

www.birdlife.org/sowb

Overview of 'State of the World's Birds' Launch – September 2008

A Press Release and News Story was published at birdlife.org. Regional specific stories were produced, the story was translated in Spanish and French, and a page of photos was supplied. [More...](#)

Partners were contacted and encouraged to use the story. The following partners featured the story and put out their own media releases:

- **Birds Australia**
- **NABU**
- **LIPU**
- **LPO**
- **SEO**
- **RSPB**
- **Aves Argentinas**
- **Audubon**
- **Bird Studies Canada**
- **Nature Canada**
- **AAO (Tunisia)**
- **Puerto Rican Ornithological Society**

Key media contacts were emailed and phoned to promote the story one week in advance of the embargo.

BirdLife also held a press conference at the IUCN Meeting in Barcelona which resulted in further coverage.

Examples of Coverage:

Broadly, the story was covered on >200 websites, >100 newspapers > 8 radio shows, plus TV and internet video coverage. We were one of the top stories on Google News UK, BBC Science News and many more.

[Empty pledges leave bird species at risk](#)

Scotsman, United Kingdom - Sep 21, 2008

The population of once-common UK birds such as the cuckoo, turtle dove and nightingale are among those identified by Birdlife International as suffering ...

[Catastrophic fall in numbers reveals bird populations in crisis ...](#) Independent

[Common birds in global decline](#) Nature.com (subscription)

[World's common birds 'declining'](#) BBC News

[The Age - Times Online](#)

[all 42 news articles »](#)

[Birds of a feather in trouble together, and the waders most of all](#)

The Age, Australia - Sep 22, 2008

According to the BirdLife International report, the population of these resident wading birds has fallen by 81% in just a quarter of a century. ...

[Decline in common birds may signal biodiversity crisis](#) Reuters

[State of the world's birds: It ain't good](#) Plenty Magazine

[Glasgow Daily Record - RedOrbit](#)

[all 42 news articles »](#)

[Birds Threatened by Changing Environment, Climate, Group Says](#)

Bloomberg - Sep 23, 2008

European turtle-dove populations have declined by 62 percent in the last 26 years, Cambridge, UK-based BirdLife International said. ...

[Much less of the flock together](#) Sydney Morning Herald

[all 31 news articles »](#)

[Bird populations falling worldwide](#)

Calgary Herald, Canada - Sep 24, 2008

... 50 per cent over the last 40 years, says The State of the World's Birds, released Monday at BirdLife International's World Conference in Buenos Aires. ...

[Report on the World's Birds Highlights North American Declines](#) Forest NewsWatch.com (subscription)

[Birds sometimes behave badly, at least from our perspective](#) The Gazette (Montreal)

[all 3 news articles »](#)

Examples of larger websites:

[World's common birds 'declining'](#)

BBC News, UK - Sep 21, 2008

By Mark Kinver The populations of the world's common birds are declining as a result of continued habitat loss, a global assessment has warned. ...

[Decline in common birds may signal biodiversity crisis](#)

Reuters - Sep 22, 2008

WASHINGTON (Reuters) - Many of the world's most common birds suffered steep population drops over recent decades, a sign of a deteriorating global ...

[Birds' decline shows wider damage to nature: study](#)

Reuters - Oct 9, 2008

Rising human populations and clearance of forests for farming or biofuels were wrecking natural habitats, according to the study by Birdlife International, ...

[Common birds in global decline](#)

Nature.com (subscription), UK - Sep 22, 2008

The world's common bird species are in decline as a result of habitat loss, a global survey warns. The assessment from BirdLife International, ...

[Birds of a feather in trouble together, and the waders most of all](#)

The Age, Australia - Sep 22, 2008

A large wading bird whose numbers are falling. It breeds in Russia and migrates to Australia for their summer. Photo: Dean Ingwersen THE PLIGHT of ...

[Clock ticking for once-common bird species like the cuckoo](#)

Daily Mail, UK - Sep 21, 2008

By Daily Mail Reporter The turtle dove and nightingale are also identified by Birdlife International as suffering large falls in numbers, despite Government ...

[Catastrophic fall in numbers reveals bird populations in crisis ...](#)

Independent, UK - Sep 21, 2008

By Michael McCarthy The birds of the world are in serious trouble, and common species are in now decline all over the globe, a comprehensive new review ...

[Severe decline in common bird species around world](#)

Times Online, UK - Sep 21, 2008

Dozens of what were once numbered among the world's most common birds have suffered disastrous slumps in numbers in the past half century, ...

[Birds on decline around the world](#)

Telegraph.co.uk, United Kingdom - Sep 21, 2008

By Louise Gray Some of Britain's favourite birds are at risk of dying out, according to a new report that has compiled extensive evidence of a global ...

[Bird species are living on a wing and a prayer](#)

Metro, UK - Sep 21, 2008

Bird species across the world have declined dramatically despite government pledges to halt the loss of wildlife, conservationists have warned. ...

[Birds in "Big Trouble" Due to Drugs, Fishing, More](#)

National Geographic, DC - Oct 9, 2008

"There's a serious erosion of biodiversity around us," Leon Bennun, director of science and policy for BirdLife International, said during a briefing at the ...

[Global bird populations reduce](#)

International Animal Rescue, UK - Oct 10, 2008

The study by the conservation group Birdlife International suggested that rising human populations and clearance of forests for farming or biofuels are ...

[Audubon report on birds in decline echoed worldwide](#)

Carlsbad Current Argus, NM - Oct 1, 2008

"All the world's governments have committed themselves to slowing or halting the loss of biodiversity by 2010," according to the new BirdLife International ...

[Decline in global bird populations point to an unhealthy planet](#)

NewsOfTheNorth.Net, Wisconsin - Sep 29, 2008

The report, issued by the organization BirdLife International, (birdlife.org), details the decline of global bird populations. As the official International ...

Examples of local take up:

[Study shows big drop in common Manitoba birds](#)

Winnipeg Free Press, Canada - Sep 24, 2008

Some of the information in the report, available online at www.birdlife.org/sowb, is taken from a 2007 analysis by the Audubon Society. ...

[Wisconsin groups rally to protect threatened birds](#)

Wisconsin State Journal, WI - Oct 6, 2008

The State of the World's Birds, from Birdlife International, details dramatic declines worldwide in many bird populations, including some of the most common ...

[Audubon report on birds in decline echoed worldwide](#)

Carlsbad Current Argus, NM - Oct 1, 2008

NEW YORK and SANTA FE — A new international report entitled State of the World's Birds reveals precipitous declines in populations of many of the world's ...

Examples of non-English sites:

[Der Uhu schwebt in Gefahr](#)

Tages-Anzeiger Online - 23. Sept. 2008

Der weltweite Vogelschutzbund Birdlife International fasste mit seinem Bericht, der in Buenos Aires vorgestellt wurde, Beobachtungen von einem ...

[Turteltauben vom Aussterben bedroht](#) sueddeutsche.de

[Viele Vogelarten sind auf dem Rückzug](#) FR-online.de

[und 78 ähnliche Artikel »](#)

[BirdLife International presenta el informe El Estado de ...](#)

agrotterra.com (Comunicado de prensa) - 23 Sep 2008

El informe que publica cada cuatro años BirdLife International ha elegido como lema en su edición de 2008

"Las aves como indicadores de nuestro mundo ...

[El declive de las aves comunes](#) BBC Mundo

[Casi la mitad de las aves del mundo se encuentran en declive biológico](#) ABC.es

[LAS POBLACIONES DE CASI LA MITAD DE LAS AVES MÁS COMUNES DEL MUNDO ...](#) Discapnet (Comunicado de prensa)

[La Vanguardia - Reuters América Latina](#)

[y 12 artículos relacionados »](#)

La population de volatiles diminue dans le monde

Le Point - 19 oct. 2008 †

En mai, les statistiques compilées par Birdlife International pour "la liste rouge" de l'UICN des espèces en danger montraient qu'une espèce de volatiles ...

[Une universitaire espagnole ouverte à la diversité culturelle ...](#) mediaterre.org

[Autres articles \(13\) »†](#)

[De moins en moins d'oiseaux communs, baromètre environnemental](#)

L'Express - †22 sept. 2008 †

... conséquence de la détérioration de l'environnement, estime Birdlife International, qui regroupe des associations de protection des oiseaux. ...

[De moins en moins communs](#) Radio-Canada

[Autres articles \(11\) »†](#)

[Les oiseaux parlent au nom de la biodiversité](#)

Univers-Nature - †2 oct. 2008 †

C'est du moins la conclusion qui ressort du rapport présenté par Birdlife International à l'occasion de sa Conférence mondiale. ...

[L'avifaune subit un déclin généralisé](#) Actu-environnement.com

[Autres articles \(3\) »†](#)

[Las aves, indicadoras del Estado del Planeta](#)

Gente Digital - 2 Oct 2008

Algunos de los mensajes que presenta el informe, que se puede descargar en http://www.birdlife.org/sowb/pr/SOWB_europe.html, proporcionan un preciso ...

[Disminución de las aves revela daño ambiental más amplio: estudio](#)

Invertia (Colombia) - 9 Oct 2008

... el loro Spix de Brasil, el cuervo hawaiano y el poo-uli, también originario de la isla, según indicó el informe (www.birdlife.org/sowb). ...

[Pássaros comuns estão a desaparecer depressa](#)

Diário de Notícias - Lisboa - 25 Sep 2008

Um relatório agora divulgado, que tem algumas das suas conclusões no site de Internet [birdlife.org/sowb](http://www.birdlife.org/sowb), conclui que espécies tão comuns como rolas (imagem ...

[Uccelli e biodiversità in calo a livello globale](#)

DIARIDELWEB.it - 23 Sep 2008

... la nuova pubblicazione di BirdLife International (pubblicata anche online all'indirizzo www.birdlife.org/sowb) presentata oggi al vertice internazionale ...

[Amenazadas de extinción, las aves en el mundo](#)

La Jornada, Mexico - Sep 30, 2008

Las aves del planeta están en graves problemas. Las especies comunes están en declive en todo el globo, sugiere un nuevo recuento mundial.

[حماية طيور العالم](#)

بي بي سي العربية, UK - Sep 30, 2008

Well, that's what you'd think if you'd been following the Bird Life Conservation Conference which has just ended in Buenos Aires. ...

[دراسة: تراجع اعداد الطيور يكشف تدمير اوسع للطبيعة](#)

رويترز العربية, UK - Oct 9, 2008

الذي أصدرته (حياة الطيور الدولية) يوم الخميس في مؤتمر الاتحاد الدولي للحفاظ على الطبيعة في "State of the World's Birds" وجاء في تقرير "حالة طيور العالم" ...

[Численность распространенных видов птиц сокращается - эксперты](#)

РИА Новости, Russia - Sep 22, 2008

... говорится в докладе "Состояние птиц мира" (State of the World's Birds),

[ふつうの鳥類にも迫る危機](#)

ナショナル ジオグラフィック Webサイト, Japan - Oct 10, 2008

「世界鳥類白書 (State of the World's Birds)」は、「希少な鳥類の絶滅の危険 ..

[Turteltauben vom Aussterben bedroht](#)

sueddeutsche.de, Germany - Sep 22, 2008

Der Birdlife-Vorstand verkündete in dem Bericht zur Lage der Vögel der Welt («State of the world's birds») jedoch auch eine erfreuliche Nachricht. ...

Funder Pages:

Shown on front page of Darwin's funding page. <http://darwin.defra.gov.uk/focus/2008-09-state-of-worlds-birds/>

Videos:

Ali Stattersfield (BirdLife) was interviewed for BirdLife YouTube TV. Click to watch the video:

http://www.youtube.com/watch?v=2pDc_IWvYms

Ali Stattersfield (BirdLife) was also interviewed for TerraViva TV. Click to watch the video:

<http://ipsterraviva.net/tv/iucn2008/>

Ali Stattersfield (BirdLife) was also for Reuters TV

Radio:

- Martin Fowlie (BirdLife) was interviewed for BBC Radio Scotland
- Ali Stattersfield (BirdLife) was interviewed for an Australian Radio show.
- Mike Rands (BirdLife) was interviewed for The Current, which is CBC Radio's national current affairs program (Canadian) <http://www.cbc.ca/thecurrent/>
- [Common birds becoming less common](#)

World Radio Switzerland, Switzerland - Sep 23, 2008

And in Europe the decline slides to 45 percent losses according to the group Birdlife International.

World Radio Switzerland's Alex Helmick spoke to top ...

- Mark Avery (RSPB) was interviewed for BBC Radio 5Live.
- Delta Willis (Audubon) and Jeffrey Potter from the Natural Resources Foundation will be on the Larry Meiller show on Wisconsin Public Radio on Wed, Oct 22, to talk about Birds in Decline.
- Dr. Bancroft (Audubon) was interviewed live on Internet environmental radio show PRN for 30 minutes (www.prncomm.net), and for Berkeley CA TV news interview.
- Chris Tzaros, Birds Australia's Conservation Manager did a radio interview for ABC.

Photographers

Thanks to all photographers below who kindly supported BirdLife International's work and supplied their images free of charge:

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- James Lowen

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- Jens and Hanne Eriksen
- Alan Tate
- Bill Stripling
- John Carey
- Richard Porter
- Marek Jobda
- Denis Cachia
- Andy Swash

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