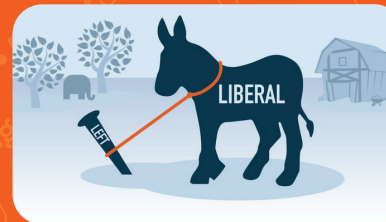




# THE 5-MINUTE VIDEO







Would you like to share your conservative message with young people over 3,000,000 times during one of the most formative periods of their lives?

**With PragerU's 5-minute video courses, you can.**

For decades, the left has infiltrated our education system, the media, and popular culture. Teachers, journalists, and celebrities actively blame Western civilization for all of mankind's challenges. Bombarded each day with messages designed to draw them to the extremist left, young people are particularly vulnerable to propaganda.

**PragerU is committed to promoting the conservative founding principles and traditions that made America and the West into the world's freest and most prosperous civilization.**

**With more than 60% of our YouTube viewers under the age of 35, PragerU is fighting and winning by reaching youth where they are - online.**

“As a high school student in the Chicago area, I have had liberal views forced upon me in education and by my peers ever since I was a child. Thanks to PragerU, I am able to understand the truth and educate others correctly.

**Landon J. - Chicago, IL**”





No other conservative organization in the world reaches young people on PragerU’s scale.

## Our Mission

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

## Our Vision

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

## About PragerU

PragerU presents the most important ideas via free, 5-minute videos. We make exceptional video content that advances Judeo-Christian values. 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 on YouTube, Facebook, Twitter, Instagram, our website, and our free mobile app.

3,000,000,000

video views and counting

1,000,000,000

video views in 2019 alone

20,000,000

weekly views

1,000,000 +

active email subscribers

7,000,000

social media followers

150,000 +

mobile app downloads

# What are PragerU 5-minute video courses?

PragerU’s 5-minute video courses present today’s issues, historical topics, and the reasons and stories behind America’s success. We take the best ideas from the best minds, and distill conservative concepts into short videos.

If people are talking about it, and it’s important, you can find it in a PragerU 5-minute video.

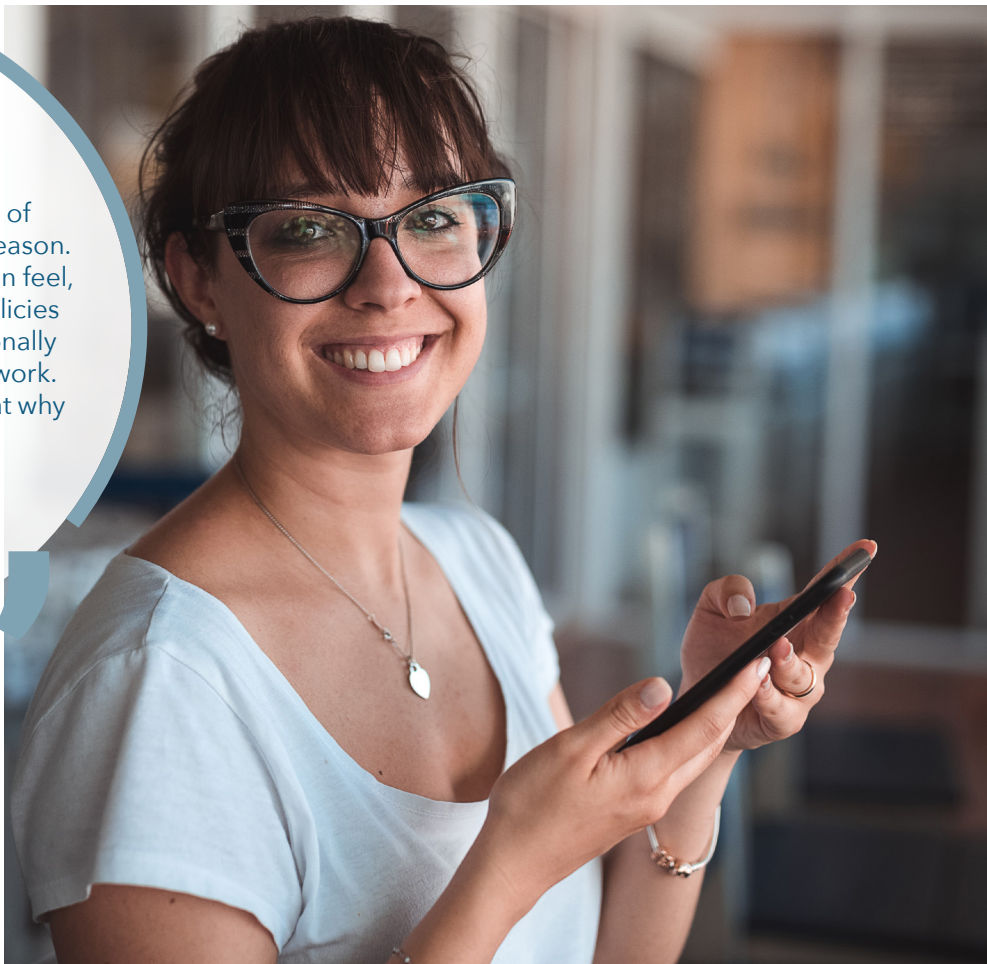
**Released every Monday, our videos focus on moving young people toward conservative truths, and arming conservatives of all ages with the intellectual ammunition they need to defend their ideas.**

“

Our culture needs an injection of critical thinking. This is the age of outrage, in which passion replaces reason. PragerU invites us to think, rather than feel, about the issues. So many of the policies accepted by our society are emotionally satisfying, but in reality, they don’t work. PragerU makes us take a hard look at why we believe what we believe.

”

Lisa W.



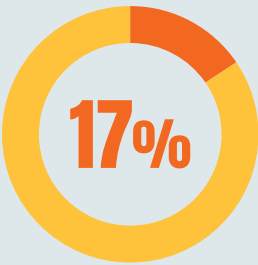
# Why do we focus on video, and why for 5 minutes?

Video dominates online content consumption for both youth and adults. Persuasively presented in bite-sized chunks, 5-minute videos are the perfect length for social media and online viewing.

PragerU’s professional, compelling, succinct videos showcase the best conservative concepts. We are effectively capturing our young audience’s attention, and, in the process, changing hearts and minds:



**say PragerU videos have changed their minds.**



**say PragerU videos influenced their behavior and actions.**



**have referenced a PragerU video in ideological discussions.**



# How are topics chosen?

People move toward conservatism for different reasons. Some might begin their conservative journey by noticing the intellectual chokehold of politically correct classrooms, while others may question why taxes can't seem to fill potholes, or if socialized healthcare can actually work if they get sick. Videos must appeal to a cross-section of viewpoints.

Proposed topics - suggested by the PragerU team, donors, volunteers, and viewers must answer yes to these questions:

- Does the video reflect what PragerU uniquely stands for?
- Does it open and change minds?
- Does it provide intellectual ammunition for conservatives?
- Will it appeal to the masses?
- Will it impact culture by providing new role models?

The video lineup is guided by annual goals, while taking advantage of topics that are trending or are expected to trend.

Our team anticipates opportunities, and develops videos for maximum impact. For example, a video exposing voter fraud may be chosen for production during an election year.



I'm left of center,  
yet look forward to each new video.  
I'm in complete agreement with your views  
on morality, and common-sense life advice.  
Even the videos I disagree with, I like,  
because they make me scratch my head.

**Terry H.**





Eric George



Dennis Prager



Lee Habeeb



Jordan  
Peterson



Heather  
MacDonald



Lawrence Reed



Stephen Harper



Abigail Shrier



Johnnie  
Moore



Derryck Green



Burgess Owens



Lee Cheng



Raheem Kassam



Timothy  
Sandefur



Niall Ferguson



Ben Shapiro



John  
Rhodehamel



Sean  
McDowell



Otto  
Brøns-Petersen



Alex Epstein



Paul Copan



Nancy  
Rommelmann



Jocko Willink

## Who stars in the videos?

Each PragerU 5-minute video is its own Hollywood production. Influential presenters are chosen to clearly explain important ideas to millions of people, including Pulitzer Prize winners, respected professors, award-winning journalists, successful entrepreneurs and other subject matter experts.

## How do you make the videos?

The script is written by the presenters before review by our marketing and entertainment industry professionals, including PragerU co-founder Dennis Prager. Each word is painstakingly chosen for clarity and impact.

Productions require a minimum of 9 weeks, and are filmed at our Los Angeles headquarters, or on location in cities such as New York and Washington, D.C. Similar to a movie or TV series, production includes makeup, wardrobe, lighting, and multiple takes to nail the message. The post-production team edits the video, and adds animation and audio.

**This process elevates conservative principles to a digital art form to be exponentially deployed across the internet.**



# How do we reach millions of people?

“PragerU straps a rocket to every video we produce. Just like Hollywood, we invest as much in marketing as we do in production.”

Allen Estrin, Executive Director, PragerU

These multi-prong digital marketing campaigns create a media blizzard further supported by organic reach. For example, our electoral college video went viral with 55,000,000 views after the 2016 presidential election.

The original 5-minute content is also re-packaged and re-marketed on each major online platform:



## Facebook

Clips from our videos and trending online clips are mashed into a digital debate. These videos are re-posted dozens of times per week.



## Instagram

Still images and thought-provoking quotes from the videos are turned into easily shareable memes, pulse videos, and short content. This content is shared by our Instagram Influencers to their massive followings.



## Twitter

We use hashtags for trending topics, and tag the presenters of the videos, resulting in thousands of additional video views. Our presenters, and their fans, also tweet the videos to their followers.

## Each 5-minute video averages 3,000,000 views.

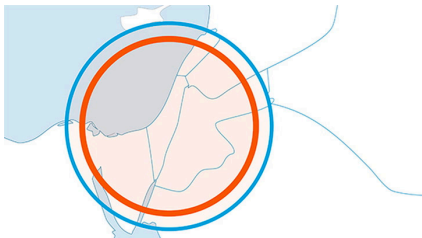
Additional PragerU content is automatically recommended for viewing after each video. After watching a PragerU video, a majority of viewers choose to continue watching more.

# Sample Titles and Reach of PragerU 5-Minute Videos



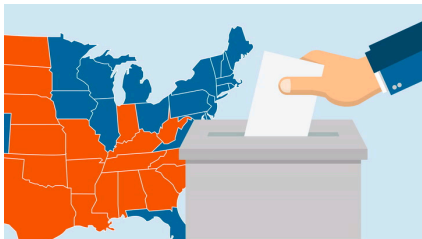
## Why I Left the Left

Presented by: Dave Rubin  
25M views



## The Middle East Problem

Presented by: Dennis Prager  
15.4M views



## Do You Understand the Electoral College?

Presented by: Tara Ross  
62.6M views



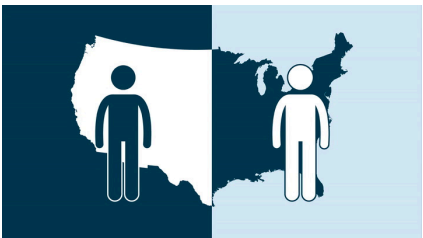
## How's Socialism Doing in Venezuela?

Presented by: Debbie D'Souza  
18M views



## Trophies are for Winning

Presented by: Cobi Jones  
9.3M views



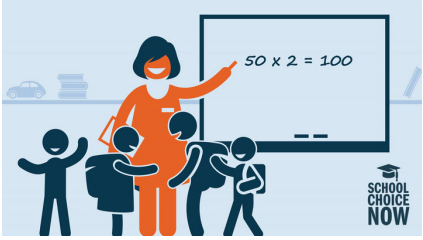
## Is America Racist?

Presented by: Larry Elder  
11.5M views



## Dangerous People Are Teaching Your Kids

Presented by: Jordan Peterson  
12.6M views



## Why Good Teachers Want School Choice

Presented by: Rebecca Friedrichs  
5M views



# How do the videos go viral?

A digital marketing ecosystem is specially created for each video to reach millions, and change minds. PragerU excels at creating great content, and making sure that content is seen and shared far and wide.

## This is why PragerU is the fastest growing conservative organization on the internet.

Video release dates are carefully chosen for massive exposure. Releases coincide with news, historical events or anniversaries, and are cross-promoted with presenters’ accomplishments, such as speaking engagements or book releases.



The videos reach viewers via social media posts and ads on sites such as YouTube and Facebook, and through PragerU’s website, texts, emails, and mobile app.



Collaborations with dozens of conservative media partners further extend our reach.



Our massive digital army of PragerFORCE students around the world shares content with their extensive, personal social networks.



Thousands of PragerU Educators show videos in high schools, religious schools, universities, and home classrooms.

# 5-Minute Video Marketing Strategy

## 01 | Pre-Release

- Marketing team meets to develop promotional content for 5-minute video including: social media ads, teasers, thumbnails, email content, clips, images, and more.
- Advertising team meets to discuss campaign strategies focused on target audience development and ad testing.

## 02 | Release

- Video is uploaded and premiered across all digital platforms including the PragerU website and appropriate playlists, mobile app, YouTube, Facebook, Instagram, and Twitter. Paid advertising campaigns begin on social media and email/mobile distribution is completed.
- PragerFORCE students receive digital notifications to share the new video, and Instagram influencers are selected to promote video content.
- Selected outreach and media partners are contacted to share the new video organically, including The Daily Wire, The Blaze, and The Daily Caller.
- Radio spots are secured on the Dennis Prager Radio Show, as is PR promotion through media contacts, including Fox News and other media stations.

## 03 | Post-Release

- Our Data Scientist analyzes video results looking for more opportunities to optimize and improve overall performance. Adjustments are made to paid/organic campaigns as necessary.
- Based on the news-cycle, the 5-minute videos are re-promoted when a particular topic is trending in the news.





Imagine if every college freshman stepping foot on campus watched a PragerU 5-minute video just as often as they are exposed to academia's leftist worldview.

Certain times in our lives are more formative than others. With your help, PragerU can reach millions more impressionable young people with encouraging, pragmatic, healthy messages.

Finally there is a strong marketing platform to advocate for your values. By sponsoring a PragerU 5-minute video you can help us equip young people with better ideas, and the language needed to defend them.

“


Thank you so much for your content. As a student, it really helps me in a campus environment of liberal brainwashing. Plan to raise my future kids with PragerU parenting!

**Austen G. -Naperville, IL**

”







I just finished watching ALL of the videos at PragerU, and I really appreciate the resource that you have provided. I will keep up with newer videos as they are released. Your videos are professional and polished. Keep up the good work - I am looking forward to more in the future!

**Dean D.**

We invite you to change millions of minds by becoming a PragerU 5-Minute Video Sponsor.

Each weekly video costs a minimum of \$50,000 to write, research, produce, design, and heavily market to millions.

Multiple sponsors can join forces to fund a video, and increase its reach to even more young people. With a budget of \$50,000, one video can garner 2.5 million views, likely many more. With an investment of \$75,000, that number increases to 5 million, and with a budget of \$100,000, we can expect 7.5 million views. Our goal is to raise \$150,000 per video to ensure it reaches 12.5 million people.

## WAYS TO GIVE

**ONLINE:** The easiest way to donate to PragerU is through our website. Consider making a gift today by visiting [www.prageru.com/donate](http://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) 772-4378.

**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](mailto: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. Email [lucyw@prageru.com](mailto: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.





[www.PragerU.com](http://www.PragerU.com)