

MEDIA IGNORES CLIMATE DISCOVERIES

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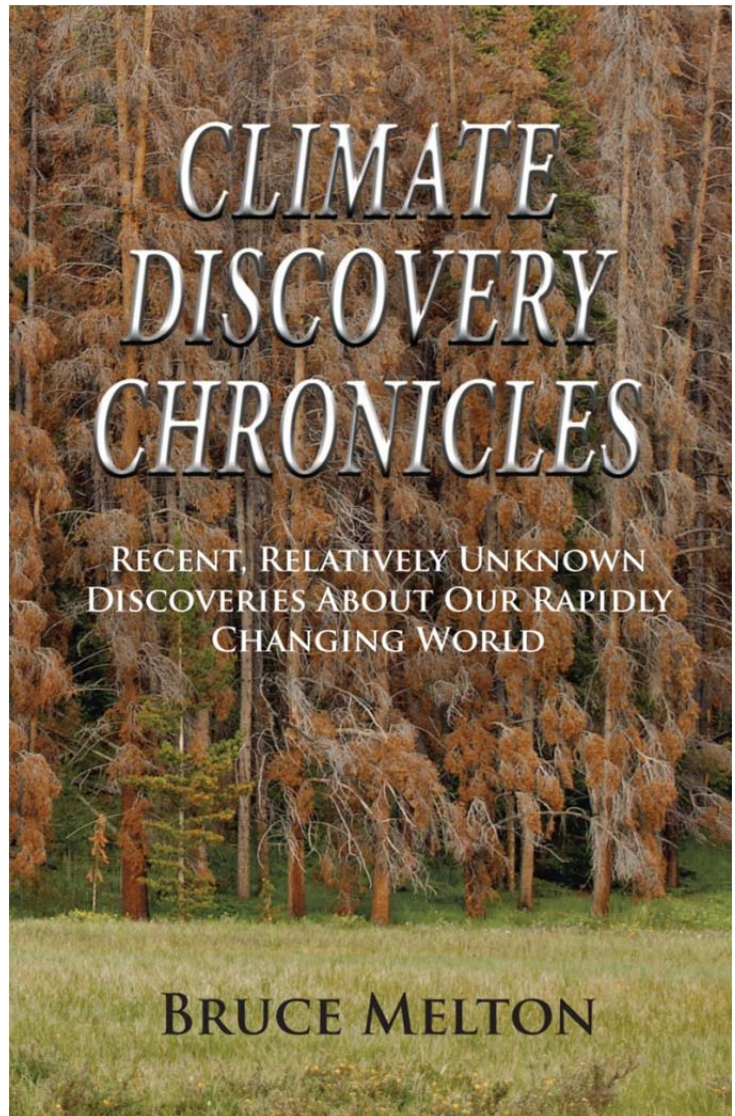
A new book: *Climate Discovery Chronicles*, by Bruce Melton PE

Austin, Texas -- Have you ever heard of icequakes 1,000 times more powerful than anything before coming from Greenland's Ice Sheet? How about much of the U.S. seeing perpetual Dust Bowl conditions beginning in 2030? Have you heard about our carbon dioxide emissions being 14,000 times greater today than at any time in the last 610,000 years? Then there are recent discoveries about our atmosphere that tell us transportation is responsible for two and a half times more warming than coal. Have you possibly heard that the solutions to climate change will be no more difficult or costly than the creation of our human waste collection and treatment infrastructure? This information is not coming from the blogosphere, it is coming directly from the peer reviewed academic findings of climate researchers.

Bruce Melton's new book *Climate Discovery Chronicles: Recent, Relatively Unknown Discoveries About Our Rapidly Changing World*, details 41 new climate discoveries that are virtually unknown in the media. This book is the first of its kind. It has over 100 color images from Bruce's expeditions to the far reaches of our planet to document climate change first hand.

This is no ordinary book about climate change. The color photos of actual climate changes happening demonstrate this. But more, this book does not drone on about the basics of climate science and physics and chemistry and a half dozen other arcane scientific disciplines. This book is about climate changes happening now. Bruce takes the reader to where the action is and his training in communicating complicated science and decades of experience with critical environmental issues help him cut to the core of what the scientists are saying in their research findings.

Why are these, what some would say "alarmist" discoveries not making the news? Climate science is as complicated as rocket science, but this has not stopped the media from covering other complicated issues in the past. Those other things though, were not influenced by such large and well documented campaigns by vested interests and political authority figures denying the very existence of climate change. Just last year, Gallup's longest running climate change poll (since 1997) shows us that only 49



percent of their cross section believes that climate scientists' findings are valid or underestimated. In other words, half of Americans believe the climate crisis is bunk.

A paper out of Stanford titled "Expert credibility in climate change," shows us that between 97 and 98 percent of nearly 1,400 climate scientists' publications reviewed, published by climate scientists who are most actively publishing findings in their field, support the human-caused climate change consensus. Out of the two to three percent that do not support the consensus (less than 35 climate scientists), 80 percent have published fewer than 20 papers. The consensus crowd includes only 10 percent of scientists who have published fewer than 20 papers. Not only do almost all climate scientists support the consensus position, those that do not support it do not have anywhere near the credentials as the consensus crowd. In other words, there is no debate among the vast majority of credentialed climate scientists.

So why is there a public debate? It is only human nature to question things that have never happened before (in time frames that matter). Climate scientists are not public relations people, they are lab geeks with little training in communicating with non-specialists. The voices denying climate change simply have more money, motivation and skills to advocate for their view of reality. It is an easy and believable argument to make because of the unprecedented nature of climate change and because it is coming from some of our most authoritative leaders. This is why Melton has chosen to focus on climate change impacts happening now—this method of outreach sidesteps the popular debate. Unfortunately, the increasing impacts are really beginning to jump out at us now.

Arctic sea ice is melting 70 years ahead of projections. The Antarctic ice sheet is losing ice at a pace that has not only caught up with Greenland, but is 100 years or more ahead of the projections. Our CO2 emissions are on the worst-case scenario trajectory. Primary productivity in the oceans is down 40 percent. Sixty-four million acres of forest in the North American Rockies have mostly been killed by a single species of native bark beetle driven berserk by the warming and the forest professionals see no reason why the beetle will not continue its out of control attack completely across the continent. And amazingly, two unprecedented droughts in the last five years have caused the Amazon to emit CO2 (not absorb it as forests are supposed to do) a century or more ahead of projections at a rate that is three quarters as large as all United States emissions every year.

Because such a large number of people believe there is still a debate, climate change is not a money making issue for the media. They have been burned by alarmism in the past. Authoritative voices keep insisting that climate change is a scam. All the while, climate scientists' warnings have been getting stronger and stronger telling us that climate change is happening now, it is ahead of schedule, it is more extreme than expected and we are even closer to irreversible tipping points that will radically alter our planet.

All these things and a big surprise are in *Climate Discovery Chronicles*. Yes, there is good news coming from climate science land. The same voices that bring us the beliefs that climate change is not real, that it is a conspiracy or it is good for the planet, also bring us the concept that solving the climate change problem will devastate our economy. The latest assessments of the economics of climate change solutions show that the solutions needed to remove greenhouse gas pollution are no more difficult or costly than the human waste collection and disposal infrastructure creation mentioned at the top of this press release. These assessments are focusing in on the costs and difficulty of this treatment being one percent of global Gross Domestic Product annually for a hundred years, which is similar to that of the infrastructure created to deal with toilet pollution. This is about the same amount as the U.S. spends on its military every year not counting wars. This does not mean that it will be a small thing controlling our climate, but it does mean that it will be no more difficult than installing the flush toilets

across the globe that we have become accustomed to over the last century. This good news does come with an important reminder though: If we do not get a significant amount of these “climate controls” installed in the very near future (the decade of 2020 to 2030 comes up often these days), all bets are off.



Bruce Melton is a professional engineer and environmental researcher but most importantly, he is a “climate outreach specialist.” An outreach specialist is one who has been trained to teach non-specialists about highly complicated science.

Melton is also a filmmaker. He has been to the Arctic to see the “Big Melt” in Greenland (as the scientists call it) and to see the melting permafrost in Alaska. He has filmed the dying forests of the Rockies and rising sea level on deserted barrier islands.

Climate Discovery Chronicles full color print version is \$27.50 and is available from most internet book sellers or can be ordered from your favorite bookstore.

Climate Discovery Chronicles EBook version in full color and black and white is \$9.99 and is available from almost all EBook retailers.

Bruce Melton is a professional engineer, environmental researcher, filmmaker, writer and front man for the band Climate Change. You can see his climate change outreach, films, writing and music at www.meltonengineering.com More information about *Climate Discovery Chronicles* can be found at: <http://www.climatediscoverychronicles.com>

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