

**Subject:** Rancher Attracts Birds, Bird Watchers

**Story Summary:** Some Texas ranchers found an income opportunity in nature-based tourism. It adds value to the ranch's natural resources while encouraging the preservation of wildlife habitat on private lands.

**TRT:** 1:47

**Suggested Lead:** Most people have an idea of what a Texas ranch is like. Tom Steever takes us to one where the regular ranch chores include checking hummingbird feeders.

**Suggested Supers:**

Dan Brown  
Texas rancher  
@ :05

Tom Green County, Texas  
@ :12

Ross Dawkins  
Bird bander  
@ :49

Dean McInturff  
Bird watcher  
@ 1:05

Tom Steever Reporting  
@ 1:19

Joann Brown  
Hummer House co-owner  
@ 1:26

**Rancher Attracts Birds, Bird Watchers**  
**Tom Steever Reporting**  
**April 19, 2001**

Hummingbirds at feeder	VO/ FOR SOME RANCHERS, CASH FLOW IS BORNE ON HUMMINGBIRDS' WINGS.
<b>Dan Brown</b> <b>Texas rancher</b>	SOT/ "What started as a hobby forty years ago, feeding a few hummingbirds, has developed into a nice business."
Tilt down trees to brook  Mom and son birdwatching Dove in tree	VO/ A GROWING NUMBER OF RANCHERS ARE PROFITING FROM TEXAS' RELATIVE SCARCITY OF PUBLIC LANDS. THAT CREATES A NEED FOR PLACES PEOPLE CAN GO TO COMMUNE WITH NATURE
Dan Brown sot	SOT/ "We do a lot of what we call nature tourism and have a lot of overnight guests coming in and a lot of drop in guests as well in the observation room."
Woodpecker Sparrow feeding In observation room  Dr. Dawkins banding	VO/ A TRADITIONAL CATTLE RANCHER, BROWN PRESERVES HABITAT AND FOOD FOR BIRDS AND OTHER WILDLIFE WHILE HOSTING BIRD WATCHERS, STUDENTS AND BIRD BANDERS.
Banding bird <b>Ross Dawkins</b> <b>Bird bander</b>	SOT/ "For the last three years we've banded over ten thousand birds a year, over two hundred species a year, so we're actually one of the most active banding groups around."
Banded dove ECU banded dove Watcher cutaway  Watcher takes picture Clay holds bird C/u of Clay's face	VO/ THEY HELP PROVIDE INFORMATION ON THE BIRDS AND THEIR MIGRATION WHILE THE INCOME FROM BIRDPWATCHERS AND OVERNIGHT GUESTS ENCOURAGES NATURAL RESOURCE CONSERVATION.

<p><b>Dean McInturff</b> <b>Bird watcher</b></p>	<p>SOT/ “I think it’s an excellent opportunity for the ranchers to, kind of expand on what they’ve already done. It also continues to encourage them to take good care of the land.”</p>
<p>Woman w/binoculars Man w/camera Lady watching through binoculars</p> <p><b>Tom Steever reporting</b></p>	<p>VO/ IT’S BEST SUITED TO THOSE WHO DON’T SHY AWAY FROM HOSTING THE PUBLIC ON THEIR LAND. THE BROWN’S ARE GLAD THEY TOOK A CLOSER LOOK.</p>
<p><b>Joann Brown</b> <b>Hummer House co-owner</b></p> <p>Bird watchers/banding</p>	<p>SOT/ “Nature tourism seems to be working for us really well, it helps supplement our income and it’s a delightful way to get to meet wonderful people.”</p>
<p>Dan Brown sot</p> <p>C/u of cardinal C/u of hummingbirds</p>	<p>SOT/ “It’s a good enterprise and they’re needing that relief off the state parks and that’s pumping money back into the private sector.”</p>
	<p>VO/ NEAR SAN ANGELO, TEXAS, I’M TOM STEEVER</p>