



Pacific Institute  
for Climate Solutions  
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**MEDIA TIP**  
Nov. 28, 2011

## Leading Australian climate change communicator to hold BC lecture

Australian author, blogger and creator of the influential award-winning Skeptical Science website, John Cook, will be giving a one-off free public lecture in Victoria on Wednesday, Nov. 30. The event has been organized by the [Pacific Institute for Climate Solutions](#) (PICS), a collaboration of BC's four research-intensive universities hosted and led by the University of Victoria. The event is part of Cook's Australian and North American speaking tour.

Since its launch four years ago the [Skeptical Science website](#) — which critically analyses climate change skeptics' arguments against actual peer-reviewed scientific findings — has attracted a team of worldwide scientific contributors and an online monthly audience of 500,000 visitors. In 2011 the site was awarded the Australian Museum Eureka Prize for the Advancement of Climate Change Knowledge. This year has also seen the book release of *Climate Change Denial: Heads in the Sand*, co-authored by Cook and environmental scientist Haydn Washington.

Cook's only BC public lecture, entitled "Debunking climate myths in the age of new media," will discuss the psychology of misinformation and the most effective way to debunk myths, plus how to use social media to communicate science. Skeptical Science's outreach success has involved releasing [smartphone apps](#) for the iPhone and Android phones.

"The same climate myths we hear echoing in the blogosphere during political debates and in the media were scrutinized and discounted by climate scientists years ago, and, in some cases, decades ago," Cook says. "To solve climate change we must no longer ignore scientific peer-reviewed literature and instead create the plans to cut our pollution and embrace the technology to switch to cleaner energy."

**What:** Free public lecture: "Debunking climate myths in the age of new media"  
**Who:** John Cook: Australian author, blogger and climate communication specialist  
**When:** 3:30 p.m. – 4:40 p.m., Wednesday, Nov. 30  
**Where:** B150 Bob Wright building, University of Victoria  
**Live webcast:** [www.pics.uvic.ca/broadcast.php](http://www.pics.uvic.ca/broadcast.php)

**Additional biographical info:** *John Cook is the Climate Change Communication Fellow for the Global Change Institute at the University of Queensland. He created and runs [skepticalscience.com](http://skepticalscience.com), a website that rebuts climate misinformation with peer-reviewed science. His efforts have concentrated on making climate science accessible to the general public. He has also produced climate communication resources adopted by organizations such as the National Oceanic and Atmospheric Administration (NOAA) and the US Navy.*

### Media contact:

Robyn Meyer (PICS senior communications officer) at 250-588-4053 or [rmeyer@uvic.ca](mailto:rmeyer@uvic.ca).  
Note to editors: Interviews with John Cook can be arranged before or after the lecture.

