

A Note from Michael Shermer,
Executive Director, Skeptics Society

IT IS TIME AGAIN TO SUPPORT YOUR SKEPTICS SOCIETY

You play a vital role in
our mission to promote
science and reason

YOUR DONATION MATTERS

2018 was another banner year for your Skeptics Society, as we energized our efforts to promote science, skepticism, and critical thinking by celebrating our 25th anniversary in 2017 with a spectacular event in New York City. Thanks to your continuing support we are looking forward to 2019 and are pleased to report on what we have been doing with your donations the past year.

Michael Shermer

GIVE YOURSELF A PAT ON THE BACK IF YOU HAVE EVER DONATED AND SUPPORTED THE DEVELOPMENT OF OUR OUTSTANDING MATERIALS FOR YOUNG ADULTS AND CHILDREN.

JUNIOR SKEPTIC ARTICLES NOW AVAILABLE AS PDF DOWNLOADS

When a reporter calls our office for information on a paranormal topic, one of the easiest ways to get them up to speed on the facts is to email them a PDF of a JUNIOR SKEPTIC article about it. Daniel Loxton's thoroughly researched, clearly written, and beautifully illustrated Jr Skeptic section has long been considered by readers to be one of the most enjoyable parts of our magazine.

In this coming year we will be working to make all of them downloadable for individual and classroom use.

For a free download of JUNIOR SKEPTIC's "An Easy Guide to Baloney Detection!" go to skeptical.com/baloney. Selected downloads \$1.99 each: shop.skeptical.com/jrs

DANIEL LOXTON'S EVOLUTION BOOK NOW IN PERSIAN (FARSI)

Even after more than 8 years, Loxton's best selling book for young adults, *Evolution*—despite initially being labeled "too controversial" by potential New York publishers—still ranks in the top 100 on Amazon in the youth Science Education/Reference/Fossil category. In addition to being translated for the Iranian market there are also editions in Portuguese, Russian, and Slovenian. Norwegian and Korean editions are also in the works.

This is exactly the kind of high quality material that, although initially labeled unprofitable by publishers, can do very well indeed when given a little push by science-minded backers.

Order your copy (in English!): shop.skeptical.com/evolutionbook





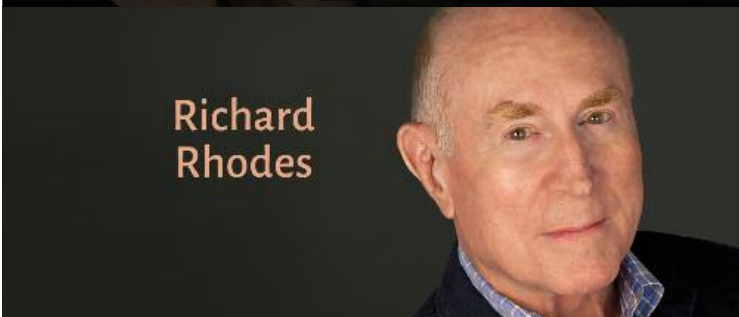
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Kip Thorne

SCIENCE SALONS

We have increased the number of Science Salon dialogues we host by migrating them online in the form of remotely recorded conversations with our Executive Director, Dr. Michael Shermer, in conversation with a number of **prominent scientists, scholars, and authors**, with many millions of views accumulated throughout the year.

Some podcasters are now doing “AMA” podcasts, or “Ask Me Anything,” soliciting questions from listeners and members ahead of time, and then answering them on the show. Dr. Shermer tried one himself and it was wildly popular so he will be doing more of these

Again, thanks to the generous support of our patrons you can **watch all of these Science Salons online for free here:** skeptical.com/science-salon

Here are the Science Salon guests over the past two years...

DR. DAVID P. BARASH • DR. JONATHAN HAIDT • DR. CLAY RUTLEDGE • DR. DEBRA LIEBERMAN • DR. YUVAL NOAH HARARI • DR. KWAME ANTHONY APPIAH • HEATHER MAC DONALD • DR. NEIL DEGRASSE TYSON • DR. TALI SHAROT • DR. JONATHAN HAIDT • COLIN MCGINN • DAVID QUAMMEN • NINA TEICHOLZ • AMY ALKON • DR. RALPH LEWIS • DR. MICHAEL SHERMER • DR. EDWARD J. LARSON • DR. CHARLES S. COCKELL • DR. STEPHEN T. ASMA • RICHARD RHODES • DR. ALAN STERN & DR. DAVID GRINSPOON • DR. KENNETH R. MILLER • DR. GREGORY BERNS • DR. LEONARD MLODINOW • DR. BART EHRMAN • DR. KIP THORNE • DR. DON PROTHERO & TIM CALLAHAN • DR. NANCY SEGAL • DR. WALTER SCHEIDEL • DR. ANDREW SHTULMAN • GARY TAUBES • DR. PRIYAMVADA NATARAJAN • DR. BENJAMIN BERGEN • DR. STEPHON ALEXANDER • DR. JANNA LEVIN • DR. SEAN B. CARROLL • DR. ARTHUR BENJAMIN • MICHELLE FEYNMAN • DR. CAROL TAVRIS • DR. LISA RANDALL

THANKS A MILLION!

Our media outreach and internet savvy allow us to get the skeptical message out to millions

YOUR DONATION BRINGS THE SKEPTICAL VIEWPOINT TO THE MASS MEDIA

• **Media 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.

Just this week we were contacted by A&E who would like to recreate on film our explanation of the mundane earthly origin of the notorious Bob White alien artifact.

• **Blake Smith's MonsterTalk: The Science Show About Monsters** has reached 5,766,079 episode downloads. (skeptic.com/podcasts/monstertalk) *MonsterTalk's* hosts also make cross-over appearances on popular paranormal themed shows such as *Beyond The Darkness* and *Astonishing Legends*, reaching hundreds of thousands of new audience members who are intrigued by these fringe topics but might be unfamiliar with the work of Skeptics and how we approach such topics.

• In the last 8 years, videos on **Skeptic's YouTube Channel** (youtube.com/skepticmagazine) have had 5.2 million views and 51.7 million minutes of total watch time. That's almost 100 years of actual total watch time!

• **Science Resource:** When **Bill Nye** debated the creationist **Ken Ham**, an event that was viewed online by many millions of people, we provided scientific expertise and prepped Bill not just on paleontology and geology, but also on creationist debating tactics.

• In the past 7 years the **2000 webpages on skeptic.com** have generated more than 3 million views per year.



Your ongoing patronage will help ensure that sound scientific viewpoints are heard around the world.

OTHER ONGOING PROJECTS INCLUDE:

- **The Skeptic magazine App** continues to improve. Navigating through, reading, and buying digital back issues and digital subscriptions is now easier than ever before. The latest version is super fast on newer models of iPad, iPhone, Android and Windows smartphones or tablets, PC, Mac, and Kindle Fire HD. Digital issues **download in just a few seconds!** An iPhone-friendly digital version exists for all issues released since volume 21, featuring scalable text that flows to fill your iPhone's screen, making it a joy to read on the go. You even set it to night-reading mode that's easier on the eyes in the dark.

- **Popular Columns:** SKEPTIC columnist **Dr. Carol Tavris**, the Gadfly, continues every three months to produce some of the most sought-after analyses on a variety of topics related to psychology and the mind, such as "The Persistent Myth of the Mad Genius," which you can read here: <http://bit.ly/1LPa5aJ> • **Harriet Hall M.D.** is also one of our columnists, and every issue of SKEPTIC includes her always-insightful SkepDoc essay, such as this one debunking the myth linking vaccines to autism: <http://bit.ly/1MgoBqn>

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

- Under the direction of myself and Art Director Pat Linse we continue to publish **SKEPTIC magazine**, now in its 25th year of publication and available in every bookstore in North America, as well as digitally on all platforms. Linse's award winning illustrations and magazine covers help bring the world of skepticism to a professional level alongside other magazines on newsstands everywhere. skeptical.com/magazine/

- Explore, read, and listen to everything we do at skeptical.com. **Shop** for books, DVDs, subscriptions, gift certificates, SKEPTIC hoodies and tshirts and other cool swag at shop.skeptical.com.

- **Media interviews** on national TV, radio and articles in national print: Opinion Editorials, Commentaries, and Reviews. This Fall, Dr. Shermer had an OpEd published in the New York Times on guns and gun control, following the Las Vegas mass shooting.

- **University and college lectures**

- 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 download of short tracts** on Alternative Medicine, Top 10 Strangest Beliefs; Conspiracy Theories; Why People See Ghosts; Learn to Do Psychic Reading in 10 Easy Lessons; Alternative Medicine Top 10; Top 10 Myths of Terrorism; and Cryptozoology. Go to: skeptical.com/free-download

- **Facebook.** Pages for "Junior Skeptic," Michael Shermer,"

"Skeptic," Skepticity and Skeptrack reach hundreds of thousands of people with breaking news: facebook.com/skeptic.magazine

- **Twitter:** Michael Shermer and Daniel Loxton are on Twitter—the fastest, most responsive platform for skeptical updates: twitter.com/michaelshermer and twitter.com/daniel_loxton.

- **Skepticism 101 or The Skeptical Studies Curriculum Resource Center** is a comprehensive, free repository of resources for teaching students how to think skeptically. This Center contains an ever-growing selection of books, reading lists, course syllabi, in-class exercises, PowerPoint presentations, student projects, papers, and videos that you may download and use in your own classes. skeptical.com/skepticism-101

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MANY WAYS TO DONATE

If you have appreciated the work of your Skeptics Society please:

- (1.) Fill out the **donation card** and return it in the postage-paid return envelope included within with a check, or your Visa, Mastercard, Discovery or American Express credit card number.

- (2.) Or go online now and donate:

skeptical.com/donate

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- (a.) donate directly to us, you can use
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