

Quarterly Update

SPRING 2024

HELLO FRIENDS,

The period since our last update in January feels like it flashed by. This edition highlights what we worked on and accomplished from January through March 2024.

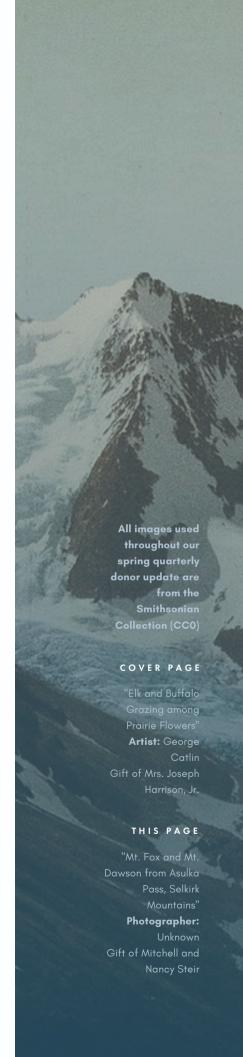
This was—and still is—a time of constant motion in all areas at Threshold: we are producing two upcoming seasons of the show, drafting marketing plans to help us reach new listeners, and submitting foundation grants to help support our work. Our production team is reviewing hours upon hours of tape, scripting the episodes, recording, getting feedback, editing, re-recording, and mixing in the music. They do this over and over and over again. It requires deep focus and being in a near-constant creative and generative state. As someone close to the work but outside the production team, I find it inspiring and impressive to see it all come together. I know you'll appreciate the thought and care put into every minute of every episode that lands in our feed.

This update is one way we give you a glimpse into what's been happening at Threshold, and I hope you enjoy it. As always, I'd love to hear from you if you have questions, suggestions, thoughts, or words of encouragement you'd like to share. Send me a note here.

With gratitude,

DENEEN WISKE

Executive Director, Auricle Productions



Season Sound Design

Original music is an essential part of every season of Threshold

The sound of the next two seasons of Threshold is taking shape. Making music for a podcast differs considerably from writing music for a performance or album. Music written for documentary audio must add to and complement the story without distracting or competing with the host or subjects' voices.

Our producer Jay is currently in conversations with musicians she met on her first reporting trip back in July 2023 to find the right sound for her season. For Amy's season, we're working with Todd Sickafoose, who you may be familiar with from Season 4: Time to 1.5. Todd was a key collaborator on Season 4, creating compositions and sound elements that added rich layers and emotion to the narrative. We can't wait to hear what he crafts for the next season of Threshold!



"California Spring Landscape"

Artist: Elmer Wachtel
Bequest of Mrs. James S. Harlan (Adeline M. Noble Collection)

MORE ABOUT TODD SICKAFOOSE

Todd Sickafoose is a Tony & Grammy Award-winning composer, producer, orchestrator, bandleader and double bassist. He arranged and orchestrated the hit Broadway show *Hadestown* and has performed and recorded with countless esteemed musicians, including Ani DiFranco, who he's worked with since 2004. Amy and Todd first met in 2007 when they collaborated on a children's album called *Ask the Planet* in partnership with Biomimicry Institute.

You can hear Todd's compositions throughout <u>Season 4: Time to 1.5</u>, or you can stream the soundtrack in full at <u>toddsickafoose.com</u>.



EVENT RECAP

Stories in the Wild

We're grateful to everyone who registered for our virtual event, "Stories in the Wild," held on March 13. Amy shared the show's origin story, took us into her production studio, and answered your questions about what makes a story a 'Threshold story.' Plus, there was trivia!

If you could not attend or would like to revisit the event, you can find a recording of the full hour here.

We received great questions from our audience but didn't have time to answer all of them. You can read our full Q&A with Amy and Erika on <u>The Campfire</u>, the content home for Threshold Base Camp, our community of monthly donors.



FROM EVENT ATTENDEES

Keep up the good work, please! We are all depending on enough good people to tell better stories, and you are doing well—please continue!

I was impressed with everyone. Warm, intelligent, highly competent. Caring. Doing truly great work.

New for Base Campers

We're closing in on a year since setting up Base Camp, our way of giving back to our community of monthly supporters. Occasionally, we review the community benefits based on your feedback and what's on the horizon here at Threshold. Below are changes coming May 2024.

SPECIALS

You love hearing from Team Threshold, and we're thrilled to give you insight into what goes on behind the scenes of the show. Monthly donors will continue to receive monthly updates, including voice notes from our team, a look at how we make the show, and thoughts about our place in the natural world. You'll find all of this at <u>The Campfire</u>. All donors will receive our quarterly update, and as we get closer to releasing new seasons of the show, you'll get a first look at what we've been cooking!

MERCH

We're now offering monthly donors a 15% discount on all Threshold merchandise! Base Campers will also get early access to our merch store when new designs drop, in addition to a discount on every order. Look forward to a store promo code in your inbox in May.

YOU HAVE OUR EAR

We love hearing from you! We had fun experimenting with Slack as a way to communicate with Threshold listeners and Base Campers, but you let us know that you prefer to hear from us via email so we'll be retiring the Slack experiment in May. We'll always be available at connect@thresholdpodcast.org to answer your questions, receive feedback, or hear your transformative experiences in the natural world.

AND THERE'S MORE TO COME!

We had so much fun at our seventh-anniversary event that we can't wait to map out more opportunities to connect with Base Campers.

Occasionally, we'll offer exclusive content, incentives, and new ways to engage with our team—let us know what you enjoy, and maybe it'll become a permanent part of the Base Camp experience.

Thank you to all those who participated in our annual Base Camper survey and in one-on-one conversations with our team—we're so grateful for this thoughtful and generous listener community.

Note: While Base Camp's primary site is at <a hresholdpodcast.org/monthly-giving, all benefits continue to be available to campers who use Patreon for their monthly giving.

"Aurora Borealis" **Artist:** Frederic Edwin Church
Gift of Eleanor Blodgett

THRESHOLD

By the numbers

1.32M+

All-time total downloads of Threshold

121

Number of interviews conducted to date for upcoming seasons

11K+

Number of podcast episode downloads between January and March 2024

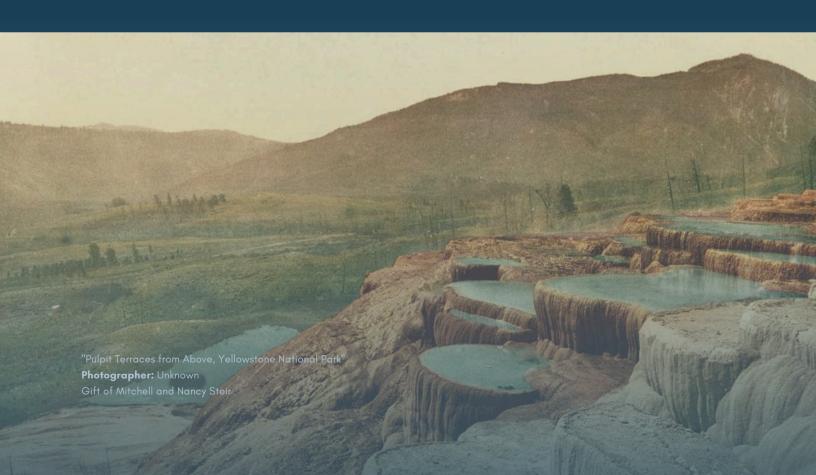
19

Number of locations visited by Amy and Jay

60

Number of people who registered for our "Stories in the Wild" event held on March 13

All-time total downloads o Threshold were pulled April 1, 2024



Read. Watch. Listen.

As part of our ongoing work to think, learn, and talk about diversity, equity, and inclusion, our team does a monthly read, watch, listen, accompanied by a group discussion. These pieces were particularly compelling, and we thought we'd share them.

ON RECONSTRUCTION

"Why is America Afraid of Black History?"

The Atlantic

ON INCLUSION IN TRANSLATION

"Why podcast companies are investing in Al-generated podcast translations despite questionable quality"

Digiday

"Why translators should be named on book covers"

The Guardian

"English still rules the world, but that's not necessarily OK. Is it time to curb its power?"

The Guardian



NEW RESOURCES

Education Hub

We released instructional materials for Season 2: Cold Comfort in February on our online Educator Hub. Season 2 resources include a glossary, episode outlines, and additional reading.

Check back if you're interested in education materials for future seasons—we continuously update this resource.



Recognizing Our Donors

Thank you to these donors who contributed between March 1, 2023 and March 31, 2024

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TRIBUTE GIFTS

Barbara Bradley, in honor of Michael Litter Sheridan Traner, in honor of Annika Skye

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Just as a base camp offers essential support for climbers ascending a mountain, our **Base Camp** members provide reliable foundational support for our work. Thank you for your monthly donation—it's vital to sustaining our operations.

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Auricle Productions is the 501 (c)(3) nonprofit journalism organization that produces Threshold. Auricle Productions was founded by Amy Martin and is incorporated in Missoula, Montana.

Our tax ID is 84-2931585

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