

ABC Ahead of the Curve
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ABC NEWS NOW/AHEAD OF THE CURVE

KATRIN VERCLAS (NONPROFIT TECHNOLOGY NETWORK): (Voiceover) Now, let's talk about your cell phone because it's a nice phone but it has something very special. Tell us about the ring tone.

KATRIN VERCLAS (NONPROFIT TECHNOLOGY NETWORK): Well, cell phones, mobile phones are really interesting way in which a lot of nonprofits are starting to engage their users. You have one, I have, there's 2.6 billion of them on this earth, many more than there are people with Internet access for sure. So nonprofit are starting to get clever and creative about how to engage their constituents with cell phones, very easy to forward a thing. So there are some, an organization in New Mexico, which just put out a bunch of ring tones. It's the Center for Biological Diversity. And they put up dozens and dozens of ring tones for endangered species, so what you're hearing is the, the Mexican wolf.

YUNJI DE NIES (ABC NEWS): (Off-camera) Wow, and it says, Mexican wolf, and someone actually went out and recorded a wolf howling for this.

KATRIN VERCLAS (NONPROFIT TECHNOLOGY NETWORK): Yup. They owls, wolfs, Orca, the whale). The wolf is actually the most popular and the whale, Orca the whale. But they have 50,000 downloads so there's 50,000 people out there walking around with their cell phones howling when they rang. You know, as a sort of demonstration of, you know, I care about wolfs...

YUNJI DE NIES (ABC NEWS): (Off-camera) Right. Right.

KATRIN VERCLAS (NONPROFIT TECHNOLOGY NETWORK): ...I care about endangered species and they are growing a little less and, you know, I can forward this to you very easily so you can have it on your cell phone.