.

Some of the many fascinating topics explored in these seasons included: “[Lights Out](#)” programs for migratory birds; how birding can be [more accessible](#) for people with disabilities; bird walks on [Capitol Hill](#) that create a space in politics for people to come together and kindle a love of birds; and an especially [spooky Halloween episode](#) about birds with foreboding reputations.



“Tenijah Hamilton is an engaging host and storyteller. I find this podcast to be a joy to listen to. Some birding podcasts can be very dry, I love hearing not only about birds but about the diverse community and people in the birding world.”

**-TinaMarie5**



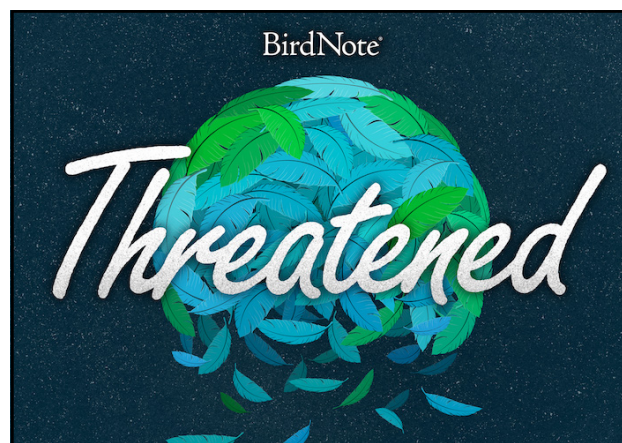


# Threatened Season 3 in Hawai‘i

*Threatened* is BirdNote’s podcast about the people who are answering the call to protect the birds and places we love. The third season of *Threatened* transported us to a truly wondrous location: Hawai‘i.

The episodes explored the unique ecology and conservation of the Hawaiian Islands. Of the 44 endemic bird species in Hawai‘i, 33 are endangered. The good news: people are helping these birds fight for survival. *Threatened* Season 3 dives deep into how the lives of these birds are connected with the Hawaiian people.

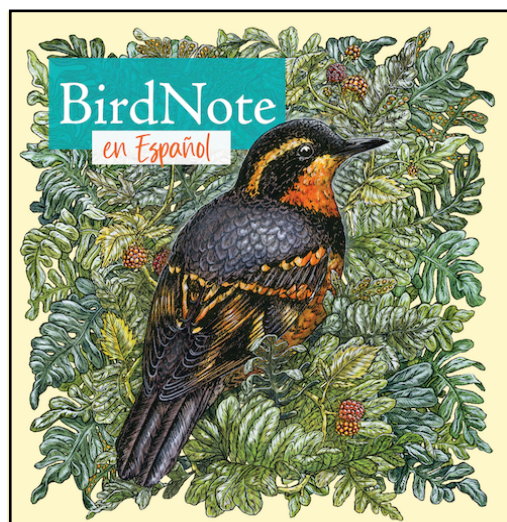
We met fascinating Hawaiian birds like the [Palila](#), [Alalā](#) and ‘[Ua‘u](#) and learned of the conservation challenges they currently face. Get a behind the scenes look into Season 3 on [BirdNote’s blog](#)!



The season 2 finale of *Threatened*, "Plantation Ecology" was named as a finalist for the 2022 NASW Science in Society Journalism Award in the Longform Narratives category. We're honored to be included among such incredible journalists and storytellers in consideration for this award!

## BirdNote en Español

Spanish-language episodes launched in August 2022!



The two-minute *BirdNote Daily* program that put BirdNote on the map, completely in Spanish. [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, through podcast listening and In 2022, two radio stations – Radio Tierra and KBBF – began airing the episodes.



"This podcast has found such an important niche on telling the stories of birds and their connections with people. Keep up the great work!"

-Klcc42 on Apple Podcasts, about *Threatened*



# New BirdNote Voices in 2022

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 2022.

## New Voices on *BirdNote Daily*



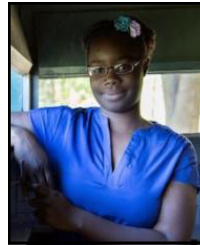
**Adé Ben-Salahuddin** is currently pursuing a Bachelors in Biology Secondary Education w/ 7-12 Teaching Certification at Southern Connecticut State University.



**Chelsea Connor** is a multifaceted biologist and science communicator from the Commonwealth of Dominica.



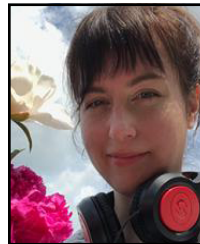
**Marina Henke** is an audio producer, reporter and writer, currently apprenticing at Pineapple Street Studios.



**Nicole Jackson** is a nature enthusiast, park advocate, and birder, currently working as a coach and environmental education consultant assisting in creating programs that educate youth and families on how to build a healthy relationship with nature.



**Kevin McLean** is a multimedia science producer based in Davis, CA, whose work has appeared on PRI's The World, Science Diction from Science Friday, and the Origin Stories podcast.



**Josephine McRobbie** is an audio producer, musician, and oral historian based in Durham, North Carolina, who specializes in storytelling related to healthcare, science, and nature.



**Deja Perkins** is a PhD student in Geospatial Analytics at the Center for Geospatial Analytics at North Carolina State University, currently investigating data gaps of large scale participatory science datasets within cities.

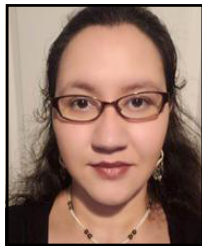


**Johanne Ryan** is an Environmental Educator from the island nation of Trinidad and Tobago in the Caribbean, and has worked for many years at a nature centre there.

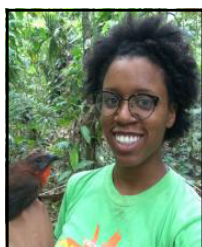




**Lauren Vespoli** is a Brooklyn-based journalist and audio producer, whose writing has appeared in The New York Times, New York Magazine, and Atlas Obscura, among others.

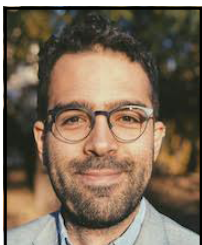


**Tiana Williams-Claussen** is a member of the Yurok Tribe. She is currently pursuing an M.S. in Natural Resources and serves as Department Director of the Yurok Tribe Wildlife Department.



**Dara Miles Wilson** is a multidisciplinary magician, whose work in conservation communications extends across science media via special events and collaborative projects on a global scale.

### New voices on *BirdNote en Español*



**Camilo Garzón** is a Colombian-American writer, editor, voice director, award-winning poet, interdisciplinary artist, oral historian, award-nominated multimedia producer, freelance journalist, and educator.

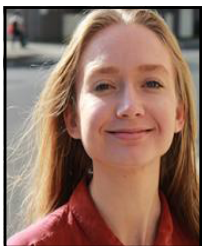


**Javier Bravo** is a journalist, conductor, broadcaster, editor, head of information and radio producer.

### New voices of *Threatened*, Season 3



**Jessie Eden** works intermittently as a field biologist with a primary focus on threatened and endangered species. She loves public media and produces film and radio with an environmental focus, exploring the confluence of people and place.



**Savannah Harriman-Pote** grew up on Hawai'i Island, and she's been on the bird beat as a producer for Hawai'i Public Radio since 2020.



"An inspiring and insightful narrative of birds, our relationship to them, tips on how to help them, as well as uplift and welcome marginalized communities into birding. Stories of BIPOC relations to the natural world aid in decolonizing what belongs to all of us. Equity in nature; a passion for our natural world is something we all belong to. Thank you so much for this podcast. What a treat"



# In The Field: BirdNote Nature Tours

**Nature enthusiasts were eager to return to travel after the pandemic. Immersive, guided travel tours are a popular way to experience nature up close. Traveling with BirdNote allows adventurers to make relationships with fellow bird enthusiasts, while also taking action to support the mission of caring for birds and nature while supporting a good cause!**

In 2022, BirdNote hosted two immersive nature tours in partnership with Victor Emanuel Nature Tours (VENT). VENT is a long-standing BirdNote travel partner and vendor.

In February, 2022, a small group, all traveling for the first time since the pandemic, experienced the birds and culture of Panama. Highlights included birds, reptiles, mammals and breathtaking views from the renowned Canopy Tower, a visit to the Panama Canal, and a special sighting of the elusive Rosy Thrush-Tanager.

In September 2022, a larger group ventured to South Africa and delighted in early morning game drives to spot The Big Five (lion, elephant, buffalo, rhinoceros, and leopard), learned about the effects and aftermath of apartheid, and added several hundred birds to our life lists at beautiful places such as Cape Town, Table Mountain and Kirstenbosch botanical garden, which also delivered an extraordinary day of birding!

The birds were a highlight of the trips, and the memories and relationships with fellow bird enthusiasts will last a lifetime!



"Thanks to the camaraderie & bird knowledge of the guide and my fellow travelers it was a wonderful experience from beginning to end."

—Brett S.







"It wasn't just two weeks of birding. The birds were wonderful, but I had a good time just being with the people I was with and experiencing the cultural aspects of the country."

–Barbara S.



"This was my second BirdNote trip. This one was even better than the first. And I'm not a "birder" per se – I enjoy the birds in my yard, of course – but seeing the birds and other creatures on our trip was just amazing."

–Carolyn C.



# Donor Spotlight

**Thank you to all the donors who contributed to BirdNote to make 2022 such a strong year!**

Your generous support is the catalyst that makes everything we do at BirdNote possible – and it is an investment in the work we’re doing, both today and tomorrow. Your actions make it possible for us, together, to inspire people to care for birds and take steps to protect them. Thank you!



"BirdNote will be a permanent tab on the top of the screen on my laptop. As a birder, I totally enjoy it. And I have shared access info with others, including folks with only a moderate interest in birds. Who knows, BirdNote could be like a spark bird for them!"

**-Tom from Minnesota**



"This brand of engaging people with stories that present all the ways birds touch our lives is why I give monthly to BirdNote. I set up my gift once, and it is drawn on a monthly basis. And for BirdNote, my recurring gift makes a huge difference in terms of organizational stability and their ability to plan for the future. I hope that you enjoy BirdNote as I do, and will consider making recurring gifts to ensure these stories are collected and curated for our enjoyment for many years to come."

**-Joey Manson, Board Member**



"The variety of stories that BirdNote delivers is part of the joy of listening to the program each day. Hearing about a feisty cardinal that is a reluctant participant in a bird banding program, the legend of how the robin got its red breast, or a personal encounter with an injured owl are all part of the array of stories and voices that bring me closer to birds."

**-Anonymous BirdNote listener**



"It's also critical that we don't let the gravity of these crises tip us into apathy or paralysis. BirdNote's programming is an uplifting reminder of what's at stake. Their thoughtful and engaging storytelling inspires listeners to care about the natural world - an essential starting point for conservation. Ultimately, people won't save what they don't love, value, understand or feel connected to."

**-Christie Constantine, Board Member**



## Vehicle Donations

In 2022, BirdNote began [partnering 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. In December 2022, we received our first vehicle donation.

## Partnership with Isa Catto Studio

During multiple fundraising campaigns in 2022, BirdNote partnered with Isa Catto Studio, an art studio based in Aspen, Colorado that sells art, wearables and paper goods. Through this partnership, BirdNote was able to offer a number of promotions, including tote bags featuring endangered birds to recurring donors, as well as a portion of proceeds from items purchased through Isa Catto Studio supporting BirdNote. Thanks, Isa Catto and friends!

# 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 relevant news. In 2022, BirdNote's social media content reached over 750,000 accounts on Instagram and nearly two 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.



@BirdNoteRadio



@BirdNoteRadio



@BirdNotePodcasts



BirdNoteOrgRadio



# Expanding BirdNote's Reach

In 2022, BirdNote saw increases in the number of downloads and unique listeners through podcast listening on both *BirdNote Daily* and *Bring Birds Back*. On *Bring Birds Back*, specifically, the number of downloads increased by more than 75% from 2021. *BirdNote Daily* surpassed five million downloads and 750,000 unique listeners in 2022, a more than 30% increase over the year prior.




**1.4** million  
website visitors



**21,000+**  
email subscribers




**26%**  
increase in *BirdNote Daily* podcast downloads



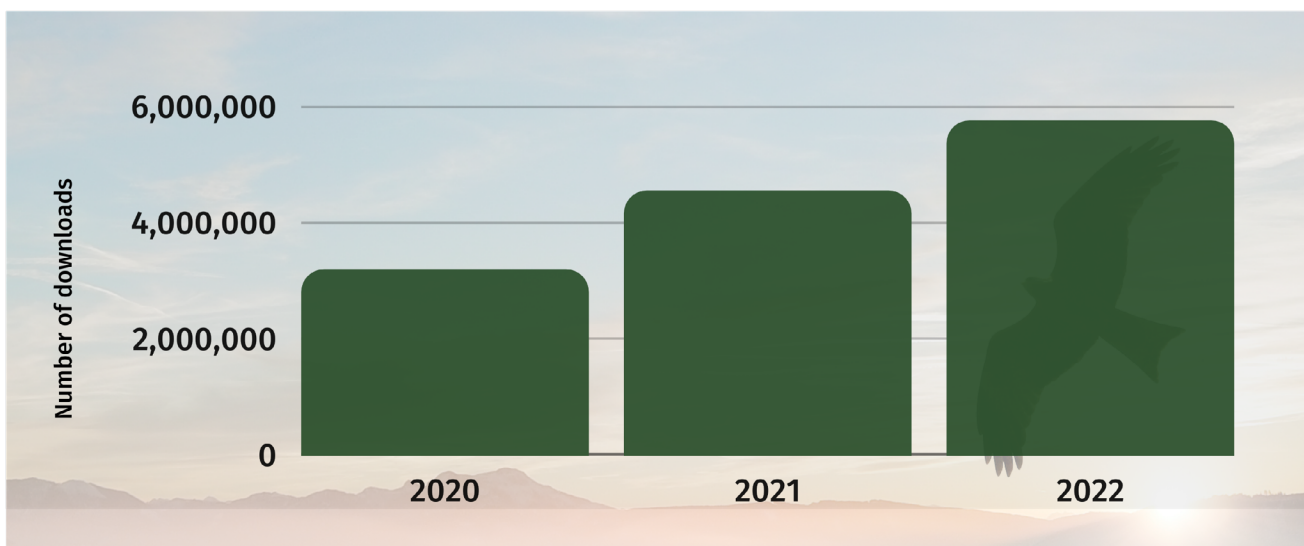
**85,000+**  
social media followers

*BirdNote Daily* broadcast to

**5** million  
radio listeners



**7%**  
increase in longform podcast downloads  
(*Bring Birds Back*, *Threatened*)



Podcast Downloads (*BirdNote Daily*, *BirdNote en Español*, *Bring Birds Back*, *Threatened*, *Sound Escapes* and *BirdNote Presents*.)



## BirdNote on American Archives for Public Broadcasting

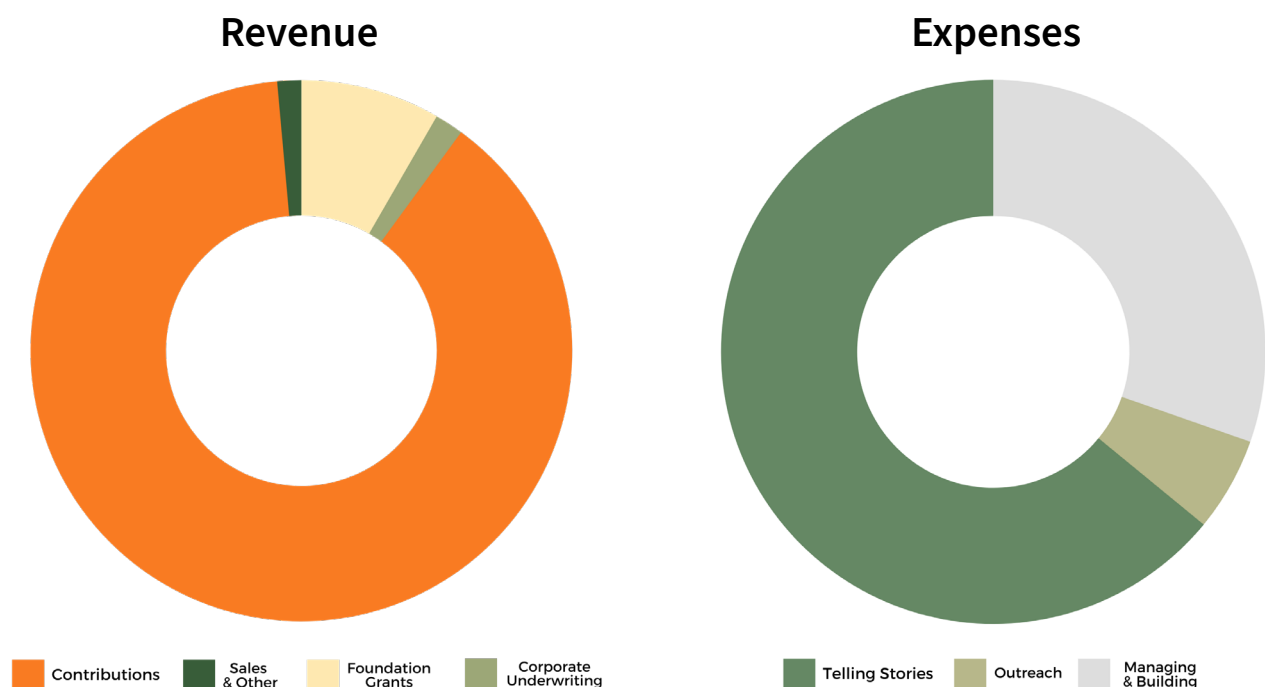
*BirdNote Daily* episodes can now be found as a special collection through the [American Archive of Public Broadcasting](#)! The AAPB is a collaboration between the Library of Congress and WGBH in Boston, and is a project aimed at preserving for posterity the most significant public television and radio programs of the past 60 years. The American Archive ensures this “rich source for American political, social, and cultural history and creativity will be saved and made available once again to future generations,” and BirdNote is honored to be a part of this important initiative.

## BirdNote on NPR One

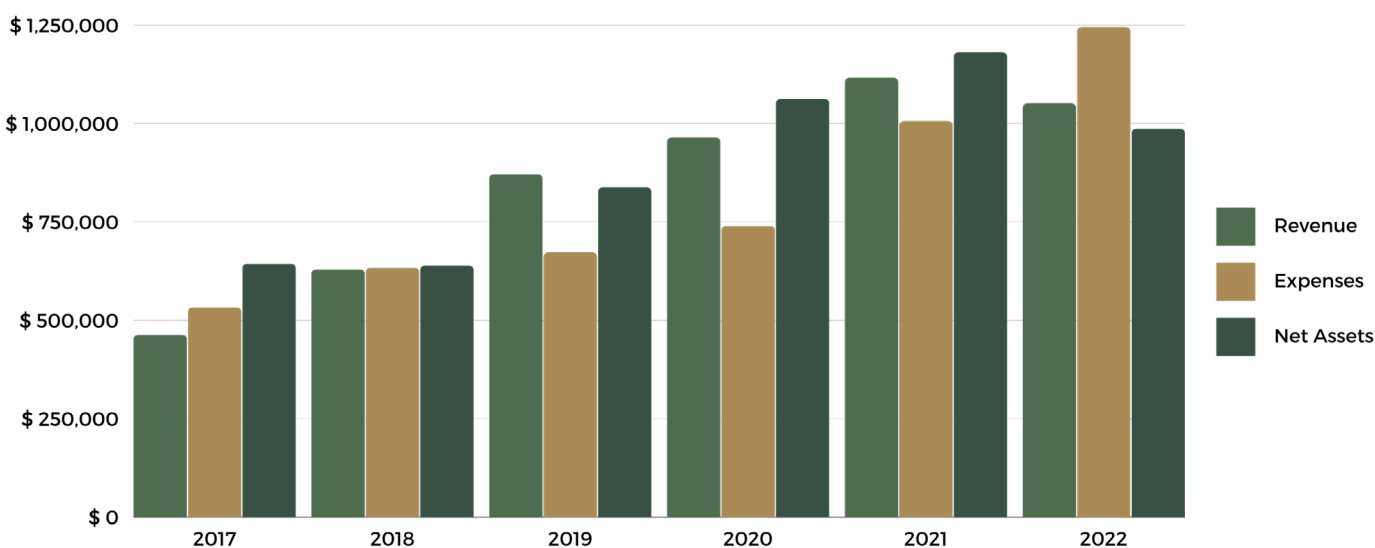
You can now find BirdNote on the NPR One app, a digital listening app that offers a unique, curated mix of NPR news, public radio programs and stories from local stations. Listen to *BirdNote Daily*, *Bring Birds Back*, *Threatened* and *BirdNote en Español* all on NPR One.



# 2022 Funding Snapshot



## Yearly Funding Snapshot





# Recognizing BirdNote Partners

## 500 Women Scientists

For contributing technical expertise to the Representation in Birding event and supported BirdNote's efforts to diversify its board, staff, and Science Advisory Council through its Gage Network.

## 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

For contributing time and expertise to produce special episodes of *BirdNote Daily* during Black Birders Week 2022.

## Kizaya Media

For serving as our primary production partner on *BirdNote en Español*.

## KNKX, BirdNote's flagship radio station

Along with more than 250 stations and outlets in North America, for sharing our programs.

## The Macaulay Library of the Cornell Lab of Ornithology

For providing most of the bird sounds and video content featured in BirdNote shows. The Cornell Lab of Ornithology is also a generous sponsor of the *Bring Birds Back* podcast.

## Sasquatch Books

For publishing the BirdNote Field Journal, BirdNote, the book, and "BirdNotes" note cards.

## Birds Connect Seattle Nature Shop

Our primary retail partner for the annual BirdNote wall calendar.

## Victor Emanuel Nature Tours

For serving as BirdNote's adventure trip outfitter.

## Mark Wittow of K&L Gates LLP

For pro bono counsel on legal and intellectual property matters.







# Support BirdNote

Your donation makes BirdNote programming free and accessible to all. There are so many great ways to support BirdNote – by donating online, making recurring donations, through tribute giving to honor a loved one, and more.

## Connect with Us

Visit [BirdNote.org](https://BirdNote.org) for full episodes, more stories and to sign up for our email newsletter!

Have a question, a comment, an idea?

Send us an email at [info@birdnote.org](mailto:info@birdnote.org).

You can also call us at 206-494-0275.

## Thank you!

BirdNote exists because of our dedicated and passionate supporters. From the bottom of our hearts, thank you for making BirdNote possible. You made 2022 an incredible year for BirdNote, and we're excited to reach even greater heights in 2023.

### Photo Credits

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