

# SKEPTIC 25 YEARS

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

SCIENCE salon

Executive Director  
The Skeptics Society

MICHAEL  
SHERMER

2017 was another banner year for science, skepticism, and critical thinking. We celebrated our 25th anniversary with a spectacular event in New York City that featured our Executive Director Dr. Michael Shermer and a number of skeptical and scientific Internet celebrities including the ASAP Science guys, the science rapper Baba Brinkman, neuroscientist Dr. Heather Berlin, pop star Michael Posner, magician Prakash Puru, *The Thinking Atheist* podcast host Seth Andrews, and others. Thanks to your continuing support we are looking forward to 2018 and are pleased to tell you about some of the great success we have had with new projects launched in 2017. Read on!



## SHERMER SHREDS

The media trend today is to package ideas in short 3–5 minute videos, which we have done in a series we call *Shermer Shreds*, each one of which “shreds” an idea with skeptical scrutiny. For example:

- » Global Warming is Real and Human Caused...Still
- » 8 Reasons for Free Speech (Even the Hateful Kind)
- » If there is No God, Murder is Not Wrong (a reply to Dennis Prager)
- » Has Science Proved the Afterlife?
- » Science Makes America Great
- » Fighting the Backfire Effect

Watch all 6 in a single playlist at <https://goo.gl/d8CsBd>

We are already in production on a number of other important topics that Shermer will *shred* which, with your donation, we will be releasing in the coming months, including:

- » Are We All Racists?
- » The Myths of Terrorism: What's Real and What's Security Theater?
- » Postmodernism vs. Science: What's Behind the Campus Madness?
- » Sky Gods for Skeptics: Why Belief in UFOs and ETIs Fulfill a Religious Impulse
- » Gun Violence and What We Can Do About It
- » Gun Control: What Works and What Doesn't
- » Outlawing War: How Science Can Help Make War Obsolete
- » How Lives Turn Out: The Role of Luck in Success and Happiness

Your support will help us produce new videos every month so that we can continue to combat “fake news” and “alternative facts” in the media using the media’s own powerful visual tools.

## TELL US YOUR STORY

Become a Card  
Carrying Skeptic!



## CARD-CARRYING SKEPTIC

We all remember those moments when we began to think like skeptics. In honor of the 25th anniversary of the Skeptics Society and *Skeptic* magazine, we asked a few of our good friends to tell us about that moment.

We'll be releasing their incredible stories on YouTube over the next few months. We would like for you to join us in celebrating our 25th anniversary by telling us your story of when you knew that you were a Card-Carrying Skeptic. It's easy!

1. Film your story.
2. Make it public on YouTube.
3. Email us a link to your video.
4. We'll send you your very own, genuine Skeptic Card in the mail.
5. Proudly, let the world know that you are a Card-Carrying Skeptic!

Full details: <https://www.skeptic.com/getcard>

Your donations also go toward supporting our ongoing science dialogues, we call...

## 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. Many thousands of viewers watch them live and we have a world-wide audience for the edited version available for free on [skeptic.com](http://skeptic.com):

- » **Gary Taubes**, investigative journalist  
"The Case Against Sugar"
- » **Dr. Carol Tavris**, social psychologist  
"Mistakes Were Made (But Not by Me)"

- » **Dr. Lawrence Krauss**, physicist and cosmologist  
"The Greatest Story Ever Told...  
So Far: Why Are We Here?"
- » **Dr. Andrew Shtulman**, cognitive psychologist  
"Scienceblind: Why Our Intuitive Theories  
about the World are so Often Wrong"
- » **Dr. Walter Scheidel**, Stanford University economic  
historian — "The Great Leveler: Violence and the History  
of Inequality from the Stone Age to the 21st Century"
- » **Dr. Nancy Segal**, evolutionary psychologist and  
twins expert — "Twin Mythconceptions: False  
Beliefs, Fables, and Facts about Twins"
- » **Dr. Priyamvada Natarajan**, cosmologist and theoretical  
astrophysicist — "Mapping the Heavens: The  
Radical Scientific Ideas That Reveal The Cosmos"
- » **Dr. Janna Levin**, astrophysicist — "Gravitational  
Waves, Black Holes and the Nature of the Cosmos"
- » and others...

Thanks to the generous support of patrons like you, all of these fascinating and educational **Science Salons can be viewed online for free:** <https://www.skeptic.com/past-lectures/>

## YOUR SUPPORT EXPANDS OUR REACH

**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](http://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.

**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.



Dr. Carol Tavris



Dr. Leonard Mlodinow with Richard Feynman's Van

**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.

**TEDTalks** Michael Shermer's two TEDTalks, viewed nearly 8 million times, were voted in the top 100 of the more than 2000 TEDTalks. Watch them both: [https://www.ted.com/speakers/michael\\_shermer](https://www.ted.com/speakers/michael_shermer)

**Scientific American.** Michael Shermer has written his 200th consecutive monthly "Skeptic" column in this prestigious magazine, all of which are available to read online, without a subscription: <https://michaelshermer.com/sciam-columns/>

**Science Resource.** When **Bill Nye** debated the creationist Ken Ham, an event that was viewed online by many millions of people, our own expert scientist Dr. Donald Prothero prepped Bill on paleontology and geology and how best to refute Ham's arguments. Our own SkepDoc columnist Dr. Harriet Hall routinely directs readers who have medically related questions to reliable web sources on topics such as health, medicine, disease, diet, nutrition, and the like.

**Skepticism Goes Viral.** Dr. Harriet Hall's articles "Food Faiths & Diet Religions" (featuring the gluten myth) and "Decoding Food Labels" garnered hundreds of thousands of internet hits and shares as have *Skeptic* Art Director Pat Linse's articles on "Alien artifacts" and "Cow Tipping." Blake Smith's *MonsterTalk* podcast (The Science Show About Monsters) is on track to reach 5 million downloads by the end of 2017. *MonsterTalk*'s hosts also make cross-over appearances on popular paranormal themed shows such as *Beyond The Darkness* and *Astomishing 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.

**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 online: <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>

**University & College Lectures.** Michael Shermer regularly speaks at prominent universities and college campuses around the world, bringing a rational viewpoint to the most important conversations of our time.

**Skeptic Magazine.** 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 bookstores across North America, as well as digitally on all platforms with our Skeptic Magazine App. Linse's award-winning illustrations and magazine covers help bring the world of skepticism to a professional level alongside other magazines on newsstands everywhere. <https://www.skeptic.com/magazine/>

**Junior Skeptic** editor and illustrator **Daniel Loxton** continues to turn out a thoroughly researched and beautifully illustrated 10-page mini-magazine for students and young adults (bound within every issue of *Skeptic* magazine), along with award-winning children's books that teach principles of science, skepticism, and critical thinking. After more than 6 years, his best selling book for young adults, *Evolution*, despite initially being labeled "too radical" by New York publishers, still ranks in the top 100 on Amazon in the children's Education and Reference biology and fossil categories.

**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* (available for \$5 each at <https://www.skeptic.com/booklets/>),

we offer free download of short tracts on *Alternative Medicine* (<http://bit.ly/1SmG847>). We also make available for free download our: *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*. Download these free PDFs in the right-hand sidebar on [skeptical.com](http://skeptical.com).

## SKEPTIC MAGAZINE APP

Our digital magazine app continues to evolve and improve. Navigating through, reading, and buying digital back issues and digital subscriptions is now easier than ever before. The latest version of 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 version exists for all issues released in volumes 21 and 22 (2016 and 2017), featuring scalable text that flows to fill your iPhone's screen, making it a joy to read on the go. Setting it to "night-reading mode" makes it easier on the eyes in the dark.

## SKEPTIC.COM

On our jam-packed website, you can read fascinating articles in our Reading Room ([https://www.skeptical.com/reading\\_room/](https://www.skeptical.com/reading_room/)), watch videos, and listen to podcasts all for free, buy back issues or a subscription to *Skeptical* magazine, learn about what we do and why, donate to show your ongoing support for the work we do in promoting science and reason, **get a front-row seat at our Science Salons** and watch past dialogues and lectures for free online, read our **Insight blog**, join us for once-in-a-lifetime **geology and natural history tours**, and shop for awesome books and DVDs to complete your library, and order cool *Skeptical* swag (like hoodies and t-shirt, by American Apparel) to complete your wardrobe in our secure online store. All this and more can be found at [skeptical.com](http://skeptical.com).

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**2017:** <https://www.skeptical.com/eskeptical/2017/>

**2016:** <https://www.skeptical.com/eskeptical/2016/>

**2015:** <https://www.skeptical.com/eskeptical/2015/> and so on...

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

If you have appreciated the work of your Skeptics Society, please fill out the donation card and return it in the postage-paid envelope enclosed, or donate instantly online:

<https://skeptical.com/donate>

 BECOME A PATRON

Become a monthly patron at Patreon:  
<https://www.patreon.com/skeptical>

Sincerely,  
**Michael Shermer**  
Executive Director  
The Skeptics Society


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## SOCIAL MEDIA

**Facebook.** Our audience has grown to 250,000+ followers.

 <https://www.facebook.com/Michael.Brant.Shermer/>

 <https://www.facebook.com/Skeptical.magazine>

 <https://www.facebook.com/Junior.Skeptical.magazine/>

 <https://www.facebook.com/Skepticality/>

**Twitter.** 135,000+ follow Michael Shermer & Daniel Loxton.

 <https://twitter.com/michaelshermer>

 [https://twitter.com/daniel\\_loxton](https://twitter.com/daniel_loxton)

**YouTube.** Our audience has viewed over **50 million** minutes.

 <https://www.youtube.com/skepticalmagazine>