

It is Time Again to Support Your Skeptics Society!

A Note from Michael Shermer
Executive Director of Your Skeptics Society

YOUR DONATION MATTERS

Thanks to your support 2016 was another great year for science, skepticism, and critical thinking. We are looking forward to 2017 and are pleased to report that we have had great success with our new project aimed at the public understanding of science which we call the....

Science Salon

In the tradition of the Enlightenment salons that helped drive the Age of Reason and the public support of science, the Skeptics Society has hosted a number of world-class scientists and scholars. Generous donations have allowed us to offer **Salon scholarships to talented students in science track programs** from schools in disadvantaged neighborhoods. Many of these students who aspire to research positions and who have often never met a person who has authored a book or research paper get the opportunity to hear a lecture from a top science author and meet them in a relaxed social setting.

Authors have included:

- Dr. Lisa Randall, Cosmologist, “Dark Matter and the Dinosaurs”
- Dr. Sean B. Carroll, Evolutionary Biologist, “The Serengeti Rules: The Quest to Discover How Life Works and Why it Matters”
- Michelle Feynman, daughter of Richard Feynman and editor of his papers, “The Quotable Feynman”
- Dr. Arthur Benjamin, Mathematician & Lightning Calculator, “The Magic of Math”
- Dr. Janna Levin, Physicist & Cosmologist, “Black Hole Blues & Gravitational Waves”
- Dr. Stephon Alexander, Astrophysicist, “The Jazz of Physics: The Secret Link Between Music and the Structure of the Universe”
- Dr. Benjamin Bergen, Cognitive Science and Linguist, “What the F: What Swearing Reveals About our Language, Our Brains, and Ourselves”
- Dr. Priyamvada Natarajan, Astronomer, “Mapping the Heavens: The Radical Scientific Ideas that Reveal the Cosmos”

Each event features an “in conversation” between the guest author and Skeptics Society Executive Director Michael Shermer, similar to the previous dialogues with Dr. Shermer held at Caltech with Richard Dawkins, Bill Nye, Steven Pinker, and others.

Salon conversations are followed by stimulating interaction with audience members—our new venue is small enough to allow for intimate conversation. And as traditional with European salons, after the dialogues there is time for socializing with hors d'oeuvres and wine. Tickets may be purchased in advance.

To hear about upcoming Salons, subscribe to eSkeptic—our FREE weekly email newsletter . (It also includes awesome articles, book reviews, podcasts, announcements and commentaries: www.skeptic.com/eskeptic/signup/). If you can't make it in person **join us live online** or **watch the all the Salons for free** at your leisure on our webpage. Visitor stats show that there is worldwide interest in viewing our science and critical thinking videos not just in the Western countries but in Africa, Asia, the Middle East and even the far flung islands of the Pacific.

WHAT ELSE ARE WE DOING?

Getting the word out: our Website

We have built an extensive website of rich resources. We congratulate our “**multi-millionaire**” **contributors**: Blake Smith's podcast MonsterTalk has over 3.5 million downloads. SKEPTIC contributor Anna Maltese and John Rael's viral video debunking archery myths has also topped 3 million.

- Thousands have downloaded **teaching materials** from our Skepticism 101 (Skeptical Studies **Curriculum Resource** Centre).
- Daniel Loxton's **Insight blog** brings together a variety of accomplished voices for a broad-ranging but **focused discussion of science and skepticism**. Insight sheds light, offers critical perspective, and serves as a broadly accessible, evidence-based resource on mysteries of science, paranormal claims, and the wild, woolly, wonderful weirdness of the fringe. www.skeptic.com/insight/

- Our **Skeptic.com web site** also offers article archives, video clips, an online store, live broadcasts and more...
- **Facebook.** Pages for SKEPTIC, JUNIOR SKEPTIC, Michael Shermer, and Skepticity and Skeptrack reach hundreds of thousands of people with breaking news. www.facebook.com/Skeptic.magazine
- **Twitter:** Michael Shermer and Daniel Loxtton are on Twitter—the fastest, most responsive platform for skeptical updates: twitter.com/michaelshermer and twitter.com/daniel_loxtton.

Getting the word out: Media and Print Outreach

- Our resources and archives have become **a staple of television writers.** I have met many screenwriters who subscribe to SKEPTIC magazine and turn to Skeptic.com for facts and ideas so that television shows are more accurate and skeptical when it comes to paranormal and supernatural claims. Seth MacFarlane, creator of *Family Guy*, the *Ted* films, and many other Hollywood projects such as the *Cosmos* reboot, is a regular reader of SKEPTIC and it shows in his skeptical characters. Brannon Braga, Executive Producer of *Cosmos* and several *Star Trek* films and television series, is also a subscriber to SKEPTIC and reader of my books, and that too is apparent in his embrace of science and skepticism.
- **Science Resources:** When Bill Nye debated creationist Ken Ham he was coached by one of our experts. Dr. Donald Prothero, a geologist and paleontologist with considerable experience with creationism. Millions watched Nye's highly successful debate.
- Under the direction of myself and Art Director Pat Linse we continue to publish **SKEPTIC magazine, now in its 24th year** of publication and available in every bookstore in North America, as well as digitally on all platforms. www.skeptic.com/magazine/
- The **Skeptic magazine App** has undergone significant changes in the last two years. Navigating through, reading, and buying digital back issues and digital subscriptions has never been easier.
- **Popular Columns: Dr. Carol Tavris, the Gadfly,** produces some

of the most sought-after analyses on topics related to psychology. **Harriet Hall M.D. the SkepDoc** writes-insightful essays on health and alternative medicine issues.

- **Junior Skeptic** editor and illustrator **Daniel Loxton** continues to turn out a thoroughly researched and beautifully illustrated section in our magazine for **children and young adults**, along with award-winning children's books that teach principles of science, skepticism, and critical thinking. http://www.skeptic.com/junior_skeptic/meet_the_creators/

- **Media interviews** on national TV, radio and articles in national print: Opinion Editorials, Commentaries, and Reviews.

- **Lectures** at Universities and colleges

- Top rated **TED lectures** by Michael Shermer

- **Scientific American** monthly "**Skeptic**" column

- **Educational Booklets:** In addition to longer booklets like our popular **Baloney Detection Kit**, **How to Debate a Creationist** and **A Skeptic's Guide to Global Climate Change**, we offer free downloads of short tracts on topics like **Myths of Evolution**, **How to Be Psychic**, **Why We see Ghosts**, **Conspiracy theories...**

If you have appreciated the work of your Skeptics Society please fill out the donation card and return it in the postage-paid return envelope included within, or go online now and donate: www.skeptic.com/donate/

- You can now make easy recurring monthly donations through paypal here: www.skeptic.com/get_involved/donate/



Michael Shermer
Executive Director