



THE PROBLEM

Do conservatives hate the earth?

The left wants you to think so.

The left believes that conservatives are only concerned with profit – and that they are willing to destroy our planet just to line their own pockets.

We know this is false, but relentless propaganda is convincing our young people that it is true. Young conservatives – even those otherwise confident in their convictions – are afraid to talk about this topic. Some have even bought into leftist lies like this:

“All you need to know about [PragerU], is that it is funded by old, white billionaires, who couldn’t care less about the future of Gen-Z. They just want to be able to enjoy low taxes, pollute as they please, and ignore climate change. With conservatives, one only ever has to follow the money to understand their true agenda.”

– Online comment from Raindog63 in response to the New York Times article about PragerU: “Right-Wing Views for Generation Z, Five Minutes at a Time.”

Our young people need to know that we do care, that environmental doom isn’t true, and that conservative ideas are the best way to conserve the earth, and preserve our way of life.



THE PROBLEM

The climate war is online.

An onslaught of streaming “documentaries” illustrates our planet’s doom. Corporate ads preach to us about our consumption habits. Politicians and celebrities hysterically demand climate justice on social media. Environmental activists invoke religious fervor – all the while flying on private jets!

They say the only way to save the earth is to drastically change our economy. We need to get rid of cars, live in pods, and stop eating meat. *And we need to do it right now.*

Dissenting opinions are met with mockery and hatred. If students question predictive climate models, they run the risk of a bad grade or losing an internship.

More importantly, their mental health suffers. They are distraught about the destruction of their planet. This convenient crisis sways well-intentioned young people, and creates a power grab for the left.

This has to stop.

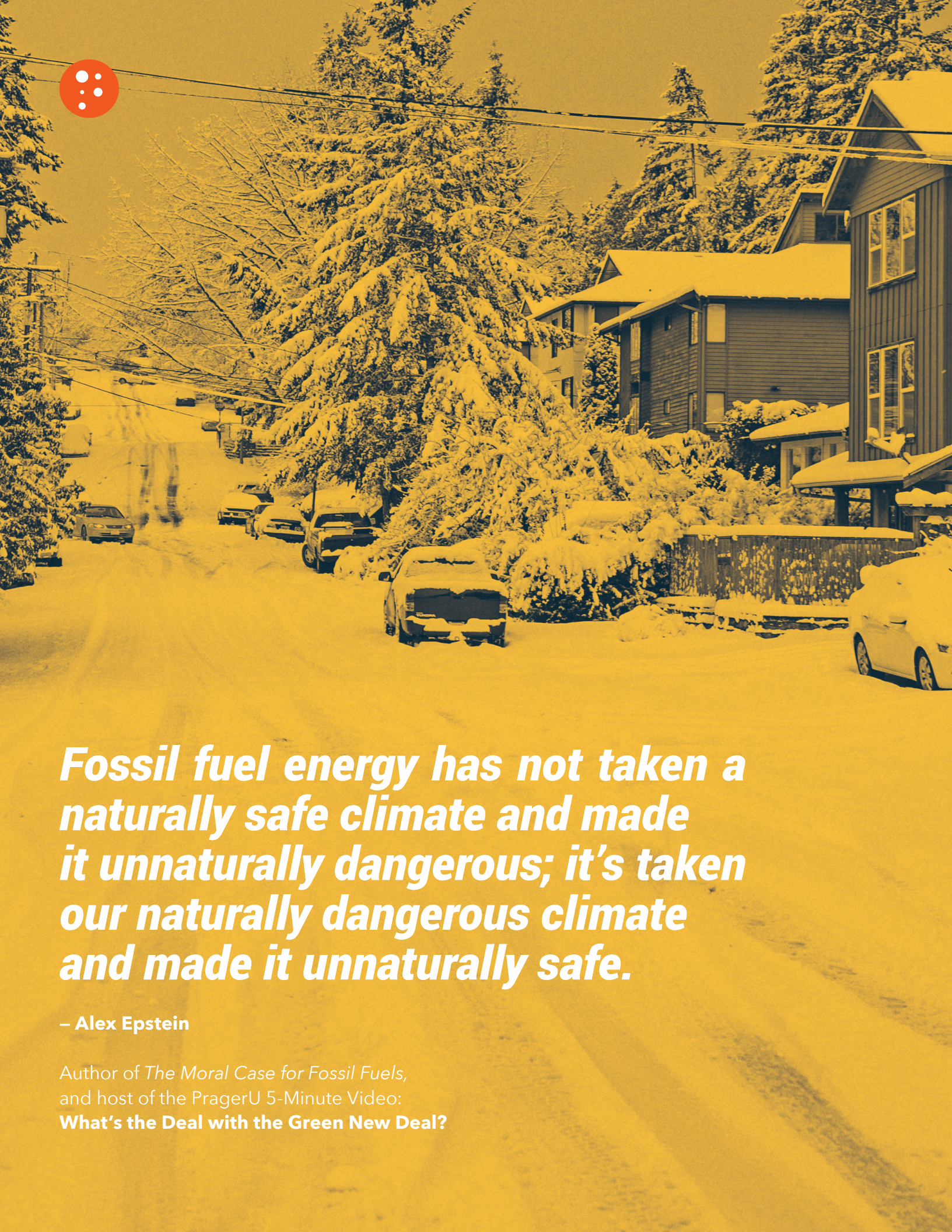
Opposite: Celebrity climate activists, clockwise from top left – Rep. Alexandria Ocasio-Cortez (D-NY), child activist Greta Thunberg, Academy Award-winning actor Leonardo DiCaprio



"Democrats dream of powering society entirely with wind and solar farms combined with massive batteries. Realizing this dream would require the biggest expansion in mining the world has seen and would produce huge quantities of waste."

– Mark Mills (Manhattan Institute), from his *Wall Street Journal* article, *If You Want 'Renewable Energy,' Get Ready to Dig*





Fossil fuel energy has not taken a naturally safe climate and made it unnaturally dangerous; it's taken our naturally dangerous climate and made it unnaturally safe.

– Alex Epstein

Author of *The Moral Case for Fossil Fuels*,
and host of the PragerU 5-Minute Video:
What's the Deal with the Green New Deal?



THE SOLUTION

Facts and sensible solutions are the only remedy for this manufactured delirium.

We want people to know the truth about the Green New Deal, the Paris Climate Accord, nuclear energy, and fossil fuels. We're tired of the chaos and hysteria, so *we're doing something about it.*

Even the largest media outlets on the left recognize the impact of PragerU:

A 2018 *Mother Jones* article called PragerU “[a] YouTube Empire That’s Quietly Turning Millennials Into Conservatives,” and the *Los Angeles Times* wrote that “PragerU is having more success rallying young people to Trump’s side than many campaign committees aligned with the president.”

Media Matters, a popular left-wing website, studied PragerU,

and concluded that “PragerU is arguably one of the most influential right-wing propaganda networks put into motion since Fox News.”

More recently, a front-page *New York Times* article from January 2020 (with a full spread inside), described PragerU as a “digital empire” that uses media “to circumvent brick-and-mortar classrooms... and appeal to Generation Z.”

**The left is watching us beat them at their own game...
And we're just getting started!**

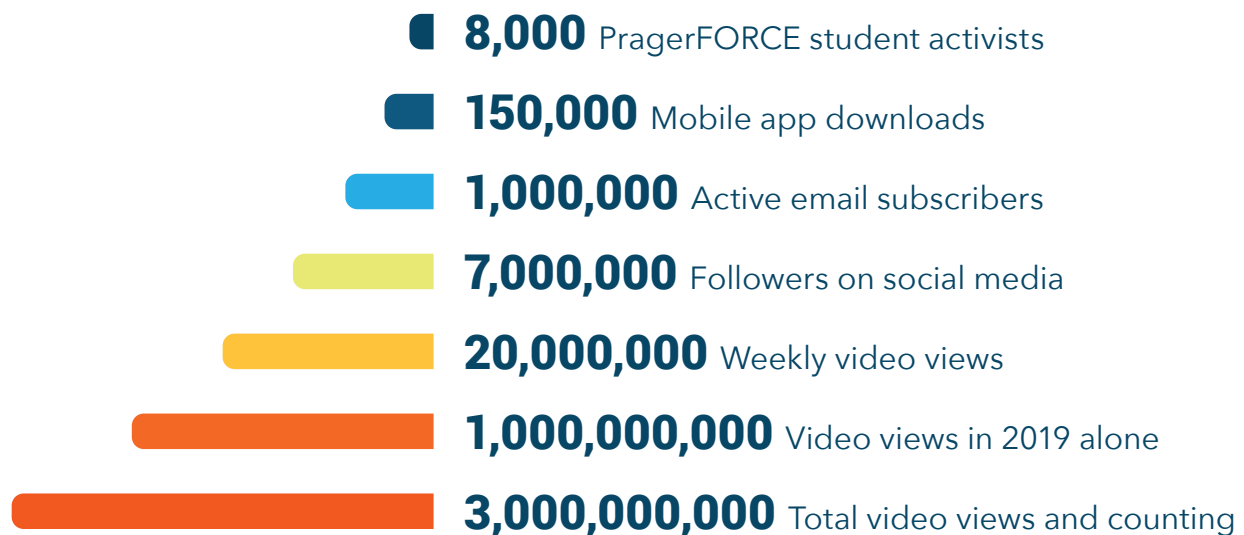
THE SOLUTION

Only PragerU can reach enough young people online to make a difference.

PragerU presents the most important ideas in free online video content. We distribute that content through a sophisticated marketing strategy. By reaching millions of people every day, we educate, influence, and change

minds. You can find PragerU videos on YouTube, Facebook, Twitter, and Instagram, as well as at PragerU.com, our free mobile app, and our new OTT (Over The Top) channels on Apple TV, Roku, and more.

No other conservative organization in the world is reaching young people on the scale of PragerU:





***There are many reasons
why the climate changes...
and there is no evidence
that CO₂ emissions are
the dominant factor.***

– Richard Lindzen

MIT atmospheric physicist, and host of
the PragerU 5-Minute Video:

Climate Change: What Do Scientists Say?





THE SOLUTION

PragerU's Conservatives Love the Earth Initiative

**You don't have to be
on the left to love the earth.**

According to University of Michigan psychologist Michael Hall, "Americans who are skeptical about climate change engage in personal behavior that is more friendly to the environment than climate alarmists..."

The Conservatives Love the Earth Initiative will illustrate how a rational and calm approach, driven by free-market enterprise and innovation, is the best way to preserve our planet and our way of life.

Conservatives love national parks, embrace sensible regulations, and support affordable, abundant, and reliable alternative energy solutions – but when these sentiments are shared, they are often met with contempt from the left.

As former Prime Minister Margaret Thatcher once noted, "Global warming provides a marvelous excuse for global socialism."

**So does the left really care about the environment,
or is there another agenda in play?**



***Aside from the human brain,
the climate is the most
complex thing on the planet.***

– Will Happer

Emeritus Professor of Physics at Princeton University,
and host of the PragerU 5-Minute Video:

Can Climate Models Predict Climate Change?

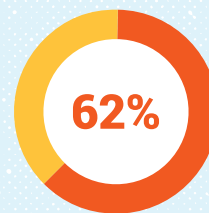
THE SOLUTION

Young people are being taught alarmist lies about the environment:

- ✗ Humans destroy the earth with modern living.
- ✗ 97% of scientists agree on climate change.
- ✗ Fossil fuels are hurting the environment, and we must stop using them.
- ✗ Wind and solar energy are the solution to pollution.
- ✗ Current levels of carbon dioxide in the atmosphere are dangerous.
- ✗ Fracking and nuclear energy destroy the earth and must be stopped.
- ✗ Climate change is a bigger threat to our lives than terrorism.
- ✗ The Green New Deal is the only way to save the planet from total destruction.

PragerU has the ability to put this perceived crisis in perspective.

We're reaching youth where they spend a lot of their time – online. That is why we are the largest and fastest-growing conservative organization on the internet.



62% of our YouTube viewers are under the age of 35.



THE SOLUTION

Let's chart a path forward.

Together, we can shape millions of young minds with rational concepts and fact-based solutions.

With your support, young people will learn:

- ✓ Scientists recognize that climate change is happening, but opinions vary on its causes and implications.
- ✓ Fossil fuels are the cheapest, most plentiful, and reliable energy source.
- ✓ Electric car batteries require mining rare minerals that destroy environments and produce toxic pollution.
- ✓ Cars are cleaner today than in years past, allow personal freedom, and are central to the American experience.
- ✓ We are currently living in a low-carbon dioxide era.
- ✓ An endless circle of government corruption awards subsidies to wind and solar companies, who in turn give political donations back to those same politicians.
- ✓ The United States emits less pollution, and produces less waste, than India, China, Indonesia, and many other countries.
- ✓ The mandates of the Paris Climate Agreement and the Green New Deal would force us to spend *hundreds of trillions of dollars* to reduce the temperature by a fraction of a degree.
- ✓ We should pursue new clean energy alternatives that are more abundant, and more reliable, such as nuclear power.
- ✓ Environmentalists want to have greater control over you.



For at least the next two decades, solar and wind energy are simply expensive, feel-good measures that will have an imperceptible climate impact.

– Bjørn Lomborg

President of Copenhagen Consensus Center,
and host of the PragerU 5-Minute Video:
Climate Change: What's So Alarming?

THE SOLUTION

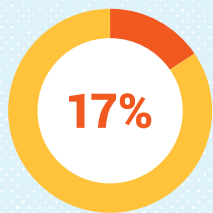
How will PragerU stop climate alarmists from manipulating our youth?

Short, compelling videos are the preferred online delivery method to reach youth who are concerned about the environment. With many of our videos averaging 3,000,000 views, PragerU's production and marketing expertise guarantees that young people discover our responsible and common-sense approach to environmentalism.

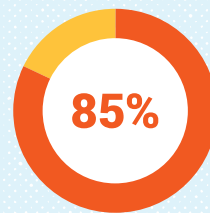
After watching our videos, surveys show:



70% say PragerU videos have changed their minds.



17% say PragerU videos influenced their behavior and actions.



85% have referenced a PragerU video in ideological discussions.





How will our videos go viral?

A digital marketing ecosystem will be created for each aspect of the Conservatives Love the Earth Initiative.

Our plans include:

- ▶ Producing four new 5-minute videos, with topics ranging from conservatives and the environment, to alternative fuels, nuclear energy, and plastic pollution.
- ▶ Creating immediate response videos on trending environmental topics, including Will Witt's popular "Man-on-the-Street" interviews.
- ▶ Featuring interviews with environmental experts on the Candace Owens Show.
- ▶ Highlighting conservative, environmental concepts on Dennis Prager's Fireside Chats.
- ▶ Saturating social media with video posts and ads on YouTube, Facebook, and Instagram.
- ▶ Harnessing PragerU's own platforms with environmental playlists on our website, free mobile app, and OTT channel.
- ▶ Collaborating with our student army of PragerFORCE members, teachers in our PragerU Educators Network, and 100+ conservative media partners.
- ▶ Re-promoting our top ten environmental videos – millions have already seen them, but millions more need to be reached.
- ▶ Automatically recommending more content for viewing after each video.



THE SOLUTION

Would you like to reach millions of young people all around the world?

**We invite you to become a sponsor of
PragerU's Conservatives Love the Earth Initiative.**

Together, we can change millions of minds with entertaining and educational videos that explain our common-sense environmental views. Your gift will be split evenly between video production and online marketing.

Gifts range from:

\$5,000 to sponsor a social media “mash-up” or “pulse” video

\$15,000 to sponsor an episode of Man-on-the-Street

\$25,000 to underwrite an episode of Fireside Chat

\$50,000 to fund an episode of the Candace Owens Show

\$50,000 to create or promote a 5-Minute Video

How to donate



ONLINE: The easiest way to donate to PragerU is through our website. Consider making a gift today by visiting: www.prageru.com/donate



BY MAIL: Please send your check payable to *Prager University Foundation* to our mailing address: 15021 Ventura Blvd. #552, Sherman Oaks, CA 91403. Please include your email and phone number with your check.



BY PHONE: Call us at 833-PRAGERU



STOCK GIFTS: For stock held in brokerage accounts, your broker can assist you in making a gift via a direct transfer to *Prager University Foundation*. Giving stock that has increased in value may offer you significant tax advantages. Please contact us at info@prageru.com for more information.



OTHER WAYS TO GIVE: PragerU accepts gifts from your donor-advised funds or philanthropic foundation. You can also identify PragerU in your will, estate plan, life insurance policy, or retirement plan by joining our Sheila Steinberg PragerU Legacy Society. Please email lucyw@prageru.com for more information.

Prager University is a 501(c)(3) nonprofit.
Our tax ID is 27-1763901.
Your contribution is fully tax-deductible in the USA.

Our Mission:

To promote what is true,
what is excellent, and what is
noble through digital media.

Our Vision:

A world committed
to life, liberty, and the
pursuit of happiness.



PragerU.com