



Discover PragerU **2019**



OUR VISION:

A World Committed
to Life, Liberty, and
the Pursuit of Happiness.

Discover PragerU



We believe that the greatest threat to America is that most Americans don't know what makes America great.

PragerU is committed to spreading what we call "Americanism" through the power of the Internet. Our entertaining, educational videos explain profound, uniquely American concepts to millions of people every day.

OUR MISSION:

To promote what is True, what is Good, what is Excellent, and what is Noble, through digital media.

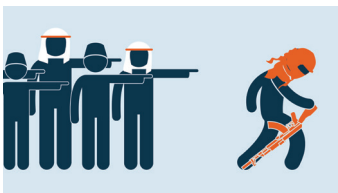
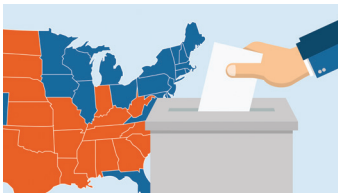
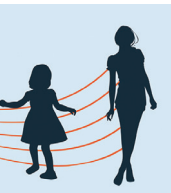
Our Content is Powerful

5-Minute Videos

PragerU is the leading promoter of pro-American values in the digital space. Using state-of-the-art production and top-tier presenters, we create videos that address contemporary issues, historical topics, and

tell the story of America's greatness. We then market these videos on the world's top social media outlets (Facebook, Twitter, YouTube, & Instagram) where PragerU has a combined following of more than 6 million people.

Some of Our Most Popular Videos:



- **Tara Ross** - Do You Understand the Electoral College?
- **Allie Stuckey** - Make Men Masculine Again
- **Dave Rubin** - Why I Left the Left
- **Arthur Brooks** - There Is Only One Way Out of Poverty
- **Ben Shapiro** - Facts Don't Care About Your Feelings
- **Ty Seidule** - Was the Civil War About Slavery?
- **Christina Hoff Sommers** - War on Boys
- **Jordan Peterson** - Dangerous People Are Teaching Your Kids
- **Carol Swain** - The Inconvenient Truth About the Democratic Party
- **Ayaan Hirsi Ali** - Is Islam a Religion of Peace?
- **Dennis Prager** - The American Trinity: The Three Values that Make America Great
- **Mike Rowe** - Don't Follow Your Passion
- **Andy Puzder** - Capitalism vs. Socialism

40%
of PragerU funds are
raised **ONLINE** from
people who watch our
content and choose to
support our work!

Podcasts & Social Media

PragerU is engaging newer, younger audiences through a diverse array of shows and social media content.

These formats are not merely a fresh way to enjoy conservative ideas – they also draw people back to PragerU’s flagship videos.



Beyond Our 5-Minute Videos:

THE CANDACE OWENS SHOW

Our first long-form series in 2019 is an exciting new interview show hosted by Candace Owens.

FIRESIDE CHAT

Every week, Dennis Prager comes to you live from his home study with insight into what’s on your mind and what’s in the media.

MAN ON THE STREET

Will Witt’s short-form, documentary-style videos on thought provoking topics feature hilarious and informative interviews with today’s youth.

TRENDING TOPICS & NEWS

Our shareable, short-form “Pulse” videos and “Factoid” graphics address trending issues with compelling facts.



Our Fight is For Freedom

Conservatives are Being Censored

We are engaged in a civil war of ideas, fighting for the hearts and minds of young Americans. This battle would be hard enough if the playing field was level, but it's not.

YouTube, which specializes in video sharing, is the second most-used social network site behind Facebook. It is owned by Google, the most widely used internet search engine. Google/YouTube has restricted access to over 100 PragerU videos, keeping us from being seen by the very audience we seek to reach: young people.



Not only are we being targeted on YouTube, but The Southern Poverty Law Center (SPLC) has named PragerU on its "Hatewatch" blog. Subsequently, Twitter and Spotify won't allow us to advertise on their platforms.

How?

They label PragerU videos as "objectionable."

Videos labeled as objectionable can't be seen when YouTube is in "restricted mode." Parents, schools, and places of employment use restricted mode in order to block inappropriate, violent and sexual content.

Clearly, PragerU videos contain nothing objectionable, but they do contain conservative ideas, a real threat to leftist ideology. That is why PragerU filed suit against Google/YouTube in October 2017 - a battle that continues today.

In 2019 PragerU filed a second lawsuit in California state court. For more details about this ongoing case visit: www.prageru.com/youtube



Our New Mobile App



What do you do when YouTube censors your videos? You go around them. In 2019, PragerU launched a new mobile app that allows people to view our entire library of videos, streamed right

from PragerU's own servers. It allows us to present our videos **Free of Censorship and Free of Charge** so our audience can always access our content.

Notable In-App Features:

HOME SCREEN

Our most recent and relevant videos are available directly on the home screen.

FAVORITES & WATCHLIST

Save videos to your favorites or add them to your watchlist to view at a later date.

MAKE A DONATION

Donate in-app using Apple Pay or Google Pay.

NOTIFICATIONS & ALERTS

Receive push notifications every time a new video is released and receive alerts on topics or playlists that interest you.



Our Impact is Measurable

PragerU content has garnered over **2 billion** lifetime views and has changed **millions** of lives.

Our most significant accomplishment has been the number of young minds we've changed. A recent survey collected the following data:

Has a PragerU video ever changed your mind on an issue?

Respondents
who said Yes:

70%

Has a PragerU video ever influenced the way you have voted?

Respondents
who said Yes:

17%

Have you referenced PragerU videos in ideological discussions?

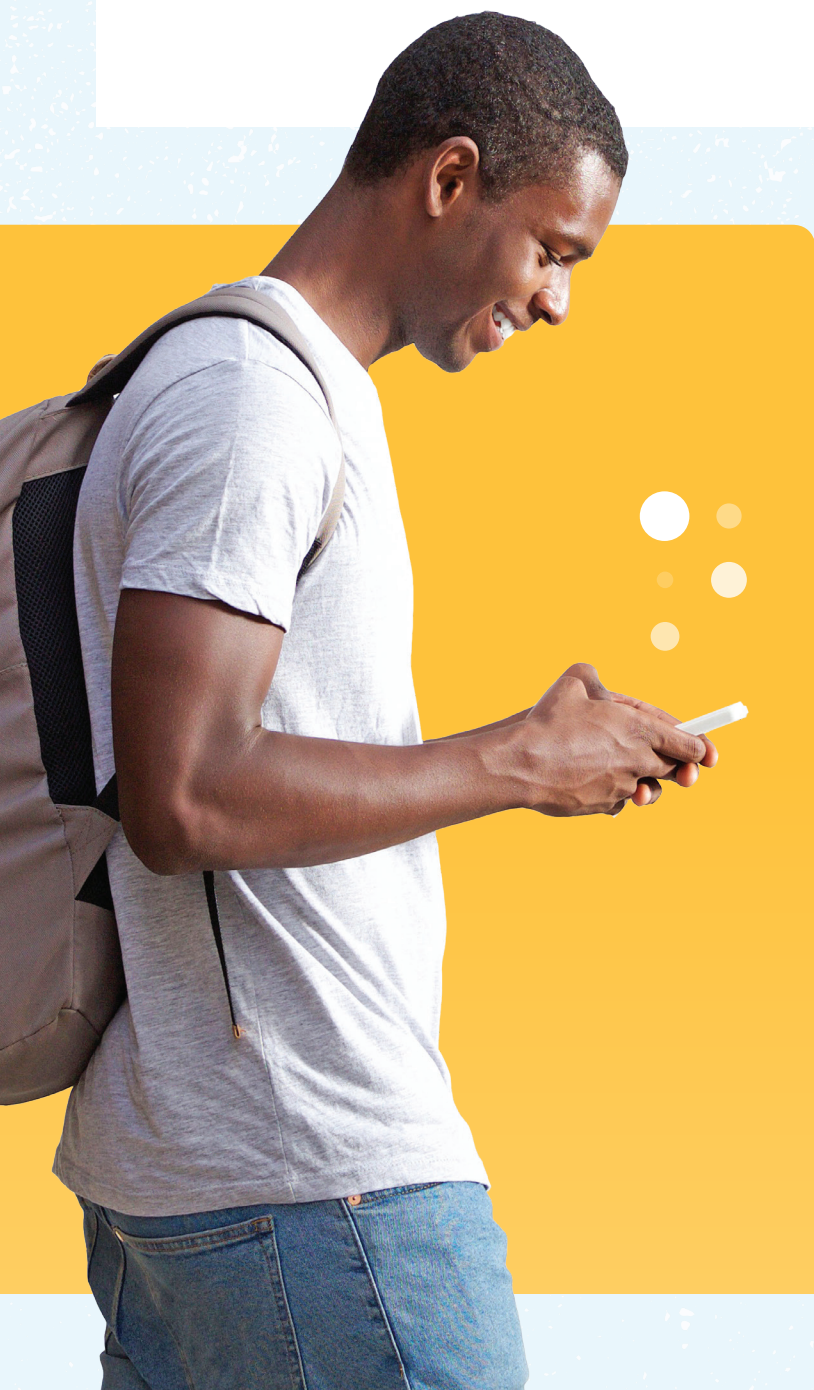
Respondents
who said Yes:

85%





Today's young people are relentlessly exposed to left-wing indoctrination through the media and the educational system.



Did you know?

Over **60%** of PragerU viewers on YouTube are under the age of 35.

1 out of 3 Americans online has seen at least one PragerU video.

Our largest group of viewers is in **the United States**, but our impact is worldwide.

PragerU videos receive about **2-3 million views** every single day.

Our social media following has increased **25%** every year, now totaling over 6 million users.

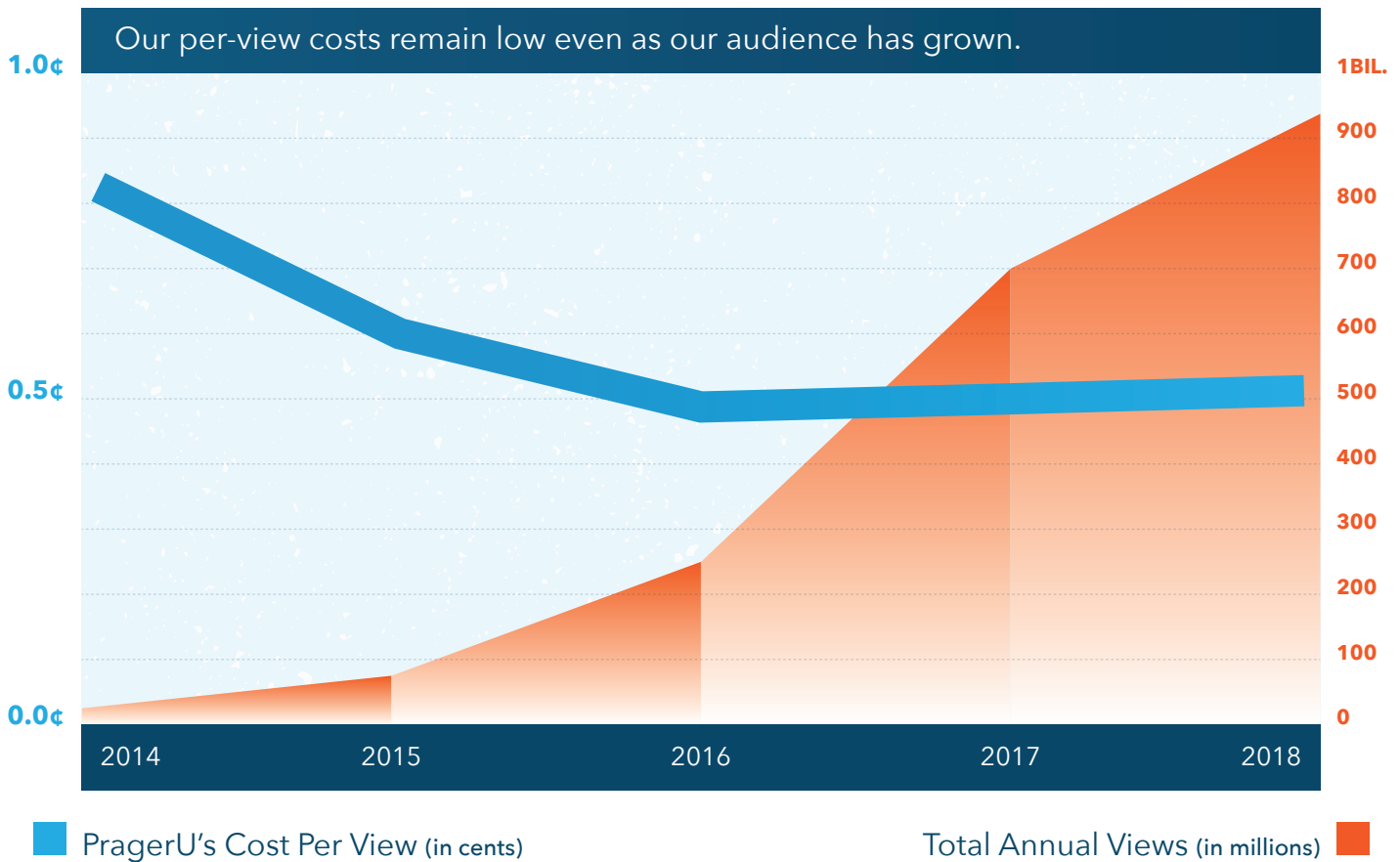
40% of PragerU funds are raised online from people who watch our content and choose to support our work.

Our Growth is Substantial

We are the front-runner for conservative online media, but there is still a lot of work to do in order to catch up to the left.

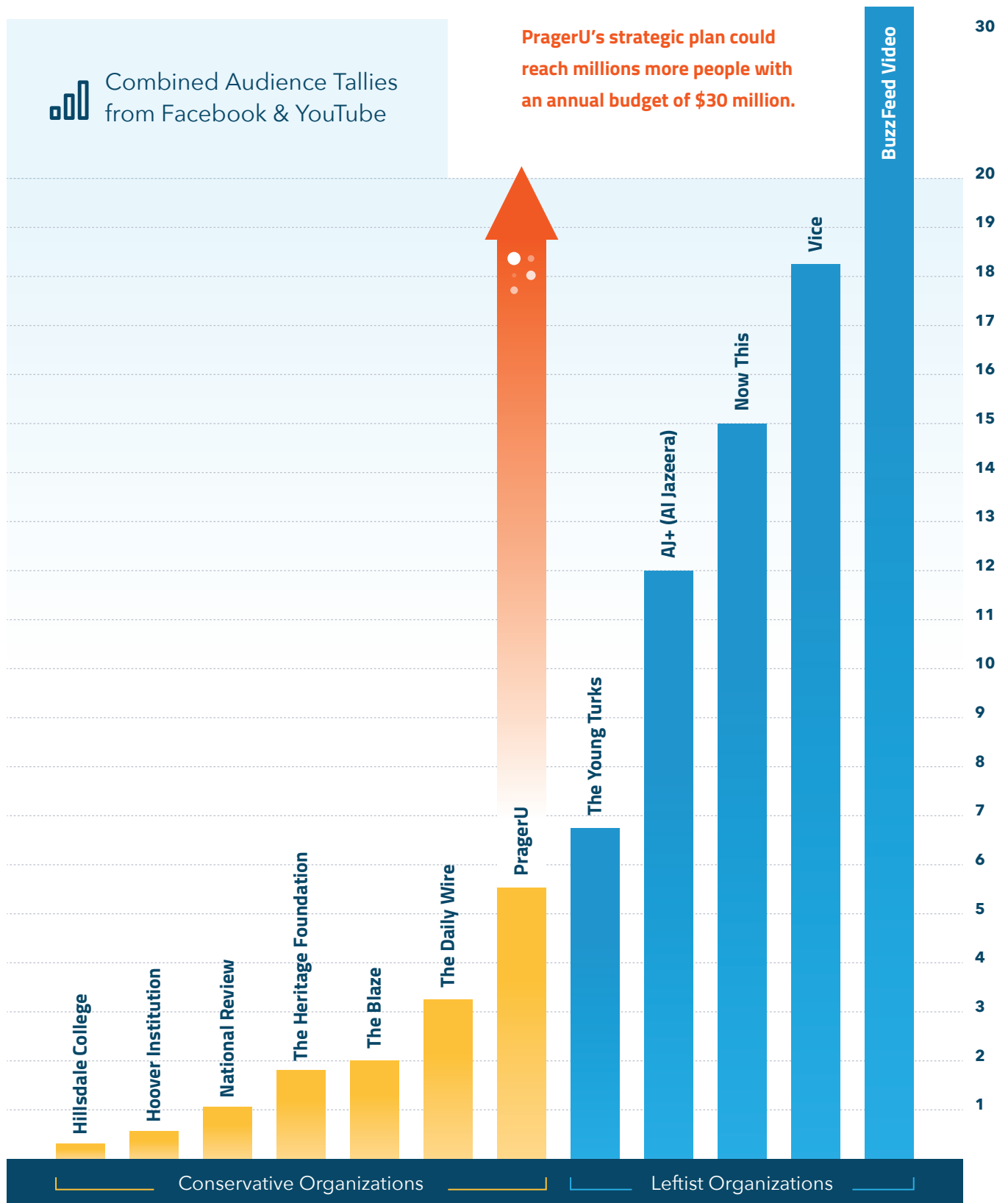
Over the past five years our annual expense budget has risen from \$2 million to \$14 million, allowing us to produce more videos and expand our content streams.

Our annual views have gone up from 26 million views in 2014 to almost 1 billion in 2018 - and each video view costs us on average less than 1¢.



How does PragerU's audience compare to other organizations?

(in millions)



Our Members are Committed

PragerFORCE

PragerFORCE is our student ambassador program. It is a coalition of high school and college students who spread the ideas and values of PragerU both online and on campus.

Members share our content via social media, they write op-eds in student newspapers, and recruit others to our cause.

Our goal is to expand PragerFORCE to 10,000 students. In order to achieve this we've updated our mobile app, we are diversifying our content, and we are using social media to reach more students.

When young people get inspired by the truth they want to be a part of something bigger:

PragerFORCE!



There are nearly **5,000** PragerFORCE members on over 1,500 high school and college campuses.



Our Leaders are Steadfast



Dennis Prager | President

Dennis Prager is a bestselling author, syndicated columnist, and popular radio talk show host. His most recent bestsellers are *The Rational Bible: Genesis*, *The Rational Bible: Exodus*, and *Ten Commandments: Still the Best Moral Code*.

Before founding PragerU in 2011, Mr. Prager was a Fellow at Columbia University's School of International Affairs. He holds an honorary Doctorate of Law from Pepperdine University and was appointed by President Reagan to the U.S. Delegation to the Vienna Review Conference on the Helsinki Accords.



Marissa Streit | Chief Executive Officer

Marissa Streit is a Los Angeles native who moved to Israel at a young age, where she completed her primary education and served in military intelligence for the Israeli Defense Force. She returned to Los Angeles to earn her Bachelor's degree in Business and Economics from UCLA, and her Master's degree in Education and Non-Profit Management from American Jewish University.

Marissa joined PragerU in 2011. Under her dynamic leadership, PragerU's audience has grown significantly, making it the fastest growing conservative media organization in the world.



Allen Estrin | Executive Director

Allen Estrin is a Co-Founder of PragerU and also the Executive Producer of *The Dennis Prager Show*. He has had a varied career in film, television, and academia. His writing credits include multiple episodes of Emmy-Award winning TV Shows such as *The Practice*, *Boston Public* and *Touched by an Angel*. Allen has written numerous novels on film history and directed the highly-praised documentary, *Israel in a Time of Terror* (2002).

Join Us

Ways You Can 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 make your check payable to: *Prager University Foundation*. Our mailing address is: *15021 Ventura Blvd. #552, Sherman Oaks, CA 91403*. Along with your check, please include your email address and/or phone number so we can keep you up to date with what's happening at PragerU.



STOCK GIFTS: For stock held in brokerage accounts, your broker can assist you in making a gift of stock via a direct transfer to Prager University Foundation. Please contact us at info@prageru.com to get more information on how to make a stock transfer.



SHEILA STEINBERG PRAGERU LEGACY SOCIETY: Your membership in the Sheila Steinberg PragerU Legacy Society will have meaning and impact for generations to come. Legacy giving to PragerU does not require a large income or vast estate. It only requires an intention to make a difference by identifying PragerU in your will, estate plan, life insurance policy or retirement plan. Email lucyw@prageru.com for more information.



PragerU is your
vehicle for victory
in the battle for
the hearts and minds
of America's youth.

Your support will help us to
overtake leftist dominance
on social media by reaching
millions of young people
before they do.

Thank you.



Our Influence is Tangible

I used to be a communist,
but thanks to PragerU,
I am now a conservative.

- Rory

[PragerU] has an incredibly strong
following that leads to its videos
raking in millions of views on
YouTube and Facebook.

- **MediaMatters.org**
LEFTIST WEBSITE

#standwithprageru

I'm a public high school
teacher, and I have been
using PragerU videos since
the start. They're my
greatest tool in class!

- Sean

**PRAGERU IS WINNING
THE RIGHT-WING
CULTURE WAR.**

- **BuzzFeed.com**
LEFT-LEANING WEBSITE

From radical leftie to an
open-minded critical thinker,
and I owe it all to you.

- Luke

#wewillnotbesilenced

Everyone needs to stand up
& speak out against censorship.
What they are doing to you is
wrong. You have my support.

- William

I regularly use PragerU
videos as a part of our
homeschooling curriculum.
My kids love them, and
they learn so much.

- David