



# 10th Anniversary

*Special Edition*



# Celebrating 10 years!

Making an impact in Education, Culture, and Media.

► Prager University was founded to undo decades of ideological damage created by universities.

Ten years later, PragerU is now the world's leading conservative nonprofit focused on changing minds through the creative use of digital media.

Thousands of you have loyally stood beside us for years, supporting our work and allowing us to flourish and grow. We dedicate this publication to you, our donors.



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## The Idea for PragerU

► I was playing a game of Hearts on a radio show cruise when Allen [Estrin] approached me with an idea. He said that we should start an online university, to undo the damage universities were inflicting on young minds. A brick-and-mortar university would take too much time and too much money. He said we needed to do something that would reach thousands of people, and we needed to act fast.

Allen wanted to get started right now by reaching young people on the internet. Specifically, those who did not listen to conservative talk radio. "Our classroom could be the size of the internet," he said. At first I thought he was joking or exaggerating. But Allen was my friend of more than 30 years. I don't think he told one joke during the entire time I'd known him. So, I said, "Go ahead," and I continued my game of Hearts.

A few months later, Allen and I met Marissa [Streit] through a mutual friend. We both agreed that her background, passion, and fearlessness would make her the exact CEO we were looking for to lead this enterprise. Ten years later, we now have 70 staff members, hundreds of thousands of donors, millions of subscribers, and multiple billions of views per year.

To be honest, I never thought PragerU would be what it is today. I am very grateful.



Dennis Prager

## A recent survey of PragerU's social media audiences revealed:

**45%** of respondents began watching PragerU videos in 2020 or 2021!

**71%** of viewers watch more than one PragerU video in each sitting.

**32%** of viewers under age 35 watch every day!

**78%** of viewers watch PragerU videos at least once a week.

**70%** of viewers who attended college say they learned more from PragerU videos than they did in college.

**85%** of viewers say PragerU videos gave them the confidence to better articulate their values with family, friends, and co-workers.

# 10 YEARS of PragerU

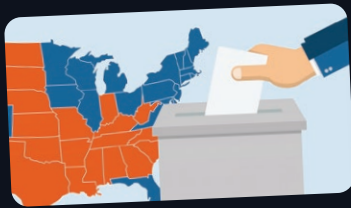
**2010** Incorporated as a 501(c)(3) nonprofit

**2011**

- Website launched
- First employee: Marissa Streit (our CEO)
- First office: HQ was Marissa's kitchen
- PragerU Board of Directors convenes
- First fundraising event



**OUR FIRST LOGO**



**2016**

- First video to reach 50 MILLION views: Do You Understand the Electoral College? presented by Tara Ross
- First significant online censorship
- Major Donors Clubs (\$5K+/year) established
- First PragerU Summit and Gala
- PragerFORCE launched
- PragerUnited monthly donor club created



- Redesigned logo and website
- 5-Minute Videos now fully animated, released weekly, averaging 150K views
- Ten Commandments video series released

**2014**

**2012 - 2013**

- First 5-Minute Video Course released
- First animated video released
- YouTube and Facebook early platform focuses
- Concentration on Production and Fundraising



**The Middle East Problem, presented by Dennis Prager**



**Understanding Men and Women: Why They See Things Differently, presented by Alison Armstrong**

**2015**

**PragerU**

- Rebranded as PragerU
- First office rented
- Chief Marketing Officer hired: Craig Strazzeri

**1 BILLION VIEWS!**

- First "green screen" studio built in-house
- Fireside Chat with Dennis Prager launched
- 1<sup>ST</sup> Amendment lawsuits filed against Google/YouTube



**2018**

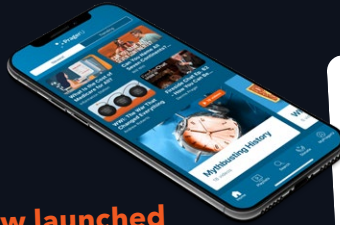
- Will Witt's Man-on-the-Street launched
- Chief Financial Officer hired: Layne Thrasher
- First Legacy Society estate gift





# 2019

- The Candace Owens Show launched
- New mobile app launched
- Google/YouTube case heard at 9th Circuit
- Chief Development Officer hired: David Prager
- ClubOne donor club established
- Reached 100K donors
- First academic study about PragerU's impact published by a Stanford professor



## THE CANDACE OWENS SHOW



# 2020

- The Book Club with Michael Knowles, Americanos, Stories of Us, and Short Documentaries launched
- First Toolkit Coalition launched
- PREP K-12 education program piloted
- Front page New York Times article
- PragerU Endowment established
- Reached 200K donors



# 2021

- PREP Kids Shows launched
- New in-house influencer: Amala Ekpunobi
- Launch of new PragerU hubs: Production in Little Rock, AR, and Development in Miami, FL
- Employee presence now in 6 states



# 10 years of Education



Our best-performing videos from the last 10 years...



**66.3 million views**

*Do You Understand  
the Electoral College?*  
Tara Ross



**34.5 million views**

*Was the Civil War  
About Slavery?*  
Ty Seidule



**28.8 million views**

*Why I Left the Left*  
Dave Rubin



**28.8 million views**

*War on Boys*  
Christina Hoff Sommers



**28.3 million views**

*The Inconvenient  
Truth About the  
Democratic Party*  
Carol Swain



**26.2 million views**

*The Progressive  
Income Tax: A Tale of  
Three Brothers*  
Kip Hagopian



**25.6 million views**

*Left or Liberal?*  
Dennis Prager



**22.9 million views**

*How Socialism  
Ruined My Country*  
Felipe Moura Brasil



**19.8 million views**

*Democratic Socialism  
is Still Socialism*  
Steven Crowder



**19.8 million views**

*Immigrants! Don't  
Support What You Fled*  
Gloria Alvarez



**19.7 million views**

*How's Socialism  
Doing in Venezuela?*  
Debbie D'Souza



**16 million views**

*Capitalism vs. Socialism*  
Andy Puzder



...and some of our popular presenters.



**Ben Shapiro**



**Dinesh D'Souza**



**Allie Stuckey**



**Larry Elder**



**Mike Rowe**



**Tucker Carlson**



**Jason Whitlock**



**Heather  
Mac Donald**



**Jordan Peterson**



**Adam Carolla**



**Ayaan Hirsi Ali**



**Prime Minister  
Stephen Harper**



**Charles Krauthammer**

# 10 years of Growth & Impact

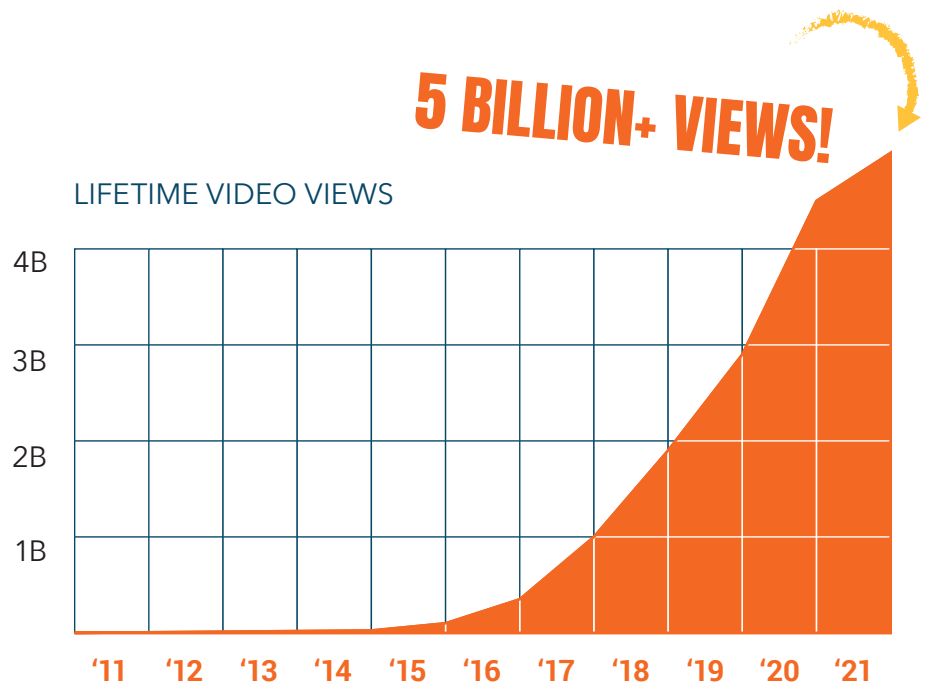


Mass marketing on  
*your* side for a change!

PragerU's  
video views  
up 500,000%!

2011: 1 million

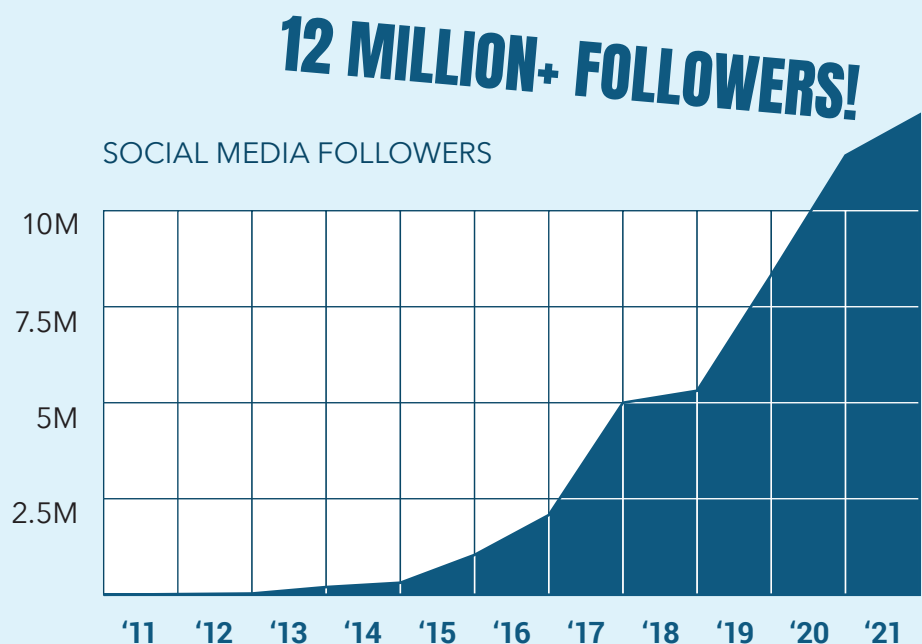
2021: **5 billion+**



PragerU's  
followers  
grew by 500x!

2011: 25,000

2021: **12 million+**







**40%** of PragerU's budget comes from small online donations.

2011: \$400,000

2021: **\$50 million**

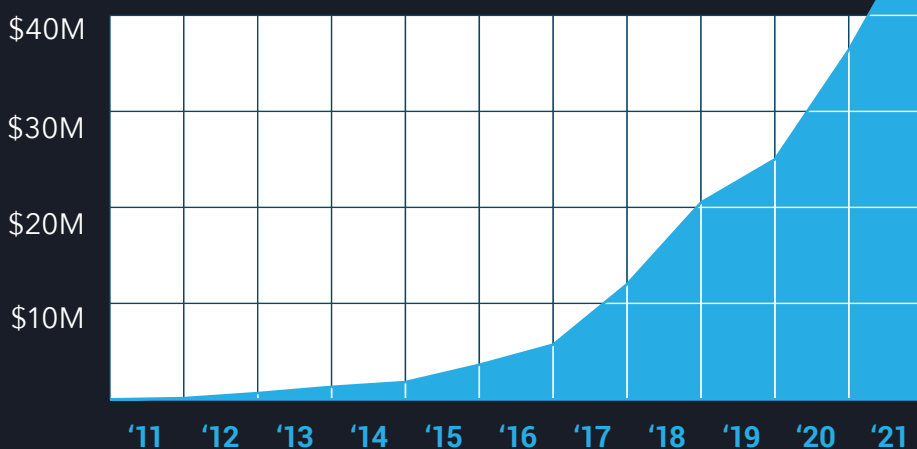


PragerU's content has grown by 50x!

2011: 6 releases (total)

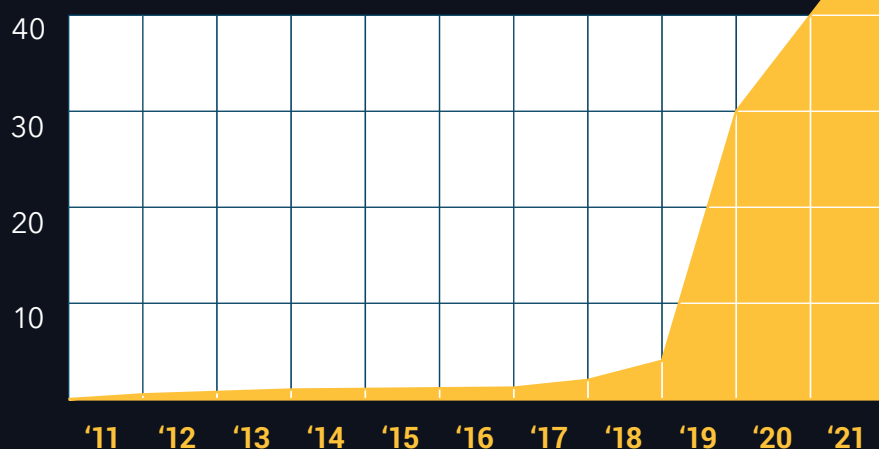
2021: **50+ releases (weekly)**

ANNUAL BUDGET



**\$50M BUDGET!**

WEEKLY RELEASES



**50+ NEW RELEASES!**

# Wall of Fame

A good indication of PragerU's impact is the left's deployment of attention and resources to counter us. Here's what some of our critics are saying:

## POLITICO

*"Prager University...has...nearly as many [YouTube subscribers] as The New York Times"*

## BuzzFeed News

*"It took two months for Prager University, one of the biggest, most influential and yet least understood forces in online media, to mold a conservative."*

## MEDIAMATTERS

*"PragerU is arguably one of the most influential right-wing propaganda networks put into motion since Fox News."*

## Mother Jones

*"Inside the Right-Wing YouTube Empire That's Quietly Turning Millennials Into Conservatives"*

## THE AMERICAN PROSPECT

*"The right-wing nonprofit started building out its educational arm last fall. But now, it has content for five-year-olds..."*

## GRAVEL INSTITUTE

*"Fighting PragerU on its own turf. Short videos spreading left ideas." (founding tagline of the leftist organization)*

## VICE

*"...there's already a cottage industry of YouTubers who have taken on and tried to debunk PragerU, and they've barely made a dent."*

## Los Angeles Times

*"Its videos are becoming a staple on college campuses, where Prager is dead set on overturning liberal orthodoxy..."*

*We love it when the left writes about PragerU!*







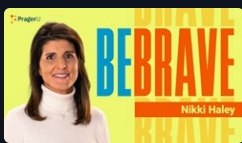
# Education

► PragerU's 5-Minute Video Courses continue to transform millions of lives with timeless concepts of liberty, freedom, and Judeo-Christian values. Top-tier influential presenters address contemporary issues, historical topics, and the story of America's greatness.

Reaching young people on top social media sites (Instagram, YouTube, Twitter, and more), our content inspires them to subscribe to PragerU's platforms (website and mobile app).

*When young people are exposed to truth and common sense, they are hungry for more. The majority of our viewers watch more than 10 PragerU videos!*

## Notable 2021 Releases



**Be Brave**  
Nikki Haley



**Why Are Utilities So Expensive?**  
Charles McConnell



**What is Identity Socialism**  
Dinesh D'Souza



**Did Capitalism Save Communist China?**  
Helen Raleigh



**What is Critical Race Theory?**  
James Lindsey



**Killing Comedy**  
Seth Dillon



**Are Fathers Necessary?**  
Dennis Prager



**What I Can Teach You About Racism**  
Carol Swain



**A Father's Questions for Black Lives Matter**  
Dan Collins



**I Used to Be Antifa**  
Gabriel Nades



**Why Girls Become Boys**  
Abigail Shrier



**Who Has Privilege?**  
Adam Carolla



**Taking on Woke, Inc.**  
PragerU's 2021 Commencement  
Ben Shapiro



**What Do We Do About the Homeless?**  
Christopher Rufo



# Culture



## Young people need great role models.

► Millions of young people first discover PragerU content from posts on social media. From comedic skits to thought-provoking conversations—fun and informative content is tailored to each digital space.

Young people casually scrolling on social media stumble across our content. PragerU personalities draw them in and prime them for deeper engagement.

PragerU is building the next generation of online personalities to promote Life, Liberty and the Pursuit of Happiness.



### **Dennis Prager**

PragerU took Dennis from a wildly popular talk radio host to an online influencer, reaching young people worldwide.

### **Amala Ekpunobi**

Amala is our newest addition to the PragerU family. This rising social media star was “all in” for the left, discovered the truth, and now helps other young people lead better lives.

### **Will Witt**

PragerU’s first in-house influencer rapidly grows our GenZ audience, as he covers today’s hottest topics.

### **Candace Owens**


The outspoken American black influencer brings millions of diverse young minds toward conservative values.

### **Michael Knowles**

Michael, of the *Daily Wire*’s *Michael Knowles Show*, reaches young minds by discussing great literature that shaped Western Civilization.

# Media

The variety and frequency of PragerU content has exploded – with over 50 pieces of new content released each week!



**Fireside Chat with Dennis Prager**  
Dennis invites you to join him (and beloved bulldog Otto) in his home study each week, unscripted and ready for viewer questions on cultural issues affecting you and your family.



**COURAGE  
IN THE FACE  
OF A MOB**

**Fleeing  
California**  
a PragerU digital short

## Will Witt Projects

Will rapidly expanded beyond his popular Man-on-the-Street interview series with short documentaries, a live podcast, and quick clips about significant and trending issues of the day.

## Short Documentaries

Attracting millions of young people new to PragerU, this powerful format dives deep into complex issues. Four documentaries are in the works—from the dangers of social media censorship and the value of trade schools, to the left's K-12 takeover and the importance of masculinity.



## Stories of Us

Using the proven power of storytelling, this documentary-style series shares experiences of Americans from all walks of life who discovered the left's real agenda, and are exposing the truth for millions to see.

## The Candace Owens Show

Candace opens the minds of millions of diverse Americans as she interviews culture influencers from around the globe on trending topics.



## The Book Club with Michael Knowles

The left attempts to rob young minds of great literature. The *Daily Wire*'s Michael Knowles and special guests introduce young people to the classic books that shaped America and the Western world.

## Americanos

Freedom-loving Latinos who embody the American dream are featured in this series addressing important topics—from illegal immigration to schools undermining traditional values.





# Children



Schools are replacing education with indoctrination—and PragerU is helping Americans fight back with PragerU Resources for Educators and Parents (PREP).

► Millions of children attend schools undermining traditional American values. For our country to thrive, they must learn about America's glorious history, unparalleled opportunities, and moral goodness. PragerU's new K-12 initiative is helping them do just that.

PREP's community of pro-America families and teachers—20,000+ members in only a few months—is fighting for a balanced and healthy education for everyone.

The energized and determined PREP community comes together in an online discussion forum and through live virtual events. Using the power of

crowdsourcing, members share information and solutions, and take action, as PragerU arms them with the resources they need to succeed.

PREP is already a force on the national K-12 education scene, with multiple left-wing media outlets warning America about the new program. *The Huffington Post* lamented during PREP's pilot phase "...Turns out, the right-wing site is looking to further its influence in K-12 settings." PREP is just getting started!

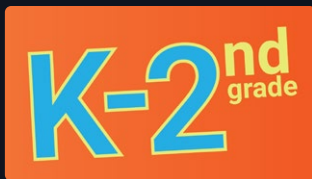
Join us at **[PragerU.com/prep](https://PragerU.com/prep)** today!



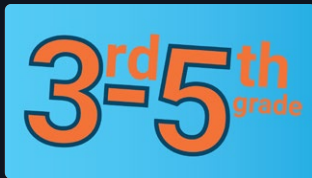


# Kids Shows

Now with PREP in its first full year, PragerU is creating a variety of new Kids Shows—free for everyone to watch, learn, and share:



- **Otto's Tales** – Storytime Show
- **Craftory** – DIY patriotic crafts (Crafts + History = Craftory!)



- **Leo & Layla's History Adventures** – Animated Series
- **Ready PREP Go!** – Live contestant quiz show (based on the magazines)



- **TBH (to be honest) History** – Fast and fun educational videos
- **How To** – Instructional video series
- **The Book Club** with Michael Knowles
- **5-Minute Video** Playlists
- **PragerFORCE** student ambassadors

## Children's Books

*Otto's Tales* - 12 beautifully illustrated storybooks based on American holidays and values.



## Digital Magazines

Child-friendly magazines teaching about history through biographies.



# Young Adults (age 16-34)

PragerFORCE is the world's largest digital movement of young people protecting pro-American, pro-capitalism, and pro-family values. They are PragerU's young salesforce on campuses and in workplaces around the world.

► High school, college, and university students—in all 50 states and 80+ countries—join forces with young working professionals to strap a rocket to PragerU's ideas in schools, higher education, and workplaces.

PragerFORCE members change young minds by sharing PragerU content with millions of personal social media followers. Circumventing Big Tech's censorship of PragerU, this volunteer digital army swarms social media with positive values and reasoned arguments about America's greatness.

Armed with a supportive community and the resources for success, PragerFORCE members find fellowship with peers, gain valuable skills and experience, and become part of something much bigger than themselves.

PragerFORCE members take our shared values into the future. For more information visit [PragerFORCE.com](https://PragerFORCE.com)

***This powerful community —  
20,000+ strong and growing —  
promotes traditional American  
values on digital media  
by sharing PragerU content.***





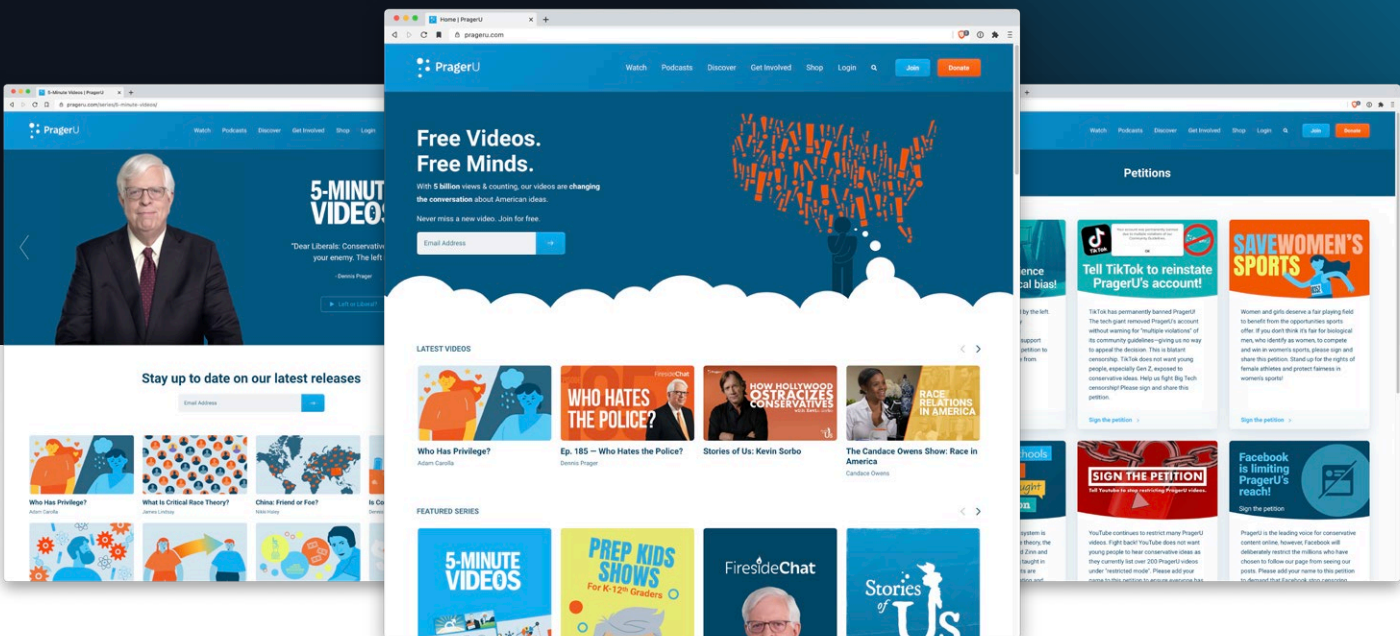


# Tech Solutions



PragerU pivots and innovates to keep pace with the digital landscape and stay ahead of Big Tech censorship.

By developing cutting-edge technologies, PragerU gains greater independence while reaching audiences directly with meaningful digital experiences.



## Website

► PragerU.com is the movement's daily destination hub for conservative ideas in compelling formats.

Create personalized playlists and enjoy ad-free uncensored content with a free website account. Make your voice heard by signing a petition, join a community for fellowship and action, become a monthly donor to fight all year long, or shop for fun pro-America merchandise.

A new carousel-style website, similar to Netflix or YouTube, is in the works to give visitors fresh, personalized experiences with customized content recommended just for them.

Upgrade your PragerU experience at **PragerU.com/join!**

*Big Updates  
Coming Soon!*



## Free Mobile App

- ▶ Hundreds of thousands downloaded our free mobile app to stream our 500+ digital content library, save favorites, and receive breaking alerts.

PragerU unites people with a passion for our uniquely American values. PragerU is now upgrading its app to host our PREP and PragerFORCE communities fighting for America. Community members will create profiles, communicate, receive exclusive content, and be called to action to bring more Americans to truth, common sense, and Judeo-Christian values.

Now available on the Apple App Store and Google Play. Look for new community features later in 2021.

## Streaming TV

- ▶ PragerU's channels on Roku and Apple TV (and soon Android TV and Amazon Fire TV) are America's first conservative streaming TV channels offering 100% free content.

Take a break from your mobile device and enjoy your favorite PragerU videos and playlists on the big screen from the comfort of your couch.

## Podcasts

- ▶ Your favorite PragerU shows are available as popular and convenient podcasts. Subscribe now wherever you podcast.



# Budget

PragerU’s generous and diversified donor base helps us stay true to our mission and true to you.

- ▶ Nearly **80%** of expenses are spent directly on program costs!
- ▶ Over **40%** of PragerU’s funding is from small online donations. People believe in our videos and want to keep them free for everyone. Hundreds of thousands of small grassroots gifts, combined with generous philanthropic investment, work together to sustain PragerU’s mission.

- ▶ Although our current budget goal is \$45 million, our stretch goal is \$50 million. We believe that during this critical time in America we must create an educational revolution that will lead to transformative change in what is being taught in schools.
- With a **\$50M** budget, we will be able to level the playing field and amass the support we need from students, parents, grandparents, and educators around the country.

# Donor Clubs

- ▶ You are invited to change millions of young minds by joining a PragerU Donor Club.

Club members’ generous annual donations ensure PragerU influences culture on the scale necessary to protect and grow our uniquely American values.

To honor our devoted donors who support us year in and year out, we offer exclusive experiences and benefits found nowhere else. From visits with Dennis to underwriting videos, club members are offered behind-the-scenes guest access unique to each giving level.

ClubOne.....	\$1,000
Benefactors .....	\$5,000
Micah .....	\$10,000
Influencers .....	\$25,000
Producers.....	\$50,000
Founders .....	\$100,000+

Visit **PragerU.com/donor-clubs** or contact **clubs@prageru.com** for more information.

PragerU is a 501(c)(3) nonprofit.  
Our tax ID is 27-1763901.  
Contributions are fully tax-deductible in the USA.





# Ways to give



## Online

Your secure online donation makes a greater impact by reducing gift processing expenses. Donate today at **[PragerU.com/donate](https://PragerU.com/donate)**

## By Mail or Phone

Please make your check payable to *Prager University Foundation* and mail to 15021 Ventura Boulevard #552, Sherman Oaks, CA 91403. Please include your email and phone number so we may thank you! If you prefer to donate by phone, please call **833-PRAGERU**.

## PragerUnited

Join our monthly donor club (\$35+/month) and enjoy special quarterly gifts and insider updates. Visit **[PragerU.com/united](https://PragerU.com/united)** for more information.

## Other Smart Ways to Give

Consider convenient, tax-savvy donations via gifts of stocks, donor-advised funds, and cryptocurrency. Double your impact with workplace matching gifts or engage your network to support our work.

Explore easy, creative ways to give at **[PragerU.com/ways-to-give](https://PragerU.com/ways-to-give)**

Contact **[donate@prageru.com](mailto:donate@prageru.com)** for more information.

## PragerU Legacy Society

Ensure future generations learn about the values that made America great with a gift through your Will. The Legacy Society welcomes gifts of any size and recognizes donors of all ages who provide for PragerU in their estate plan. Visit **[PragerU.com/legacy](https://PragerU.com/legacy)** to learn more.



# What Are People Saying?



**Prager University Foundation**  
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Sherman Oaks, CA 91403  
(833) 772-4378

NON-PROFIT ORG  
US POSTAGE  
PAID  
PERMIT NO. 1844  
VAN NUYS, CA

***"...PragerU helps me clearly articulate what I know is true. The videos have become my secret ammo."***

— Miranda B.

"PragerU provides the arguments ... that few seem confident enough to make. PragerU is honest, informative, and important. I wouldn't want to be a college student today without it."

— Tal F.

***"PragerU never fails to impress me with the way they clear things up in my head. Their videos have inspired me to transform my life..."***

—Kody H.

"I have binge-watched a lot of your content. Honestly you have enlightened and changed my mind on certain political issues. Growing up on the Navajo reservation, yes socialism and free services do not work. Instead [they] suppress and create dependency."

— Rase C.

"PragerU is literally the best thing I have ever watched, anywhere. Thank you for your endless supply of truth, and for making every video top quality."

— Benjamin G.

***"You changed my mind."***

— TzadSauce

"Dear Mr. Prager, I'm a liberal who's recently discovered your podcast, and frankly my mind was blown by how much sense you make. (I'm questioning long-held beliefs that I absorbed without truly thinking them through.) Your musings about character, values, and courage have inspired me tremendously. Thank you!"

—Yael A.

***"I have grown up in a mostly conservative household but have never had an interest in politics until I found Prager University. My beliefs have been strengthened by this organization and I want to share that with others. PragerU has changed my life and I want to thank you for that."***

— Brooklyn V.

Subscribe at **PragerU.com** today!