



Quarterly Update

WINTER 2024



HELLO FRIENDS,

We're happy to share this quarterly update, which gives you a glimpse into what we worked on and accomplished from October through December 2023. It was a busy quarter, and I'm only now realizing just how busy as I read through it myself.

One of our many year-end tasks was filing our annual nonprofit registration with the state of Montana, where Auricle Productions is incorporated and Threshold was founded. That simple task reminded me: We sometimes wonder if it's clear what Auricle Productions is and how it relates to the show. In case it's fuzzy to you, Auricle Productions is the 501(c)(3) nonprofit organization that creates Threshold. It's the organization that receives your donations (thank you!), employs our team, sends our producers on their reporting trips, and gets the show out into the world. Being a nonprofit journalism organization feels aligned with how we operate, and it gives us the flexibility we need to make a deeply reported and produced show like Threshold.

Auricle Productions and Threshold are only possible because of our donors. We cannot thank you often or emphatically enough for helping us do this work. But we'll keep trying.

Enjoy reading this update, our second-ever and something we're continuing to refine. 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

Highlights

FROM THE PAST FEW MONTHS



We released our latest video, "What Is Threshold?," created by our associate producer and social media storyteller, Sam Moore. [View it on our website today!](#)

We released a third Bison Dispatch in our feed, updating listeners on news related to the bison we reported on in Season 1. In this dispatch, we returned to the Bison Range in Montana, which was transferred back to the Confederated Salish and Kootenai Tribes (CSKT) in 2020 after a decades-long fight. We spoke with Rich Janssen, director of Natural Resources for the CSKT, to find out what the restoration of this land and the bison have meant to the Tribes.



We welcomed Eleanor Cleverly to our team as Threshold's Marketing & Communications Director. Learn more about her in our Q&A on the following pages.

"Meeting the 1.5°C Climate Goal Will Save Millions of People, and It's Still Feasible"

In November, Amy published a compelling [opinion piece in *Scientific American*](#). In it, she challenges those most responsible for causing climate change to shift their orientation from passive observers of a global disaster to active participants in solutions—countries, communities, and individuals that all have a practical and moral imperative to act.



Reporting, writing, and mixing continue for Threshold Seasons 5 and 6. Amy is now on her final reporting trip, and Jay just completed the second reporting trip for her season.

We completed our year-end fundraising campaign, raising over \$71,000 from 181 donors between November 1 and December 31. This major undertaking involves every Threshold team member to make it successful. As members of the [Institute for Nonprofit News \(INN\)](#), we were once again eligible to participate in NewsMatch, which helps us leverage matching funds during our campaign. Thanks to our donors, we secured \$18,000 in matching funds. Thank you!



We announced a behind-the-scenes event celebrating seven years of Threshold. "[Stories in the Wild](#)" will take place virtually on March 13, 2024, at 8 P.M. Eastern Time. All 2023 year-end campaign and monthly donors have free access to the event. Learn more in the following pages.

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

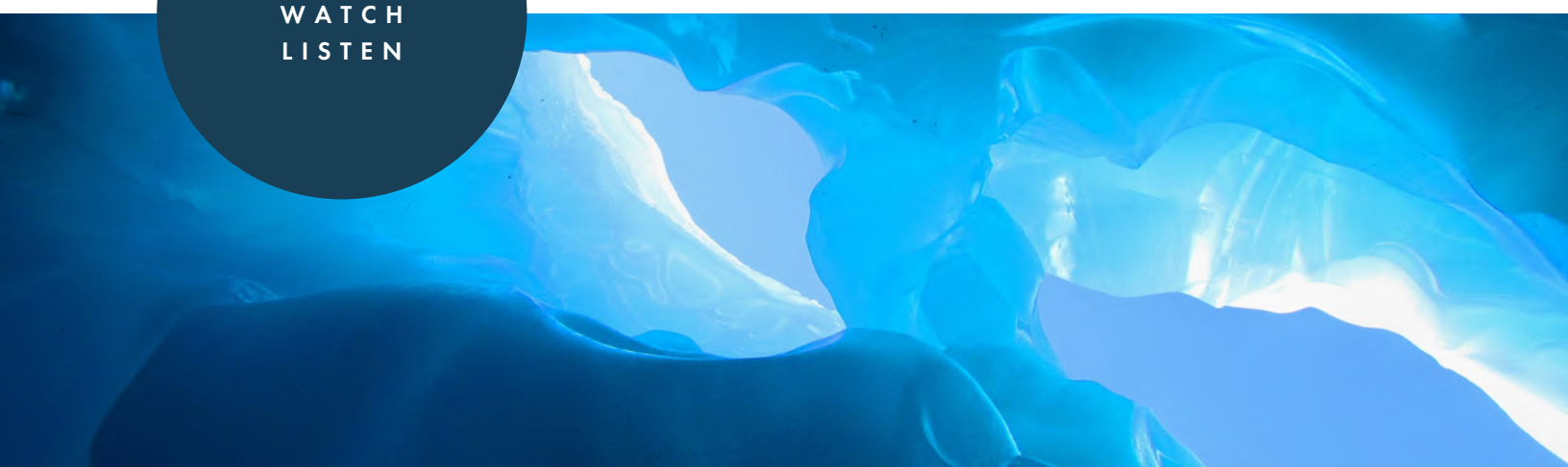
ON INTERROGATING THE TERM "GLOBAL SOUTH"

- **"The Term' "Global South" Is Surging. It Should Be Retired"**
Carnegie Endowment for International Peace
- **"Southern discomfort: Is there value in the concept of the Global South?"**
Department of International Development, University of Oxford

ON RECKONING WITH THE RACIST UNDERPINNINGS OF CHILDREN'S CLASSICS

- **"Wonka' movie holds remnants of novel's racist past"**
The Conversation
- **"Breaking up with your favorite racist childhood classic books"**
The Washington Post

READ
WATCH
LISTEN





THRESHOLD

By the numbers

102

Number of minutes of interview tape from the Bison Range

9.5

Number of minutes from that tape in "Bison Dispatch #3"

5.6K

Total downloads of "Bison Dispatch #3"

\$71,299

Total amount raised during our 2023 year-end campaign

285

Number of donations received during our year-end campaign

1.32M

All-time total downloads of Threshold

Downloads of Bison Dispatch #3 and all-time total downloads of Threshold were pulled February 2, 2024.

”

Thank you for your riveting work on the question of drilling in the Arctic National Wildlife Refuge. **You empowered local people to tell their deeply personal stories** to a wider audience.

Nancy Pease

LISTENER IN ALASKA

I didn't listen to the Time to 1.5 until this summer, but **the series was sooo good!** For someone, like myself, who is just starting to understand the policies behind action against climate change, it really helped me.

Ariel Lavery

HOST & PRODUCER
MIDDLE OF EVERYWHERE PODCAST

WORDS OF
AFFIRMATION



VIRTUAL EVENT

Stories in the Wild: Seven Years of Threshold

A season of Threshold demands months of reporting and production time to create the audio stories that end up in your ears.

Join host Amy Martin and managing editor Erika Janik as they take you behind the mic, sharing the triumphs and tribulations they experience when creating a season of Threshold.

DATE

March 13, 2024

TIME

8:00 P.M. Eastern Time

[LINK] [Register online](#)

Use code **THANKYOU** at checkout for your complimentary ticket. Are you a monthly donor to Threshold? Use code **BASECAMP** to register for free and let us know it's you!

Can't make the event? Any registered ticketholder will gain access to a free recording.

SEND US YOUR QUESTIONS

What questions do you have for Team Threshold? Email us at connect@thresholdpodcast.org or post a comment on our social channels with your prompt, and look out for our answers during this live event!



MEET OUR MARKETING & COMMUNICATIONS DIRECTOR

Eleanor Cleverly

Eleanor joined Threshold in October 2023 and hit the ground running just as we launched our year-end fundraising campaign. She has a lot to tackle in 2024 as we prepare to deliver new seasons of the show.



Q: Give us a glimpse into your relationship with nature—where do you feel most connected to the natural world?

Eleanor: During the pandemic, my husband and I bought a cottage a short walk from a big public beach abutting Port Townsend Bay, out on Washington State's Olympic Peninsula. Little did I know what a gateway to the natural world it would be! Walking the coast during quieter parts of the day, you'll see migratory and marine birds—wigeons and herons—dipping and diving for a meal, seals competing for dinner with an otter family that makes its home in a nearby tidal river, and salmon and trout jumping for flies that hover silently on the water's surface.

Q: What most excites you about your new role with Threshold?

Eleanor: I love podcasts! I love the natural world! and I've loved listening to Threshold over the past seven years! What more can I say?

In all seriousness, I'm excited to bring my professional experience to a team that's producing journalism I want to consume. It's rare a marketer gets to promote something they're genuinely passionate about—this role allows me to do just that.



Q: What's an example of one of your favorite marketing campaigns you've come across? Why did you love it?

Eleanor: I have an affinity for Patagonia Worn Wear, the company's gear trade-in and resale program. Like many projects born from the sustainable fashion movement, Patagonia was among the first to directly resell its gently used garments to customers. As a part of the program's launch (10 years ago now), they produced a short documentary featuring a slate of people who've deeply worn (and occasionally abused) their Patagonia apparel. I believe in the program's underlying principles and was absolutely captivated by this promotional video. It's a compelling example of social proof in marketing. If you haven't seen it, it holds up!

“It's rare a marketer gets to promote something they're genuinely passionate about —this role allows me to do just that.”

Q: What are some of your favorite podcasts?

Eleanor: We've entered the era where asking what a person's favorite podcast is like asking for their favorite book or movie. Is it possible in a sea of endlessly great options?

While I likely have a few favorites every month, my first favorite was Radiolab, a podcast I've listened to with unbridled devotion and the first live pod event I ever purchased tickets to. These days, when someone asks for a recommendation, I lean on bingeable series that center on people with emotionally complex stories. Have you heard Heavyweight, Dead Eyes, or last year's Ghost Story? I ask?

Recognizing Our Donors

Thank you to these donors who contributed between January 1 and December 31, 2023.

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The Miami Foundation (NewsMatch)
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Barbara Bradley, in honor of Michael Litter
Sheridan Traner, in memory of Annika Skye
Anonymous, in honor of Robin Wall Kimmerer

BASE CAMP

Recognizing Our Monthly Supporters

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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BASE CAMP

The Campfire

The Campfire is the online gathering place where we share glimpses of what happens behind the scenes at Threshold. In case you missed it, here are some recent submissions from our team.

LISTEN

The Supreme Indifference of Bison: Sharing a few moments from Amy's visit to the Bison Range that didn't make it into Dispatch #3

LISTEN

What Is It Like Inside a COP?: Erika reflects on her time at COP26

LISTEN

When Will We Know If We've Crossed 1.5°C?: Asking the tricky question, how will we know when we've crossed the threshold?

LISTEN

We Need All the Light We Can Get Right Now: Here's to light falling on all of you, however you find it

READ

Reading Recommendation: "Making Relatives" by Dianne Wilson

READ

Threshold on the Road: Deneen, on her visit to the Bison Range

WATCH

r/w/l Recommendation: "Pomological Watercolor Collection"

LISTEN

Catching Fish and Chasing Muskrats with Gideon James: How a photo transports Amy back to Season 3 reporting

READ

Bonus Q&A: Jay's audio journey



thresholdpodcast.org

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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