

2020

ANNUAL REPORT

*Skeptoid Media
encourages
science literacy and
critical thinking by
producing free,
STEM-focused
educational and
entertainment content.*



**SKEPTOID
MEDIA**

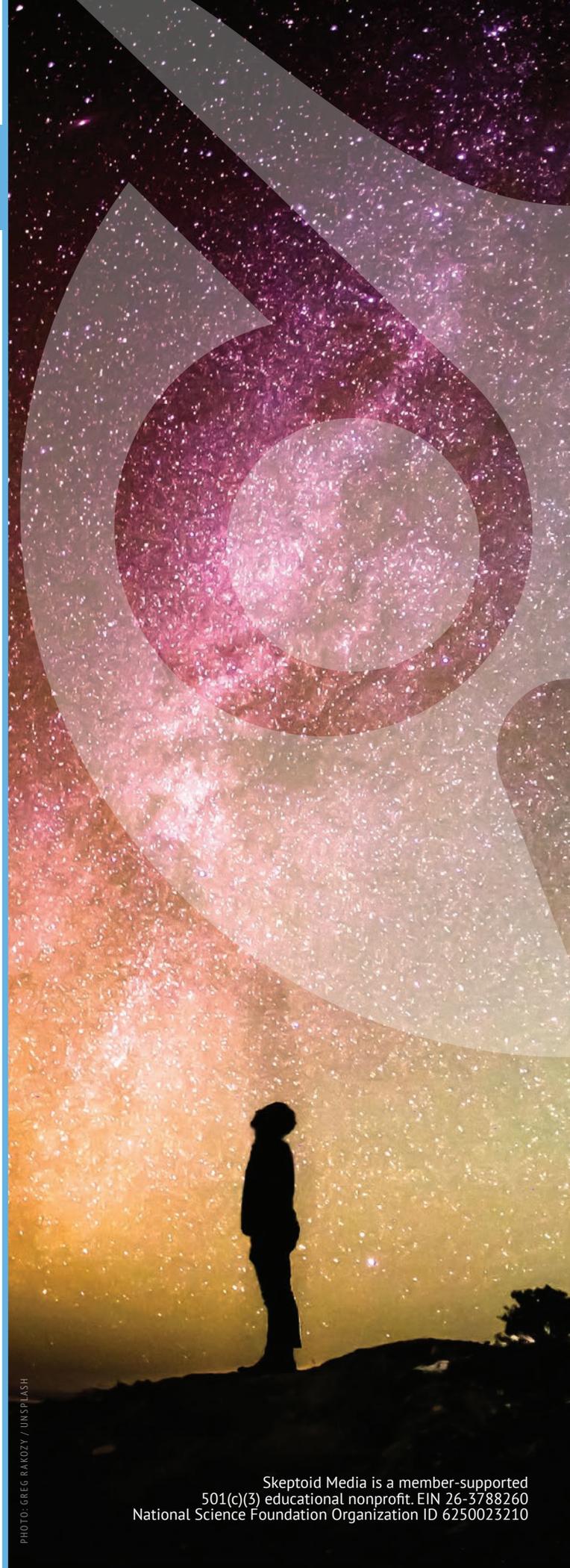


PHOTO: GREG RAKOZY / UNSPLASH

Skeptoid Media is a member-supported
501(c)(3) educational nonprofit. EIN 26-3788260
National Science Foundation Organization ID 6250023210

Skeptoid Media is dedicated to furthering knowledge and critical thinking. Since 2006, Skeptoid has been revealing the true science behind popular misinformation, pseudosciences, and urban legends through videos, films, educational materials, and award-winning weekly podcasts.

What a year! Can you imagine a period in recent history that has done more to show the critical role of science and importance of discerning accurate vs. misleading information?

Skeptoid jumped in from the start by opening our archives so everyone could have quality content to pass the time while stuck at home.

We followed up with *Pandemic Conspiracies and Politics*, an episode tackling the topic of pandemics throughout the ages, starting with the Black Death, to explore how conspiracy theories have always attached themselves to these kinds of events.

We've also covered topics ranging from the long history of mistakenly announcing life on Mars, to the bizarre claim that Australia doesn't exist, to the recent QAnon conspiracy theories. We completed *Science Friction*, a full-length documentary about how media distorts interviews with scientists and educators to create a dishonest narrative solely to increase ratings. Look for it to be released in the near future.

Skeptoid Media is unique in our approach to educating adults and children alike by encouraging critical thinking, while always striving to be entertaining as well as educational—not to mention free to access.

By supporting Skeptoid Media, you play a critical role in helping spread our STEM-based content to schools and allowing us to create additional programming such as *inFact* and *Feeding Tube* providing the facts behind inaccurate ideas and pseudoscience. Now more than ever, the world needs clear thinking and scientific rigor. With your continued support, we can make that happen.

Thank you, 

Ronald Hayden, Skeptoid Media Board Chair

Not being someone that enjoys “debating” science deniers on social media, I was looking for a way to support the dissemination of ideas based on fact. *Skeptoid* is that way.

Chris Mella—Alberta, Canada

Our Programs

Skeptoid Podcast *skeptoid.com*

Skeptoid has been a leading science podcast since 2006 with more than 100,000 downloads per week. Each short-format, single-topic episode tackles a pop culture belief that has fascinating science behind the legend. Podcasts are clean tagged and suitable for general audiences.

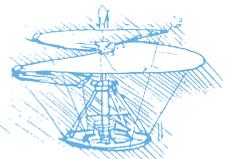


Teachers Toolkit *skeptoid.com/teachers*

Hundreds of educators worldwide have joined *Skeptoid*'s free Teachers Toolkit program. Teachers can easily share with students *Skeptoid* episodes, or groups of episodes, and curriculum materials based on podcast collections.

Principles of Curiosity *principlesofcuriosity.com*

PRINCIPLES
of
CURIOSITY



Our 2017 film in a fun, fast-paced format presents a general introduction to scientific skepticism and critical thinking, aimed toward high school through young adult. The 40-minute runtime fits within a classroom time period. Its Creative Commons license allows unlimited free public and private screenings. Best of all, *Principles*

comes with a comprehensive set of excellent lesson plans, free to qualifying educators. Look for the film on Amazon Prime.

Science Friction *sciencefriction.tv*

Fighting for integrity in science communication. Some TV shows love to misquote scientists or edit them out of context to promote a sensational or fictional urban legend. This feature documentary film gives those mistreated scientists a chance to tell what happened and set the record straight. Directed by Emery Emery. Watch for distribution soon.



Feeding Tube *feedingtube.tv*

This video series exposes popular food myths, one of the most pervasive pseudosciences today. The Feeding Tube has been in active production since 2015.

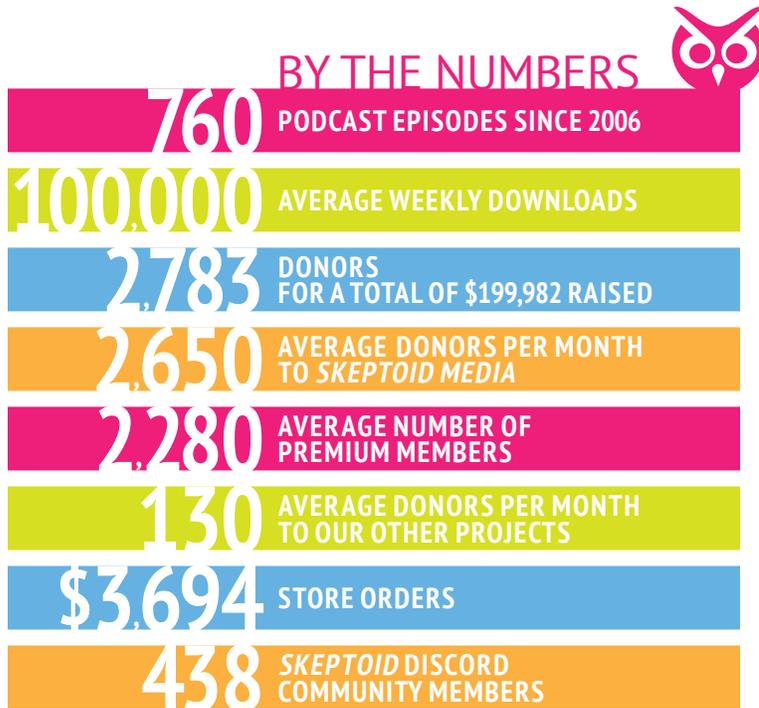
inFact *infactvideo.com*

These short videos distributed on YouTube offer real facts to combat pop pseudoscience. More than 40 episodes have been produced. Used in classrooms by educators throughout the world.

inFact...

Impact

The year of 2020 was unforgettable. It's hard to find one way to sum it all up, other than to say we got through the turmoil together. Your support was critical so Skeptoid could bring listeners fact-based information, to learn to think more critically and decide what is real and what is not. Here are a few highlights of the year:



DOUBLE UP

Because of our double up campaign during the initial stages of the lockdown, we were able to open our entire podcast for free. Our 'double up' campaign was a success:

- 3 DONORS doubled from \$5 to \$10 indefinitely
- 23 DONORS doubled from \$5 to \$10 for 3 months
- 53 DONORS doubled from \$5 to \$10 for 6 months
- 12 DONORS doubled from \$10 to \$20 for 3 months
- 24 DONORS doubled from \$10 to \$20 for 6 months
- 1 DONOR doubled from \$15 to \$30 for 3 months
- 7 DONORS doubled from \$15 to \$30 for 6 months
- 1 DONOR doubled from \$20 to \$40 for 3 months
- 6 DONORS doubled from \$20 to \$40 for 6 months

Thank you to the many generous donors who have made their double up donation permanent.



REMOTE OR VIRTUAL PRESENTATIONS

- Oregonians for Science and Reason**—Strange Energies with Richard Saunders—January 20, 2020—Portland Oregon, USA
- Science Talk 20**—Live Listener Feedback
March 26, 2020—Portland Oregon, USA
- Ignite Talks**—Your Brain Sucks!—April 4, 2020
- University of Miami Conspiracy Theory Conference**
We are All Conspiracy Theorists—April 27, 2020
- Skeptoid Discord Live Chat**—May 29, 2020
- Pacific University**—Solving the Lost Cosmonauts
August 3, 2020—Oregon, USA
- AEJMC Annual Conference**
Science Friction screening and discussion—August 6-9, 2020
- Las Vegas Society of Skeptics**—*Science Friction* screening and discussion—August 12, 2020—Las Vegas, NV USA
- Southeastern Virginia Atheists Skeptic Humanists**
Science Friction screening and discussion—September 5, 2020
- The Outpost 2020**—October 23–25, 2020



RADIO

- talkRADIO**—March 5, 2020
Coronavirus Conspiracy Theories
- Global News Radio 980 CKNW**—April 7, 2020
5G Coronavirus Conspiracy Theories
- Moncrieff on Newstalk Radio Ireland**
1986 Alaska UFO



TV

- DELFI TV, Latvia**—June 12, 2020 Infected Freedoms



PODCASTS

- Let's Go There with Shira and Ryan**
April 7, 2020—5G Coronavirus Conspiracy Theories
August 4, 2020—The QAnon Conspiracy Theory
September 8, 2020—How Do We Know Where To Get Reliable COVID Information
October 1, 2020—The Proud Boys
December 8, 2020—The Galactic Federation

FOR MORE INFORMATION ABOUT A GUEST PRESENTATION, CONTACT [BRIAN@SKEPTOID.ORG](mailto:brian@skeptoid.org)

OUTPOST

Our first (and hope to be annual) virtual event **Outpost**, was a success! Held for three days in October, The Outpost is what happens when a comic-con meets a science fair and sets up shop at the intersection of popular culture and science literacy. Many thanks to our main sponsor, Texas Tech University College of Media & Communications, donor, attendees, and guest speakers for making Outpost a blast!

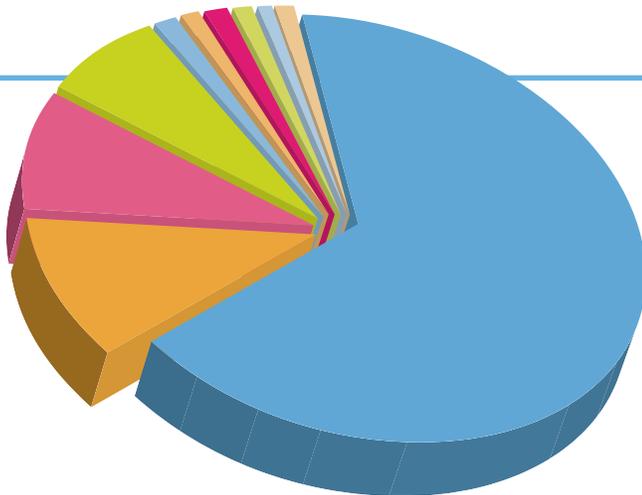


20 DIFFERENT PROGRAMS/PRESENTATIONS
10 LIVE PODCAST TRACKS • 21 LIVE PRESENTATIONS
50 GUEST SPEAKERS

plus 26 supporters who donated additional tickets to help to those who otherwise wouldn't be able to attend.

Audience

US	65.5%
AU	10.4%
GB	9.4%
CA	7.9%
IN	1.3%
NZ	1.2%
SE	1.2%
DE	1.1%
ZA	1.0%
NL	0.9%



Skeptoid Media Board of Directors

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About Brian Dunning

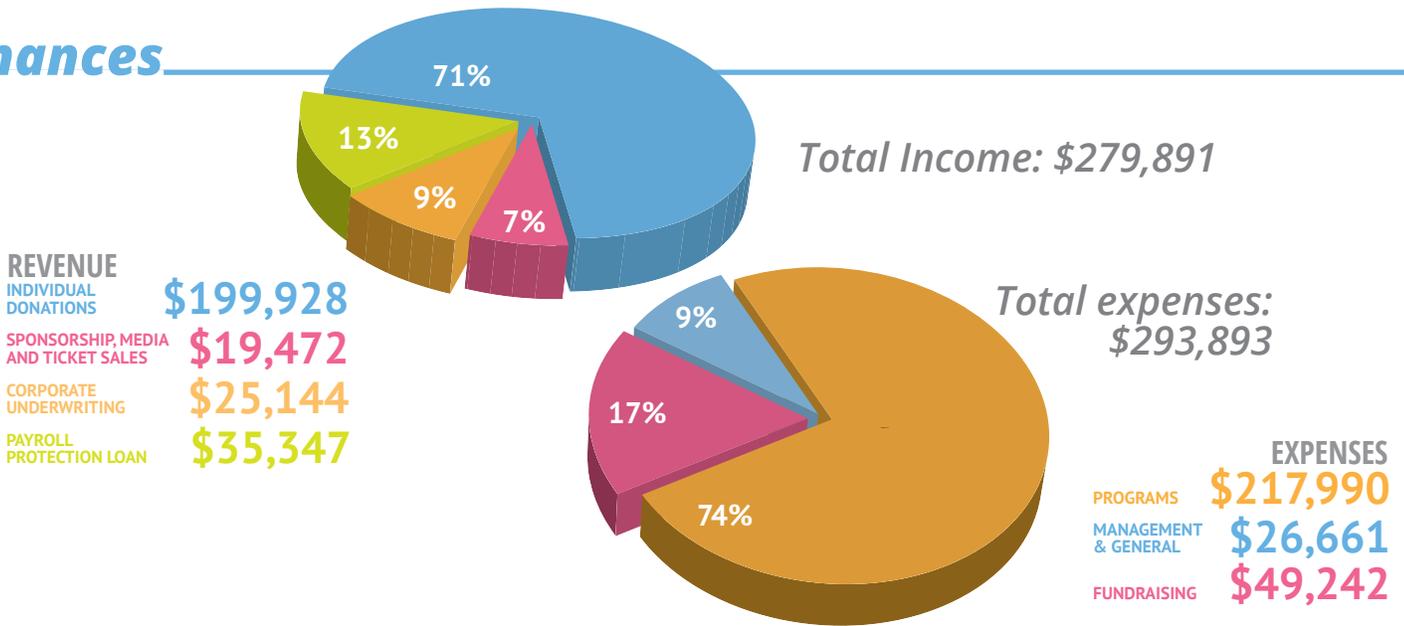
Science writer Brian Dunning is the executive director of Skeptoid Media, and the host and producer of the *Skeptoid* podcast. He's also the writer and presenter of the documentary films *Here Be Dragons*, *Principles of Curiosity*, and *Science Friction*. The author of seven books on scientific skepticism and conspiracy theories including *Conspiracies Declassified* from Simon & Schuster, Dunning is a member of the National Association of Science Writers. He lives in Central Oregon with his family.

PHOTO: JEFF KENNEDY / IJK PRODUCTIONS

Mark Jansen—California, USA

Skepticism and critical thinking are more important—and perhaps more endangered—than ever. *Skeptoid* is doing important work, and deserves our support. Thank you!

Finances



Corporate Underwriting

AgentDecode
Audible
Amazon Web Services
BetterHelp

Clearer Thinking
EveryPlate
Express VPN
Guest.Market

Keeps
Lightstream Lending
Manscaped
Principles of Prime

Raycon
Texas Tech
VSP Eyeconic
Warby Parker

PHOTO: IHOR MALYTSKYI / UNSPLASH

Skeptoid Media Thanks You for Improving Our World

We appreciate you! Your support positively impacts society by funding our ongoing production of high quality, free educational materials and media, promoting scientific skepticism and critical thinking to students and the general public, prompting people to make improved life decisions based on fact-based and well-researched information.

For more information about Skeptoid Media:

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Skeptoid helps hold back the tsunami of misinformation currently sweeping around the world on the internet and other media. Accurate and easy to understand, *Skeptoid* is entertaining and relevant. By supporting *Skeptoid* I'm helping people learn how to critically analyze information to arrive at the best approximation of the truth.

Tanya Marwood - Western Australia