

**The Skeptic Zone**

**Show 193 - 30 June 2012**



**Wilson da Silva**

1  
00:00:23,089 --> 00:00:09,100  
welcome to the skeptic zone the podcast

2  
00:00:30,029 --> 00:00:26,040  
hello and welcome to the skeptic zone

3  
00:00:33,569 --> 00:00:30,039  
episode number 193 for the 30th of jun

4  
00:00:36,210 --> 00:00:33,579  
2012 not though as i'm recording this

5  
00:00:38,520 --> 00:00:36,220  
it's actually the first of july 2012 at

6  
00:00:40,650 --> 00:00:38,530  
four o'clock in the morning because oh

7  
00:00:42,570 --> 00:00:40,660  
yes i'm gonna be clearer this year

8  
00:00:43,920 --> 00:00:42,580  
clever this year i'm flying to the

9  
00:00:46,590 --> 00:00:43,930  
states in a few days and I thought I

10  
00:00:48,090 --> 00:00:46,600  
know I know I hate getting jet lag when

11  
00:00:50,640 --> 00:00:48,100  
I'm over there and staying up all night

12  
00:00:53,250 --> 00:00:50,650  
it's crazy so I thought I know I'll get

13  
00:00:57,750 --> 00:00:53,260

up early all week this week four o'clock

14

00:01:01,740 --> 00:00:57,760

in the morning Priya just my my internal

15

00:01:03,960 --> 00:01:01,750

body clock it's a nice idea trouble is

16

00:01:08,070 --> 00:01:03,970

for the past four or five days I felt

17

00:01:10,500 --> 00:01:08,080

jetlagged jet-lagged even before i go i

18

00:01:13,109 --> 00:01:10,510

will let you know next week dear

19

00:01:16,980 --> 00:01:13,119

listener if this experiment is

20

00:01:19,830 --> 00:01:16,990

successful but let's look at this week's

21

00:01:22,490 --> 00:01:19,840

episode of the skeptic zone coming up I

22

00:01:25,560 --> 00:01:22,500

interview Wilson to silver the editor of

23

00:01:29,969 --> 00:01:25,570

Cosmos magazine here in Australia now

24

00:01:32,880 --> 00:01:29,979

it's amazing to think seven years ago I

25

00:01:34,859 --> 00:01:32,890

last interviewed Wilson to silver about

26

00:01:37,679 --> 00:01:34,869

cosmos magazine and that's when the

27

00:01:39,480 --> 00:01:37,689

magazine was just launched of course

28

00:01:42,149 --> 00:01:39,490

Australian listeners will know cosmos

29

00:01:45,330 --> 00:01:42,159

magazine it's a famous magazine science

30

00:01:46,590 --> 00:01:45,340

magazine here in Australia and Wilson's

31

00:01:50,899 --> 00:01:46,600

going to tell us about the launch of

32

00:01:54,599 --> 00:01:50,909

their new pipe had edition very exciting

33

00:01:57,389 --> 00:01:54,609

sort of a very nice use of iPad

34

00:02:01,370 --> 00:01:57,399

technology Wilson will also tell us

35

00:02:06,209 --> 00:02:01,380

about the dangers of solar flares and

36

00:02:10,440 --> 00:02:06,219

EMPs electro magnetic pulses could they

37

00:02:13,110 --> 00:02:10,450

fry the grid so to speak could they harm

38

00:02:15,530 --> 00:02:13,120

our electronics well they probably could

39

00:02:18,540 --> 00:02:15,540

that's coming up at the top of the show

40

00:02:20,970 --> 00:02:18,550

then after the break it's Maynard's

41

00:02:24,120 --> 00:02:20,980

spooky action may not is going to be

42

00:02:27,510 --> 00:02:24,130

talking to what they call a prepper I

43

00:02:30,149 --> 00:02:27,520

promised somebody who prepares in this

44

00:02:34,470 --> 00:02:30,159

case it's Tim Ralston who has a new

45

00:02:36,449 --> 00:02:34,480

series about a so-called doomsday prep

46

00:02:39,440 --> 00:02:36,459

is but in this case Tim will be talking

47

00:02:41,940 --> 00:02:39,450

about the dangers of well EMP

48

00:02:43,619 --> 00:02:41,950

electromagnetic pulses what they could

49

00:02:47,309 --> 00:02:43,629

do and what he intends to do if it

50

00:02:49,380 --> 00:02:47,319

happens to survive I found this

51  
00:02:50,630 --> 00:02:49,390  
interview very interesting I've never

52  
00:02:52,830 --> 00:02:50,640  
really given much thought to

53  
00:02:56,850 --> 00:02:52,840  
survivalists or Preppers or things like

54  
00:02:58,160 --> 00:02:56,860  
that but you know what there's a bit of

55  
00:03:00,300 --> 00:02:58,170  
common sense phone in there I think

56  
00:03:03,809 --> 00:03:00,310  
maybe I should go out and start learning

57  
00:03:05,460 --> 00:03:03,819  
how to our make a campfire see what you

58  
00:03:06,990 --> 00:03:05,470  
think have a listen see what you think

59  
00:03:09,720 --> 00:03:07,000  
coming up later in the show with

60  
00:03:11,819 --> 00:03:09,730  
maynards spooky action listen at the end

61  
00:03:16,949 --> 00:03:11,829  
of the show for details about how you

62  
00:03:20,099 --> 00:03:16,959  
can win a DVD of doomsday preppers now

63  
00:03:23,190 --> 00:03:20,109

we've been getting so many entries in

64

00:03:25,380 --> 00:03:23,200

our religious limerick competition we've

65

00:03:27,569 --> 00:03:25,390

decided to extend it for one more week

66

00:03:29,789 --> 00:03:27,579

yes you have one more week well you've

67

00:03:32,280 --> 00:03:29,799

got about three or four days I guess to

68

00:03:33,930 --> 00:03:32,290

really get your entries in so any

69

00:03:35,880 --> 00:03:33,940

limerick based on a religious or

70

00:03:38,250 --> 00:03:35,890

biblical theme send them in the winner

71

00:03:40,289 --> 00:03:38,260

will get the Christ conundrum the

72

00:03:43,170 --> 00:03:40,299

skeptics guide to Jesus by Andrew

73

00:03:46,080 --> 00:03:43,180

Carruth autographed so if you have a

74

00:03:48,629 --> 00:03:46,090

religious a limerick please send it in

75

00:03:50,339 --> 00:03:48,639

will be getting so many and Stefan Soyka

76

00:03:53,280 --> 00:03:50,349

the co-host the other coast will be the

77

00:03:56,220 --> 00:03:53,290

judge he's really been enjoying all

78

00:03:58,140 --> 00:03:56,230

those entries in fact we're going to

79

00:04:01,349 --> 00:03:58,150

send all the entries winning or not off

80

00:04:04,559 --> 00:04:01,359

to Andrew couth now before we get stuck

81

00:04:07,409 --> 00:04:04,569

into the skeptic zone this week a quick

82

00:04:11,930 --> 00:04:07,419

note for students everywhere why not

83

00:04:22,260 --> 00:04:11,940

visit w WX t second science net that's

84

00:04:25,440 --> 00:04:22,270

www 60 sec 0 ND s Cl e n c.net 60-second

85

00:04:28,710 --> 00:04:25,450

sides where you can enter a competition

86

00:04:30,839 --> 00:04:28,720

you make a short video 60 seconds about

87

00:04:34,550 --> 00:04:30,849

a scientific topic and there are prizes

88

00:04:38,250 --> 00:04:34,560

to be won so your budding young

89

00:04:40,860 --> 00:04:38,260

filmmakers out there and teachers check

90

00:04:45,020 --> 00:04:40,870

it out 60-second science net enter a

91

00:04:47,430 --> 00:04:45,030

short science video prizes to be won

92

00:04:47,850 --> 00:04:47,440

well I'm going to go downstairs now and

93

00:04:50,219 --> 00:04:47,860

have that

94

00:04:54,990 --> 00:04:50,229

very early morning cup of coffee get the

95

00:05:16,080 --> 00:04:55,000

old brain cells firing hopefully while

96

00:05:19,439 --> 00:05:16,090

you enjoy the skeptics am and now i'm

97

00:05:21,390 --> 00:05:19,449

actually at the the office of Cosmos

98

00:05:22,800 --> 00:05:21,400

magazine himself speaking with wilson

99

00:05:25,709 --> 00:05:22,810

the silver wasn't great to see you again

100

00:05:28,679 --> 00:05:25,719

absolute pleasure and i remember being

101  
00:05:31,170 --> 00:05:28,689  
in the customer's office seven years ago

102  
00:05:34,320 --> 00:05:31,180  
when we were discussing this great brave

103  
00:05:35,490 --> 00:05:34,330  
new magazine on the on the scene and i

104  
00:05:37,260 --> 00:05:35,500  
can you believe that that was seven

105  
00:05:40,589 --> 00:05:37,270  
years ago seven years almost exactly to

106  
00:05:43,559 --> 00:05:40,599  
the date um it was on the winter

107  
00:05:45,269 --> 00:05:43,569  
solstice in 2005 yet away that we

108  
00:05:47,730 --> 00:05:45,279  
launched and it was again on the winter

109  
00:05:49,200 --> 00:05:47,740  
solstice this year that we celebrated

110  
00:05:50,969 --> 00:05:49,210  
the Simmons anniversary and we did our

111  
00:05:52,529 --> 00:05:50,979  
new thing which was launched the ipad

112  
00:05:56,070 --> 00:05:52,539  
edition in fact we launched it exactly

113  
00:05:59,670 --> 00:05:56,080

90 7am which is when the Sun reached its

114

00:06:02,399 --> 00:05:59,680

highest point now I must say I'm so

115

00:06:04,649 --> 00:06:02,409

impressed because i really love when

116

00:06:06,390 --> 00:06:04,659

people get something like the ipad a lot

117

00:06:09,089 --> 00:06:06,400

of people don't take the ipad seriously

118

00:06:10,950 --> 00:06:09,099

enough i think personally I use it just

119

00:06:13,230 --> 00:06:10,960

about everything except for washing the

120

00:06:14,430 --> 00:06:13,240

dishes it's it's very useful and I'm

121

00:06:16,679 --> 00:06:14,440

sure there'll be an app for that before

122

00:06:18,929 --> 00:06:16,689

too long but what I really appreciate is

123

00:06:22,200 --> 00:06:18,939

when people make that extra effort to

124

00:06:24,570 --> 00:06:22,210

really utilize what an iPad can do and

125

00:06:26,369 --> 00:06:24,580

me i just sit at home go thanks i'll

126  
00:06:30,420 --> 00:06:26,379  
have that download and i can really get

127  
00:06:32,670 --> 00:06:30,430  
a great deal of benefit out of it you've

128  
00:06:36,300 --> 00:06:32,680  
done exactly this with the the new

129  
00:06:38,670 --> 00:06:36,310  
cosmos ipad edition yes we have um

130  
00:06:39,959 --> 00:06:38,680  
they're the exciting thing was well be

131  
00:06:41,279 --> 00:06:39,969  
good to go back seven years when we

132  
00:06:43,619 --> 00:06:41,289  
launched the print magazine we had a new

133  
00:06:45,779 --> 00:06:43,629  
way of doing stories we we weren't going

134  
00:06:47,550 --> 00:06:45,789  
to be an even though an australian-based

135  
00:06:49,379 --> 00:06:47,560  
magazine about science we weren't going

136  
00:06:51,029 --> 00:06:49,389  
to be just about australian science we

137  
00:06:53,040 --> 00:06:51,039  
wanted to do science all over the world

138  
00:06:54,209 --> 00:06:53,050

we would have an australian perspective

139

00:06:55,949 --> 00:06:54,219

in that you know we look at the world

140

00:06:57,540 --> 00:06:55,959

differently we we don't look at from a

141

00:06:58,499 --> 00:06:57,550

u.s. perspective and 20 extent we

142

00:06:59,830 --> 00:06:58,509

weren't looking at an australian

143

00:07:01,390 --> 00:06:59,840

perspective we're looking at it as

144

00:07:04,600 --> 00:07:01,400

well isn't it school isn't it's awesome

145

00:07:05,980 --> 00:07:04,610

that's always the the angle we took we

146

00:07:08,260 --> 00:07:05,990

also did something different at the time

147

00:07:09,640 --> 00:07:08,270

in 2005 everyone was going shorter

148

00:07:11,920 --> 00:07:09,650

shorter articles because there have been

149

00:07:13,540 --> 00:07:11,930

influenced by the internet what we did

150

00:07:15,310 --> 00:07:13,550

is when longer articles we were doing

151

00:07:16,689 --> 00:07:15,320

five thousand words five and a half

152

00:07:19,120 --> 00:07:16,699

thousand words six thousand with

153

00:07:21,040 --> 00:07:19,130

articles and we have now gone bigger

154

00:07:23,490 --> 00:07:21,050

we've gone nine thousand word articles

155

00:07:25,600 --> 00:07:23,500

and we've established this niche

156

00:07:28,240 --> 00:07:25,610

globally where we're really respected we

157

00:07:30,640 --> 00:07:28,250

want like 45 awards in seven years we're

158

00:07:31,689 --> 00:07:30,650

respected because in fact we will call

159

00:07:35,469 --> 00:07:31,699

that the world come from science

160

00:07:37,600 --> 00:07:35,479

journalists in Qatar hmm in Doha I was

161

00:07:40,510 --> 00:07:37,610

introduced at one panel as the editor of

162

00:07:42,490 --> 00:07:40,520

world's only literary science magazine

163

00:07:44,440 --> 00:07:42,500

and you know it struck me that that's

164

00:07:47,020 --> 00:07:44,450

actually true we're the only one now

165

00:07:49,240 --> 00:07:47,030

okay so seven years have gone past we've

166

00:07:50,740 --> 00:07:49,250

changed the way you know the magazine is

167

00:07:53,230 --> 00:07:50,750

substantially different to that one that

168

00:07:55,270 --> 00:07:53,240

you saw originally is sure yeah but but

169

00:07:57,150 --> 00:07:55,280

in a way not to win on the same

170

00:07:59,350 --> 00:07:57,160

philosophies through it yeah it's it's

171

00:08:00,969 --> 00:07:59,360

recognizable as the same magazine in a

172

00:08:02,409 --> 00:08:00,979

way I think because it's bold and it's

173

00:08:04,600 --> 00:08:02,419

colorful and it's grabs your attention

174

00:08:07,629 --> 00:08:04,610

you know the cover right off off the

175

00:08:08,710 --> 00:08:07,639

start as does the cover of the the ipad

176

00:08:11,110 --> 00:08:08,720

edition and that's just the beginning

177

00:08:12,700 --> 00:08:11,120

well there you go the the ethic is all

178

00:08:15,070 --> 00:08:12,710

the way through it so we've always

179

00:08:16,450 --> 00:08:15,080

thought of Cosmos as an intelligent

180

00:08:18,850 --> 00:08:16,460

companion on the road to discovery that

181

00:08:21,070 --> 00:08:18,860

the kind of person that doesn't talk to

182

00:08:22,480 --> 00:08:21,080

you doesn't talk down to you but it's

183

00:08:24,100 --> 00:08:22,490

just really excited and wants to go on

184

00:08:26,469 --> 00:08:24,110

this road with you always thought of

185

00:08:28,450 --> 00:08:26,479

that and we always have a tester filters

186

00:08:32,230 --> 00:08:28,460

that we run through four stories a story

187

00:08:34,779 --> 00:08:32,240

has to be amazing surprising or deep or

188

00:08:36,430 --> 00:08:34,789

it can be all of those things and quite

189

00:08:38,589 --> 00:08:36,440

often they are something that big cover

190

00:08:40,930 --> 00:08:38,599

stories but they have to have one of

191

00:08:42,370 --> 00:08:40,940

those elements for them to work and we

192

00:08:43,719 --> 00:08:42,380

don't curator stories from so we've had

193

00:08:46,870 --> 00:08:43,729

Margaret wertheimer's an Australian

194

00:08:49,780 --> 00:08:46,880

Living Los Angeles goes to to Antarctica

195

00:08:52,060 --> 00:08:49,790

and interviews Norwegians Swedes and the

196

00:08:54,640 --> 00:08:52,070

New Zealanders we're reached in the

197

00:08:56,590 --> 00:08:54,650

story first so we're kind of lucky in

198

00:08:59,470 --> 00:08:56,600

that we've always been global okay from

199

00:09:01,390 --> 00:08:59,480

day one yeah we will however trapped in

200

00:09:03,490 --> 00:09:01,400

Australia in a sense that we produce

201  
00:09:05,440 --> 00:09:03,500  
twist beautiful magazine it costs a lot

202  
00:09:06,760 --> 00:09:05,450  
it costs 1095 an issue in it you know

203  
00:09:08,829 --> 00:09:06,770  
it's costing fifty nine dollars a year

204  
00:09:10,960 --> 00:09:08,839  
to subscribe 46 issues and by the time

205  
00:09:12,190 --> 00:09:10,970  
it reached the US or the UK was so

206  
00:09:14,050 --> 00:09:12,200  
expensive with

207  
00:09:16,510 --> 00:09:14,060  
pinon distribution and all these fees

208  
00:09:17,770 --> 00:09:16,520  
that actually it made it even though it

209  
00:09:19,840 --> 00:09:17,780  
was so expensive we still have fifteen

210  
00:09:21,220 --> 00:09:19,850  
percent of subscribers overseas and it

211  
00:09:23,680 --> 00:09:21,230  
was you know but it's still expensive

212  
00:09:27,250 --> 00:09:23,690  
it's for the aficionado yeah okay come

213  
00:09:28,630 --> 00:09:27,260

the iPad suddenly we can think hey we

214

00:09:31,120 --> 00:09:28,640

don't have the costs of distribution

215

00:09:34,780 --> 00:09:31,130

shipping warehousing printing any of

216

00:09:37,060 --> 00:09:34,790

those postage so what can we do so we

217

00:09:39,250 --> 00:09:37,070

thought we'd double the amount of

218

00:09:42,370 --> 00:09:39,260

content so produced 12 issues a year on

219

00:09:44,080 --> 00:09:42,380

the iPad we and half the price and

220

00:09:46,810 --> 00:09:44,090

that's what we've done with well this

221

00:09:48,100 --> 00:09:46,820

user year luggage is um so you get so

222

00:09:49,210 --> 00:09:48,110

it's kind of odd because if you if

223

00:09:51,010 --> 00:09:49,220

you're a print subscriber you're

224

00:09:52,390 --> 00:09:51,020

thinking well how am I getting this

225

00:09:53,560 --> 00:09:52,400

other issue as a print subscriber you

226

00:09:54,910 --> 00:09:53,570

get it for free you get the ipad

227

00:09:57,190 --> 00:09:54,920

editions for free so it's up to you to

228

00:09:58,900 --> 00:09:57,200

use as you wish yeah in fact as a print

229

00:10:00,250 --> 00:09:58,910

subscriber we treat you like a king in

230

00:10:01,510 --> 00:10:00,260

that you get everything you can eke it

231

00:10:02,830 --> 00:10:01,520

is a browser edition which I'll tell you

232

00:10:04,300 --> 00:10:02,840

about a little bit later there's a whole

233

00:10:05,500 --> 00:10:04,310

bunch of other stuff you get but the

234

00:10:06,850 --> 00:10:05,510

principle is get everything or you can

235

00:10:09,460 --> 00:10:06,860

just do iPad which means it's like you

236

00:10:13,600 --> 00:10:09,470

know 25 bucks a year why have we done

237

00:10:15,070 --> 00:10:13,610

this is because we think that five years

238

00:10:17,590 --> 00:10:15,080

from now eight years from now at some

239

00:10:21,610 --> 00:10:17,600  
point the transition from print to

240

00:10:23,620 --> 00:10:21,620  
digital will be so complete that

241

00:10:26,050 --> 00:10:23,630  
actually few publications in the world

242

00:10:28,090 --> 00:10:26,060  
will be print and they'll probably be

243

00:10:29,770 --> 00:10:28,100  
tablet of some kind or some other format

244

00:10:31,450 --> 00:10:29,780  
we don't know they'll be digital of some

245

00:10:33,070 --> 00:10:31,460  
kind yeah but that print will be

246

00:10:34,360 --> 00:10:33,080  
reserved from really special and maybe

247

00:10:36,490 --> 00:10:34,370  
because muscle be one of those because

248

00:10:38,530 --> 00:10:36,500  
it's lush it is gorgeous to look at but

249

00:10:40,590 --> 00:10:38,540  
what we've tried to do is maintain that

250

00:10:43,570 --> 00:10:40,600  
gorgeous feel in fact internally

251

00:10:45,310 --> 00:10:43,580

internally the joke is that we want to

252

00:10:47,980 --> 00:10:45,320

write like New Yorker and look like

253

00:10:51,040 --> 00:10:47,990

Vanity Fair and that's the ethic that

254

00:10:53,620 --> 00:10:51,050

drives us can we make science so sexy so

255

00:10:55,030 --> 00:10:53,630

exciting so without without downplaying

256

00:10:57,850 --> 00:10:55,040

it right it's really important to

257

00:11:00,280 --> 00:10:57,860

maintain that serious time it is you

258

00:11:01,990 --> 00:11:00,290

know science is science is important but

259

00:11:03,430 --> 00:11:02,000

it doesn't have to be overly serious you

260

00:11:05,740 --> 00:11:03,440

can still have a bit of fun yeah yeah

261

00:11:09,490 --> 00:11:05,750

yeah well I think I'll just grab my iPad

262

00:11:11,890 --> 00:11:09,500

at the moment so we can discuss the very

263

00:11:13,600 --> 00:11:11,900

issue I think what you've if you can

264

00:11:16,600 --> 00:11:13,610

hold that and we can have a little

265

00:11:18,670 --> 00:11:16,610

Explorer together through it what what I

266

00:11:20,590 --> 00:11:18,680

was saying earlier about the the look of

267

00:11:22,990 --> 00:11:20,600

cosmos which was so important the

268

00:11:24,780 --> 00:11:23,000

magazine not the TV series with Carl

269

00:11:29,070 --> 00:11:24,790

Sagan what we talked about last time I

270

00:11:31,290 --> 00:11:29,080

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

271

00:11:33,690 --> 00:11:31,300

these animations but they're used

272

00:11:35,040 --> 00:11:33,700

sparingly and where appropriate now

273

00:11:36,480 --> 00:11:35,050

we're looking at one and a brain cell

274

00:11:38,430 --> 00:11:36,490

which just disappeared in here it comes

275

00:11:40,080 --> 00:11:38,440

again and look it looks fabulous it

276

00:11:41,550 --> 00:11:40,090

doesn't detract it doesn't say here's

277

00:11:43,170 --> 00:11:41,560

the animation look at me look at me it's

278

00:11:44,970 --> 00:11:43,180

just so it's an interesting sort of

279

00:11:47,070 --> 00:11:44,980

introduction to a story it is so it's

280

00:11:49,050 --> 00:11:47,080

focusing it's a picture of the story is

281

00:11:51,570 --> 00:11:49,060

called light switch it's got a single

282

00:11:54,120 --> 00:11:51,580

brain cell focused on by what looks like

283

00:11:56,040 --> 00:11:54,130

a laser beam the animation has a zoom

284

00:11:56,970 --> 00:11:56,050

into that and in the light beam lights

285

00:11:59,010 --> 00:11:56,980

up if you look at the print issue

286

00:12:01,290 --> 00:11:59,020

exactly the same there's a there isn't

287

00:12:03,270 --> 00:12:01,300

an animation obviously but the image is

288

00:12:05,310 --> 00:12:03,280

exactly in the recognizable with the

289

00:12:07,740 --> 00:12:05,320

ipad edition you actually once you're

290

00:12:11,520 --> 00:12:07,750

inside a feature and if you're holding

291

00:12:13,350 --> 00:12:11,530

it in portrait mode you page up yeah

292

00:12:14,700 --> 00:12:13,360

push the page up and push the page up

293

00:12:16,830 --> 00:12:14,710

and there's the first page second page

294

00:12:19,680 --> 00:12:16,840

of way it's called snap to grid it just

295

00:12:21,150 --> 00:12:19,690

it snaps into position it's kind of a

296

00:12:23,490 --> 00:12:21,160

suit so what we're trying to do we

297

00:12:24,600 --> 00:12:23,500

realize we tried the replicating the

298

00:12:26,310 --> 00:12:24,610

book situation you have there with

299

00:12:28,050 --> 00:12:26,320

ebooks where you flip through and it

300

00:12:29,820 --> 00:12:28,060

because it's so image intensive it

301  
00:12:31,830 --> 00:12:29,830  
actually is overwhelming you actually

302  
00:12:33,600 --> 00:12:31,840  
get tired of doing this all the time be

303  
00:12:35,340 --> 00:12:33,610  
cutting your finger flipping a finger

304  
00:12:38,310 --> 00:12:35,350  
because there's so much so if you go up

305  
00:12:39,780 --> 00:12:38,320  
and down if you swipe between articles

306  
00:12:42,330 --> 00:12:39,790  
but you go up and down within an article

307  
00:12:44,700 --> 00:12:42,340  
now what that created for us so we're

308  
00:12:47,040 --> 00:12:44,710  
now in this in section of page 3 of the

309  
00:12:50,490 --> 00:12:47,050  
the story light switch and there's a

310  
00:12:52,800 --> 00:12:50,500  
half at the top half of the pic the page

311  
00:12:55,980 --> 00:12:52,810  
is what looks like cross a cutaway of

312  
00:12:57,660 --> 00:12:55,990  
the brain yeah now we thought if we're

313  
00:12:59,370 --> 00:12:57,670

doing this what happens if you're due in

314

00:13:01,470 --> 00:12:59,380

the landscape loading so instead of

315

00:13:03,240 --> 00:13:01,480

Jesus rejigging the text and the picture

316

00:13:06,180 --> 00:13:03,250

to landscape mode but we actually do an

317

00:13:09,810 --> 00:13:06,190

alternate landscape mode now is you zoom

318

00:13:12,600 --> 00:13:09,820

in complete you have a complete screen

319

00:13:14,340 --> 00:13:12,610

is covered in the the cutaway of the

320

00:13:17,210 --> 00:13:14,350

brain and what's good you don't have to

321

00:13:19,680 --> 00:13:17,220

double tap on a picture or tap and

322

00:13:22,440 --> 00:13:19,690

expand your things you simply rotate the

323

00:13:24,480 --> 00:13:22,450

iPad and the main picture on the page

324

00:13:25,800 --> 00:13:24,490

comes up brilliantly and fills up the

325

00:13:28,110 --> 00:13:25,810

whole thing it does so we started

326

00:13:30,780 --> 00:13:28,120

thinking Alan this is this actually acts

327

00:13:33,090 --> 00:13:30,790

of axes are adding value to the reader

328

00:13:34,830 --> 00:13:33,100

yeah you you look at one of the problems

329

00:13:37,080 --> 00:13:34,840

we have in print is always you trying to

330

00:13:38,130 --> 00:13:37,090

wrap stuff things in there's so much

331

00:13:40,050 --> 00:13:38,140

stuff that you do in picture

332

00:13:42,300 --> 00:13:40,060

research that looks great but you can't

333

00:13:44,160 --> 00:13:42,310

use everything and this allows us to use

334

00:13:46,290 --> 00:13:44,170

not only everything oh that should give

335

00:13:48,300 --> 00:13:46,300

way to more detail and that was just a

336

00:13:49,560 --> 00:13:48,310

picture on the pages is another page now

337

00:13:51,960 --> 00:13:49,570

I know is it happen to be a picture on

338

00:13:55,100 --> 00:13:51,970

it you turned the iPad into landscape

339

00:13:57,060 --> 00:13:55,110

and Wolf upper comes this is a channels

340

00:13:59,130 --> 00:13:57,070

collection proteins on the surface of

341

00:14:02,220 --> 00:13:59,140

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

342

00:14:03,900 --> 00:14:02,230

wonderful how pretty good looks so and

343

00:14:05,820 --> 00:14:03,910

this isn't even the new one this isn't

344

00:14:08,100 --> 00:14:05,830

even retina this is this is over there

345

00:14:10,770 --> 00:14:08,110

you go so and we can actually add

346

00:14:12,630 --> 00:14:10,780

animation so this is actually um instead

347

00:14:13,950 --> 00:14:12,640

of a breakout being a little a little

348

00:14:16,980 --> 00:14:13,960

tucked in on the side you can actually

349

00:14:18,780 --> 00:14:16,990

fill up a full page with it you use a

350

00:14:20,940 --> 00:14:18,790

content as kind of the way to guide you

351  
00:14:22,920 --> 00:14:20,950  
you guide your way through everything so

352  
00:14:25,560 --> 00:14:22,930  
there's a tap at the top which always

353  
00:14:27,780 --> 00:14:25,570  
gets you to contents every single big

354  
00:14:31,020 --> 00:14:27,790  
feature has a some element garments goes

355  
00:14:32,580 --> 00:14:31,030  
on and on you notice how it's got that

356  
00:14:34,740 --> 00:14:32,590  
feel it still feels like a contents from

357  
00:14:36,000 --> 00:14:34,750  
cosmos yeah yeah so if you're familiar

358  
00:14:38,730 --> 00:14:36,010  
with cosmos you're not going to be lost

359  
00:14:40,110 --> 00:14:38,740  
in this the important thing was where we

360  
00:14:42,810 --> 00:14:40,120  
have animations and we have lots of

361  
00:14:44,460 --> 00:14:42,820  
extra fun funds bells and some of them

362  
00:14:46,770 --> 00:14:44,470  
fun bells and whistles like that story

363  
00:14:52,560 --> 00:14:46,780

of malaria look at this now comes the

364

00:14:54,510 --> 00:14:52,570

mosquito so I a cross hairs it appears

365

00:14:56,130 --> 00:14:54,520

on the mosquito and it's a malaria's

366

00:14:58,590 --> 00:14:56,140

last and it's kind of like you know

367

00:15:00,660 --> 00:14:58,600

about targeting the mosquito okay a

368

00:15:01,740 --> 00:15:00,670

little bit of fun but we can have a

369

00:15:04,170 --> 00:15:01,750

little bit of fun every now and then as

370

00:15:05,820 --> 00:15:04,180

long as you don't overdo it the problem

371

00:15:08,670 --> 00:15:05,830

we noticed with a lot of magazines that

372

00:15:10,710 --> 00:15:08,680

have publishers who have gone on ipad is

373

00:15:12,300 --> 00:15:10,720

their sink we could see it from a from a

374

00:15:14,190 --> 00:15:12,310

production perspective but they were

375

00:15:15,870 --> 00:15:14,200

thinking of okay we've done the print

376

00:15:18,180 --> 00:15:15,880

edition now let's do the ipad edition

377

00:15:21,840 --> 00:15:18,190

what kind of doodads can we add to it

378

00:15:23,670 --> 00:15:21,850

right not not Wow let's do it again from

379

00:15:25,710 --> 00:15:23,680

a different angle but what kind of

380

00:15:28,980 --> 00:15:25,720

doodads can so they just want to bolt on

381

00:15:30,180 --> 00:15:28,990

and you don't want to alienate readers

382

00:15:32,400 --> 00:15:30,190

do you don't want somebody who's been

383

00:15:36,000 --> 00:15:32,410

enjoying cosmos for many years on there

384

00:15:37,500 --> 00:15:36,010

in the magazine edition form suddenly

385

00:15:39,210 --> 00:15:37,510

downloading at night pad saying what is

386

00:15:41,820 --> 00:15:39,220

this this is it's important maintain

387

00:15:44,460 --> 00:15:41,830

design ethic but it's also was important

388

00:15:47,190 --> 00:15:44,470

not to just add stuff for the sake of it

389

00:15:48,720 --> 00:15:47,200

okay it had to add to the story doesn't

390

00:15:50,610 --> 00:15:48,730

take the story a little bit further as a

391

00:15:51,750 --> 00:15:50,620

make a comment there's a speak to the

392

00:15:54,180 --> 00:15:51,760

headline better does it

393

00:15:56,970 --> 00:15:54,190

you know you have to create a narrative

394

00:15:58,620 --> 00:15:56,980

arc as we like to call it them the it

395

00:16:00,120 --> 00:15:58,630

feels right when you're inside the story

396

00:16:02,580 --> 00:16:00,130

you know you're in the malaria story you

397

00:16:04,440 --> 00:16:02,590

there's little tricks even not even

398

00:16:06,330 --> 00:16:04,450

aware of but we've used the same color

399

00:16:08,670 --> 00:16:06,340

all the way through that this red that's

400

00:16:10,260 --> 00:16:08,680

the blue I see it's all the way through

401  
00:16:12,240 --> 00:16:10,270  
you see this kind of montage so you

402  
00:16:13,530 --> 00:16:12,250  
always feel like you see how the red is

403  
00:16:16,110 --> 00:16:13,540  
there in the pool quotes I see it yeah

404  
00:16:17,940 --> 00:16:16,120  
this subtly tells you that you're still

405  
00:16:19,530 --> 00:16:17,950  
in the malaria story it's just we've

406  
00:16:20,970 --> 00:16:19,540  
really put a lot of thought into design

407  
00:16:23,700 --> 00:16:20,980  
so you never feel like you're totally

408  
00:16:25,320 --> 00:16:23,710  
lost that's important because sometimes

409  
00:16:27,900 --> 00:16:25,330  
in magazines like we've seen like wired

410  
00:16:28,890 --> 00:16:27,910  
you there's one thing you can press in

411  
00:16:30,390 --> 00:16:28,900  
another thing you can press meant

412  
00:16:32,790 --> 00:16:30,400  
something you think where am I again

413  
00:16:34,380 --> 00:16:32,800

where am I yeah and here you can tap the

414

00:16:36,630 --> 00:16:34,390

screen and get up tap up the top here

415

00:16:39,120 --> 00:16:36,640

yes get back to you always find your way

416

00:16:41,070 --> 00:16:39,130

back side posting was important or go

417

00:16:42,870 --> 00:16:41,080

through UK this kind of sounds like

418

00:16:45,120 --> 00:16:42,880

simple but it only it only sounds simple

419

00:16:46,290 --> 00:16:45,130

once you've done it before you can

420

00:16:47,850 --> 00:16:46,300

before you've done it before you've

421

00:16:49,770 --> 00:16:47,860

learned these platforms and and figured

422

00:16:50,790 --> 00:16:49,780

how to do it there aren't any manuals on

423

00:16:53,160 --> 00:16:50,800

this you've got to learn it as you go

424

00:16:55,380 --> 00:16:53,170

you just seriously the people we use

425

00:16:58,410 --> 00:16:55,390

wonderful people sitting based developer

426

00:17:01,020 --> 00:16:58,420

called umph the mo generation as the

427

00:17:03,870 --> 00:17:01,030

company but um prefers the platform the

428

00:17:06,210 --> 00:17:03,880

the platform is incredibly powerful and

429

00:17:08,430 --> 00:17:06,220

can do lots of things but there they

430

00:17:10,199 --> 00:17:08,440

haven't had people push the technology

431

00:17:11,220 --> 00:17:10,209

as much as we did so we're asking we're

432

00:17:13,290 --> 00:17:11,230

at the point we're asking them questions

433

00:17:14,490 --> 00:17:13,300

that they nobody'd ever ask them and we

434

00:17:16,410 --> 00:17:14,500

start doing things nobody has ever done

435

00:17:18,060 --> 00:17:16,420

because we really care about the content

436

00:17:20,730 --> 00:17:18,070

we produce and I really wanted to make

437

00:17:22,770 --> 00:17:20,740

an awesome magazine yeah yeah of course

438

00:17:23,730 --> 00:17:22,780

and it has to be said we've also want to

439

00:17:25,890 --> 00:17:23,740

be global because this is the thing

440

00:17:27,390 --> 00:17:25,900

about when your niche when your niche

441

00:17:30,420 --> 00:17:27,400

which is what science is science is an

442

00:17:33,060 --> 00:17:30,430

H+ in a nation magazine terms like you

443

00:17:34,350 --> 00:17:33,070

know woodworking or cycling magazines is

444

00:17:36,840 --> 00:17:34,360

initialized is the nice you should

445

00:17:38,910 --> 00:17:36,850

skepticism what are their society this

446

00:17:40,710 --> 00:17:38,920

nature of innovation okay but get this

447

00:17:44,850 --> 00:17:40,720

in the ipad world or in the digital

448

00:17:46,260 --> 00:17:44,860

world you are borderless so if luckily

449

00:17:49,020 --> 00:17:46,270

we've always been a global magazine from

450

00:17:51,870 --> 00:17:49,030

day one so we can actually capture a

451  
00:17:54,120 --> 00:17:51,880  
global market so the reason we have

452  
00:17:56,310 --> 00:17:54,130  
doubled the staff and we've invested so

453  
00:17:58,110 --> 00:17:56,320  
much and double the content in the ipad

454  
00:17:59,970 --> 00:17:58,120  
edition we added all these doodads and

455  
00:18:02,430 --> 00:17:59,980  
extra bits and the reason that we're

456  
00:18:04,700 --> 00:18:02,440  
staffing up to launch other publications

457  
00:18:07,770 --> 00:18:04,710  
is that we believe that

458  
00:18:09,570 --> 00:18:07,780  
there is a real global market in the

459  
00:18:11,150 --> 00:18:09,580  
cosmos feeling because the way cause

460  
00:18:14,130 --> 00:18:11,160  
must tell stories the way cuz most

461  
00:18:15,690 --> 00:18:14,140  
designs and and and it captures the

462  
00:18:18,510 --> 00:18:15,700  
world of science and we believe that

463  
00:18:19,799 --> 00:18:18,520

that market can be will buy the sort of

464

00:18:21,540 --> 00:18:19,809

thing so we're actually planning we've

465

00:18:23,570 --> 00:18:21,550

made an investment we've raised extra

466

00:18:26,520 --> 00:18:23,580

capital we've made an investment to make

467

00:18:28,650 --> 00:18:26,530

cosmos the number one science magazine

468

00:18:32,430 --> 00:18:28,660

in the world in five years time that's

469

00:18:34,080 --> 00:18:32,440

how ridiculous big hairy audacious goal

470

00:18:36,960 --> 00:18:34,090

you're still here I mean we were

471

00:18:38,940 --> 00:18:36,970

discussing seven years ago the launch of

472

00:18:40,380 --> 00:18:38,950

a great new magazine all the best let's

473

00:18:43,049 --> 00:18:40,390

see how it goes and all the rest of it

474

00:18:45,600 --> 00:18:43,059

Here I am visiting you seven years later

475

00:18:47,610 --> 00:18:45,610

not only as the magazine doing so well

476

00:18:49,020 --> 00:18:47,620

but you're launching this wonderful new

477

00:18:50,250 --> 00:18:49,030

part we haven't and look you know we're

478

00:18:53,970 --> 00:18:50,260

number one science magazine australia

479

00:18:55,290 --> 00:18:53,980

we've won 45 awards with where the

480

00:18:57,240 --> 00:18:55,300

number one science news website in the

481

00:18:59,669 --> 00:18:57,250

country with 300,000 unique visitors

482

00:19:03,480 --> 00:18:59,679

every month in 1.25 million page

483

00:19:04,710 --> 00:19:03,490

impressions we're and we have circulated

484

00:19:06,150 --> 00:19:04,720

we haven't art we're not the largest I

485

00:19:08,280 --> 00:19:06,160

don't think science newsletter we're at

486

00:19:12,330 --> 00:19:08,290

dead i think the CSIRO is loud we're

487

00:19:14,040 --> 00:19:12,340

25,000 subscribers weekly but we have

488

00:19:15,900 --> 00:19:14,050

grown dramatically we've done a whole

489

00:19:17,280 --> 00:19:15,910

bunch of things we also did a green

490

00:19:19,730 --> 00:19:17,290

lifestyle magazine years ago and we've

491

00:19:21,630 --> 00:19:19,740

sold it we decided to focus on on

492

00:19:23,490 --> 00:19:21,640

science and in fact we change the name

493

00:19:25,169 --> 00:19:23,500

of the company from Luna media to cosmos

494

00:19:27,600 --> 00:19:25,179

media oh wow we want to focus totally

495

00:19:28,980 --> 00:19:27,610

and science everything science so we

496

00:19:31,140 --> 00:19:28,990

actually do a whole bunch of stuff we do

497

00:19:33,240 --> 00:19:31,150

undergraduate post sorry undergraduate

498

00:19:34,770 --> 00:19:33,250

science careers guides post graduate

499

00:19:36,630 --> 00:19:34,780

careers guides we do a lot of stuff for

500

00:19:38,400 --> 00:19:36,640

universities with cat posters we work at

501  
00:19:39,570 --> 00:19:38,410  
the academy of science we so become

502  
00:19:41,910 --> 00:19:39,580  
there's a side of the business it's

503  
00:19:43,830 --> 00:19:41,920  
custom publishing which is people in

504  
00:19:45,990 --> 00:19:43,840  
science come to us what and say hey you

505  
00:19:47,820 --> 00:19:46,000  
make science look fantastic can you I

506  
00:19:49,290 --> 00:19:47,830  
don't know do a post or a book for us or

507  
00:19:50,970 --> 00:19:49,300  
something we've even built websites for

508  
00:19:52,710 --> 00:19:50,980  
the federal government get away we have

509  
00:19:54,650 --> 00:19:52,720  
yeah so I don't know if you remember in

510  
00:19:57,419 --> 00:19:54,660  
2009 the international year of astronomy

511  
00:20:00,150 --> 00:19:57,429  
for National Science Week that year our

512  
00:20:02,160 --> 00:20:00,160  
project was hello from Earth to create a

513  
00:20:04,500 --> 00:20:02,170

website where you could type in a

514

00:20:05,280 --> 00:20:04,510

twitter twitter of a message that was

515

00:20:07,710 --> 00:20:05,290

going to be sent to the nearest

516

00:20:10,980 --> 00:20:07,720

earth-like planet and that was us we

517

00:20:13,440 --> 00:20:10,990

create an tastic yeah but it just just

518

00:20:14,520 --> 00:20:13,450

as an aside I Twitter told me yesterday

519

00:20:15,769 --> 00:20:14,530

or the day before that the

520

00:20:17,180 --> 00:20:15,779

congratulations of

521

00:20:20,629 --> 00:20:17,190

Richard you've been on Twitter for four

522

00:20:22,609 --> 00:20:20,639

years I went what four years on Twitter

523

00:20:25,580 --> 00:20:22,619

and how many tweets have you done that's

524

00:20:27,469 --> 00:20:25,590

the frightening I don't have to have a

525

00:20:29,570 --> 00:20:27,479

bit scared to have a look now Wilson

526

00:20:31,609 --> 00:20:29,580

this is such a great addition on the

527

00:20:33,349 --> 00:20:31,619

iPad I mean for two reasons one its a

528

00:20:34,879 --> 00:20:33,359

wonderful use of the technology into

529

00:20:37,299 --> 00:20:34,889

it's an interesting read I mean my

530

00:20:40,310 --> 00:20:37,309

goodness me the articles in there and

531

00:20:41,570 --> 00:20:40,320

what's really exciting and exciting for

532

00:20:44,239 --> 00:20:41,580

our listeners all around the world is

533

00:20:46,580 --> 00:20:44,249

they can get this edition get free again

534

00:20:49,339 --> 00:20:46,590

free so you download the app for free

535

00:20:51,229 --> 00:20:49,349

that cosmos magazine is called and then

536

00:20:54,109 --> 00:20:51,239

you get one free issue which is the

537

00:20:56,930 --> 00:20:54,119

issue 43 the cover stories of solar

538

00:20:58,310 --> 00:20:56,940

apocalypse know how how it turns out

539

00:20:59,839 --> 00:20:58,320

that solar flares have actually way more

540

00:21:02,269 --> 00:20:59,849

powerful than we ever thought it's a

541

00:21:04,639 --> 00:21:02,279

really cool story actually we came

542

00:21:05,389 --> 00:21:04,649

across it at the triple-a s the annual

543

00:21:07,999 --> 00:21:05,399

meeting of the American Association

544

00:21:11,869 --> 00:21:08,009

advancement science last year that

545

00:21:13,759 --> 00:21:11,879

everyone thought that the 1999 solar

546

00:21:16,070 --> 00:21:13,769

flare was thought to be the biggest and

547

00:21:17,659 --> 00:21:16,080

the worst and that knocked out the big

548

00:21:18,950 --> 00:21:17,669

power level yet the Quebec power grid

549

00:21:20,629 --> 00:21:18,960

was knocked out they look at other

550

00:21:23,269 --> 00:21:20,639

effects but we thought that was the case

551  
00:21:25,700 --> 00:21:23,279  
the worst case scenario it turns out the

552  
00:21:30,560 --> 00:21:25,710  
science historians going back over old

553  
00:21:33,229 --> 00:21:30,570  
records pieced together that the 1859 i

554  
00:21:35,959 --> 00:21:33,239  
think it was rather than 69 1859 the

555  
00:21:37,159 --> 00:21:35,969  
first solar flare spotted they pieced

556  
00:21:39,859 --> 00:21:37,169  
together that actually that was like

557  
00:21:43,759 --> 00:21:39,869  
four or five times more powerful now if

558  
00:21:46,279 --> 00:21:43,769  
that is the case when the that flare

559  
00:21:47,659 --> 00:21:46,289  
occurred there were the there weren't

560  
00:21:49,369 --> 00:21:47,669  
much electronics all over the world

561  
00:21:51,440 --> 00:21:49,379  
there was basically you know a few

562  
00:21:54,560 --> 00:21:51,450  
scattered telegraph networks which by

563  
00:21:56,060 --> 00:21:54,570

the way caught on fire and telegraph

564

00:21:58,849 --> 00:21:56,070

stations you know people had to jump

565

00:22:00,499 --> 00:21:58,859

back from because of firing so but

566

00:22:02,570 --> 00:22:00,509

nobody put the two together you see and

567

00:22:05,479 --> 00:22:02,580

why would they exactly and there were a

568

00:22:07,849 --> 00:22:05,489

strange data collector strange things

569

00:22:09,649 --> 00:22:07,859

detected in Mumbai and whatever we're

570

00:22:11,479 --> 00:22:09,659

where there were stations collecting

571

00:22:12,589 --> 00:22:11,489

magnetic data but nobody had ever put

572

00:22:14,779 --> 00:22:12,599

the container together anyway they put

573

00:22:17,359 --> 00:22:14,789

it it's a bit of a Miss mystery sort of

574

00:22:18,769 --> 00:22:17,369

a mystery story so putting all this data

575

00:22:20,149 --> 00:22:18,779

together they realized that this thing

576

00:22:22,430 --> 00:22:20,159

was like for four or five times worse

577

00:22:23,960 --> 00:22:22,440

than Quebec in the 89 which meant that

578

00:22:25,129 --> 00:22:23,970

if it went off if something like and

579

00:22:27,139 --> 00:22:25,139

they don't know anything about it why

580

00:22:28,440 --> 00:22:27,149

why does the Sun we know that Sun is

581

00:22:30,480 --> 00:22:28,450

regular every 11 years

582

00:22:32,550 --> 00:22:30,490

with cycle of sunspots and solar flares

583

00:22:33,930 --> 00:22:32,560

but nobody knows about this is there

584

00:22:35,670 --> 00:22:33,940

another cycle we don't know about where

585

00:22:38,760 --> 00:22:35,680

flares are four or five times more

586

00:22:40,500 --> 00:22:38,770

intensive well if it happened in 1859 it

587

00:22:43,200 --> 00:22:40,510

could happen again but guess what if it

588

00:22:47,310 --> 00:22:43,210

happens this time we are a world that is

589

00:22:48,180 --> 00:22:47,320

wired to the cahoots yeah so we talked

590

00:22:49,590 --> 00:22:48,190

to a lot of people around the world

591

00:22:51,480 --> 00:22:49,600

about what would be the implications and

592

00:22:54,180 --> 00:22:51,490

guess what it's not good no I wouldn't

593

00:22:56,190 --> 00:22:54,190

think it would mean that banking systems

594

00:22:57,450 --> 00:22:56,200

would go down you wouldn't be able to do

595

00:22:59,460 --> 00:22:57,460

any banking transactions you'd lose

596

00:23:02,010 --> 00:22:59,470

commute to mobile communications in fact

597

00:23:03,810 --> 00:23:02,020

society as we know it and rely on it

598

00:23:06,900 --> 00:23:03,820

would come to a thundering horse

599

00:23:09,090 --> 00:23:06,910

actually would it work and the question

600

00:23:10,650 --> 00:23:09,100

is how long it's not a case of it could

601  
00:23:13,320 --> 00:23:10,660  
be down for a day it could be down for

602  
00:23:15,660 --> 00:23:13,330  
months or years because the transfer

603  
00:23:17,670 --> 00:23:15,670  
transformers below transfer that they

604  
00:23:18,690 --> 00:23:17,680  
don't have a these the huge transformers

605  
00:23:20,760 --> 00:23:18,700  
they didn't have them sitting around you

606  
00:23:22,050 --> 00:23:20,770  
know you know on a shelf these things

607  
00:23:25,260 --> 00:23:22,060  
take years to build so they actually

608  
00:23:27,870 --> 00:23:25,270  
would have to order them and or build

609  
00:23:29,340 --> 00:23:27,880  
them new so but the great I mean it's

610  
00:23:30,930 --> 00:23:29,350  
not just a disaster source we called it

611  
00:23:32,280 --> 00:23:30,940  
solar apocalypse because you know it

612  
00:23:33,860 --> 00:23:32,290  
does sound like apocalypse if your

613  
00:23:38,040 --> 00:23:33,870

mobile phone and your banking her out

614

00:23:40,410 --> 00:23:38,050

but actually it there is a way to avoid

615

00:23:42,960 --> 00:23:40,420

it and that is to if you know it's

616

00:23:45,630 --> 00:23:42,970

coming turn everything off really yeah

617

00:23:47,640 --> 00:23:45,640

well at least minimize the damage you

618

00:23:49,290 --> 00:23:47,650

minimize damage but get this to know

619

00:23:50,670 --> 00:23:49,300

that it's coming how do you know you

620

00:23:52,410 --> 00:23:50,680

need to know that the flare is coming

621

00:23:54,300 --> 00:23:52,420

and there's only one satellite in

622

00:23:57,240 --> 00:23:54,310

working order between us and the Sun

623

00:23:59,610 --> 00:23:57,250

right now that's a 15 year old satellite

624

00:24:01,850 --> 00:23:59,620

that could actually detect us and give

625

00:24:05,910 --> 00:24:01,860

at worst case scenario 15 minute notice

626

00:24:08,100 --> 00:24:05,920

15 or with sorry best case best case

627

00:24:10,560 --> 00:24:08,110

scenario 1 hour worst case scenario 15

628

00:24:15,150 --> 00:24:10,570

minutes and that is it that is what is

629

00:24:19,860 --> 00:24:15,160

between us and certain calamity well

630

00:24:21,150 --> 00:24:19,870

interesting one hour it would be so so

631

00:24:23,580 --> 00:24:21,160

that this is the thing we could we can

632

00:24:24,570 --> 00:24:23,590

actually the grid good news is we can

633

00:24:26,340 --> 00:24:24,580

actually avoid that we do have a

634

00:24:28,590 --> 00:24:26,350

satellite there and we need to be aware

635

00:24:30,600 --> 00:24:28,600

of this and actually you know buttress

636

00:24:32,220 --> 00:24:30,610

that Network and put another satellite

637

00:24:34,770 --> 00:24:32,230

up there that's an example of a really

638

00:24:36,900 --> 00:24:34,780

fun story you know it sounds a little

639

00:24:38,190 --> 00:24:36,910

scary but actually it's it's a problem

640

00:24:40,050 --> 00:24:38,200

it's been realize that it's a problem

641

00:24:41,670 --> 00:24:40,060

it's got an element of history to it

642

00:24:41,910 --> 00:24:41,680

it's got element of physics and it's

643

00:24:43,500 --> 00:24:41,920

going to

644

00:24:45,870 --> 00:24:43,510

element of Technology so that's just one

645

00:24:47,880 --> 00:24:45,880

of the features one of the stories in

646

00:24:48,990 --> 00:24:47,890

the ipad edition so that's the one that

647

00:24:51,000 --> 00:24:49,000

you should download that someone you get

648

00:24:52,950 --> 00:24:51,010

for free of course hopefully having

649

00:24:54,480 --> 00:24:52,960

tried that you'll download more and

650

00:24:56,580 --> 00:24:54,490

subscribe because it's only like 25

651  
00:24:58,290 --> 00:24:56,590  
bucks a year which i said it's it's half

652  
00:24:59,970 --> 00:24:58,300  
price so listeners if you go to your

653  
00:25:02,010 --> 00:24:59,980  
iTunes Store and search for cosmos

654  
00:25:05,910 --> 00:25:02,020  
magazine or indeed if you visit the

655  
00:25:08,760 --> 00:25:05,920  
website which is wwan calm cosmos

656  
00:25:10,560 --> 00:25:08,770  
magazine com are all the informations

657  
00:25:12,360 --> 00:25:10,570  
there I can sincerely recommend it it's

658  
00:25:15,090 --> 00:25:12,370  
a great read and really an interesting

659  
00:25:17,550 --> 00:25:15,100  
and I keep coming back to this human

660  
00:25:19,530 --> 00:25:17,560  
interesting use of iPad technology which

661  
00:25:22,290 --> 00:25:19,540  
I appreciate I really appreciate when

662  
00:25:24,090 --> 00:25:22,300  
people go out there and use the thing to

663  
00:25:26,760 --> 00:25:24,100

its extent if you've seen it have you

664

00:25:29,280 --> 00:25:26,770

asked meet some apps that kind of really

665

00:25:31,200 --> 00:25:29,290

down in the mouth and others you can see

666

00:25:33,510 --> 00:25:31,210

that the developer really got it yes

667

00:25:36,390 --> 00:25:33,520

really understands the strength and the

668

00:25:37,950 --> 00:25:36,400

power of this platform and what's called

669

00:25:40,500 --> 00:25:37,960

in science emergent properties emergent

670

00:25:41,670 --> 00:25:40,510

properties certainly arise where you

671

00:25:43,200 --> 00:25:41,680

start doing things that even the

672

00:25:44,970 --> 00:25:43,210

developers the iPad didn't expect you to

673

00:25:46,260 --> 00:25:44,980

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

674

00:25:47,520 --> 00:25:46,270

must happen every day it happens every

675

00:25:50,160 --> 00:25:47,530

day this is the wonderful thing about

676  
00:25:52,230 --> 00:25:50,170  
the not just I mean yes we've launched

677  
00:25:53,820 --> 00:25:52,240  
on the Apple iPad and eventually we

678  
00:25:56,220 --> 00:25:53,830  
would love to go on Android in every

679  
00:25:57,840 --> 00:25:56,230  
other form of technology but you know

680  
00:26:00,660 --> 00:25:57,850  
we've made a substantial investment to

681  
00:26:02,940 --> 00:26:00,670  
get to this point assuming that the ipad

682  
00:26:04,530 --> 00:26:02,950  
edition you know sells its pants off

683  
00:26:06,180 --> 00:26:04,540  
then suddenly will do the development

684  
00:26:08,040 --> 00:26:06,190  
work on Android but it is these are

685  
00:26:09,800 --> 00:26:08,050  
technologies are expensive they do

686  
00:26:12,120 --> 00:26:09,810  
require investment having said that

687  
00:26:14,520 --> 00:26:12,130  
hopefully you know we'll get such a

688  
00:26:16,680 --> 00:26:14,530

following under this that that will be

689

00:26:18,900 --> 00:26:16,690

able to do it the first four days within

690

00:26:20,580 --> 00:26:18,910

the first four days we we had a thousand

691

00:26:22,200 --> 00:26:20,590

seven hundred downloads so it's looking

692

00:26:24,000 --> 00:26:22,210

good you know fingers crossed I'm not

693

00:26:26,070 --> 00:26:24,010

going to get too cocky but it's looking

694

00:26:27,810 --> 00:26:26,080

like Wilson to silver a great pleasure

695

00:26:29,730 --> 00:26:27,820

to talk with you let's make it less than

696

00:26:31,410 --> 00:26:29,740

seven years next time where let's do

697

00:26:41,260 --> 00:26:31,420

that after them thanks a lot absolute

698

00:26:46,760 --> 00:26:44,450

hi this is brian dunning great news from

699

00:26:49,790 --> 00:26:46,770

the sceptile podcast the fourth book

700

00:26:52,190 --> 00:26:49,800

astronauts aliens and eight men is now

701  
00:26:54,680 --> 00:26:52,200  
available this book gives you the tools

702  
00:26:57,380 --> 00:26:54,690  
to sort the solid from the silly and

703  
00:26:59,780 --> 00:26:57,390  
answer such questions as did stalin

704  
00:27:02,870 --> 00:26:59,790  
actually try to create an army of half

705  
00:27:05,540 --> 00:27:02,880  
ape half man super soldiers were the

706  
00:27:08,390 --> 00:27:05,550  
Apollo astronauts followed by a UFO all

707  
00:27:11,150 --> 00:27:08,400  
the way to the moon was Mozart really

708  
00:27:13,820 --> 00:27:11,160  
murdered by Antonio Salieri is there

709  
00:27:15,830 --> 00:27:13,830  
such a thing as ball lightning can

710  
00:27:18,860 --> 00:27:15,840  
martial arts masters kill without

711  
00:27:21,770 --> 00:27:18,870  
touching isn't alien buried in the local

712  
00:27:25,490 --> 00:27:21,780  
cemetery in Aurora Texas just search

713  
00:27:28,340 --> 00:27:25,500

amazon.com or come to sceptile / books

714

00:27:30,560 --> 00:27:28,350

to get your paperback copy today it's

715

00:27:34,640 --> 00:27:30,570

also available for your kindle nook or

716

00:27:36,980 --> 00:27:34,650

ibooks for just five dollars astronauts

717

00:27:39,140 --> 00:27:36,990

aliens and eight men it's the perfect

718

00:27:43,830 --> 00:27:39,150

gift for that woo woo friend of yours

719

00:27:46,890 --> 00:27:43,840

who doesn't listen to podcasts also

720

00:27:49,080 --> 00:27:46,900

I see all big and small I see everything

721

00:27:52,590 --> 00:27:49,090

you do and I'm going to make sure

722

00:27:54,630 --> 00:27:52,600

everyone sees to the secret of the Gypsy

723

00:27:57,480 --> 00:27:54,640

queen the musical fairy tale from

724

00:27:59,430 --> 00:27:57,490

sceptile episode number 300 is now

725

00:28:02,310 --> 00:27:59,440

available as a fully illustrated

726

00:28:04,529 --> 00:28:02,320

children's paperback artwork by jesse

727

00:28:06,570 --> 00:28:04,539

horn it's a tale of a little girl who

728

00:28:08,460 --> 00:28:06,580

saves her kingdom when she is the only

729

00:28:10,649 --> 00:28:08,470

one who doesn't buy into the pop

730

00:28:12,810 --> 00:28:10,659

pseudoscience of the day it's a

731

00:28:15,720 --> 00:28:12,820

wonderful positive story that teaches

732

00:28:17,430 --> 00:28:15,730

children the value of skepticism lots of

733

00:28:19,860 --> 00:28:17,440

fun to read and look at the pictures

734

00:28:21,720 --> 00:28:19,870

while listening to the musical the

735

00:28:25,799 --> 00:28:21,730

secret of the Gypsy queen is also

736

00:28:28,289 --> 00:28:25,809

available at sceptile calm / books every

737

00:28:31,260 --> 00:28:28,299

library should have one this is brian

738

00:28:34,769 --> 00:28:31,270

dunning from sceptile calm and remember

739

00:28:44,740 --> 00:28:34,779

you should always be skeptical because

740

00:28:51,940 --> 00:28:47,380

and now a new story that comes to us

741

00:28:56,130 --> 00:28:51,950

from news biscuit com homeopath to start

742

00:28:59,380 --> 00:28:56,140

offering assisted suicide remedy a

743

00:29:02,590 --> 00:28:59,390

homeopath in banbury has decided to take

744

00:29:05,020 --> 00:29:02,600

politics into her own hands and start

745

00:29:07,120 --> 00:29:05,030

offering an assisted suicide treatment

746

00:29:09,640 --> 00:29:07,130

the service will be offered to those

747

00:29:12,040 --> 00:29:09,650

with terminal illnesses where

748

00:29:14,890 --> 00:29:12,050

traditional homeopathic treatments have

749

00:29:17,860 --> 00:29:14,900

not worked the number of eligible people

750

00:29:20,340 --> 00:29:17,870

is thought to be high the practitioner

751  
00:29:23,530 --> 00:29:20,350  
who goes by the name of chai windchime

752  
00:29:26,080 --> 00:29:23,540  
explained that the remedy used has been

753  
00:29:29,590 --> 00:29:26,090  
through the emotional turmoil of death

754  
00:29:32,200 --> 00:29:29,600  
which is then remembered and injected

755  
00:29:35,890 --> 00:29:32,210  
into the patient we take our special

756  
00:29:38,380 --> 00:29:35,900  
faucet hydrogen dioxide formula to a

757  
00:29:41,680 --> 00:29:38,390  
funeral where it is surrounded by

758  
00:29:44,440 --> 00:29:41,690  
morning people this emotional experience

759  
00:29:47,170 --> 00:29:44,450  
of someone passing is remembered by the

760  
00:29:49,780 --> 00:29:47,180  
special solution we take this back to my

761  
00:29:51,850 --> 00:29:49,790  
living room laboratory where it is

762  
00:29:55,030 --> 00:29:51,860  
diluted with more of the original

763  
00:29:58,660 --> 00:29:55,040

solution to create a remedy that is so

764

00:30:00,940 --> 00:29:58,670

weak its strength is lethal when the

765

00:30:03,190 --> 00:30:00,950

time comes a family member can inject

766

00:30:07,720 --> 00:30:03,200

the patient then wait for the treatment

767

00:30:10,360 --> 00:30:07,730

to work ms wind chime continued be

768

00:30:12,850 --> 00:30:10,370

passing out room is painted lilac and we

769

00:30:16,630 --> 00:30:12,860

play whale song to create an atmosphere

770

00:30:18,730 --> 00:30:16,640

that is relaxed and peaceful which is

771

00:30:21,610 --> 00:30:18,740

just as well because the effects of the

772

00:30:26,080 --> 00:30:21,620

treatment on the terminally ill can take

773

00:30:28,600 --> 00:30:26,090

up to two years Brenda Roberts took her

774

00:30:31,270 --> 00:30:28,610

mother to the homeopath to assist her in

775

00:30:33,760 --> 00:30:31,280

ending her life but was not happy with

776

00:30:36,070 --> 00:30:33,770

the results she got to the point where

777

00:30:38,830 --> 00:30:36,080

her quality of life was not what we

778

00:30:41,170 --> 00:30:38,840

wanted so we convinced her that life was

779

00:30:43,570 --> 00:30:41,180

not worth living so for her 50th

780

00:30:46,810 --> 00:30:43,580

birthday we all chipped in and paid for

781

00:30:49,030 --> 00:30:46,820

her trip to miss windchime and she went

782

00:30:51,340 --> 00:30:49,040

through the treatment that was four

783

00:30:54,640 --> 00:30:51,350

years ago and we are still waiting for

784

00:30:56,950 --> 00:30:54,650

her to keel over scientists have studied

785

00:30:57,180 --> 00:30:56,960

the claims made by the homeopathic can

786

00:30:59,610 --> 00:30:57,190

we

787

00:31:01,440 --> 00:30:59,620

Eddie that this treatment works but is

788

00:31:04,080 --> 00:31:01,450

professor Brown from the department of

789

00:31:06,810 --> 00:31:04,090

real life Oxford University said more

790

00:31:08,970 --> 00:31:06,820

people died on the toilet last year then

791

00:31:11,310 --> 00:31:08,980

died from this treatment he went on to

792

00:31:13,500 --> 00:31:11,320

explain although those who practice

793

00:31:15,780 --> 00:31:13,510

alternative medicine will stand by their

794

00:31:18,810 --> 00:31:15,790

claims we found through extensive

795

00:31:20,790 --> 00:31:18,820

research testing and common sense that

796

00:31:24,960 --> 00:31:20,800

death rates amongst the terminally ill

797

00:31:27,510 --> 00:31:24,970

are already quite high but miss win

798

00:31:30,480 --> 00:31:27,520

chimed brush knee criticism offer velvet

799

00:31:32,520 --> 00:31:30,490

coat and explained those than the

800

00:31:35,730 --> 00:31:32,530

business of scientific fact don't

801  
00:31:38,940 --> 00:31:35,740  
understand the remedy or how it works in

802  
00:31:40,770 --> 00:31:38,950  
fact as proof of its effectiveness last

803  
00:31:44,310 --> 00:31:40,780  
week a man came in having a heart attack

804  
00:31:47,100 --> 00:31:44,320  
the remedy was so good that he died

805  
00:31:49,490 --> 00:31:47,110  
before we could administer it you can

806  
00:32:02,790 --> 00:31:49,500  
find the link to this amazing story at

807  
00:32:04,830 --> 00:32:02,800  
wvc AP exam TV the hand side is a

808  
00:32:07,590 --> 00:32:04,840  
podcast of the monthly lectured run back

809  
00:32:09,870 --> 00:32:07,600  
camera skeptics incorporating each month

810  
00:32:11,970 --> 00:32:09,880  
camera skeptics provides experts in

811  
00:32:14,040 --> 00:32:11,980  
their field ranging from science and

812  
00:32:16,440 --> 00:32:14,050  
philosophy to politics and national

813  
00:32:19,970 --> 00:32:16,450

security with an opportunity to present

814

00:32:24,300 --> 00:32:19,980

their views you can find us at WWE

815

00:32:35,970 --> 00:32:24,310

embrace skeptics org dot au the hansard

816

00:32:44,800 --> 00:32:40,470

here's Maynard spooky action at a

817

00:32:48,380 --> 00:32:46,730

ladies and gentlemen I've got a rather

818

00:32:51,170 --> 00:32:48,390

extraordinary person on the phone I've

819

00:32:53,210 --> 00:32:51,180

got Tim Ralston who's one of the stars

820

00:32:55,880 --> 00:32:53,220

of doomsday preppers a new show on the

821

00:32:57,950 --> 00:32:55,890

National Geographic network Thursday 730

822

00:33:00,740 --> 00:32:57,960

on the National Geographic network Jim

823

00:33:02,900 --> 00:33:00,750

how are you I'm well thanks very much

824

00:33:07,660 --> 00:33:02,910

for having me look and he'll prepared

825

00:33:11,120 --> 00:33:07,670

are you for an EMP attack well you know

826

00:33:12,740 --> 00:33:11,130

see that about half of the people here

827

00:33:15,290 --> 00:33:12,750

in the United States I wouldn't even

828

00:33:17,450 --> 00:33:15,300

know what it would be in Australia that

829

00:33:20,420 --> 00:33:17,460

even know what an EMP is or what it can

830

00:33:23,270 --> 00:33:20,430

do for myself I'm very well prepared for

831

00:33:25,880 --> 00:33:23,280

the most the other people not so much so

832

00:33:27,830 --> 00:33:25,890

it's an electro electro magnetic pulse

833

00:33:29,990 --> 00:33:27,840

that's basically you go to switch

834

00:33:31,460 --> 00:33:30,000

flights on and nothing turns on well yes

835

00:33:33,380 --> 00:33:31,470

it's certainly something I've known

836

00:33:35,810 --> 00:33:33,390

about since the days of the Cold War

837

00:33:37,970 --> 00:33:35,820

where if you let an atomic bomb off it

838

00:33:41,150 --> 00:33:37,980

sends a huge electronic pulse over a

839

00:33:42,590 --> 00:33:41,160

period of great distance that just this

840

00:33:45,080 --> 00:33:42,600

stuff's up everything I think it first

841

00:33:48,350 --> 00:33:45,090

happened in why in the 50s didn't it

842

00:33:51,500 --> 00:33:48,360

yeah in 1965 they were doing some

843

00:33:54,260 --> 00:33:51,510

testing and 800 miles away Hawaii

844

00:33:56,090 --> 00:33:54,270

basically got shut down so you know

845

00:33:59,000 --> 00:33:56,100

that's the man made the threat but you

846

00:34:01,790 --> 00:33:59,010

know going into next year you know the

847

00:34:04,610 --> 00:34:01,800

entire globe could basically be on the

848

00:34:07,100 --> 00:34:04,620

the map when it comes to the Sun

849

00:34:09,650 --> 00:34:07,110

shooting off you know it's solar flares

850

00:34:10,940 --> 00:34:09,660

which will have the same effect so you

851  
00:34:12,500 --> 00:34:10,950  
know that's you know when they did

852  
00:34:14,240 --> 00:34:12,510  
doomsday prepper they were asking me

853  
00:34:17,540 --> 00:34:14,250  
what would be the worst-case scenario

854  
00:34:20,540 --> 00:34:17,550  
and to me not living with power on the

855  
00:34:22,640 --> 00:34:20,550  
power grid because we've all become so

856  
00:34:24,800 --> 00:34:22,650  
accustomed to you know touching buttons

857  
00:34:27,170 --> 00:34:24,810  
and computers and everything we've lost

858  
00:34:29,300 --> 00:34:27,180  
a lot of real important survival skills

859  
00:34:31,490 --> 00:34:29,310  
to be able to you know live life day to

860  
00:34:34,580 --> 00:34:31,500  
day you know my grandparents used to

861  
00:34:36,770 --> 00:34:34,590  
make it a daily routine and it was they

862  
00:34:38,720 --> 00:34:36,780  
never thought twice about being able to

863  
00:34:41,330 --> 00:34:38,730

live without power but now nowadays we

864

00:34:42,740 --> 00:34:41,340  
are all really relying on it so I'm

865

00:34:45,290 --> 00:34:42,750  
hoping that nothing like that ever

866

00:34:46,660 --> 00:34:45,300  
happens but you know we're preparing for

867

00:34:49,160 --> 00:34:46,670  
the worst and hoping for the best and

868

00:34:50,360 --> 00:34:49,170  
and also you should be it's not just the

869

00:34:53,210 --> 00:34:50,370  
power will go off for a little while

870

00:34:54,830 --> 00:34:53,220  
only only instruments and devices that

871

00:34:56,410 --> 00:34:54,840  
have electronic chips in them will be

872

00:35:00,050 --> 00:34:56,420  
permanently fried you

873

00:35:01,610 --> 00:35:00,060  
unless you replace them exactly and you

874

00:35:03,320 --> 00:35:01,620  
know and if it happened on a global

875

00:35:04,610 --> 00:35:03,330  
scale you know there's not many people

876

00:35:06,260 --> 00:35:04,620

that are actually making and we don't

877

00:35:08,240 --> 00:35:06,270

even make transformers here in the US

878

00:35:10,270 --> 00:35:08,250

China is really the only one and north

879

00:35:12,950 --> 00:35:10,280

or south korea that are making them so

880

00:35:14,930 --> 00:35:12,960

you know it could take a good long while

881

00:35:17,090 --> 00:35:14,940

before you know you can come back and

882

00:35:18,800 --> 00:35:17,100

and have that happen or you know as far

883

00:35:22,280 --> 00:35:18,810

as have the power back you know it

884

00:35:25,700 --> 00:35:22,290

happened back in also 1859 where a huge

885

00:35:28,070 --> 00:35:25,710

solar flare hit the US and basically

886

00:35:30,110 --> 00:35:28,080

fried telegraph wires because there was

887

00:35:32,840 --> 00:35:30,120

really no power at that point but still

888

00:35:35,570 --> 00:35:32,850

you know it got hit by a really massive

889

00:35:38,150 --> 00:35:35,580

solar flare so for us you know the whole

890

00:35:40,610 --> 00:35:38,160

prepping movement is just about being

891

00:35:42,170 --> 00:35:40,620

self-sufficient and knowing that it

892

00:35:44,300 --> 00:35:42,180

could happen and if there's a chance

893

00:35:45,770 --> 00:35:44,310

that it could then you have to take you

894

00:35:48,050 --> 00:35:45,780

know steps to be able to prepare

895

00:35:50,570 --> 00:35:48,060

yourself to help yourself of course

896

00:35:52,610 --> 00:35:50,580

first and then to help your neighbors to

897

00:35:54,380 --> 00:35:52,620

you know come together and make it

898

00:35:56,450 --> 00:35:54,390

through any kind of catastrophe no

899

00:35:59,000 --> 00:35:56,460

matter what it is I know y'all just got

900

00:36:02,390 --> 00:35:59,010

done with some tremendous flooding down

901  
00:36:04,310 --> 00:36:02,400  
there in in Australia so you know it's

902  
00:36:06,230 --> 00:36:04,320  
one of those where people have that

903  
00:36:08,150 --> 00:36:06,240  
normalcy bias it'll never happen to me

904  
00:36:09,560 --> 00:36:08,160  
you know and then when it comes and hits

905  
00:36:12,080 --> 00:36:09,570  
you right in the face it's kind of like

906  
00:36:14,480 --> 00:36:12,090  
well I guess it could happen to us and

907  
00:36:16,520 --> 00:36:14,490  
that's after that point then people take

908  
00:36:18,890 --> 00:36:16,530  
preparing you know for the worst-case

909  
00:36:20,600 --> 00:36:18,900  
scenario a lot more seriously I know

910  
00:36:22,850 --> 00:36:20,610  
here in the States after Katrina

911  
00:36:24,980 --> 00:36:22,860  
happened a lot of people saw a lot of

912  
00:36:27,680 --> 00:36:24,990  
people died and because they weren't

913  
00:36:30,050 --> 00:36:27,690

prepared so that really started a big

914

00:36:32,120 --> 00:36:30,060

movement here in the US and it's it's

915

00:36:33,770 --> 00:36:32,130

gaining a lot of speed you know for for

916

00:36:35,390 --> 00:36:33,780

me as a prepper you know I go by the

917

00:36:37,580 --> 00:36:35,400

rule of three you know I have a backup

918

00:36:40,730 --> 00:36:37,590

to the backup to the backup and you have

919

00:36:43,130 --> 00:36:40,740

plan a B and C you know so I tend to

920

00:36:45,440 --> 00:36:43,140

think that way and you know once you're

921

00:36:47,540 --> 00:36:45,450

at a great level of preparedness you

922

00:36:49,550 --> 00:36:47,550

know even it's big or small you know

923

00:36:51,470 --> 00:36:49,560

that sense of calm comes over you and

924

00:36:53,870 --> 00:36:51,480

you know I think that a lot of people

925

00:36:57,350 --> 00:36:53,880

out there they can't handle that unknown

926  
00:36:59,510 --> 00:36:57,360  
factor you know what if and more they go

927  
00:37:01,820 --> 00:36:59,520  
and take matters into their own hands

928  
00:37:04,190 --> 00:37:01,830  
and make small adjustments to their life

929  
00:37:06,230 --> 00:37:04,200  
whether it be just having a week supply

930  
00:37:07,940 --> 00:37:06,240  
worth of food they feel a little better

931  
00:37:09,380 --> 00:37:07,950  
a little calmer so that it's something

932  
00:37:10,910 --> 00:37:09,390  
were to happen

933  
00:37:12,500 --> 00:37:10,920  
you know they could you know make it

934  
00:37:14,240 --> 00:37:12,510  
through in and adjust to whatever

935  
00:37:16,520 --> 00:37:14,250  
situation you know adapt and overcome

936  
00:37:18,560 --> 00:37:16,530  
and I look look Tim what is it was the

937  
00:37:20,270 --> 00:37:18,570  
downside of all this preparation you're

938  
00:37:21,920 --> 00:37:20,280

obviously a very handy guy can do lots

939

00:37:23,840 --> 00:37:21,930

of stuff around the house your self

940

00:37:25,820 --> 00:37:23,850

resilient not I mean you've got it all

941

00:37:28,190 --> 00:37:25,830

going on there what's the downside to

942

00:37:31,730 --> 00:37:28,200

having to live this way you know they're

943

00:37:34,640 --> 00:37:31,740

there is no downside honestly and when

944

00:37:37,460 --> 00:37:34,650

you say this way it sounds like it could

945

00:37:39,920 --> 00:37:37,470

be a negative end really it's all a

946

00:37:42,530 --> 00:37:39,930

positive for me it's great family

947

00:37:44,600 --> 00:37:42,540

building time you know when I go quote

948

00:37:47,270 --> 00:37:44,610

and train with the kids you know we just

949

00:37:49,370 --> 00:37:47,280

go camping but I go out there with you

950

00:37:51,710 --> 00:37:49,380

know an agenda to teach them things you

951  
00:37:53,210 --> 00:37:51,720  
know survival skills so as a parent I

952  
00:37:55,400 --> 00:37:53,220  
feel great knowing that my kids can

953  
00:37:58,340 --> 00:37:55,410  
start a fire and build a shelter and you

954  
00:38:00,620 --> 00:37:58,350  
know here in Arizona most people die

955  
00:38:02,300 --> 00:38:00,630  
within a mile of being saved you know

956  
00:38:03,440 --> 00:38:02,310  
they just think about died of

957  
00:38:05,210 --> 00:38:03,450  
hypothermia up here in the mountains

958  
00:38:07,070 --> 00:38:05,220  
even though it's the desert it still

959  
00:38:09,680 --> 00:38:07,080  
gets cold at night and and they just

960  
00:38:12,200 --> 00:38:09,690  
don't have the basic skills and so for

961  
00:38:14,740 --> 00:38:12,210  
me it's everything is a positive i l

962  
00:38:17,750 --> 00:38:14,750  
really don't have any drawbacks at all

963  
00:38:21,230 --> 00:38:17,760

and you know I've made it for me a

964

00:38:23,090 --> 00:38:21,240

business and it's been you know a good

965

00:38:25,610 --> 00:38:23,100

positive thing plus I get to help a lot

966

00:38:27,260 --> 00:38:25,620

of people and that's where the doomsday

967

00:38:30,440 --> 00:38:27,270

prepper thing came in is you know now I

968

00:38:32,270 --> 00:38:30,450

get to talk to a ton of people and I

969

00:38:34,400 --> 00:38:32,280

feel great helping them out knowing that

970

00:38:37,670 --> 00:38:34,410

at least I've given them the seed to you

971

00:38:39,170 --> 00:38:37,680

know the go and plant and say okay I may

972

00:38:40,820 --> 00:38:39,180

be that guy will make it maybe you won't

973

00:38:43,070 --> 00:38:40,830

I don't know if anything bad happens but

974

00:38:45,890 --> 00:38:43,080

you know I'm always glass is half-full

975

00:38:49,250 --> 00:38:45,900

kind of guy I don't want to look at it

976

00:38:51,380 --> 00:38:49,260

in any other way my way too short and

977

00:38:54,320 --> 00:38:51,390

now it's him what would actually take on

978

00:38:57,230 --> 00:38:54,330

a national level for the government to

979

00:38:58,730 --> 00:38:57,240

make you and your family feel safe I

980

00:39:00,290 --> 00:38:58,740

mean well is there anything the

981

00:39:01,580 --> 00:39:00,300

government can do or someone above you

982

00:39:06,170 --> 00:39:01,590

that would make you feel a little bit

983

00:39:08,150 --> 00:39:06,180

more saver no um you know I I think that

984

00:39:10,580 --> 00:39:08,160

you know our government is doing a good

985

00:39:12,440 --> 00:39:10,590

job phemus out there trying to spread

986

00:39:14,780 --> 00:39:12,450

the word in you know helping everybody

987

00:39:16,790 --> 00:39:14,790

prepare but unfortunately not everybody

988

00:39:19,070 --> 00:39:16,800

heed that warning and I don't think that

989

00:39:21,770 --> 00:39:19,080

the government can you know go out there

990

00:39:23,400 --> 00:39:21,780

and force people to you know be able to

991

00:39:25,349 --> 00:39:23,410

take care of themselves unfortunately

992

00:39:27,690 --> 00:39:25,359

a lot of people that don't think

993

00:39:29,339 --> 00:39:27,700

anything ever ever in their life is

994

00:39:31,079 --> 00:39:29,349

going to happen bad for them they think

995

00:39:32,849 --> 00:39:31,089

that you know the stores will always be

996

00:39:34,980 --> 00:39:32,859

open and you know nothing will ever

997

00:39:37,319 --> 00:39:34,990

happen bad like I'm sure a lot of people

998

00:39:39,329 --> 00:39:37,329

in Australia thought now we're never

999

00:39:41,549 --> 00:39:39,339

going to have a you know a flood ever

1000

00:39:44,309 --> 00:39:41,559

again as big as that you guys had in 74

1001

00:39:46,039 --> 00:39:44,319

and sure enough last year it was you

1002

00:39:48,599 --> 00:39:46,049

know all the headlines were biblical

1003

00:39:52,200 --> 00:39:48,609

floods and a lot of people i'm sure

1004

00:39:53,910 --> 00:39:52,210

we're caught unprepared and you know i

1005

00:39:56,430 --> 00:39:53,920

don't think that the government can ever

1006

00:39:58,980 --> 00:39:56,440

you know prepare enough for that I think

1007

00:40:00,930 --> 00:39:58,990

that it's everybody's responsibility you

1008

00:40:03,690 --> 00:40:00,940

know to take care of themselves there's

1009

00:40:05,910 --> 00:40:03,700

got to be some accountability and that's

1010

00:40:07,859 --> 00:40:05,920

where I think you know the prepping

1011

00:40:10,799 --> 00:40:07,869

movement is finally catching hold and

1012

00:40:12,539 --> 00:40:10,809

people are finally taking you know

1013

00:40:14,609 --> 00:40:12,549

matters into their own hands and they're

1014

00:40:16,170 --> 00:40:14,619

saying all right well I can take care of

1015

00:40:18,510 --> 00:40:16,180

myself I just need to get a few

1016

00:40:21,120 --> 00:40:18,520

essential supplies and maybe a little

1017

00:40:23,549 --> 00:40:21,130

training and that's where we're hoping

1018

00:40:25,319 --> 00:40:23,559

to make a difference now to move what do

1019

00:40:28,589 --> 00:40:25,329

you think is the line between being

1020

00:40:32,250 --> 00:40:28,599

prepared and being alarmist do you think

1021

00:40:34,620 --> 00:40:32,260

there is such a thing um I don't I don't

1022

00:40:36,599 --> 00:40:34,630

think so I mean I think that every

1023

00:40:38,970 --> 00:40:36,609

person especially even on the show some

1024

00:40:41,519 --> 00:40:38,980

people may bring it to that you know

1025

00:40:43,680 --> 00:40:41,529

extreme level but to one person's

1026

00:40:47,370 --> 00:40:43,690

extreme is another person's normal so

1027

00:40:49,740 --> 00:40:47,380

you know for me an extreme case is

1028

00:40:52,079 --> 00:40:49,750

someone that's sitting at home and doing

1029

00:40:53,700 --> 00:40:52,089

nothing and sitting back going don't

1030

00:40:55,740 --> 00:40:53,710

worry the government will be here

1031

00:40:57,299 --> 00:40:55,750

they'll make everything better you know

1032

00:40:58,890 --> 00:40:57,309

as much as you like your government and

1033

00:41:00,660 --> 00:40:58,900

think that it's going to happen they

1034

00:41:04,230 --> 00:41:00,670

just can't be in all places at all times

1035

00:41:07,710 --> 00:41:04,240

to help you you know if so that to me is

1036

00:41:11,190 --> 00:41:07,720

extreme on the opposite way so I think

1037

00:41:13,019 --> 00:41:11,200

as long as you prepare in your inner

1038

00:41:15,150 --> 00:41:13,029

teacher comfort zone you know you're you

1039

00:41:17,670 --> 00:41:15,160

go within your budget don't go you know

1040

00:41:19,620 --> 00:41:17,680

getting into debt to be prepared as i

1041

00:41:21,960 --> 00:41:19,630

said earlier it doesn't take a ton of

1042

00:41:23,309 --> 00:41:21,970

money to be prepared or be a prepper it

1043

00:41:25,829 --> 00:41:23,319

takes knowledge and knowledge is free

1044

00:41:28,049 --> 00:41:25,839

you know you can go out on the net and I

1045

00:41:31,799 --> 00:41:28,059

mean even on my blog site I give a ton

1046

00:41:33,510 --> 00:41:31,809

of tips everyday to people and you know

1047

00:41:35,730 --> 00:41:33,520

say here learn something every day if

1048

00:41:37,050 --> 00:41:35,740

you learn one thing it takes a couple of

1049

00:41:38,820 --> 00:41:37,060

minutes but that one

1050

00:41:41,250 --> 00:41:38,830

that you learn maybe the thing to save

1051

00:41:43,410 --> 00:41:41,260

your life so it's really simple thing

1052

00:41:44,700 --> 00:41:43,420

one last tip before we go what's the

1053

00:41:47,300 --> 00:41:44,710

first thing that should be in our mind

1054

00:41:51,600 --> 00:41:47,310

when an emergency happens Tim as we go

1055

00:41:53,670 --> 00:41:51,610

first thing is to be calm and assess a

1056

00:41:56,250 --> 00:41:53,680

situation I mean that's the first thing

1057

00:41:58,680 --> 00:41:56,260

when you react hey flee that's when you

1058

00:42:01,590 --> 00:41:58,690

get into trouble so it's it's to be able

1059

00:42:03,780 --> 00:42:01,600

to sit back take a deep breath and look

1060

00:42:06,810 --> 00:42:03,790

around and then you make the decisions

1061

00:42:09,240 --> 00:42:06,820

at that point they say it like out of 10

1062

00:42:10,860 --> 00:42:09,250

people eight of the people will sit

1063

00:42:12,930 --> 00:42:10,870

there in an emergency and not do a thing

1064

00:42:16,020 --> 00:42:12,940

one of the persons will run around the

1065

00:42:17,520 --> 00:42:16,030

store or the the building you know

1066

00:42:19,620 --> 00:42:17,530

saying this guy is falling and there'll

1067

00:42:22,050 --> 00:42:19,630

be a crazy person and then one person

1068

00:42:23,550 --> 00:42:22,060

will become assess the situation and

1069

00:42:26,430 --> 00:42:23,560

lead the other eight out of the burning

1070

00:42:28,950 --> 00:42:26,440

building so you know that's that's the

1071

00:42:31,290 --> 00:42:28,960

point is just to become and assess the

1072

00:42:33,150 --> 00:42:31,300

situation well that's good advice for

1073

00:42:36,960 --> 00:42:33,160

you know the end of the world or the end

1074

00:42:50,580 --> 00:42:36,970

of a hot date there you go yes thank you

1075

00:42:50,590 --> 00:42:58,690

in a world where the truth is about

1076

00:42:58,700 --> 00:43:06,950

or messages are received for beyond

1077

00:43:12,690 --> 00:43:09,950

and reason is sidelined for magical

1078

00:43:12,700 --> 00:43:18,290

oh please sweep them stand between but

1079

00:43:23,760 --> 00:43:22,050

what date is it 787 thing this is

1080

00:43:25,410 --> 00:43:23,770

impressive if these are system present

1081

00:43:28,140 --> 00:43:25,420

they're not their photographs of Chinese

1082

00:43:30,180 --> 00:43:28,150

anthem it's not we are not well received

1083

00:43:31,950 --> 00:43:30,190

is a good guard we're fully don't

1084

00:43:33,690 --> 00:43:31,960

discuss cryptozoology on the show very

1085

00:43:36,150 --> 00:43:33,700

often because we don't know anything

1086

00:43:37,770 --> 00:43:36,160

about how the truth the price gets lower

1087

00:43:39,420 --> 00:43:37,780

and lower and lower and then he hits a

1088

00:43:42,040 --> 00:43:39,430

ceiling it's a ceiling for the room

1089

00:43:46,060 --> 00:43:43,930

skeptic to the cave and Moses hi

1090

00:43:50,590 --> 00:43:46,070

skeptics society find us on iTunes or

1091

00:43:56,920 --> 00:43:50,600

you know don't the dirty disbelievers

1092

00:43:59,380 --> 00:43:56,930

episode 9 don't harsh my mellow man yes

1093

00:44:02,560 --> 00:43:59,390

dr. H in Richard Saunders attend a new

1094

00:44:05,320 --> 00:44:02,570

age fair and rude words fly you know

1095

00:44:07,720 --> 00:44:05,330

that being called clever is not always a

1096

00:44:11,410 --> 00:44:07,730

good thing the dirty disbelievers nine

1097

00:44:13,180 --> 00:44:11,420

and dirty disbelievers calm manner calm

1098

00:44:19,510 --> 00:44:13,190

that are you and where all the

1099

00:44:31,820 --> 00:44:19,520

conspiracies are so ya gotta kiss owwww

1100

00:44:37,170 --> 00:44:34,380

thank you for listening to the skeptic

1101

00:44:39,590 --> 00:44:37,180

zone next week skeptic zone will come to

1102

00:44:41,850 --> 00:44:39,600

you from the San Francisco Bay Area

1103

00:44:44,400 --> 00:44:41,860

where I'm spending a few days before

1104

00:44:47,010 --> 00:44:44,410

heading off to Las Vegas for the amazing

1105

00:44:53,370 --> 00:44:47,020

meeting and if you're in the bay area

1106

00:44:54,510 --> 00:44:53,380

check out w WB a skeptic org scroll down

1107

00:44:57,180 --> 00:44:54,520

there on the right and you'll see

1108

00:45:00,330 --> 00:44:57,190

details about my talk the downfall of

1109

00:45:03,840 --> 00:45:00,340

power balance which will be on Wednesday

1110

00:45:07,250 --> 00:45:03,850

the 11th of july at lapenna loans which

1111

00:45:10,020 --> 00:45:07,260

is a six minute stroll from ashby bart

1112

00:45:12,800 --> 00:45:10,030

station check out the website for more

1113

00:45:15,780 --> 00:45:12,810

details and i hope i can see you there

1114

00:45:17,160 --> 00:45:15,790

I'm also very excited to be catching up

1115

00:45:21,510 --> 00:45:17,170

with the skeptics guide to the universe

1116

00:45:24,210 --> 00:45:21,520

people in the bay area before tam and my

1117

00:45:26,100 --> 00:45:24,220

dear friend Eugenie Scott from the

1118

00:45:28,980 --> 00:45:26,110

National Center for Science Education

1119

00:45:30,840 --> 00:45:28,990

I'm looking forward to it all and I'm

1120

00:45:34,850 --> 00:45:30,850

looking forward to beating jetlag this

1121

00:45:37,250 --> 00:45:34,860

time haha wish me luck hasn't worked yet

1122

00:45:40,080 --> 00:45:37,260

do you have a cure for jet lag

1123

00:45:42,000 --> 00:45:40,090

international listeners there's no real

1124

00:45:43,920 --> 00:45:42,010

cure is there something you have to sort

1125

00:45:46,590 --> 00:45:43,930

of get your mind around and your body

1126  
00:45:48,840 --> 00:45:46,600  
around more importantly I guess thank

1127  
00:45:51,120 --> 00:45:48,850  
you for those people who support the

1128  
00:45:53,280 --> 00:45:51,130  
skeptical zone with your small

1129  
00:45:55,590 --> 00:45:53,290  
contributions each week less than a

1130  
00:45:58,260 --> 00:45:55,600  
dollar and thank you for those people

1131  
00:46:01,740 --> 00:45:58,270  
who occasionally chip in by sending in a

1132  
00:46:03,870 --> 00:46:01,750  
bit more in fact going to a very kind

1133  
00:46:06,900 --> 00:46:03,880  
donation just last week I was able to

1134  
00:46:10,290 --> 00:46:06,910  
buy a mini tripod which I'll be using on

1135  
00:46:16,320 --> 00:46:10,300  
my trip to the United States and Hawaii

1136  
00:46:19,440 --> 00:46:16,330  
Las Vegas thank you indeed but before I sign

1137  
00:46:22,170 --> 00:46:19,450  
off if you enjoyed the interview with

1138  
00:46:26,790 --> 00:46:22,180

Tim Ralston the prepper getting ready

1139

00:46:28,620 --> 00:46:26,800

for all sorts of bad events may none has

1140

00:46:32,400 --> 00:46:28,630

a couple of dvds from the series of

1141

00:46:34,140 --> 00:46:32,410

doomsday preppers to give away to some

1142

00:46:38,040 --> 00:46:34,150

listeners all you have to do is write to

1143

00:46:41,220 --> 00:46:38,050

me that's Richard at skeptic zone TV and

1144

00:46:44,250 --> 00:46:41,230

tell me in a very short paragraph

1145

00:46:47,250 --> 00:46:44,260

what skills you have that you could use

1146

00:46:49,770 --> 00:46:47,260

to barter if the worst came to the words

1147

00:46:52,380 --> 00:46:49,780

if ur EMP knocked out all the power grid

1148

00:46:54,210 --> 00:46:52,390

and we're all left in the dark and you

1149

00:46:56,250 --> 00:46:54,220

had to get some food somehow what could

1150

00:46:59,970 --> 00:46:56,260

you do what skills could you offer

1151

00:47:01,980 --> 00:46:59,980

people to swap for a can of beans be

1152

00:47:05,040 --> 00:47:01,990

interested to know what would you do

1153

00:47:07,230 --> 00:47:05,050

very short paragraph i will run that for

1154

00:47:11,040 --> 00:47:07,240

a week and the the best two entries as

1155

00:47:14,010 --> 00:47:11,050

judged by maynard will receive DVD of

1156

00:47:16,650 --> 00:47:14,020

doomsday preppers well it's time for me

1157

00:47:19,859 --> 00:47:16,660

to put this microphone in my carry bag

1158

00:47:24,780 --> 00:47:19,869

and together with the video camera some

1159

00:47:27,359 --> 00:47:24,790

other equipment my new tripod my iPad a

1160

00:47:29,970 --> 00:47:27,369

little netbook for editing the skeptic

1161

00:47:31,710 --> 00:47:29,980

zone I wonder if there'll be any room

1162

00:47:35,010 --> 00:47:31,720

for my undershirts with all this and

1163

00:47:38,070 --> 00:47:35,020

I'll get ready to jet off to the United

1164

00:47:40,650 --> 00:47:38,080

States but for this week this is Richard

1165

00:47:47,220 --> 00:47:40,660

Saunders signing off early in the

1166

00:47:50,609 --> 00:47:47,230

morning from Sydney Australia you've

1167

00:47:55,230 --> 00:47:50,619

been listening to the skeptic zone visit

1168

00:47:57,690 --> 00:47:55,240

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