

The Cornell Lab of Ornithology





The Lab is a nonprofit membership institution whose mission is to interpret and conserve the earth's biological diversity through research, education, and citizen science focused on birds. Our programs work with citizen scientists, government and non-government agencies across North America and beyond. We believe that bird enthusiasts of all ages and skill levels can and do make a difference.



BIOACOUSTICS RESEARCH PROGRAM

The Bioacoustics Research Program (BRP) is a unit within the [Cornell Lab of Ornithology](#). BRP develops digital recording equipment, computer software, and algorithms that are used by scientists around the world to study animal communication and to monitor the health of wildlife populations. BRP is also pioneering new techniques for censusing and tracking wildlife with arrays of microphones placed in natural environments around the globe.

THE SEARCH FOR THE IVORY-BILLED WOODPECKER

The rediscovery of the Ivory-billed Woodpecker in Arkansas in 2005 was a dramatic conservation event.

Pervasive public and media attention requires strategic communications.

- o Project goals
- o Partners
- o Multi-media publicity



CAUSE MARKETING

Support a Public Concern

Quieting vessels contributes to marine conservation

ENHANCES

- Future profits
 - New technologies and energy savings
- Chances to achieve environmental solutions
- Corporate Image

GREEN DEBATE?

Global Warming can no longer be denied

- o Industry
- o Government
- o Public

GREEN is GOOD for BUSINESS

Consumers are green and the Public is active

The Green Trend

- o Consumers are demanding green
- o Green is chic
- o Green is rewarded
- o Green is competitive

GREEN OPPORTUNITY

News stories and blogging on the environment are pervasive

Cause Marketing Strategy

- o Alignment to corporate goals and plans
- o Independent experts
- o Publicity tools
- o Quality and Accuracy

Some people think you can't be a commercial fisherman and be environmentally friendly. Well that's not true.

Ken Nedimyer, tropical fish dealer, has started a nursery for staghorn coral in the Florida Keys.

Preserving the planet is Job One

Barry Sternlight,
CEO, Starwood Capital Group