

# BirdNote<sup>®</sup>

Annual Report 2013





## An Encounter with Red-bellied Woodpeckers

*Lynn Dahlen won the BirdNote 2013 Listener Survey lottery. She loves BirdNote stories. And it turns out that Lynn had a story for us about these Red-bellied Woodpeckers, which she photographed near her home in Wisconsin. Lynn says:*

If you sit still on a snow-covered log long enough, you may be rewarded, like I was. This Red belly proceeded to fly directly over my head! My dad taught us the importance of nature. He would take us for walks in the woods, and each walk contained a lesson. I often detour to one of the many walking trails around my hometown to see and hear the amazing wildlife that we are blessed to have in this area.

I first became aware of BirdNote while researching a bird sound I heard last fall. Since then, I have become an avid listener. You provide a great resource to all!

*Listen to a BirdNote story about Red-bellied Woodpeckers:*  
<http://birdnote.org/show/red-bellied-woodpecker-and-its-curious-name>



© Lynn Dahlen

# Joy. Inspiration. “Aha” moments.

*Thanks to you, BirdNote stories reached even more people in 2013!*

During the past year, your gifts to BirdNote helped us reach a daily broadcast audience of more than 1.3 million people, plus thousands more online. That’s an exciting milestone! BirdNote stories are educating listeners of all ages — and inspiring them to care about the natural world.

Your investment in BirdNote is making a positive difference for birds, their habitats, and your fellow listeners. Thank you! We appreciate your support and your belief in our work.



## BirdNote by the Numbers

1.3 million daily listeners

Broadcasts on 160+ stations  
in 264 markets throughout

40 states (up from just one  
station in 2005)

1,000+ shows

accessible any time  
at [www.birdnote.org](http://www.birdnote.org)

More than 2,500 photos

in the online gallery

Listen to BirdNote shows about the American Bittern

<http://birdnote.org/show/american-bittern>

<http://birdnote.org/show/american-bittern-thunder-pumper>



# BirdNote builds awareness of birds among listeners of all ages and abilities.

*“Imagine a non-sighted person being able to hear and listen to the bird songs and learn something new about the birds they can no longer see.”*

— Kathie Spegal, Illinois Radio Reading Service



According to our 2013 listener survey, 90% of respondents agree or strongly agree that BirdNote has raised their awareness of birds and the environment. Nearly half of respondents notice birds more frequently, feel more educated about environmental issues, and have a greater appreciation for nature.

Western Grebe © Gerrit Vyn

# BirdNote: An Evening Lullaby

By Ginger Oppenheimer, BirdNote volunteer

What better lullaby than bird song?

For more than a year now, BirdNote listeners Paul and Miriam Skrade have played daily BirdNote podcasts for their twin children, Daniel and Annalise, as they are tucked into bed. “BirdNote is the perfect length for settling down at night,” Paul explains. “I love that the shows are short and consist of great little sound bites.”

Though Paul is an ornithologist, he doesn’t recall being as taken with bird life, habitat, and behavior as Daniel and Annalise when he was their age. Born and raised in a small town in southwest Alaska, Paul spent much of his childhood outdoors. Birds were part of the greater landscape, but not of special interest to him until graduate school. Paul studied ecology and evolutionary biology, with a focus on Mountain Plovers in Montana. That’s when he learned about BirdNote. A fellow student had listened to the BirdNote podcast and recommended it to Paul. “I was intrigued,” Paul recalls. “I loved the bird songs and found BirdNote both informative and entertaining.”

Paul also appreciates the way that BirdNote presents technical topics in creative and engaging ways. He has encountered many people who are baffled by his motives as an ecologist and ornithologist, but when he explains his work in simple terms, they begin to understand it. “BirdNote helps connect public radio listeners to science,” says Paul.

Because the Skrades do not live near a radio station that airs BirdNote, they’re thankful for the daily podcast. “I’ve never heard it on the radio,” Paul laughs.

The podcast is perfect for the family’s nightly routine. Each twin gets tucked in to bed and looks forward to hearing BirdNote. “The kids enjoy the bird songs and calls in every show,” says Paul. “BirdNote leaves them with positive thoughts as they go to sleep.”

*“The kids enjoy the bird songs and calls in every show. BirdNote leaves them with positive thoughts as they go to sleep.”*

— Paul Skrade, parent



BirdNote listeners Annalise and Daniel Skrade help their father, Paul Skrade, conduct research on Mountain Plovers in Montana (photo by Miriam Skrade).

Check out some of the family’s favorite BirdNote shows:

## Donald Duck

[www.birdnote.org/show/donald-duck](http://www.birdnote.org/show/donald-duck)

## Emily Hears Great Horned Owls Call

<http://birdnote.org/show/emily-hears-great-horned-owls-call>

## Scott Sees a Peregrine Shoot Across the Sky

<http://birdnote.org/show/scott-sees-peregrine-shoot-across-sky>

With your help, BirdNote is inspiring people to care about the natural world — and take steps to protect it.



According to our 2013 listener survey, respondents reported taking the following actions as a result of listening to BirdNote:

- Landscaping with native plants and using fewer pesticides and herbicides
- Reducing energy use
- Purchasing organic food, shade-grown coffee, and recycled products
- Advocating for birds and getting involved with conservation.

Male Redhead (with female Canvasback in background) © Gerrit Vyn

# “BirdNote *Literally* Changed My Life”

By Ginger Oppenheimer, BirdNote volunteer

In 2005, Terry Nightingale moved from his urban home in Seattle to rural Marysville, Washington. In this setting, he noticed he was hearing and seeing more birds. At the time, Terry didn't have an affinity for birds, but his commute to Seattle happened to coincide with the daily broadcast of BirdNote on KPLU 88.5 FM.

As Terry listened to BirdNote, he began to harken back to the sounds of his childhood. “Soon after I moved to Marysville, I heard a BirdNote show about the Swainson's Thrush,” Terry recalls. “I remembered its distinctive song, but I didn't know what kind of bird it was. Hearing it on BirdNote was a great revelation.”

The more Terry heard, the more curious he became. “I was intrigued by what I heard on BirdNote and what I was seeing in my backyard,” he says. Within a few years, Terry was eager to learn more about birds. He discovered that local Audubon chapters offered field trips, so Terry and his 13-year-old daughter, Chloe, signed up for a bird walk. Terry was happy to put a name to the Dark-eyed Junco, a bird that he commonly observed at home. He also discovered that his binoculars were not up to the task.

“But I was hooked!” Terry says. Over the next year, he joined at least two field trips per month led by Audubon chapters in the region. “I learned about raptors and shorebirds. I loved seeing my first Bonaparte's Gull. And I realized that participants and leaders brought a wealth of knowledge about birds and their habitats to share.”

Terry became a trip leader in his local Audubon chapter in 2010, leading an average of 10 trips per year. In late 2013, he stepped up as vice president of Pilchuck Audubon. He is particularly interested in carrying on the legacy of education and outreach. Terry feels a great respect for the elders who have imparted so much wisdom to him about birds and their habitats. He is grateful to his mentors and to BirdNote for opening his ears to the sounds and songs of birds. In fact, Terry subscribes to the BirdNote podcast and has archived every show. “I've listened to about 90 percent of them, and I'm still learning,” he says.

From simply being aware of birds to educating others about the birds of the Pacific Northwest, Terry has embarked on a transformational journey. “BirdNote literally changed my life,” he says.



© Shelly Ellison

BirdNote listener Terry Nightingale looks for birds at Discovery Park in Seattle. Terry says the song of the House Finch is among his favorite signs of spring.

*“I was intrigued by what I heard on BirdNote and what I was seeing in my backyard.”*

— Terry Nightingale

**Listen to the Swainson's Thrush:**

<http://birdnote.org/show/salmonberry-bird>





Sandhill Cranes © Gerrit Vyn



# Adapting to a Changing (Digital) Habitat

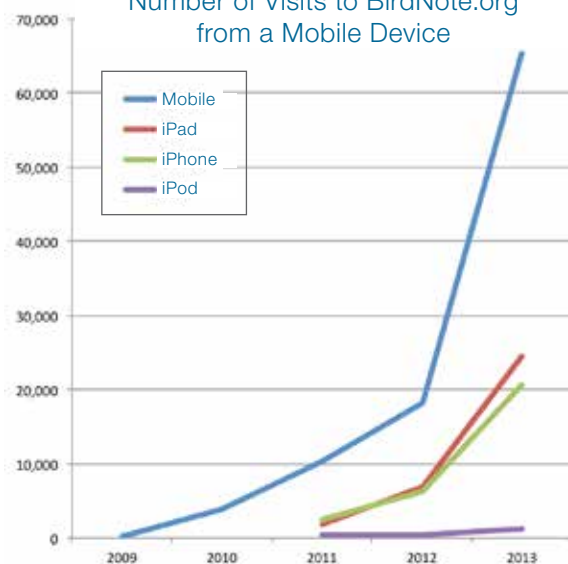
By Adam Sedgley, Director of Listener Engagement and Digital Media

*You told us. We listened.*



© Adam Sedgley

Number of Visits to BirdNote.org  
from a Mobile Device



An increasing number of listeners are tuning in to BirdNote in a digital format — through our website, podcast, Facebook page, and Twitter feed. And while we are committed to expanding our daily radio broadcasts, we're also working to improve the experience for our growing base of digital listeners.

According to our 2013 listener survey, 43% of respondents listen to BirdNote *exclusively* in a digital format. By contrast, only 14% of respondents in our 2009 survey listened digitally — a 300% increase over five years. In addition, more than 33% of visits to the BirdNote website during 2013 came from a mobile device such as a smartphone or tablet. That's more than twice the number from the year before. Digital listenership is growing fast!

In response to these trends, BirdNote is enhancing [www.birdnote.org](http://www.birdnote.org) to function even better on mobile devices. The *new, improved* website, scheduled to launch in 2014, will adapt to various screen dimensions and preferences. Fans who listen to BirdNote on their mobile devices will appreciate the new design, optimized for . . . *thumbs!*

At the same time, we'll continue to expand our amazing online archive to include more stories, photos, videos, and in-depth discussions with experts. Visionary professionals in marketing and technology have stepped forward to help us reach new digital listeners.

With all these tools, we can inspire even more people to care about birds and the natural world — wherever they are!

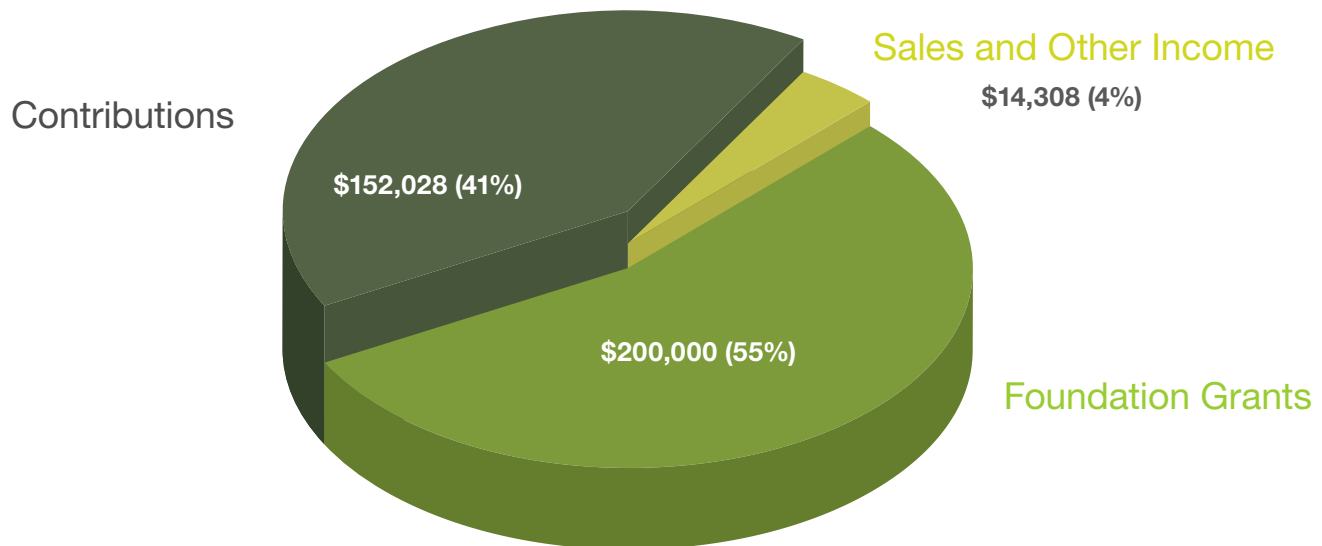


Spruce Grouse © Gerrit Vyn

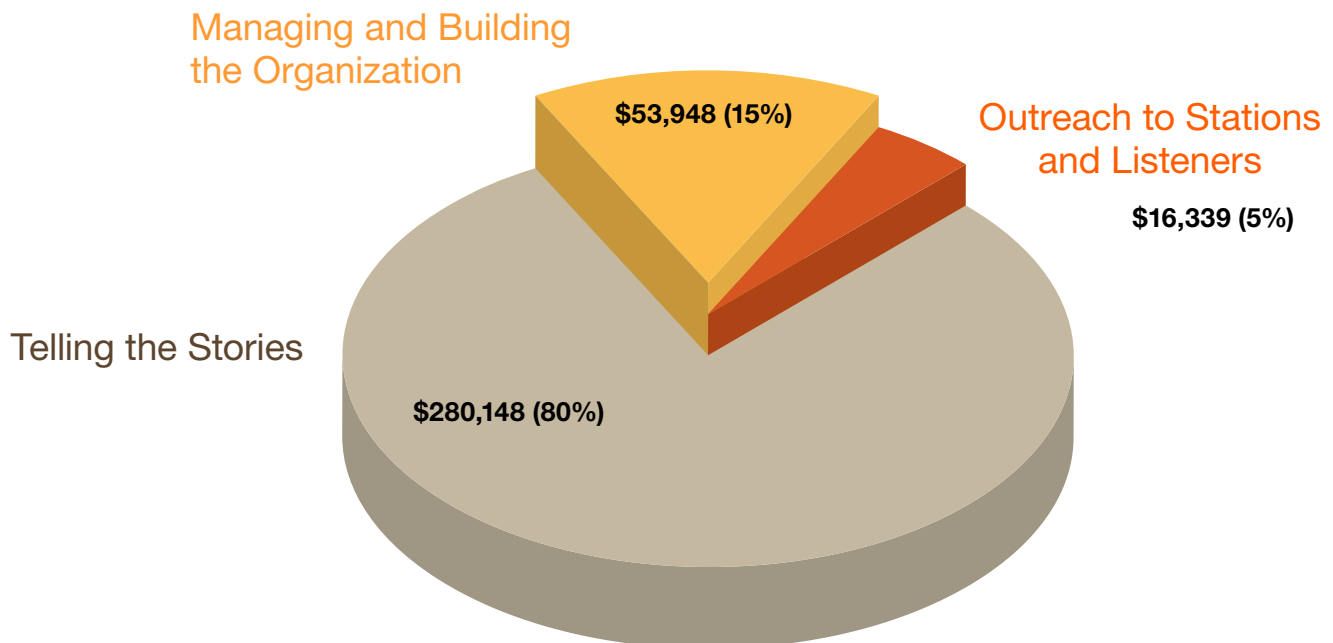
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Did you know that BirdNote is independently funded and produced? BirdNote's sources of funding include gifts, grants, and sales of the BirdNote calendar. Radio stations don't pay for BirdNote, but instead provide valuable air-time. Your giving is vital as we fulfill our mission on behalf of birds and the natural world.

## REVENUE \$366,336



## EXPENSES \$350,435





# Thank You, Donors!

Your support makes it possible for BirdNote to share inspiring stories about the lives and needs of birds — on the air, online, and on demand. This list represents the *cumulative* giving of new and long-time donors, from 2004 through December 2013.

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Long-tailed Jaeger © Gerrit Vyn

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Barrow's Goldeneye © Gerrit Vyn

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