

1  
00:00:06,139 --> 00:00:13,689  
welcome to the skeptic zone the podcast

2  
00:00:09,109 --> 00:00:13,689  
from Australia for science and reason

3  
00:00:23,099 --> 00:00:30,039  
hello and welcome to the skeptic zone

4  
00:00:26,050 --> 00:00:33,579  
episode number 193 for the 30th of jun

5  
00:00:30,039 --> 00:00:36,219  
2012 not though as i'm recording this

6  
00:00:33,579 --> 00:00:38,530  
it's actually the first of july 2012 at

7  
00:00:36,219 --> 00:00:40,659  
four o'clock in the morning because oh

8  
00:00:38,530 --> 00:00:42,579  
yes i'm gonna be clearer this year

9  
00:00:40,659 --> 00:00:43,929  
clever this year i'm flying to the

10  
00:00:42,579 --> 00:00:46,599  
states in a few days and I thought I

11  
00:00:43,929 --> 00:00:48,100  
know I know I hate getting jet lag when

12  
00:00:46,600 --> 00:00:50,649  
I'm over there and staying up all night

13  
00:00:48,100 --> 00:00:53,260  
it's crazy so I thought I know I'll get

14  
00:00:50,649 --> 00:00:57,759  
up early all week this week four o'clock

15  
00:00:53,259 --> 00:01:01,750  
in the morning Priya just my my internal

16  
00:00:57,759 --> 00:01:03,969  
body clock it's a nice idea trouble is

17  
00:01:01,750 --> 00:01:08,079  
for the past four or five days I felt

18  
00:01:03,969 --> 00:01:10,510  
jetlagged jet-lagged even before i go i

19  
00:01:08,079 --> 00:01:13,118  
will let you know next week dear

20  
00:01:10,510 --> 00:01:16,990  
listener if this experiment is

21  
00:01:13,118 --> 00:01:19,840  
successful but let's look at this week's

22  
00:01:16,989 --> 00:01:22,500  
episode of the skeptic zone coming up I

23  
00:01:19,840 --> 00:01:25,570  
interview Wilson to silver the editor of

24  
00:01:22,500 --> 00:01:29,978  
Cosmos magazine here in Australia now

25  
00:01:25,569 --> 00:01:32,889  
it's amazing to think seven years ago I

26  
00:01:29,978 --> 00:01:34,868  
last interviewed Wilson to silver about

27  
00:01:32,890 --> 00:01:37,689  
cosmos magazine and that's when the

28  
00:01:34,868 --> 00:01:39,489  
magazine was just launched of course

29

00:01:37,688 --> 00:01:42,158  
Australian listeners will know cosmos

30  
00:01:39,489 --> 00:01:45,339  
magazine it's a famous magazine science

31  
00:01:42,159 --> 00:01:46,600  
magazine here in Australia and Wilson's

32  
00:01:45,340 --> 00:01:50,909  
going to tell us about the launch of

33  
00:01:46,599 --> 00:01:54,608  
their new pipe had edition very exciting

34  
00:01:50,909 --> 00:01:57,399  
sort of a very nice use of iPad

35  
00:01:54,608 --> 00:02:01,379  
technology Wilson will also tell us

36  
00:01:57,399 --> 00:02:06,218  
about the dangers of solar flares and

37  
00:02:01,379 --> 00:02:10,449  
EMPs electro magnetic pulses could they

38  
00:02:06,218 --> 00:02:13,120  
fry the grid so to speak could they harm

39  
00:02:10,449 --> 00:02:15,539  
our electronics well they probably could

40  
00:02:13,120 --> 00:02:18,550  
that's coming up at the top of the show

41  
00:02:15,539 --> 00:02:20,979  
then after the break it's Maynard's

42  
00:02:18,550 --> 00:02:24,130  
spooky action may not is going to be

43  
00:02:20,979 --> 00:02:27,519

talking to what they call a prepper I

44

00:02:24,129 --> 00:02:30,158

promised somebody who prepares in this

45

00:02:27,520 --> 00:02:34,480

case it's Tim Ralston who has a new

46

00:02:30,158 --> 00:02:36,459

series about a so-called doomsday prep

47

00:02:34,479 --> 00:02:39,449

is but in this case Tim will be talking

48

00:02:36,459 --> 00:02:41,949

about the dangers of well EMP

49

00:02:39,449 --> 00:02:43,628

electromagnetic pulses what they could

50

00:02:41,949 --> 00:02:47,318

do and what he intends to do if it

51

00:02:43,628 --> 00:02:49,389

happens to survive I found this

52

00:02:47,318 --> 00:02:50,639

interview very interesting I've never

53

00:02:49,389 --> 00:02:52,839

really given much thought to

54

00:02:50,639 --> 00:02:56,859

survivalists or Preppers or things like

55

00:02:52,840 --> 00:02:58,170

that but you know what there's a bit of

56

00:02:56,860 --> 00:03:00,310

common sense phone in there I think

57

00:02:58,169 --> 00:03:03,818

maybe I should go out and start learning

58  
00:03:00,310 --> 00:03:05,469  
how to our make a campfire see what you

59  
00:03:03,818 --> 00:03:07,000  
think have a listen see what you think

60  
00:03:05,469 --> 00:03:09,729  
coming up later in the show with

61  
00:03:07,000 --> 00:03:11,829  
maynards spooky action listen at the end

62  
00:03:09,729 --> 00:03:16,959  
of the show for details about how you

63  
00:03:11,829 --> 00:03:20,109  
can win a DVD of doomsday preppers now

64  
00:03:16,959 --> 00:03:23,199  
we've been getting so many entries in

65  
00:03:20,109 --> 00:03:25,390  
our religious limerick competition we've

66  
00:03:23,199 --> 00:03:27,578  
decided to extend it for one more week

67  
00:03:25,389 --> 00:03:29,798  
yes you have one more week well you've

68  
00:03:27,579 --> 00:03:32,290  
got about three or four days I guess to

69  
00:03:29,799 --> 00:03:33,939  
really get your entries in so any

70  
00:03:32,289 --> 00:03:35,889  
limerick based on a religious or

71  
00:03:33,939 --> 00:03:38,259  
biblical theme send them in the winner

72  
00:03:35,889 --> 00:03:40,298  
will get the Christ conundrum the

73  
00:03:38,259 --> 00:03:43,179  
skeptics guide to Jesus by Andrew

74  
00:03:40,299 --> 00:03:46,090  
Carruth autographed so if you have a

75  
00:03:43,180 --> 00:03:48,639  
religious a limerick please send it in

76  
00:03:46,090 --> 00:03:50,348  
will be getting so many and Stefan Soyka

77  
00:03:48,639 --> 00:03:53,290  
the co-host the other coast will be the

78  
00:03:50,348 --> 00:03:56,229  
judge he's really been enjoying all

79  
00:03:53,289 --> 00:03:58,150  
those entries in fact we're going to

80  
00:03:56,229 --> 00:04:01,358  
send all the entries winning or not off

81  
00:03:58,150 --> 00:04:04,569  
to Andrew couth now before we get stuck

82  
00:04:01,359 --> 00:04:07,419  
into the skeptic zone this week a quick

83  
00:04:04,568 --> 00:04:11,939  
note for students everywhere why not

84  
00:04:07,419 --> 00:04:22,270  
visit w WX t second science net that's

85  
00:04:11,939 --> 00:04:25,449  
www 60 sec 0 ND s CI e n c.net 60-second

86

00:04:22,269 --> 00:04:28,719  
sides where you can enter a competition

87  
00:04:25,449 --> 00:04:30,848  
you make a short video 60 seconds about

88  
00:04:28,720 --> 00:04:34,560  
a scientific topic and there are prizes

89  
00:04:30,848 --> 00:04:38,259  
to be won so your budding young

90  
00:04:34,560 --> 00:04:40,870  
filmmakers out there and teachers check

91  
00:04:38,259 --> 00:04:45,029  
it out 60-second science net enter a

92  
00:04:40,870 --> 00:04:47,439  
short science video prizes to be won

93  
00:04:45,029 --> 00:04:47,859  
well I'm going to go downstairs now and

94  
00:04:47,439 --> 00:04:50,228  
have that

95  
00:04:47,860 --> 00:04:55,000  
very early morning cup of coffee get the

96  
00:04:50,228 --> 00:05:16,089  
old brain cells firing hopefully while

97  
00:04:55,000 --> 00:05:19,449  
you enjoy the skeptics am and now i'm

98  
00:05:16,089 --> 00:05:21,399  
actually at the the office of Cosmos

99  
00:05:19,449 --> 00:05:22,810  
magazine himself speaking with wilson

100  
00:05:21,399 --> 00:05:25,718

the silver wasn't great to see you again

101

00:05:22,810 --> 00:05:28,689

absolute pleasure and i remember being

102

00:05:25,718 --> 00:05:31,180

in the customer's office seven years ago

103

00:05:28,689 --> 00:05:34,330

when we were discussing this great brave

104

00:05:31,180 --> 00:05:35,500

new magazine on the on the scene and i

105

00:05:34,329 --> 00:05:37,269

can you believe that that was seven

106

00:05:35,500 --> 00:05:40,598

years ago seven years almost exactly to

107

00:05:37,269 --> 00:05:43,568

the date um it was on the winter

108

00:05:40,598 --> 00:05:45,278

solstice in 2005 yet away that we

109

00:05:43,569 --> 00:05:47,740

launched and it was again on the winter

110

00:05:45,278 --> 00:05:49,209

solstice this year that we celebrated

111

00:05:47,740 --> 00:05:50,978

the Simmons anniversary and we did our

112

00:05:49,209 --> 00:05:52,538

new thing which was launched the ipad

113

00:05:50,978 --> 00:05:56,079

edition in fact we launched it exactly

114

00:05:52,538 --> 00:05:59,680

90 7am which is when the Sun reached its

115  
00:05:56,079 --> 00:06:02,408  
highest point now I must say I'm so

116  
00:05:59,680 --> 00:06:04,658  
impressed because i really love when

117  
00:06:02,408 --> 00:06:06,399  
people get something like the ipad a lot

118  
00:06:04,658 --> 00:06:09,098  
of people don't take the ipad seriously

119  
00:06:06,399 --> 00:06:10,959  
enough i think personally I use it just

120  
00:06:09,098 --> 00:06:13,240  
about everything except for washing the

121  
00:06:10,959 --> 00:06:14,439  
dishes it's it's very useful and I'm

122  
00:06:13,240 --> 00:06:16,689  
sure there'll be an app for that before

123  
00:06:14,439 --> 00:06:18,939  
too long but what I really appreciate is

124  
00:06:16,689 --> 00:06:22,210  
when people make that extra effort to

125  
00:06:18,939 --> 00:06:24,580  
really utilize what an iPad can do and

126  
00:06:22,209 --> 00:06:26,378  
me i just sit at home go thanks i'll

127  
00:06:24,579 --> 00:06:30,430  
have that download and i can really get

128  
00:06:26,379 --> 00:06:32,680  
a great deal of benefit out of it you've

129  
00:06:30,430 --> 00:06:36,310  
done exactly this with the the new

130  
00:06:32,680 --> 00:06:38,680  
cosmos ipad edition yes we have um

131  
00:06:36,310 --> 00:06:39,968  
they're the exciting thing was well be

132  
00:06:38,680 --> 00:06:41,288  
good to go back seven years when we

133  
00:06:39,968 --> 00:06:43,629  
launched the print magazine we had a new

134  
00:06:41,288 --> 00:06:45,788  
way of doing stories we we weren't going

135  
00:06:43,629 --> 00:06:47,560  
to be an even though an australian-based

136  
00:06:45,788 --> 00:06:49,389  
magazine about science we weren't going

137  
00:06:47,560 --> 00:06:51,038  
to be just about australian science we

138  
00:06:49,389 --> 00:06:53,050  
wanted to do science all over the world

139  
00:06:51,038 --> 00:06:54,218  
we would have an australian perspective

140  
00:06:53,050 --> 00:06:55,959  
in that you know we look at the world

141  
00:06:54,218 --> 00:06:57,550  
differently we we don't look at from a

142  
00:06:55,959 --> 00:06:58,509  
u.s. perspective and 20 extent we

143

00:06:57,550 --> 00:06:59,840  
weren't looking at an australian

144  
00:06:58,509 --> 00:07:01,400  
perspective we're looking at it as

145  
00:06:59,839 --> 00:07:04,609  
well isn't it school isn't it's awesome

146  
00:07:01,399 --> 00:07:05,989  
that's always the the angle we took we

147  
00:07:04,610 --> 00:07:08,270  
also did something different at the time

148  
00:07:05,990 --> 00:07:09,650  
in 2005 everyone was going shorter

149  
00:07:08,269 --> 00:07:11,930  
shorter articles because there have been

150  
00:07:09,649 --> 00:07:13,549  
influenced by the internet what we did

151  
00:07:11,930 --> 00:07:15,319  
is when longer articles we were doing

152  
00:07:13,550 --> 00:07:16,699  
five thousand words five and a half

153  
00:07:15,319 --> 00:07:19,129  
thousand words six thousand with

154  
00:07:16,699 --> 00:07:21,050  
articles and we have now gone bigger

155  
00:07:19,129 --> 00:07:23,500  
we've gone nine thousand word articles

156  
00:07:21,050 --> 00:07:25,610  
and we've established this niche

157  
00:07:23,500 --> 00:07:28,250

globally where we're really respected we

158

00:07:25,610 --> 00:07:30,650

want like 45 awards in seven years we're

159

00:07:28,250 --> 00:07:31,699

respected because in fact we will call

160

00:07:30,649 --> 00:07:35,478

that the world come from science

161

00:07:31,699 --> 00:07:37,610

journalists in Qatar hmm in Doha I was

162

00:07:35,478 --> 00:07:40,519

introduced at one panel as the editor of

163

00:07:37,610 --> 00:07:42,500

world's only literary science magazine

164

00:07:40,519 --> 00:07:44,449

and you know it struck me that that's

165

00:07:42,500 --> 00:07:47,029

actually true we're the only one now

166

00:07:44,449 --> 00:07:49,250

okay so seven years have gone past we've

167

00:07:47,029 --> 00:07:50,750

changed the way you know the magazine is

168

00:07:49,250 --> 00:07:53,240

substantially different to that one that

169

00:07:50,750 --> 00:07:55,279

you saw originally is sure yeah but but

170

00:07:53,240 --> 00:07:57,160

in a way not to win on the same

171

00:07:55,279 --> 00:07:59,359

philosophies through it yeah it's it's

172  
00:07:57,160 --> 00:08:00,979  
recognizable as the same magazine in a

173  
00:07:59,360 --> 00:08:02,419  
way I think because it's bold and it's

174  
00:08:00,978 --> 00:08:04,609  
colorful and it's grabs your attention

175  
00:08:02,418 --> 00:08:07,639  
you know the cover right off off the

176  
00:08:04,610 --> 00:08:08,720  
start as does the cover of the the ipad

177  
00:08:07,639 --> 00:08:11,120  
edition and that's just the beginning

178  
00:08:08,720 --> 00:08:12,710  
well there you go the the ethic is all

179  
00:08:11,120 --> 00:08:15,079  
the way through it so we've always

180  
00:08:12,709 --> 00:08:16,459  
thought of Cosmos as an intelligent

181  
00:08:15,079 --> 00:08:18,859  
companion on the road to discovery that

182  
00:08:16,459 --> 00:08:21,079  
the kind of person that doesn't talk to

183  
00:08:18,860 --> 00:08:22,490  
you doesn't talk down to you but it's

184  
00:08:21,079 --> 00:08:24,109  
just really excited and wants to go on

185  
00:08:22,490 --> 00:08:26,478  
this road with you always thought of

186  
00:08:24,110 --> 00:08:28,460  
that and we always have a tester filters

187  
00:08:26,478 --> 00:08:32,240  
that we run through four stories a story

188  
00:08:28,459 --> 00:08:34,788  
has to be amazing surprising or deep or

189  
00:08:32,240 --> 00:08:36,440  
it can be all of those things and quite

190  
00:08:34,788 --> 00:08:38,598  
often they are something that big cover

191  
00:08:36,440 --> 00:08:40,940  
stories but they have to have one of

192  
00:08:38,599 --> 00:08:42,379  
those elements for them to work and we

193  
00:08:40,940 --> 00:08:43,729  
don't curator stories from so we've had

194  
00:08:42,379 --> 00:08:46,879  
Margaret wertheimer's an Australian

195  
00:08:43,729 --> 00:08:49,790  
Living Los Angeles goes to to Antarctica

196  
00:08:46,879 --> 00:08:52,070  
and interviews Norwegians Swedes and the

197  
00:08:49,789 --> 00:08:54,649  
New Zealanders we're reached in the

198  
00:08:52,070 --> 00:08:56,600  
story first so we're kind of lucky in

199  
00:08:54,649 --> 00:08:59,480  
that we've always been global okay from

200

00:08:56,600 --> 00:09:01,399  
day one yeah we will however trapped in

201  
00:08:59,480 --> 00:09:03,500  
Australia in a sense that we produce

202  
00:09:01,399 --> 00:09:05,449  
twist beautiful magazine it costs a lot

203  
00:09:03,500 --> 00:09:06,769  
it costs 1095 an issue in it you know

204  
00:09:05,450 --> 00:09:08,839  
it's costing fifty nine dollars a year

205  
00:09:06,769 --> 00:09:10,970  
to subscribe 46 issues and by the time

206  
00:09:08,839 --> 00:09:12,200  
it reached the US or the UK was so

207  
00:09:10,970 --> 00:09:14,060  
expensive with

208  
00:09:12,200 --> 00:09:16,520  
pinon distribution and all these fees

209  
00:09:14,059 --> 00:09:17,779  
that actually it made it even though it

210  
00:09:16,519 --> 00:09:19,850  
was so expensive we still have fifteen

211  
00:09:17,779 --> 00:09:21,230  
percent of subscribers overseas and it

212  
00:09:19,850 --> 00:09:23,690  
was you know but it's still expensive

213  
00:09:21,230 --> 00:09:27,259  
it's for the aficionado yeah okay come

214  
00:09:23,690 --> 00:09:28,640

the iPad suddenly we can think hey we

215

00:09:27,259 --> 00:09:31,129

don't have the costs of distribution

216

00:09:28,639 --> 00:09:34,789

shipping warehousing printing any of

217

00:09:31,129 --> 00:09:37,070

those postage so what can we do so we

218

00:09:34,789 --> 00:09:39,259

thought we'd double the amount of

219

00:09:37,070 --> 00:09:42,379

content so produced 12 issues a year on

220

00:09:39,259 --> 00:09:44,090

the iPad we and half the price and

221

00:09:42,379 --> 00:09:46,820

that's what we've done with well this

222

00:09:44,090 --> 00:09:48,110

user year luggage is um so you get so

223

00:09:46,820 --> 00:09:49,220

it's kind of odd because if you if

224

00:09:48,110 --> 00:09:51,019

you're a print subscriber you're

225

00:09:49,220 --> 00:09:52,399

thinking well how am I getting this

226

00:09:51,019 --> 00:09:53,569

other issue as a print subscriber you

227

00:09:52,399 --> 00:09:54,919

get it for free you get the iPad

228

00:09:53,570 --> 00:09:57,200

editions for free so it's up to you to

229  
00:09:54,919 --> 00:09:58,909  
use as you wish yeah in fact as a print

230  
00:09:57,200 --> 00:10:00,259  
subscriber we treat you like a king in

231  
00:09:58,909 --> 00:10:01,519  
that you get everything you can eke it

232  
00:10:00,259 --> 00:10:02,840  
is a browser edition which I'll tell you

233  
00:10:01,519 --> 00:10:04,309  
about a little bit later there's a whole

234  
00:10:02,840 --> 00:10:05,509  
bunch of other stuff you get but the

235  
00:10:04,309 --> 00:10:06,859  
principle is get everything or you can

236  
00:10:05,509 --> 00:10:09,470  
just do iPad which means it's like you

237  
00:10:06,860 --> 00:10:13,610  
know 25 bucks a year why have we done

238  
00:10:09,470 --> 00:10:15,080  
this is because we think that five years

239  
00:10:13,610 --> 00:10:17,600  
from now eight years from now at some

240  
00:10:15,080 --> 00:10:21,620  
point the transition from print to

241  
00:10:17,600 --> 00:10:23,629  
digital will be so complete that

242  
00:10:21,620 --> 00:10:26,060  
actually few publications in the world

243  
00:10:23,629 --> 00:10:28,100  
will be print and they'll probably be

244  
00:10:26,059 --> 00:10:29,779  
tablet of some kind or some other format

245  
00:10:28,100 --> 00:10:31,460  
we don't know they'll be digital of some

246  
00:10:29,779 --> 00:10:33,079  
kind yeah but that print will be

247  
00:10:31,460 --> 00:10:34,370  
reserved from really special and maybe

248  
00:10:33,080 --> 00:10:36,500  
because muscle be one of those because

249  
00:10:34,370 --> 00:10:38,539  
it's lush it is gorgeous to look at but

250  
00:10:36,500 --> 00:10:40,600  
what we've tried to do is maintain that

251  
00:10:38,539 --> 00:10:43,579  
gorgeous feel in fact internally

252  
00:10:40,600 --> 00:10:45,320  
internally the joke is that we want to

253  
00:10:43,580 --> 00:10:47,990  
write like New Yorker and look like

254  
00:10:45,320 --> 00:10:51,050  
Vanity Fair and that's the ethic that

255  
00:10:47,990 --> 00:10:53,629  
drives us can we make science so sexy so

256  
00:10:51,049 --> 00:10:55,039  
exciting so without without downplaying

257

00:10:53,629 --> 00:10:57,860  
it right it's really important to

258  
00:10:55,039 --> 00:11:00,289  
maintain that serious time it is you

259  
00:10:57,860 --> 00:11:02,000  
know science is science is important but

260  
00:11:00,289 --> 00:11:03,439  
it doesn't have to be overly serious you

261  
00:11:02,000 --> 00:11:05,750  
can still have a bit of fun yeah yeah

262  
00:11:03,440 --> 00:11:09,500  
yeah well I think I'll just grab my iPad

263  
00:11:05,750 --> 00:11:11,899  
at the moment so we can discuss the very

264  
00:11:09,500 --> 00:11:13,610  
issue I think what you've if you can

265  
00:11:11,899 --> 00:11:16,610  
hold that and we can have a little

266  
00:11:13,610 --> 00:11:18,680  
Explorer together through it what what I

267  
00:11:16,610 --> 00:11:20,600  
was saying earlier about the the look of

268  
00:11:18,679 --> 00:11:23,000  
cosmos which was so important the

269  
00:11:20,600 --> 00:11:24,790  
magazine not the TV series with Carl

270  
00:11:23,000 --> 00:11:29,080  
Sagan what we talked about last time I

271  
00:11:24,789 --> 00:11:31,299

that's it is the fact that you've got

272

00:11:29,080 --> 00:11:33,700  
these animations but they're used

273

00:11:31,299 --> 00:11:35,049  
sparingly and where appropriate now

274

00:11:33,700 --> 00:11:36,490  
we're looking at one and a brain cell

275

00:11:35,049 --> 00:11:38,439  
which just disappeared in here it comes

276

00:11:36,490 --> 00:11:40,090  
again and look it looks fabulous it

277

00:11:38,440 --> 00:11:41,560  
doesn't detract it doesn't say here's

278

00:11:40,090 --> 00:11:43,180  
the animation look at me look at me it's

279

00:11:41,559 --> 00:11:44,979  
just so it's an interesting sort of

280

00:11:43,179 --> 00:11:47,079  
introduction to a story it is so it's

281

00:11:44,980 --> 00:11:49,060  
focusing it's a picture of the story is

282

00:11:47,080 --> 00:11:51,580  
called light switch it's got a single

283

00:11:49,059 --> 00:11:54,129  
brain cell focused on by what looks like

284

00:11:51,580 --> 00:11:56,050  
a laser beam the animation has a zoom

285

00:11:54,129 --> 00:11:56,980  
into that and in the light beam lights

286

00:11:56,049 --> 00:11:59,019  
up if you look at the print issue

287

00:11:56,980 --> 00:12:01,300  
exactly the same there's a there isn't

288

00:11:59,019 --> 00:12:03,279  
an animation obviously but the image is

289

00:12:01,299 --> 00:12:05,319  
exactly in the recognizable with the

290

00:12:03,279 --> 00:12:07,750  
ipad edition you actually once you're

291

00:12:05,320 --> 00:12:11,530  
inside a feature and if you're holding

292

00:12:07,750 --> 00:12:13,360  
it in portrait mode you page up yeah

293

00:12:11,529 --> 00:12:14,709  
push the page up and push the page up

294

00:12:13,360 --> 00:12:16,840  
and there's the first page second page

295

00:12:14,710 --> 00:12:19,690  
of way it's called snap to grid it just

296

00:12:16,840 --> 00:12:21,160  
it snaps into position it's kind of a

297

00:12:19,690 --> 00:12:23,500  
suit so what we're trying to do we

298

00:12:21,159 --> 00:12:24,610  
realize we tried the replicating the

299

00:12:23,500 --> 00:12:26,320  
book situation you have there with

300  
00:12:24,610 --> 00:12:28,060  
ebooks where you flip through and it

301  
00:12:26,320 --> 00:12:29,830  
because it's so image intensive it

302  
00:12:28,059 --> 00:12:31,839  
actually is overwhelming you actually

303  
00:12:29,830 --> 00:12:33,610  
get tired of doing this all the time be

304  
00:12:31,840 --> 00:12:35,350  
cutting your finger flipping a finger

305  
00:12:33,610 --> 00:12:38,320  
because there's so much so if you go up

306  
00:12:35,350 --> 00:12:39,790  
and down if you swipe between articles

307  
00:12:38,320 --> 00:12:42,340  
but you go up and down within an article

308  
00:12:39,789 --> 00:12:44,709  
now what that created for us so we're

309  
00:12:42,340 --> 00:12:47,050  
now in this in section of page 3 of the

310  
00:12:44,710 --> 00:12:50,500  
the story light switch and there's a

311  
00:12:47,049 --> 00:12:52,809  
half at the top half of the pic the page

312  
00:12:50,500 --> 00:12:55,990  
is what looks like cross a cutaway of

313  
00:12:52,809 --> 00:12:57,669  
the brain yeah now we thought if we're

314

00:12:55,990 --> 00:12:59,379  
doing this what happens if you're due in

315  
00:12:57,669 --> 00:13:01,479  
the landscape loading so instead of

316  
00:12:59,379 --> 00:13:03,250  
Jesus rejigging the text and the picture

317  
00:13:01,480 --> 00:13:06,190  
to landscape mode but we actually do an

318  
00:13:03,250 --> 00:13:09,820  
alternate landscape mode now is you zoom

319  
00:13:06,190 --> 00:13:12,610  
in complete you have a complete screen

320  
00:13:09,820 --> 00:13:14,350  
is covered in the the cutaway of the

321  
00:13:12,610 --> 00:13:17,220  
brain and what's good you don't have to

322  
00:13:14,350 --> 00:13:19,690  
double tap on a picture or tap and

323  
00:13:17,220 --> 00:13:22,450  
expand your things you simply rotate the

324  
00:13:19,690 --> 00:13:24,490  
iPad and the main picture on the page

325  
00:13:22,450 --> 00:13:25,810  
comes up brilliantly and fills up the

326  
00:13:24,490 --> 00:13:28,120  
whole thing it does so we started

327  
00:13:25,809 --> 00:13:30,789  
thinking Alan this is this actually acts

328  
00:13:28,120 --> 00:13:33,100

of axes are adding value to the reader

329

00:13:30,789 --> 00:13:34,839

yeah you you look at one of the problems

330

00:13:33,100 --> 00:13:37,090

we have in print is always you trying to

331

00:13:34,840 --> 00:13:38,139

wrap stuff things in there's so much

332

00:13:37,090 --> 00:13:40,060

stuff that you do in picture

333

00:13:38,139 --> 00:13:42,309

research that looks great but you can't

334

00:13:40,059 --> 00:13:44,169

use everything and this allows us to use

335

00:13:42,309 --> 00:13:46,299

not only everything oh that should give

336

00:13:44,169 --> 00:13:48,309

way to more detail and that was just a

337

00:13:46,299 --> 00:13:49,569

picture on the pages is another page now

338

00:13:48,309 --> 00:13:51,969

I know is it happen to be a picture on

339

00:13:49,570 --> 00:13:55,110

it you turned the iPad into landscape

340

00:13:51,970 --> 00:13:57,070

and Wolf upper comes this is a channels

341

00:13:55,110 --> 00:13:59,139

collection proteins on the surface of

342

00:13:57,070 --> 00:14:02,230

the brain it's stunning isn't it it is a

343  
00:13:59,139 --> 00:14:03,909  
wonderful how pretty good looks so and

344  
00:14:02,230 --> 00:14:05,830  
this isn't even the new one this isn't

345  
00:14:03,909 --> 00:14:08,110  
even retina this is this is over there

346  
00:14:05,830 --> 00:14:10,780  
you go so and we can actually add

347  
00:14:08,110 --> 00:14:12,639  
animation so this is actually um instead

348  
00:14:10,779 --> 00:14:13,959  
of a breakout being a little a little

349  
00:14:12,639 --> 00:14:16,990  
tucked in on the side you can actually

350  
00:14:13,960 --> 00:14:18,790  
fill up a full page with it you use a

351  
00:14:16,990 --> 00:14:20,950  
content as kind of the way to guide you

352  
00:14:18,789 --> 00:14:22,929  
you guide your way through everything so

353  
00:14:20,950 --> 00:14:25,570  
there's a tap at the top which always

354  
00:14:22,929 --> 00:14:27,789  
gets you to contents every single big

355  
00:14:25,570 --> 00:14:31,030  
feature has a some element garments goes

356  
00:14:27,789 --> 00:14:32,589  
on and on you notice how it's got that

357  
00:14:31,029 --> 00:14:34,750  
feel it still feels like a contents from

358  
00:14:32,590 --> 00:14:36,009  
cosmos yeah yeah so if you're familiar

359  
00:14:34,750 --> 00:14:38,740  
with cosmos you're not going to be lost

360  
00:14:36,009 --> 00:14:40,120  
in this the important thing was where we

361  
00:14:38,740 --> 00:14:42,820  
have animations and we have lots of

362  
00:14:40,120 --> 00:14:44,470  
extra fun funds bells and some of them

363  
00:14:42,820 --> 00:14:46,780  
fun bells and whistles like that story

364  
00:14:44,470 --> 00:14:52,570  
of malaria look at this now comes the

365  
00:14:46,779 --> 00:14:54,519  
mosquito so I a cross hairs it appears

366  
00:14:52,570 --> 00:14:56,140  
on the mosquito and it's a malaria's

367  
00:14:54,519 --> 00:14:58,600  
last and it's kind of like you know

368  
00:14:56,139 --> 00:15:00,669  
about targeting the mosquito okay a

369  
00:14:58,600 --> 00:15:01,750  
little bit of fun but we can have a

370  
00:15:00,669 --> 00:15:04,179  
little bit of fun every now and then as

371

00:15:01,750 --> 00:15:05,830  
long as you don't overdo it the problem

372  
00:15:04,179 --> 00:15:08,679  
we noticed with a lot of magazines that

373  
00:15:05,830 --> 00:15:10,720  
have publishers who have gone on ipad is

374  
00:15:08,679 --> 00:15:12,309  
their sink we could see it from a from a

375  
00:15:10,720 --> 00:15:14,200  
production perspective but they were

376  
00:15:12,309 --> 00:15:15,879  
thinking of okay we've done the print

377  
00:15:14,200 --> 00:15:18,190  
edition now let's do the ipad edition

378  
00:15:15,879 --> 00:15:21,850  
what kind of doodads can we add to it

379  
00:15:18,190 --> 00:15:23,680  
right not not Wow let's do it again from

380  
00:15:21,850 --> 00:15:25,720  
a different angle but what kind of

381  
00:15:23,679 --> 00:15:28,989  
doodads can so they just want to bolt on

382  
00:15:25,720 --> 00:15:30,190  
and you don't want to alienate readers

383  
00:15:28,990 --> 00:15:32,409  
do you don't want somebody who's been

384  
00:15:30,190 --> 00:15:36,010  
enjoying cosmos for many years on there

385  
00:15:32,409 --> 00:15:37,509

in the magazine edition form suddenly

386

00:15:36,009 --> 00:15:39,220

downloading at night pad saying what is

387

00:15:37,509 --> 00:15:41,830

this this is it's important maintain

388

00:15:39,220 --> 00:15:44,470

design ethic but it's also was important

389

00:15:41,830 --> 00:15:47,200

not to just add stuff for the sake of it

390

00:15:44,470 --> 00:15:48,730

okay it had to add to the story doesn't

391

00:15:47,200 --> 00:15:50,620

take the story a little bit further as a

392

00:15:48,730 --> 00:15:51,759

make a comment there's a speak to the

393

00:15:50,620 --> 00:15:54,190

headline better does it

394

00:15:51,759 --> 00:15:56,980

you know you have to create a narrative

395

00:15:54,190 --> 00:15:58,630

arc as we like to call it them the it

396

00:15:56,980 --> 00:16:00,129

feels right when you're inside the story

397

00:15:58,629 --> 00:16:02,590

you know you're in the malaria story you

398

00:16:00,129 --> 00:16:04,450

there's little tricks even not even

399

00:16:02,590 --> 00:16:06,340

aware of but we've used the same color

400  
00:16:04,450 --> 00:16:08,680  
all the way through that this red that's

401  
00:16:06,340 --> 00:16:10,269  
the blue I see it's all the way through

402  
00:16:08,679 --> 00:16:12,250  
you see this kind of montage so you

403  
00:16:10,269 --> 00:16:13,539  
always feel like you see how the red is

404  
00:16:12,250 --> 00:16:16,120  
there in the pool quotes I see it yeah

405  
00:16:13,539 --> 00:16:17,949  
this subtly tells you that you're still

406  
00:16:16,120 --> 00:16:19,539  
in the malaria story it's just we've

407  
00:16:17,950 --> 00:16:20,980  
really put a lot of thought into design

408  
00:16:19,539 --> 00:16:23,709  
so you never feel like you're totally

409  
00:16:20,980 --> 00:16:25,330  
lost that's important because sometimes

410  
00:16:23,710 --> 00:16:27,910  
in magazines like we've seen like wired

411  
00:16:25,330 --> 00:16:28,900  
you there's one thing you can press in

412  
00:16:27,909 --> 00:16:30,399  
another thing you can press meant

413  
00:16:28,899 --> 00:16:32,799  
something you think where am I again

414  
00:16:30,399 --> 00:16:34,389  
where am I yeah and here you can tap the

415  
00:16:32,799 --> 00:16:36,639  
screen and get up tap up the top here

416  
00:16:34,389 --> 00:16:39,129  
yes get back to you always find your way

417  
00:16:36,639 --> 00:16:41,080  
back side posting was important or go

418  
00:16:39,129 --> 00:16:42,879  
through UK this kind of sounds like

419  
00:16:41,080 --> 00:16:45,129  
simple but it only it only sounds simple

420  
00:16:42,879 --> 00:16:46,299  
once you've done it before you can

421  
00:16:45,129 --> 00:16:47,860  
before you've done it before you've

422  
00:16:46,299 --> 00:16:49,779  
learned these platforms and and figured

423  
00:16:47,860 --> 00:16:50,800  
how to do it there aren't any manuals on

424  
00:16:49,779 --> 00:16:53,169  
this you've got to learn it as you go

425  
00:16:50,799 --> 00:16:55,389  
you just seriously the people we use

426  
00:16:53,169 --> 00:16:58,419  
wonderful people sitting based developer

427  
00:16:55,389 --> 00:17:01,029  
called umph the mo generation as the

428

00:16:58,419 --> 00:17:03,879  
company but um prefers the platform the

429  
00:17:01,029 --> 00:17:06,220  
the platform is incredibly powerful and

430  
00:17:03,879 --> 00:17:08,440  
can do lots of things but there they

431  
00:17:06,220 --> 00:17:10,209  
haven't had people push the technology

432  
00:17:08,440 --> 00:17:11,230  
as much as we did so we're asking we're

433  
00:17:10,209 --> 00:17:13,299  
at the point we're asking them questions

434  
00:17:11,230 --> 00:17:14,500  
that they nobody'd ever ask them and we

435  
00:17:13,299 --> 00:17:16,419  
start doing things nobody has ever done

436  
00:17:14,500 --> 00:17:18,069  
because we really care about the content

437  
00:17:16,420 --> 00:17:20,740  
we produce and I really wanted to make

438  
00:17:18,069 --> 00:17:22,779  
an awesome magazine yeah yeah of course

439  
00:17:20,740 --> 00:17:23,740  
and it has to be said we've also want to

440  
00:17:22,779 --> 00:17:25,899  
be global because this is the thing

441  
00:17:23,740 --> 00:17:27,400  
about when your niche when your niche

442  
00:17:25,900 --> 00:17:30,430

which is what science is science is an

443

00:17:27,400 --> 00:17:33,070

H+ in a nation magazine terms like you

444

00:17:30,430 --> 00:17:34,360

know woodworking or cycling magazines is

445

00:17:33,069 --> 00:17:36,849

initialized is the nice you should

446

00:17:34,359 --> 00:17:38,919

skepticism what are their society this

447

00:17:36,849 --> 00:17:40,719

nature of innovation okay but get this

448

00:17:38,920 --> 00:17:44,860

in the ipad world or in the digital

449

00:17:40,720 --> 00:17:46,269

world you are borderless so if luckily

450

00:17:44,859 --> 00:17:49,029

we've always been a global magazine from

451

00:17:46,269 --> 00:17:51,879

day one so we can actually capture a

452

00:17:49,029 --> 00:17:54,129

global market so the reason we have

453

00:17:51,880 --> 00:17:56,320

doubled the staff and we've invested so

454

00:17:54,130 --> 00:17:58,120

much and double the content in the ipad

455

00:17:56,319 --> 00:17:59,980

edition we added all these doodads and

456

00:17:58,119 --> 00:18:02,439

extra bits and the reason that we're

457  
00:17:59,980 --> 00:18:04,710  
staffing up to launch other publications

458  
00:18:02,440 --> 00:18:07,779  
is that we believe that

459  
00:18:04,710 --> 00:18:09,579  
there is a real global market in the

460  
00:18:07,779 --> 00:18:11,160  
cosmos feeling because the way cause

461  
00:18:09,579 --> 00:18:14,139  
must tell stories the way cuz most

462  
00:18:11,160 --> 00:18:15,700  
designs and and and it captures the

463  
00:18:14,140 --> 00:18:18,520  
world of science and we believe that

464  
00:18:15,700 --> 00:18:19,808  
that market can be will buy the sort of

465  
00:18:18,519 --> 00:18:21,549  
thing so we're actually planning we've

466  
00:18:19,808 --> 00:18:23,579  
made an investment we've raised extra

467  
00:18:21,549 --> 00:18:26,529  
capital we've made an investment to make

468  
00:18:23,579 --> 00:18:28,659  
cosmos the number one science magazine

469  
00:18:26,529 --> 00:18:32,440  
in the world in five years time that's

470  
00:18:28,660 --> 00:18:34,090  
how ridiculous big hairy audacious goal

471  
00:18:32,440 --> 00:18:36,970  
you're still here I mean we were

472  
00:18:34,089 --> 00:18:38,949  
discussing seven years ago the launch of

473  
00:18:36,970 --> 00:18:40,390  
a great new magazine all the best let's

474  
00:18:38,950 --> 00:18:43,058  
see how it goes and all the rest of it

475  
00:18:40,390 --> 00:18:45,610  
Here I am visiting you seven years later

476  
00:18:43,058 --> 00:18:47,619  
not only as the magazine doing so well

477  
00:18:45,609 --> 00:18:49,029  
but you're launching this wonderful new

478  
00:18:47,619 --> 00:18:50,259  
part we haven't and look you know we're

479  
00:18:49,029 --> 00:18:53,980  
number one science magazine australia

480  
00:18:50,259 --> 00:18:55,299  
we've won 45 awards with where the

481  
00:18:53,980 --> 00:18:57,250  
number one science news website in the

482  
00:18:55,299 --> 00:18:59,678  
country with 300,000 unique visitors

483  
00:18:57,250 --> 00:19:03,490  
every month in 1.25 million page

484  
00:18:59,679 --> 00:19:04,720  
impressions we're and we have circulated

485

00:19:03,490 --> 00:19:06,160  
we haven't art we're not the largest I

486  
00:19:04,720 --> 00:19:08,289  
don't think science newsletter we're at

487  
00:19:06,160 --> 00:19:12,340  
dead i think the CSIRO is loud we're

488  
00:19:08,289 --> 00:19:14,049  
25,000 subscribers weekly but we have

489  
00:19:12,339 --> 00:19:15,909  
grown dramatically we've done a whole

490  
00:19:14,049 --> 00:19:17,289  
bunch of things we also did a green

491  
00:19:15,910 --> 00:19:19,740  
lifestyle magazine years ago and we've

492  
00:19:17,289 --> 00:19:21,639  
sold it we decided to focus on on

493  
00:19:19,740 --> 00:19:23,500  
science and in fact we change the name

494  
00:19:21,640 --> 00:19:25,179  
of the company from Luna media to cosmos

495  
00:19:23,500 --> 00:19:27,609  
media oh wow we want to focus totally

496  
00:19:25,179 --> 00:19:28,990  
and science everything science so we

497  
00:19:27,609 --> 00:19:31,149  
actually do a whole bunch of stuff we do

498  
00:19:28,990 --> 00:19:33,250  
undergraduate post sorry undergraduate

499  
00:19:31,150 --> 00:19:34,780

science careers guides post graduate

500

00:19:33,250 --> 00:19:36,640

careers guides we do a lot of stuff for

501

00:19:34,779 --> 00:19:38,410

universities with cat posters we work at

502

00:19:36,640 --> 00:19:39,580

the academy of science we so become

503

00:19:38,410 --> 00:19:41,920

there's a side of the business it's

504

00:19:39,579 --> 00:19:43,839

custom publishing which is people in

505

00:19:41,920 --> 00:19:46,000

science come to us what and say hey you

506

00:19:43,839 --> 00:19:47,829

make science look fantastic can you I

507

00:19:46,000 --> 00:19:49,299

don't know do a post or a book for us or

508

00:19:47,829 --> 00:19:50,980

something we've even built websites for

509

00:19:49,299 --> 00:19:52,720

the federal government get away we have

510

00:19:50,980 --> 00:19:54,660

yeah so I don't know if you remember in

511

00:19:52,720 --> 00:19:57,429

2009 the international year of astronomy

512

00:19:54,660 --> 00:20:00,160

for National Science Week that year our

513

00:19:57,429 --> 00:20:02,170

project was hello from Earth to create a

514  
00:20:00,160 --> 00:20:04,509  
website where you could type in a

515  
00:20:02,170 --> 00:20:05,289  
twitter twitter of a message that was

516  
00:20:04,509 --> 00:20:07,720  
going to be sent to the nearest

517  
00:20:05,289 --> 00:20:10,990  
earth-like planet and that was us we

518  
00:20:07,720 --> 00:20:13,450  
create an tastic yeah but it just just

519  
00:20:10,990 --> 00:20:14,529  
as an aside I Twitter told me yesterday

520  
00:20:13,450 --> 00:20:15,778  
or the day before that the

521  
00:20:14,529 --> 00:20:17,190  
congratulations of

522  
00:20:15,778 --> 00:20:20,638  
Richard you've been on Twitter for four

523  
00:20:17,190 --> 00:20:22,619  
years I went what four years on Twitter

524  
00:20:20,638 --> 00:20:25,589  
and how many tweets have you done that's

525  
00:20:22,618 --> 00:20:27,478  
the frightening I don't have to have a

526  
00:20:25,589 --> 00:20:29,579  
bit scared to have a look now Wilson

527  
00:20:27,479 --> 00:20:31,619  
this is such a great addition on the

528  
00:20:29,579 --> 00:20:33,358  
iPad I mean for two reasons one its a

529  
00:20:31,618 --> 00:20:34,888  
wonderful use of the technology into

530  
00:20:33,358 --> 00:20:37,308  
it's an interesting read I mean my

531  
00:20:34,888 --> 00:20:40,319  
goodness me the articles in there and

532  
00:20:37,308 --> 00:20:41,579  
what's really exciting and exciting for

533  
00:20:40,319 --> 00:20:44,249  
our listeners all around the world is

534  
00:20:41,579 --> 00:20:46,589  
they can get this edition get free again

535  
00:20:44,249 --> 00:20:49,348  
free so you download the app for free

536  
00:20:46,589 --> 00:20:51,238  
that cosmos magazine is called and then

537  
00:20:49,348 --> 00:20:54,118  
you get one free issue which is the

538  
00:20:51,239 --> 00:20:56,940  
issue 43 the cover stories of solar

539  
00:20:54,118 --> 00:20:58,319  
apocalypse know how how it turns out

540  
00:20:56,940 --> 00:20:59,849  
that solar flares have actually way more

541  
00:20:58,319 --> 00:21:02,278  
powerful than we ever thought it's a

542

00:20:59,848 --> 00:21:04,648  
really cool story actually we came

543  
00:21:02,278 --> 00:21:05,398  
across it at the triple-a s the annual

544  
00:21:04,648 --> 00:21:08,008  
meeting of the American Association

545  
00:21:05,398 --> 00:21:11,878  
advancement science last year that

546  
00:21:08,009 --> 00:21:13,769  
everyone thought that the 1999 solar

547  
00:21:11,878 --> 00:21:16,079  
flare was thought to be the biggest and

548  
00:21:13,769 --> 00:21:17,669  
the worst and that knocked out the big

549  
00:21:16,079 --> 00:21:18,960  
power level yet the Quebec power grid

550  
00:21:17,669 --> 00:21:20,639  
was knocked out they look at other

551  
00:21:18,960 --> 00:21:23,278  
effects but we thought that was the case

552  
00:21:20,638 --> 00:21:25,709  
the worst case scenario it turns out the

553  
00:21:23,278 --> 00:21:30,569  
science historians going back over old

554  
00:21:25,710 --> 00:21:33,239  
records pieced together that the 1859 i

555  
00:21:30,569 --> 00:21:35,968  
think it was rather than 69 1859 the

556  
00:21:33,239 --> 00:21:37,169

first solar flare spotted they pieced

557

00:21:35,969 --> 00:21:39,869

together that actually that was like

558

00:21:37,169 --> 00:21:43,769

four or five times more powerful now if

559

00:21:39,868 --> 00:21:46,288

that is the case when the that flare

560

00:21:43,769 --> 00:21:47,669

occurred there were the there weren't

561

00:21:46,288 --> 00:21:49,378

much electronics all over the world

562

00:21:47,669 --> 00:21:51,450

there was basically you know a few

563

00:21:49,378 --> 00:21:54,569

scattered telegraph networks which by

564

00:21:51,450 --> 00:21:56,069

the way caught on fire and telegraph

565

00:21:54,569 --> 00:21:58,858

stations you know people had to jump

566

00:21:56,069 --> 00:22:00,509

back from because of firing so but

567

00:21:58,858 --> 00:22:02,579

nobody put the two together you see and

568

00:22:00,509 --> 00:22:05,489

why would they exactly and there were a

569

00:22:02,579 --> 00:22:07,858

strange data collector strange things

570

00:22:05,489 --> 00:22:09,659

detected in Mumbai and whatever we're

571  
00:22:07,858 --> 00:22:11,489  
where there were stations collecting

572  
00:22:09,659 --> 00:22:12,599  
magnetic data but nobody had ever put

573  
00:22:11,489 --> 00:22:14,788  
the container together anyway they put

574  
00:22:12,598 --> 00:22:17,368  
it it's a bit of a Miss mystery sort of

575  
00:22:14,788 --> 00:22:18,778  
a mystery story so putting all this data

576  
00:22:17,368 --> 00:22:20,158  
together they realized that this thing

577  
00:22:18,778 --> 00:22:22,440  
was like for four or five times worse

578  
00:22:20,159 --> 00:22:23,970  
than Quebec in the 89 which meant that

579  
00:22:22,440 --> 00:22:25,139  
if it went off if something like and

580  
00:22:23,970 --> 00:22:27,149  
they don't know anything about it why

581  
00:22:25,138 --> 00:22:28,449  
why does the Sun we know that Sun is

582  
00:22:27,148 --> 00:22:30,489  
regular every 11 years

583  
00:22:28,450 --> 00:22:32,559  
with cycle of sunspots and solar flares

584  
00:22:30,490 --> 00:22:33,940  
but nobody knows about this is there

585  
00:22:32,559 --> 00:22:35,679  
another cycle we don't know about where

586  
00:22:33,940 --> 00:22:38,769  
flares are four or five times more

587  
00:22:35,680 --> 00:22:40,509  
intensive well if it happened in 1859 it

588  
00:22:38,769 --> 00:22:43,210  
could happen again but guess what if it

589  
00:22:40,509 --> 00:22:47,319  
happens this time we are a world that is

590  
00:22:43,210 --> 00:22:48,190  
wired to the cahoots yeah so we talked

591  
00:22:47,319 --> 00:22:49,599  
to a lot of people around the world

592  
00:22:48,190 --> 00:22:51,490  
about what would be the implications and

593  
00:22:49,599 --> 00:22:54,189  
guess what it's not good no I wouldn't

594  
00:22:51,490 --> 00:22:56,200  
think it would mean that banking systems

595  
00:22:54,190 --> 00:22:57,460  
would go down you wouldn't be able to do

596  
00:22:56,200 --> 00:22:59,470  
any banking transactions you'd lose

597  
00:22:57,460 --> 00:23:02,019  
commute to mobile communications in fact

598  
00:22:59,470 --> 00:23:03,819  
society as we know it and rely on it

599

00:23:02,019 --> 00:23:06,910  
would come to a thundering horse

600  
00:23:03,819 --> 00:23:09,099  
actually would it work and the question

601  
00:23:06,910 --> 00:23:10,660  
is how long it's not a case of it could

602  
00:23:09,099 --> 00:23:13,329  
be down for a day it could be down for

603  
00:23:10,660 --> 00:23:15,670  
months or years because the transfer

604  
00:23:13,329 --> 00:23:17,679  
transformers below transfer that they

605  
00:23:15,670 --> 00:23:18,700  
don't have a these the huge transformers

606  
00:23:17,680 --> 00:23:20,769  
they didn't have them sitting around you

607  
00:23:18,700 --> 00:23:22,059  
know you know on a shelf these things

608  
00:23:20,769 --> 00:23:25,269  
take years to build so they actually

609  
00:23:22,059 --> 00:23:27,879  
would have to order them and or build

610  
00:23:25,269 --> 00:23:29,349  
them new so but the great I mean it's

611  
00:23:27,880 --> 00:23:30,940  
not just a disaster source we called it

612  
00:23:29,349 --> 00:23:32,289  
solar apocalypse because you know it

613  
00:23:30,940 --> 00:23:33,870

does sound like apocalypse if your

614

00:23:32,289 --> 00:23:38,049

mobile phone and your banking her out

615

00:23:33,869 --> 00:23:40,419

but actually it there is a way to avoid

616

00:23:38,049 --> 00:23:42,970

it and that is to if you know it's

617

00:23:40,420 --> 00:23:45,640

coming turn everything off really yeah

618

00:23:42,970 --> 00:23:47,650

well at least minimize the damage you

619

00:23:45,640 --> 00:23:49,300

minimize damage but get this to know

620

00:23:47,650 --> 00:23:50,680

that it's coming how do you know you

621

00:23:49,299 --> 00:23:52,419

need to know that the flare is coming

622

00:23:50,680 --> 00:23:54,310

and there's only one satellite in

623

00:23:52,420 --> 00:23:57,250

working order between us and the Sun

624

00:23:54,309 --> 00:23:59,619

right now that's a 15 year old satellite

625

00:23:57,250 --> 00:24:01,859

that could actually detect us and give

626

00:23:59,619 --> 00:24:05,919

at worst case scenario 15 minute notice

627

00:24:01,859 --> 00:24:08,109

15 or with sorry best case best case

628  
00:24:05,920 --> 00:24:10,570  
scenario 1 hour worst case scenario 15

629  
00:24:08,109 --> 00:24:15,159  
minutes and that is it that is what is

630  
00:24:10,569 --> 00:24:19,869  
between us and certain calamity well

631  
00:24:15,160 --> 00:24:21,160  
interesting one hour it would be so so

632  
00:24:19,869 --> 00:24:23,589  
that this is the thing we could we can

633  
00:24:21,160 --> 00:24:24,580  
actually the grid good news is we can

634  
00:24:23,589 --> 00:24:26,349  
actually avoid that we do have a

635  
00:24:24,579 --> 00:24:28,599  
satellite there and we need to be aware

636  
00:24:26,349 --> 00:24:30,609  
of this and actually you know buttress

637  
00:24:28,599 --> 00:24:32,230  
that Network and put another satellite

638  
00:24:30,609 --> 00:24:34,779  
up there that's an example of a really

639  
00:24:32,230 --> 00:24:36,910  
fun story you know it sounds a little

640  
00:24:34,779 --> 00:24:38,200  
scary but actually it's it's a problem

641  
00:24:36,910 --> 00:24:40,060  
it's been realize that it's a problem

642  
00:24:38,200 --> 00:24:41,680  
it's got an element of history to it

643  
00:24:40,059 --> 00:24:41,919  
it's got element of physics and it's

644  
00:24:41,680 --> 00:24:43,509  
going to

645  
00:24:41,920 --> 00:24:45,880  
element of Technology so that's just one

646  
00:24:43,509 --> 00:24:47,890  
of the features one of the stories in

647  
00:24:45,880 --> 00:24:49,000  
the ipad edition so that's the one that

648  
00:24:47,890 --> 00:24:51,009  
you should download that someone you get

649  
00:24:49,000 --> 00:24:52,960  
for free of course hopefully having

650  
00:24:51,009 --> 00:24:54,490  
tried that you'll download more and

651  
00:24:52,960 --> 00:24:56,590  
subscribe because it's only like 25

652  
00:24:54,490 --> 00:24:58,299  
bucks a year which i said it's it's half

653  
00:24:56,589 --> 00:24:59,980  
price so listeners if you go to your

654  
00:24:58,299 --> 00:25:02,019  
iTunes Store and search for cosmos

655  
00:24:59,980 --> 00:25:05,920  
magazine or indeed if you visit the

656

00:25:02,019 --> 00:25:08,769  
website which is wwan calm cosmos

657  
00:25:05,920 --> 00:25:10,570  
magazine com are all the informations

658  
00:25:08,769 --> 00:25:12,369  
there I can sincerely recommend it it's

659  
00:25:10,569 --> 00:25:15,099  
a great read and really an interesting

660  
00:25:12,369 --> 00:25:17,559  
and I keep coming back to this human

661  
00:25:15,099 --> 00:25:19,539  
interesting use of iPad technology which

662  
00:25:17,559 --> 00:25:22,299  
I appreciate I really appreciate when

663  
00:25:19,539 --> 00:25:24,099  
people go out there and use the thing to

664  
00:25:22,299 --> 00:25:26,769  
its extent if you've seen it have you

665  
00:25:24,099 --> 00:25:29,289  
asked meet some apps that kind of really

666  
00:25:26,769 --> 00:25:31,210  
down in the mouth and others you can see

667  
00:25:29,289 --> 00:25:33,519  
that the developer really got it yes

668  
00:25:31,210 --> 00:25:36,400  
really understands the strength and the

669  
00:25:33,519 --> 00:25:37,960  
power of this platform and what's called

670  
00:25:36,400 --> 00:25:40,509

in science emergent properties emergent

671

00:25:37,960 --> 00:25:41,680

properties certainly arise where you

672

00:25:40,509 --> 00:25:43,210

start doing things that even the

673

00:25:41,680 --> 00:25:44,980

developers the iPad didn't expect you to

674

00:25:43,210 --> 00:25:46,269

do but that's that's the cool thing that

675

00:25:44,980 --> 00:25:47,529

must happen every day it happens every

676

00:25:46,269 --> 00:25:50,170

day this is the wonderful thing about

677

00:25:47,529 --> 00:25:52,240

the not just I mean yes we've launched

678

00:25:50,170 --> 00:25:53,830

on the Apple iPad and eventually we

679

00:25:52,240 --> 00:25:56,230

would love to go on Android in every

680

00:25:53,829 --> 00:25:57,849

other form of technology but you know

681

00:25:56,230 --> 00:26:00,670

we've made a substantial investment to

682

00:25:57,849 --> 00:26:02,949

get to this point assuming that the iPad

683

00:26:00,670 --> 00:26:04,539

edition you know sells its pants off

684

00:26:02,950 --> 00:26:06,190

then suddenly will do the development

685  
00:26:04,539 --> 00:26:08,049  
work on Android but it is these are

686  
00:26:06,190 --> 00:26:09,809  
technologies are expensive they do

687  
00:26:08,049 --> 00:26:12,129  
require investment having said that

688  
00:26:09,809 --> 00:26:14,529  
hopefully you know we'll get such a

689  
00:26:12,130 --> 00:26:16,690  
following under this that that will be

690  
00:26:14,529 --> 00:26:18,910  
able to do it the first four days within

691  
00:26:16,690 --> 00:26:20,590  
the first four days we we had a thousand

692  
00:26:18,910 --> 00:26:22,210  
seven hundred downloads so it's looking

693  
00:26:20,589 --> 00:26:24,009  
good you know fingers crossed I'm not

694  
00:26:22,210 --> 00:26:26,079  
going to get too cocky but it's looking

695  
00:26:24,009 --> 00:26:27,819  
like Wilson to silver a great pleasure

696  
00:26:26,079 --> 00:26:29,740  
to talk with you let's make it less than

697  
00:26:27,819 --> 00:26:31,419  
seven years next time where let's do

698  
00:26:29,740 --> 00:26:33,569  
that after them thanks a lot absolute

699  
00:26:31,420 --> 00:26:33,570  
pleasure

700  
00:26:41,269 --> 00:26:46,769  
hi this is brian dunning great news from

701  
00:26:44,460 --> 00:26:49,799  
the sceptile podcast the fourth book

702  
00:26:46,769 --> 00:26:52,200  
astronauts aliens and eight men is now

703  
00:26:49,799 --> 00:26:54,690  
available this book gives you the tools

704  
00:26:52,200 --> 00:26:57,390  
to sort the solid from the silly and

705  
00:26:54,690 --> 00:26:59,789  
answer such questions as did stalin

706  
00:26:57,390 --> 00:27:02,880  
actually try to create an army of half

707  
00:26:59,789 --> 00:27:05,549  
ape half man super soldiers were the

708  
00:27:02,880 --> 00:27:08,400  
Apollo astronauts followed by a UFO all

709  
00:27:05,549 --> 00:27:11,159  
the way to the moon was Mozart really

710  
00:27:08,400 --> 00:27:13,830  
murdered by Antonio Salieri is there

711  
00:27:11,160 --> 00:27:15,840  
such a thing as ball lightning can

712  
00:27:13,829 --> 00:27:18,869  
martial arts masters kill without

713

00:27:15,839 --> 00:27:21,779  
touching isn't alien buried in the local

714  
00:27:18,869 --> 00:27:25,500  
cemetery in Aurora Texas just search

715  
00:27:21,779 --> 00:27:28,349  
amazon.com or come to sceptile / books

716  
00:27:25,500 --> 00:27:30,569  
to get your paperback copy today it's

717  
00:27:28,349 --> 00:27:34,649  
also available for your kindle nook or

718  
00:27:30,569 --> 00:27:36,990  
ibooks for just five dollars astronauts

719  
00:27:34,650 --> 00:27:39,150  
aliens and eight men it's the perfect

720  
00:27:36,990 --> 00:27:43,839  
gift for that woo woo friend of yours

721  
00:27:39,150 --> 00:27:46,900  
who doesn't listen to podcasts also

722  
00:27:43,839 --> 00:27:49,089  
I see all big and small I see everything

723  
00:27:46,900 --> 00:27:52,600  
you do and I'm going to make sure

724  
00:27:49,089 --> 00:27:54,639  
everyone sees to the secret of the Gypsy

725  
00:27:52,599 --> 00:27:57,490  
queen the musical fairy tale from

726  
00:27:54,640 --> 00:27:59,440  
sceptile episode number 300 is now

727  
00:27:57,490 --> 00:28:02,319

available as a fully illustrated

728

00:27:59,440 --> 00:28:04,538

children's paperback artwork by jesse

729

00:28:02,319 --> 00:28:06,579

horn it's a tale of a little girl who

730

00:28:04,538 --> 00:28:08,470

saves her kingdom when she is the only

731

00:28:06,579 --> 00:28:10,658

one who doesn't buy into the pop

732

00:28:08,470 --> 00:28:12,819

pseudoscience of the day it's a

733

00:28:10,659 --> 00:28:15,730

wonderful positive story that teaches

734

00:28:12,819 --> 00:28:17,439

children the value of skepticism lots of

735

00:28:15,730 --> 00:28:19,870

fun to read and look at the pictures

736

00:28:17,440 --> 00:28:21,730

while listening to the musical the

737

00:28:19,869 --> 00:28:25,808

secret of the Gypsy queen is also

738

00:28:21,730 --> 00:28:28,298

available at sceptile calm / books every

739

00:28:25,808 --> 00:28:31,269

library should have one this is brian

740

00:28:28,298 --> 00:28:34,778

dunning from sceptile calm and remember

741

00:28:31,269 --> 00:28:39,658

you should always be skeptical because

742  
00:28:34,778 --> 00:28:39,659  
the inverse casa con

743  
00:28:44,750 --> 00:28:51,950  
and now a new story that comes to us

744  
00:28:47,390 --> 00:28:56,140  
from news biscuit com homeopath to start

745  
00:28:51,950 --> 00:28:59,390  
offering assisted suicide remedy a

746  
00:28:56,140 --> 00:29:02,600  
homeopath in banbury has decided to take

747  
00:28:59,390 --> 00:29:05,030  
politics into her own hands and start

748  
00:29:02,599 --> 00:29:07,129  
offering an assisted suicide treatment

749  
00:29:05,029 --> 00:29:09,649  
the service will be offered to those

750  
00:29:07,130 --> 00:29:12,050  
with terminal illnesses where

751  
00:29:09,650 --> 00:29:14,900  
traditional homeopathic treatments have

752  
00:29:12,049 --> 00:29:17,869  
not worked the number of eligible people

753  
00:29:14,900 --> 00:29:20,350  
is thought to be high the practitioner

754  
00:29:17,869 --> 00:29:23,539  
who goes by the name of chai windchime

755  
00:29:20,349 --> 00:29:26,089  
explained that the remedy used has been

756  
00:29:23,539 --> 00:29:29,599  
through the emotional turmoil of death

757  
00:29:26,089 --> 00:29:32,209  
which is then remembered and injected

758  
00:29:29,599 --> 00:29:35,899  
into the patient we take our special

759  
00:29:32,210 --> 00:29:38,390  
faucet hydrogen dioxide formula to a

760  
00:29:35,900 --> 00:29:41,690  
funeral where it is surrounded by

761  
00:29:38,390 --> 00:29:44,450  
morning people this emotional experience

762  
00:29:41,690 --> 00:29:47,180  
of someone passing is remembered by the

763  
00:29:44,450 --> 00:29:49,789  
special solution we take this back to my

764  
00:29:47,180 --> 00:29:51,860  
living room laboratory where it is

765  
00:29:49,789 --> 00:29:55,039  
diluted with more of the original

766  
00:29:51,859 --> 00:29:58,669  
solution to create a remedy that is so

767  
00:29:55,039 --> 00:30:00,950  
weak its strength is lethal when the

768  
00:29:58,670 --> 00:30:03,200  
time comes a family member can inject

769  
00:30:00,950 --> 00:30:07,730  
the patient then wait for the treatment

770

00:30:03,200 --> 00:30:10,370  
to work ms wind chime continued be

771  
00:30:07,730 --> 00:30:12,860  
passing out room is painted lilac and we

772  
00:30:10,369 --> 00:30:16,639  
play whale song to create an atmosphere

773  
00:30:12,859 --> 00:30:18,740  
that is relaxed and peaceful which is

774  
00:30:16,640 --> 00:30:21,620  
just as well because the effects of the

775  
00:30:18,740 --> 00:30:26,089  
treatment on the terminally ill can take

776  
00:30:21,619 --> 00:30:28,609  
up to two years Brenda Roberts took her

777  
00:30:26,089 --> 00:30:31,279  
mother to the homeopath to assist her in

778  
00:30:28,609 --> 00:30:33,769  
ending her life but was not happy with

779  
00:30:31,279 --> 00:30:36,079  
the results she got to the point where

780  
00:30:33,769 --> 00:30:38,839  
her quality of life was not what we

781  
00:30:36,079 --> 00:30:41,179  
wanted so we convinced her that life was

782  
00:30:38,839 --> 00:30:43,579  
not worth living so for her 50th

783  
00:30:41,180 --> 00:30:46,820  
birthday we all chipped in and paid for

784  
00:30:43,579 --> 00:30:49,039

her trip to miss windchime and she went

785

00:30:46,819 --> 00:30:51,349

through the treatment that was four

786

00:30:49,039 --> 00:30:54,649

years ago and we are still waiting for

787

00:30:51,349 --> 00:30:56,959

her to keel over scientists have studied

788

00:30:54,650 --> 00:30:57,190

the claims made by the homeopathic can

789

00:30:56,960 --> 00:30:59,620

we

790

00:30:57,190 --> 00:31:01,450

Eddie that this treatment works but is

791

00:30:59,619 --> 00:31:04,089

professor Brown from the department of

792

00:31:01,450 --> 00:31:06,819

real life Oxford University said more

793

00:31:04,089 --> 00:31:08,980

people died on the toilet last year then

794

00:31:06,819 --> 00:31:11,319

died from this treatment he went on to

795

00:31:08,980 --> 00:31:13,509

explain although those who practice

796

00:31:11,319 --> 00:31:15,789

alternative medicine will stand by their

797

00:31:13,509 --> 00:31:18,819

claims we found through extensive

798

00:31:15,789 --> 00:31:20,799

research testing and common sense that

799  
00:31:18,819 --> 00:31:24,970  
death rates amongst the terminally ill

800  
00:31:20,799 --> 00:31:27,519  
are already quite high but miss win

801  
00:31:24,970 --> 00:31:30,490  
chimed brush knee criticism offer velvet

802  
00:31:27,519 --> 00:31:32,529  
coat and explained those than the

803  
00:31:30,490 --> 00:31:35,740  
business of scientific fact don't

804  
00:31:32,529 --> 00:31:38,950  
understand the remedy or how it works in

805  
00:31:35,740 --> 00:31:40,779  
fact as proof of its effectiveness last

806  
00:31:38,950 --> 00:31:44,319  
week a man came in having a heart attack

807  
00:31:40,779 --> 00:31:47,109  
the remedy was so good that he died

808  
00:31:44,319 --> 00:31:49,500  
before we could administer it you can

809  
00:31:47,109 --> 00:32:02,799  
find the link to this amazing story at

810  
00:31:49,500 --> 00:32:04,839  
wvc AP exam TV the hand side is a

811  
00:32:02,799 --> 00:32:07,599  
podcast of the monthly lectured run back

812  
00:32:04,839 --> 00:32:09,879  
camera skeptics incorporating each month

813  
00:32:07,599 --> 00:32:11,980  
camera skeptics provides experts in

814  
00:32:09,880 --> 00:32:14,050  
their field ranging from science and

815  
00:32:11,980 --> 00:32:16,450  
philosophy to politics and national

816  
00:32:14,049 --> 00:32:19,980  
security with an opportunity to present

817  
00:32:16,450 --> 00:32:24,309  
their views you can find us at WWE

818  
00:32:19,980 --> 00:32:28,500  
embrace skeptics org dot au the hansard

819  
00:32:24,309 --> 00:32:28,500  
Candace kept its record of reason

820  
00:32:35,980 --> 00:32:42,929  
here's Maynard spooky action at a

821  
00:32:40,480 --> 00:32:42,929  
distance

822  
00:32:44,809 --> 00:32:48,389  
ladies and gentlemen I've got a rather

823  
00:32:46,740 --> 00:32:51,180  
extraordinary person on the phone I've

824  
00:32:48,390 --> 00:32:53,220  
got Tim Ralston who's one of the stars

825  
00:32:51,180 --> 00:32:55,890  
of doomsday preppers a new show on the

826  
00:32:53,220 --> 00:32:57,960  
National Geographic network Thursday 730

827

00:32:55,890 --> 00:33:00,750  
on the National Geographic network Jim

828  
00:32:57,960 --> 00:33:02,910  
how are you I'm well thanks very much

829  
00:33:00,750 --> 00:33:07,670  
for having me look and he'll prepared

830  
00:33:02,910 --> 00:33:11,130  
are you for an EMP attack well you know

831  
00:33:07,670 --> 00:33:12,750  
see that about half of the people here

832  
00:33:11,130 --> 00:33:15,300  
in the United States I wouldn't even

833  
00:33:12,750 --> 00:33:17,460  
know what it would be in Australia that

834  
00:33:15,299 --> 00:33:20,430  
even know what an EMP is or what it can

835  
00:33:17,460 --> 00:33:23,279  
do for myself I'm very well prepared for

836  
00:33:20,430 --> 00:33:25,890  
the most the other people not so much so

837  
00:33:23,279 --> 00:33:27,839  
it's an electro electro magnetic pulse

838  
00:33:25,890 --> 00:33:30,000  
that's basically you go to switch

839  
00:33:27,839 --> 00:33:31,470  
flights on and nothing turns on well yes

840  
00:33:30,000 --> 00:33:33,390  
it's certainly something I've known

841  
00:33:31,470 --> 00:33:35,819

about since the days of the Cold War

842

00:33:33,390 --> 00:33:37,980

where if you let an atomic bomb off it

843

00:33:35,819 --> 00:33:41,159

sends a huge electronic pulse over a

844

00:33:37,980 --> 00:33:42,599

period of great distance that just this

845

00:33:41,160 --> 00:33:45,090

stuff's up everything I think it first

846

00:33:42,599 --> 00:33:48,359

happened in why in the 50s didn't it

847

00:33:45,089 --> 00:33:51,509

yeah in 1965 they were doing some

848

00:33:48,359 --> 00:33:54,269

testing and 800 miles away Hawaii

849

00:33:51,509 --> 00:33:56,099

basically got shut down so you know

850

00:33:54,269 --> 00:33:59,009

that's the man made the threat but you

851

00:33:56,099 --> 00:34:01,799

know going into next year you know the

852

00:33:59,009 --> 00:34:04,619

entire globe could basically be on the

853

00:34:01,799 --> 00:34:07,109

the map when it comes to the Sun

854

00:34:04,619 --> 00:34:09,659

shooting off you know it's solar flares

855

00:34:07,109 --> 00:34:10,949

which will have the same effect so you

856  
00:34:09,659 --> 00:34:12,509  
know that's you know when they did

857  
00:34:10,949 --> 00:34:14,250  
doomsday prepper they were asking me

858  
00:34:12,510 --> 00:34:17,550  
what would be the worst-case scenario

859  
00:34:14,250 --> 00:34:20,550  
and to me not living with power on the

860  
00:34:17,550 --> 00:34:22,650  
power grid because we've all become so

861  
00:34:20,550 --> 00:34:24,810  
accustomed to you know touching buttons

862  
00:34:22,650 --> 00:34:27,180  
and computers and everything we've lost

863  
00:34:24,809 --> 00:34:29,309  
a lot of real important survival skills

864  
00:34:27,179 --> 00:34:31,500  
to be able to you know live life day to

865  
00:34:29,309 --> 00:34:34,590  
day you know my grandparents used to

866  
00:34:31,500 --> 00:34:36,780  
make it a daily routine and it was they

867  
00:34:34,590 --> 00:34:38,730  
never thought twice about being able to

868  
00:34:36,780 --> 00:34:41,340  
live without power but now nowadays we

869  
00:34:38,730 --> 00:34:42,750  
are all really relying on it so I'm

870  
00:34:41,340 --> 00:34:45,300  
hoping that nothing like that ever

871  
00:34:42,750 --> 00:34:46,670  
happens but you know we're preparing for

872  
00:34:45,300 --> 00:34:49,170  
the worst and hoping for the best and

873  
00:34:46,670 --> 00:34:50,369  
and also you should be it's not just the

874  
00:34:49,170 --> 00:34:53,220  
power will go off for a little while

875  
00:34:50,369 --> 00:34:54,839  
only only instruments and devices that

876  
00:34:53,219 --> 00:34:56,419  
have electronic chips in them will be

877  
00:34:54,840 --> 00:35:00,059  
permanently fried you

878  
00:34:56,420 --> 00:35:01,619  
unless you replace them exactly and you

879  
00:35:00,059 --> 00:35:03,329  
know and if it happened on a global

880  
00:35:01,619 --> 00:35:04,619  
scale you know there's not many people

881  
00:35:03,329 --> 00:35:06,269  
that are actually making and we don't

882  
00:35:04,619 --> 00:35:08,250  
even make transformers here in the US

883  
00:35:06,269 --> 00:35:10,280  
China is really the only one and north

884

00:35:08,250 --> 00:35:12,960  
or south korea that are making them so

885  
00:35:10,280 --> 00:35:14,940  
you know it could take a good long while

886  
00:35:12,960 --> 00:35:17,099  
before you know you can come back and

887  
00:35:14,940 --> 00:35:18,809  
and have that happen or you know as far

888  
00:35:17,099 --> 00:35:22,289  
as have the power back you know it

889  
00:35:18,809 --> 00:35:25,710  
happened back in also 1859 where a huge

890  
00:35:22,289 --> 00:35:28,079  
solar flare hit the US and basically

891  
00:35:25,710 --> 00:35:30,119  
fried telegraph wires because there was

892  
00:35:28,079 --> 00:35:32,849  
really no power at that point but still

893  
00:35:30,119 --> 00:35:35,579  
you know it got hit by a really massive

894  
00:35:32,849 --> 00:35:38,159  
solar flare so for us you know the whole

895  
00:35:35,579 --> 00:35:40,619  
prepping movement is just about being

896  
00:35:38,159 --> 00:35:42,179  
self-sufficient and knowing that it

897  
00:35:40,619 --> 00:35:44,309  
could happen and if there's a chance

898  
00:35:42,179 --> 00:35:45,779

that it could then you have to take you

899

00:35:44,309 --> 00:35:48,059

know steps to be able to prepare

900

00:35:45,780 --> 00:35:50,580

yourself to help yourself of course

901

00:35:48,059 --> 00:35:52,619

first and then to help your neighbors to

902

00:35:50,579 --> 00:35:54,389

you know come together and make it

903

00:35:52,619 --> 00:35:56,460

through any kind of catastrophe no

904

00:35:54,389 --> 00:35:59,009

matter what it is I know y'all just got

905

00:35:56,460 --> 00:36:02,400

done with some tremendous flooding down

906

00:35:59,010 --> 00:36:04,320

there in in Australia so you know it's

907

00:36:02,400 --> 00:36:06,240

one of those where people have that

908

00:36:04,320 --> 00:36:08,160

normalcy bias it'll never happen to me

909

00:36:06,239 --> 00:36:09,569

you know and then when it comes and hits

910

00:36:08,159 --> 00:36:12,089

you right in the face it's kind of like

911

00:36:09,570 --> 00:36:14,490

well I guess it could happen to us and

912

00:36:12,090 --> 00:36:16,530

that's after that point then people take

913  
00:36:14,489 --> 00:36:18,899  
preparing you know for the worst-case

914  
00:36:16,530 --> 00:36:20,610  
scenario a lot more seriously I know

915  
00:36:18,900 --> 00:36:22,860  
here in the States after Katrina

916  
00:36:20,610 --> 00:36:24,990  
happened a lot of people saw a lot of

917  
00:36:22,860 --> 00:36:27,690  
people died and because they weren't

918  
00:36:24,989 --> 00:36:30,059  
prepared so that really started a big

919  
00:36:27,690 --> 00:36:32,130  
movement here in the US and it's it's

920  
00:36:30,059 --> 00:36:33,779  
gaining a lot of speed you know for for

921  
00:36:32,130 --> 00:36:35,400  
me as a prepper you know I go by the

922  
00:36:33,780 --> 00:36:37,590  
rule of three you know I have a backup

923  
00:36:35,400 --> 00:36:40,740  
to the backup to the backup and you have

924  
00:36:37,590 --> 00:36:43,140  
plan a B and C you know so I tend to

925  
00:36:40,739 --> 00:36:45,449  
think that way and you know once you're

926  
00:36:43,139 --> 00:36:47,549  
at a great level of preparedness you

927  
00:36:45,449 --> 00:36:49,559  
know even it's big or small you know

928  
00:36:47,550 --> 00:36:51,480  
that sense of calm comes over you and

929  
00:36:49,559 --> 00:36:53,880  
you know I think that a lot of people

930  
00:36:51,480 --> 00:36:57,360  
out there they can't handle that unknown

931  
00:36:53,880 --> 00:36:59,519  
factor you know what if and more they go

932  
00:36:57,360 --> 00:37:01,829  
and take matters into their own hands

933  
00:36:59,519 --> 00:37:04,199  
and make small adjustments to their life

934  
00:37:01,829 --> 00:37:06,239  
whether it be just having a week supply

935  
00:37:04,199 --> 00:37:07,949  
worth of food they feel a little better

936  
00:37:06,239 --> 00:37:09,389  
a little calmer so that it's something

937  
00:37:07,949 --> 00:37:10,919  
were to happen

938  
00:37:09,389 --> 00:37:12,509  
you know they could you know make it

939  
00:37:10,920 --> 00:37:14,250  
through in and adjust to whatever

940  
00:37:12,510 --> 00:37:16,530  
situation you know adapt and overcome

941

00:37:14,250 --> 00:37:18,570  
and I look look Tim what is it was the

942  
00:37:16,530 --> 00:37:20,280  
downside of all this preparation you're

943  
00:37:18,570 --> 00:37:21,930  
obviously a very handy guy can do lots

944  
00:37:20,280 --> 00:37:23,850  
of stuff around the house your self

945  
00:37:21,929 --> 00:37:25,829  
resilient not I mean you've got it all

946  
00:37:23,849 --> 00:37:28,199  
going on there what's the downside to

947  
00:37:25,829 --> 00:37:31,739  
having to live this way you know they're

948  
00:37:28,199 --> 00:37:34,649  
there is no downside honestly and when

949  
00:37:31,739 --> 00:37:37,469  
you say this way it sounds like it could

950  
00:37:34,650 --> 00:37:39,930  
be a negative end really it's all a

951  
00:37:37,469 --> 00:37:42,539  
positive for me it's great family

952  
00:37:39,929 --> 00:37:44,609  
building time you know when I go quote

953  
00:37:42,539 --> 00:37:47,279  
and train with the kids you know we just

954  
00:37:44,610 --> 00:37:49,380  
go camping but I go out there with you

955  
00:37:47,280 --> 00:37:51,720

know an agenda to teach them things you

956

00:37:49,380 --> 00:37:53,220

know survival skills so as a parent I

957

00:37:51,719 --> 00:37:55,409

feel great knowing that my kids can

958

00:37:53,219 --> 00:37:58,349

start a fire and build a shelter and you

959

00:37:55,409 --> 00:38:00,629

know here in Arizona most people die

960

00:37:58,349 --> 00:38:02,309

within a mile of being saved you know

961

00:38:00,630 --> 00:38:03,450

they just think about died of

962

00:38:02,309 --> 00:38:05,219

hypothermia up here in the mountains

963

00:38:03,449 --> 00:38:07,079

even though it's the desert it still

964

00:38:05,219 --> 00:38:09,689

gets cold at night and and they just

965

00:38:07,079 --> 00:38:12,210

don't have the basic skills and so for

966

00:38:09,690 --> 00:38:14,750

me it's everything is a positive i I

967

00:38:12,210 --> 00:38:17,760

really don't have any drawbacks at all

968

00:38:14,750 --> 00:38:21,239

and you know I've made it for me a

969

00:38:17,760 --> 00:38:23,100

business and it's been you know a good

970  
00:38:21,239 --> 00:38:25,619  
positive thing plus I get to help a lot

971  
00:38:23,099 --> 00:38:27,269  
of people and that's where the doomsday

972  
00:38:25,619 --> 00:38:30,449  
prepper thing came in is you know now I

973  
00:38:27,269 --> 00:38:32,280  
get to talk to a ton of people and I

974  
00:38:30,449 --> 00:38:34,409  
feel great helping them out knowing that

975  
00:38:32,280 --> 00:38:37,680  
at least I've given them the seed to you

976  
00:38:34,409 --> 00:38:39,179  
know the go and plant and say okay I may

977  
00:38:37,679 --> 00:38:40,829  
be that guy will make it maybe you won't

978  
00:38:39,179 --> 00:38:43,079  
I don't know if anything bad happens but

979  
00:38:40,829 --> 00:38:45,900  
you know I'm always glass is half-full

980  
00:38:43,079 --> 00:38:49,259  
kind of guy I don't want to look at it

981  
00:38:45,900 --> 00:38:51,389  
in any other way my way too short and

982  
00:38:49,260 --> 00:38:54,330  
now it's him what would actually take on

983  
00:38:51,389 --> 00:38:57,239  
a national level for the government to

984

00:38:54,329 --> 00:38:58,739

make you and your family feel safe I

985

00:38:57,239 --> 00:39:00,299

mean well is there anything the

986

00:38:58,739 --> 00:39:01,589

government can do or someone above you

987

00:39:00,300 --> 00:39:06,180

that would make you feel a little bit

988

00:39:01,590 --> 00:39:08,160

more saver no um you know I I think that

989

00:39:06,179 --> 00:39:10,589

you know our government is doing a good

990

00:39:08,159 --> 00:39:12,449

job phemus out there trying to spread

991

00:39:10,590 --> 00:39:14,789

the word in you know helping everybody

992

00:39:12,449 --> 00:39:16,799

prepare but unfortunately not everybody

993

00:39:14,789 --> 00:39:19,079

heed that warning and I don't think that

994

00:39:16,800 --> 00:39:21,780

the government can you know go out there

995

00:39:19,079 --> 00:39:23,409

and force people to you know be able to

996

00:39:21,780 --> 00:39:25,359

take care of themselves unfortunately

997

00:39:23,409 --> 00:39:27,699

a lot of people that don't think

998

00:39:25,358 --> 00:39:29,348  
anything ever ever in their life is

999  
00:39:27,699 --> 00:39:31,088  
going to happen bad for them they think

1000  
00:39:29,349 --> 00:39:32,859  
that you know the stores will always be

1001  
00:39:31,088 --> 00:39:34,989  
open and you know nothing will ever

1002  
00:39:32,858 --> 00:39:37,328  
happen bad like I'm sure a lot of people

1003  
00:39:34,989 --> 00:39:39,338  
in Australia thought now we're never

1004  
00:39:37,329 --> 00:39:41,559  
going to have a you know a flood ever

1005  
00:39:39,338 --> 00:39:44,318  
again as big as that you guys had in 74

1006  
00:39:41,559 --> 00:39:46,048  
and sure enough last year it was you

1007  
00:39:44,318 --> 00:39:48,608  
know all the headlines were biblical

1008  
00:39:46,048 --> 00:39:52,210  
floods and a lot of people i'm sure

1009  
00:39:48,608 --> 00:39:53,920  
we're caught unprepared and you know i

1010  
00:39:52,210 --> 00:39:56,440  
don't think that the government can ever

1011  
00:39:53,920 --> 00:39:58,990  
you know prepare enough for that I think

1012  
00:39:56,440 --> 00:40:00,940

that it's everybody's responsibility you

1013

00:39:58,989 --> 00:40:03,699

know to take care of themselves there's

1014

00:40:00,940 --> 00:40:05,920

got to be some accountability and that's

1015

00:40:03,699 --> 00:40:07,868

where I think you know the prepping

1016

00:40:05,920 --> 00:40:10,809

movement is finally catching hold and

1017

00:40:07,869 --> 00:40:12,548

people are finally taking you know

1018

00:40:10,809 --> 00:40:14,619

matters into their own hands and they're

1019

00:40:12,548 --> 00:40:16,179

saying all right well I can take care of

1020

00:40:14,619 --> 00:40:18,519

myself I just need to get a few

1021

00:40:16,179 --> 00:40:21,129

essential supplies and maybe a little

1022

00:40:18,519 --> 00:40:23,559

training and that's where we're hoping

1023

00:40:21,130 --> 00:40:25,329

to make a difference now to move what do

1024

00:40:23,559 --> 00:40:28,599

you think is the line between being

1025

00:40:25,329 --> 00:40:32,260

prepared and being alarmist do you think

1026

00:40:28,599 --> 00:40:34,630

there is such a thing um I don't I don't

1027  
00:40:32,260 --> 00:40:36,609  
think so I mean I think that every

1028  
00:40:34,630 --> 00:40:38,980  
person especially even on the show some

1029  
00:40:36,608 --> 00:40:41,528  
people may bring it to that you know

1030  
00:40:38,980 --> 00:40:43,690  
extreme level but to one person's

1031  
00:40:41,528 --> 00:40:47,380  
extreme is another person's normal so

1032  
00:40:43,690 --> 00:40:49,750  
you know for me an extreme case is

1033  
00:40:47,380 --> 00:40:52,088  
someone that's sitting at home and doing

1034  
00:40:49,750 --> 00:40:53,710  
nothing and sitting back going don't

1035  
00:40:52,088 --> 00:40:55,750  
worry the government will be here

1036  
00:40:53,710 --> 00:40:57,309  
they'll make everything better you know

1037  
00:40:55,750 --> 00:40:58,900  
as much as you like your government and

1038  
00:40:57,309 --> 00:41:00,670  
think that it's going to happen they

1039  
00:40:58,900 --> 00:41:04,240  
just can't be in all places at all times

1040  
00:41:00,670 --> 00:41:07,720  
to help you you know if so that to me is

1041  
00:41:04,239 --> 00:41:11,199  
extreme on the opposite way so I think

1042  
00:41:07,719 --> 00:41:13,028  
as long as you prepare in your inner

1043  
00:41:11,199 --> 00:41:15,159  
teacher comfort zone you know you're you

1044  
00:41:13,028 --> 00:41:17,679  
go within your budget don't go you know

1045  
00:41:15,159 --> 00:41:19,629  
getting into debt to be prepared as i

1046  
00:41:17,679 --> 00:41:21,969  
said earlier it doesn't take a ton of

1047  
00:41:19,630 --> 00:41:23,318  
money to be prepared or be a prepper it

1048  
00:41:21,969 --> 00:41:25,838  
takes knowledge and knowledge is free

1049  
00:41:23,318 --> 00:41:28,058  
you know you can go out on the net and I

1050  
00:41:25,838 --> 00:41:31,808  
mean even on my blog site I give a ton

1051  
00:41:28,059 --> 00:41:33,519  
of tips everyday to people and you know

1052  
00:41:31,809 --> 00:41:35,740  
say here learn something every day if

1053  
00:41:33,519 --> 00:41:37,059  
you learn one thing it takes a couple of

1054  
00:41:35,739 --> 00:41:38,829  
minutes but that one

1055

00:41:37,059 --> 00:41:41,259  
that you learn maybe the thing to save

1056  
00:41:38,829 --> 00:41:43,420  
your life so it's really simple thing

1057  
00:41:41,260 --> 00:41:44,710  
one last tip before we go what's the

1058  
00:41:43,420 --> 00:41:47,309  
first thing that should be in our mind

1059  
00:41:44,710 --> 00:41:51,610  
when an emergency happens Tim as we go

1060  
00:41:47,309 --> 00:41:53,679  
first thing is to be calm and assess a

1061  
00:41:51,610 --> 00:41:56,260  
situation I mean that's the first thing

1062  
00:41:53,679 --> 00:41:58,690  
when you react hey flee that's when you

1063  
00:41:56,260 --> 00:42:01,600  
get into trouble so it's it's to be able

1064  
00:41:58,690 --> 00:42:03,789  
to sit back take a deep breath and look

1065  
00:42:01,599 --> 00:42:06,819  
around and then you make the decisions

1066  
00:42:03,789 --> 00:42:09,250  
at that point they say it like out of 10

1067  
00:42:06,820 --> 00:42:10,870  
people eight of the people will sit

1068  
00:42:09,250 --> 00:42:12,940  
there in an emergency and not do a thing

1069  
00:42:10,869 --> 00:42:16,029

one of the persons will run around the

1070

00:42:12,940 --> 00:42:17,530

store or the the building you know

1071

00:42:16,030 --> 00:42:19,630

saying this guy is falling and there'll

1072

00:42:17,530 --> 00:42:22,060

be a crazy person and then one person

1073

00:42:19,630 --> 00:42:23,559

will become assess the situation and

1074

00:42:22,059 --> 00:42:26,440

lead the other eight out of the burning

1075

00:42:23,559 --> 00:42:28,960

building so you know that's that's the

1076

00:42:26,440 --> 00:42:31,300

point is just to become and assess the

1077

00:42:28,960 --> 00:42:33,159

situation well that's good advice for

1078

00:42:31,300 --> 00:42:36,970

you know the end of the world or the end

1079

00:42:33,159 --> 00:42:39,690

of a hot date there you go yes thank you

1080

00:42:36,969 --> 00:42:39,689

very much Jim

1081

00:42:50,590 --> 00:42:56,410

in a world where the truth is about

1082

00:42:58,699 --> 00:43:03,759

or messages are received for beyond

1083

00:43:06,960 --> 00:43:12,260

and reason is sidelined for magical

1084  
00:43:09,960 --> 00:43:12,260  
thinking

1085  
00:43:12,699 --> 00:43:17,039  
oh please sweep them stand between but

1086  
00:43:18,300 --> 00:43:23,769  
what date is it 787 thing this is

1087  
00:43:22,059 --> 00:43:25,420  
impressive if these are system present

1088  
00:43:23,769 --> 00:43:28,150  
they're not their photographs of Chinese

1089  
00:43:25,420 --> 00:43:30,190  
anthem it's not we are not well received

1090  
00:43:28,150 --> 00:43:31,960  
is a good guard we're fully don't

1091  
00:43:30,190 --> 00:43:33,700  
discuss cryptozoology on the show very

1092  
00:43:31,960 --> 00:43:36,159  
often because we don't know anything

1093  
00:43:33,699 --> 00:43:37,779  
about how the truth the price gets lower

1094  
00:43:36,159 --> 00:43:39,429  
and lower and lower and then he hits a

1095  
00:43:37,780 --> 00:43:41,579  
ceiling it's a ceiling for the room

1096  
00:43:39,429 --> 00:43:41,578  
below

1097  
00:43:42,050 --> 00:43:46,070  
skeptical to the cave and Moses hi

1098  
00:43:43,940 --> 00:43:50,599  
skeptics society find us on iTunes or

1099  
00:43:46,070 --> 00:43:56,930  
you know don't the dirty disbelievers

1100  
00:43:50,599 --> 00:43:59,389  
episode 9 don't harsh my mellow man yes

1101  
00:43:56,929 --> 00:44:02,569  
dr. H in Richard Saunders attend a new

1102  
00:43:59,389 --> 00:44:05,329  
age fair and rude words fly you know

1103  
00:44:02,570 --> 00:44:07,730  
that being called clever is not always a

1104  
00:44:05,329 --> 00:44:11,420  
good thing the dirty disbelievers nine

1105  
00:44:07,730 --> 00:44:13,190  
and dirty disbelievers calm manner calm

1106  
00:44:11,420 --> 00:44:19,519  
that are you and where all the

1107  
00:44:13,190 --> 00:44:22,269  
conspiracies are so ya gotta kiss owwww

1108  
00:44:19,519 --> 00:44:22,269  
ibas

1109  
00:44:31,829 --> 00:44:37,179  
thank you for listening to the skeptic

1110  
00:44:34,389 --> 00:44:39,599  
zone next week skeptic zone will come to

1111  
00:44:37,179 --> 00:44:41,859  
you from the San Francisco Bay Area

1112

00:44:39,599 --> 00:44:44,409  
where I'm spending a few days before

1113  
00:44:41,860 --> 00:44:47,019  
heading off to Las Vegas for the amazing

1114  
00:44:44,409 --> 00:44:53,379  
meeting and if you're in the bay area

1115  
00:44:47,019 --> 00:44:54,519  
check out w WB a skeptic org scroll down

1116  
00:44:53,380 --> 00:44:57,190  
there on the right and you'll see

1117  
00:44:54,519 --> 00:45:00,340  
details about my talk the downfall of

1118  
00:44:57,190 --> 00:45:03,849  
power balance which will be on Wednesday

1119  
00:45:00,340 --> 00:45:07,260  
the 11th of july at lapenna loans which

1120  
00:45:03,849 --> 00:45:10,029  
is a six minute stroll from ashby bart

1121  
00:45:07,260 --> 00:45:12,810  
station check out the website for more

1122  
00:45:10,030 --> 00:45:15,790  
details and i hope i can see you there

1123  
00:45:12,809 --> 00:45:17,170  
I'm also very excited to be catching up

1124  
00:45:15,789 --> 00:45:21,519  
with the skeptics guide to the universe

1125  
00:45:17,170 --> 00:45:24,220  
people in the bay area before tam and my

1126  
00:45:21,519 --> 00:45:26,110

dear friend Eugenie Scott from the

1127

00:45:24,219 --> 00:45:28,989

National Center for Science Education

1128

00:45:26,110 --> 00:45:30,849

I'm looking forward to it all and I'm

1129

00:45:28,989 --> 00:45:34,859

looking forward to beating jetlag this

1130

00:45:30,849 --> 00:45:37,259

time haha wish me luck hasn't worked yet

1131

00:45:34,860 --> 00:45:40,090

do you have a cure for jet lag

1132

00:45:37,260 --> 00:45:42,010

international listeners there's no real

1133

00:45:40,090 --> 00:45:43,930

cure is there something you have to sort

1134

00:45:42,010 --> 00:45:46,600

of get your mind around and your body

1135

00:45:43,929 --> 00:45:48,849

around more importantly I guess thank

1136

00:45:46,599 --> 00:45:51,130

you for those people who support the

1137

00:45:48,849 --> 00:45:53,289

skeptic zone with your small

1138

00:45:51,130 --> 00:45:55,599

contributions each week less than a

1139

00:45:53,289 --> 00:45:58,269

dollar and thank you for those people

1140

00:45:55,599 --> 00:46:01,750

who occasionally chip in by sending in a

1141  
00:45:58,269 --> 00:46:03,880  
bit more in fact going to a very kind

1142  
00:46:01,750 --> 00:46:06,909  
donation just last week I was able to

1143  
00:46:03,880 --> 00:46:10,300  
buy a mini tripod which i'll be using on

1144  
00:46:06,909 --> 00:46:16,329  
my trip to the united states and ham las

1145  
00:46:10,300 --> 00:46:19,450  
vegas thank you indeed but before I sign

1146  
00:46:16,329 --> 00:46:22,179  
off if you enjoyed the interview with

1147  
00:46:19,449 --> 00:46:26,799  
Tim Ralston the prepper getting ready

1148  
00:46:22,179 --> 00:46:28,629  
for all sorts of bad events may none has

1149  
00:46:26,800 --> 00:46:32,410  
a couple of dvds from the series of

1150  
00:46:28,630 --> 00:46:34,150  
doomsday preppers to give away to some

1151  
00:46:32,409 --> 00:46:38,049  
listeners all you have to do is write to

1152  
00:46:34,150 --> 00:46:41,230  
me that's Richard at skeptic zone TV and

1153  
00:46:38,050 --> 00:46:44,260  
tell me in a very short paragraph

1154  
00:46:41,230 --> 00:46:47,260  
what skills you have that you could use

1155  
00:46:44,260 --> 00:46:49,780  
to barter if the worst came to the words

1156  
00:46:47,260 --> 00:46:52,390  
if ur EMP knocked out all the power grid

1157  
00:46:49,780 --> 00:46:54,220  
and we're all left in the dark and you

1158  
00:46:52,389 --> 00:46:56,259  
had to get some food somehow what could

1159  
00:46:54,219 --> 00:46:59,980  
you do what skills could you offer

1160  
00:46:56,260 --> 00:47:01,990  
people to swap for a can of beans be

1161  
00:46:59,980 --> 00:47:05,050  
interested to know what would you do

1162  
00:47:01,989 --> 00:47:07,239  
very short paragraph i will run that for

1163  
00:47:05,050 --> 00:47:11,050  
a week and the the best two entries as

1164  
00:47:07,239 --> 00:47:14,019  
judged by maynard will receive DVD of

1165  
00:47:11,050 --> 00:47:16,660  
doomsday preppers well it's time for me

1166  
00:47:14,019 --> 00:47:19,869  
to put this microphone in my carry bag

1167  
00:47:16,659 --> 00:47:24,789  
and together with the video camera some

1168  
00:47:19,869 --> 00:47:27,369  
other equipment my new tripod my iPad a

1169

00:47:24,789 --> 00:47:29,980  
little netbook for editing the skeptic

1170  
00:47:27,369 --> 00:47:31,720  
zone I wonder if there'll be any room

1171  
00:47:29,980 --> 00:47:35,019  
for my undershirts with all this and

1172  
00:47:31,719 --> 00:47:38,079  
I'll get ready to jet off to the United

1173  
00:47:35,019 --> 00:47:40,659  
States but for this week this is Richard

1174  
00:47:38,079 --> 00:47:47,230  
Saunders signing off early in the

1175  
00:47:40,659 --> 00:47:50,618  
morning from Sydney Australia you've

1176  
00:47:47,230 --> 00:47:55,240  
been listening to the skeptic zone visit

1177  
00:47:50,619 --> 00:47:57,700  
our website at [www.skeptics on TV](http://www.skepticsontv.com) for

1178  
00:47:55,239 --> 00:48:00,358  
comments contacts and extra video

1179  
00:47:57,699 --> 00:48:00,358  
reports