



PragerU

# ANNUAL REPORT 2022

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**OUR VISION OF PRAGERU HQ'S FUTURE CREATIVE SPACES.** Dozens of animators, illustrators, and designers will create tomorrow's pro-America content.



# MESSAGE FROM THE CEO

► **America needs PragerU** now more than ever. And, thanks to donors like you, PragerU is Built to Last and here to stay.

We've moved into our new headquarters located in the belly of the beast—Los Angeles, CA. We're now raising the funds to transform it into a world-class production company. While being headquartered in Southern California can be challenging, we're always on the front lines of the culture war. We're truly blessed with not only some of the greatest thinkers and on-air talent, but also the most sought-after production, design, and marketing staff from Hollywood and beyond.

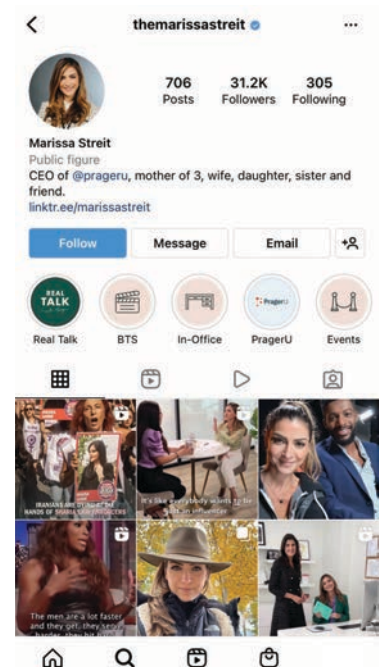
When I was hired more than 10 years ago, I'll never forget one thing that Dennis said, "I feel like I have Penicillin for the mind and I need to get it to young people." It drove me to build the largest educational media company the conservative movement has ever seen.

We're investing in our future and vying for the same human capital that global media companies like Paramount and Disney strive to employ. You might be surprised to know how many entertainment industry professionals share our values. These Hollywood dissidents are risking their careers to be part of the solution for America by joining PragerU. I want to share with you the professional backgrounds of our leadership and some of our remarkable new hires. These fighters have enlisted in our war of ideas and are dedicating their lives to saving America.

  
MARISSA STREIT, CEO

## GET TO KNOW MARISSA STREIT.

Check out her new show **Real Talk**, watch her episode of **Stories of Us**, and follow her on Instagram @TheMarissaStreit.



# MEET THE STAFF **LEADERSHIP**



**DENNIS PRAGER**  
**FOUNDER**

Dennis is the founder of PragerU, a nationally syndicated radio talk show host, and nationally syndicated columnist. An author of ten books, his most recent publication is *The Rational Bible: Deuteronomy*.



**MARISSA STREIT**  
**CHIEF EXECUTIVE OFFICER**

After serving in military intelligence unit 8200 of the Israel Defense Force, Marissa gained valuable experience as an educator, a school administrator, and the director of a philanthropic institute before joining PragerU in 2011. She now dedicates her life to saving America.



**ALLEN ESTRIN**  
**EXECUTIVE DIRECTOR**

Allen is co-founder of PragerU, the creator of our 5-Minute Videos, and the Executive Producer of The Dennis Prager Show. His career includes writing for movies and television, authoring two books, and teaching screenwriting.



**JESSICA SHERK**  
**CHIEF OF STAFF**

Jessica comes to PragerU with a varied background of team development, corporate training, and project management experience. Working for a leading classical home-centered education organization, Jessica designed content that inspired a generation of home-educating leaders.



**CRAIG STRAZZER**  
**CHIEF MARKETING OFFICER**

Under Craig's leadership, PragerU grew from less than 1M social media followers and just a few million views per year in 2015 to surpassing 7B lifetime views with 15M+ followers and subscribers. Craig also raises millions for PragerU every year online.



**LAYNE THRASHER**  
**CHIEF FINANCIAL OFFICER**

With 20+ years of experience in finance, human resources, and strategy/operations, Layne oversees all accounting/finance/treasury, business affairs/legal, and human resource functions, and established PragerU's inaugural Endowment Fund.



**KEVIN ROYSE**  
**CHIEF ADVANCEMENT OFFICER**

Kevin has more than 14 years of philanthropic leadership experience, having served as a major gift officer at Biola University for nine years before joining PragerU. Kevin now leads a team of development professionals responsible for financing PragerU's scaling enterprise.



**DAVID PRAGER**  
**CHIEF DEVELOPMENT OFFICER**

Before joining PragerU, David worked for Morgan Stanley on Wall Street and founded two consulting firms. He now travels the country building relationships with major donors, cultivating substantial philanthropic investment to ensure PragerU continues to grow for decades to come.

# MESSAGE FROM DENNIS

► **While it's been** another tough year for everyone, I feel encouraged by PragerU's future and what lies ahead for America.

During PragerU's first decade, we've figured out what works. And we've also figured out what doesn't. Our impact has astounded both our champions and our harshest critics. PragerU has already gone well beyond my expectations.

But that doesn't mean the task ahead is any less challenging. We need to get bigger and stronger.

We need to build an ideological fortress—an edu-tainment enterprise to defend American values. To do that, we need to scale. We need more writers, more animators, more graphic designers, and more production managers. We need a place for them to work and create together.

We're heavily investing in PragerU's future—and the future of America—by creating an edu-tainment media enterprise devoted to our Judeo-Christian values and freedom-based ideas. A building campaign for PragerU's



headquarters is underway to develop our offices and studios into the country's leading pro-America media network to battle the forces of the left. Our generous donors are stepping up in a huge way, with Angel Donors contributing \$1M+ gifts as part of multi-year philanthropic commitments. From our Donor

Clubs to our Legacy Society, our wonderful donors are fueling the future of our intergenerational media enterprise.

Thank you to our wonderful donors who are helping us operate on an entirely new level to save America.

DENNIS PRAGER,  
FOUNDER

## LEGACY SOCIETY INVEST IN THE FUTURE

► **PragerU needs your help** to pass on our shared values—and deep love for America—to future generations of young people. You can help by joining PragerU's Legacy Society with a gift of any size through your Will or estate plan. PragerU is honored to offer these complimentary estate planning resources as our gift to you:

1. Visit [PragerU.com/Legacy](https://PragerU.com/Legacy) to create a free online Will, request a free Estate Planning Guide, or learn more about the best giving vehicles for you.
2. For a free one-on-one, confidential consultation with Jenny Nohelty (Director of Legacy & Special Gifts), email [JennyN@PragerU.com](mailto:JennyN@PragerU.com) or call (747) 251-2007.

*Your estate plans are important legal documents that should be prepared by your attorney. Please consult your attorney and financial advisors for professional advice.*



LEGACY  
SOCIETY

# WELCOME NEW



**SABRINA KOSMAS**  
*SENIOR DIRECTOR OUTREACH  
(PROMOTED)*

Sabrina brings years of marketing, events, and management experience to her role at PragerU. After doubling PragerFORCE's membership, Sabrina now manages our public relations efforts.



**ALEX JIMENEZ**  
*VP DESIGN/VISUAL BRAND  
(PROMOTED)*

Prior to joining PragerU, Alex worked in advertising for Disney, Warner Bros, and Sony promoting films including *Finding Dory*, *Moana*, and *Trolls*. Alex has since built a team of the best visual artists to make PragerU the premiere conservative media producer.



**ZANE MITCHELL**  
*DIRECTOR EMAIL MARKETING*

Zane's experience as Head of Analytics at the Ayn Rand Institute and as a political consultant is strengthening our email marketing campaigns to our millions of subscribers.



**ANDRE SANCHES**  
*VP MARKETING*

Andre brings 20 years of marketing experience at brands like Red Bull, PayPal, and Pepsi. Born in Brazil, he brings a deep commitment to advancing pro-American conservative values.



**JASON MIRCH**  
*CREATIVE PRODUCER*

Jason is a film and television producer and executive with nearly 20 years of industry experience, working with A-list talent on projects for DreamWorks, Warner Bros, CBS, NBC, Fox, ABC, and Lifetime.



**LISA WILKINS**  
*DIRECTOR USER EXPERIENCE*

Lisa has 20 years of experience in news and content design across apps, OTT, and web. She comes to PragerU after walking away from the leftist media giant NBC News/MSNBC.

# H I R E S



## **AYA SHECHTER**

### **VP STRATEGY**

Aya brings over 15 years of experience, including C-level executive and copyright lawyer, with a successful track record of leading and executing strategic planning efforts.



## **MEGAN NIESSINK**

### **PRAGERU KIDS**

After 16 years of working in multiple areas of the entertainment industry, Megan left the Worldwide Distribution Services department at Paramount Studios to join PragerU.



## **KELLY MCNAIR**

### **VP DEVELOPMENT (PROMOTED)**

After working in development and events at the Heritage Foundation and spending five years in business development at a DC-based healthcare consulting and health IT firm, Kelly joined PragerU in 2020 and cultivates relationships with donors across the South.



## **LUCY WERNER**

### **VP DEVELOPMENT (PROMOTED)**

Lucy began her career as an educator, and witnessed firsthand the leftwing messaging in the teachers colleges and broader culture. She joined PragerU in 2016 to be part of the solution, and works with major donors in California and the West.



## **JENNY NOHELT**

### **DIRECTOR OF LEGACY & SPECIAL GIFTS**

Jenny brings almost 25 years of gift planning experience to PragerU. Working with donors to create their personal legacies, Jenny is an expert at helping our supporters explore estate planning opportunities that maximize charitable impact and avoid unnecessary taxes.



## **JAVAN GREESON**

### **VP DEVELOPMENT**

Javan spent the early part of his career in the United States Air Force, where he served as a Navigator aboard a variety of aircraft. Following his service, he worked in major gift fundraising at Colorado Christian University and Purdue.

# PERSONALITIES

► **An entire generation** of young people is being brainwashed by woke actors, athletes, politicians, and pop stars. The left understands that culture is the gateway to imparting values to young people. PragerU understands this too.

PragerU is an incubator and spotlight for young conservative personalities. We are heavily investing in fresh, young talent to serve as influential role models for our cause. By identifying, training, and lifting their media profiles to new heights, PragerU's ideas and values are effectively delivered to millions of young people. Building upon the success of PragerU personalities like Will Witt and Amala Ekpunobi, we launched a nationwide casting call to find the next generation of up-and-coming young conservatives and make them famous by sharing our messages.

► **"...WE'RE AT PRAGERU, WHICH IS A GROUP THAT FINDS YOUNG TALENT AND DEVELOPS THEM INTO CONSERVATIVE INFLUENCERS THAT RACK UP MILLIONS OF VIEWS...THEIR SLEEK VIDEOS CAPTURE GEN-Z EYEBALLS ON INSTAGRAM AND YOUTUBE...SOME FEEL MORE ACADEMIC, OTHERS ARE FLASHY, CATERING PERFECTLY TO TEENAGERS...THEY ARE NOW INVESTING IN THEIR YOUNGEST VIEWERS..."**

— EXCERPT FROM "RIGHT WING STARS" ON THE SEASON FINALE OF VICE ON SHOWTIME FEATURING PRAGERU



**AMALA  
EKPUNOBI**

Amala Ekpunobi is a leftist activist turned PragerU personality. Her daily live PragerU show Unapologetic inspires millions of young people to discover the truth, defend their values, and lead better lives.

Since joining PragerU, Amala's content is viewed 1M+ times every week, her social media followers have skyrocketed to 1M+, and she is a sought-after speaker and frequent guest on national shows including The Ingraham Angle on Fox News and Dr. Phil.

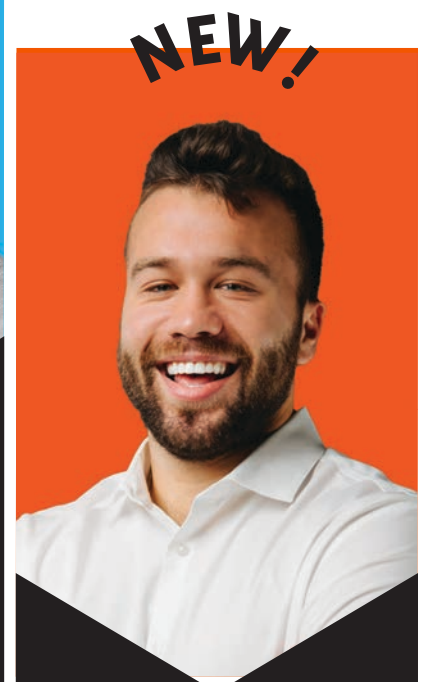


**CJ  
PEARSON**

Raised by Democrats in Georgia, CJ began blogging his conservative commentary at age eight. CJ (now age 20) has 600K+ followers and has been featured on multiple national media outlets.



Watch CJ's 5-Minute Video "What Happened on 9/11."



**ALDO  
BUTTAZZONI**

After graduating from Michigan State University and interning for a U.S. Senate campaign, 23-year-old Aldo became a freelance reporter and went viral when he exposed the "family-friendly" drag show brunches in Dallas.

# MESSAGE FROM THE EXECUTIVE DIRECTOR

► **We are in a war** of ideas.  
But what are those Ideas?

You don't often see the foundation of a building. But a structure without a strong foundation will collapse. The modern educational elite is tunneling under America's foundation. It's up to us to repair it.

The left only emphasizes history to serve its agenda. History is twisted to show how bad everyone was who came before us. Why should kids want to learn anything from America's founders and leaders if they are told how racist, unjust, and plain evil they were? How can our children love America if they are constantly told what a terrible place America was—and still is?

Young people need our help. They must be educated about why America and Western Civilization are worth saving at all costs.

That's why we created the Foundational Series. PragerU is filling a gaping hole in young people's knowledge base by transmitting our nation's honest history and traditional values — pre-K to post-grad. We're using top scholars, carefully crafted scripts, and compelling animation to capture our audience's attention and engage their curiosity.

Thank you for helping us defend Western Civilization.

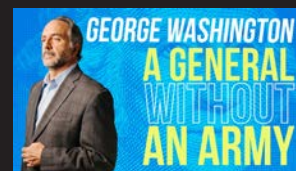
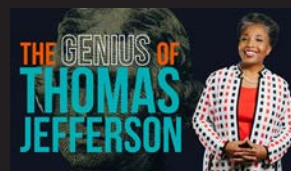


*Allen Estrin*  
**ALLEN ESTRIN,**  
EXECUTIVE DIRECTOR

## FOUNDATIONAL SERIES

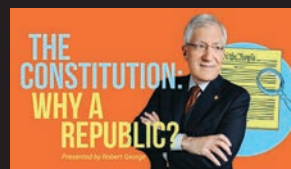
### U.S. PRESIDENTS

One of the most effective ways to learn about history is through biographies, and a great way to learn about American history is by learning about our presidents. These men were the most important people of their day. Their personal stories and the policies they presented to the nation (good and bad) are explored in a new 5-Minute Video series. Today's young people aren't learning about the lasting impacts of these remarkable individuals. This comprehensive series will change that.



### U.S. CONSTITUTION

The Constitution of the United States has endured for almost two and a half centuries, guiding America to unparalleled prosperity while protecting our freedoms. Given its importance, you'd think that every young person would know it backwards and forwards. But we know this is not the case. It's time to reintroduce this amazing document to young Americans. This 10-part 5-Minute Video series, featuring some of the country's most renowned constitutional scholars, will do just that.



**MORE VIDEOS COMING SOON!**



# BUILT TO LAST

## PRAGERU BUILDING FUND

► **We're transforming** PragerU's headquarters into a production company with cutting-edge technologies and world-class facilities to compete with any major Hollywood studio. With the help of our generous community, we will build multiple new studios and creative spaces and invest in all facets of our technology to develop the next generation of PragerU personalities and shows for all ages.

You are invited to leave your fingerprint on the future of America. Naming opportunities begin with three-year commitments at \$150K per year.

For more information, please contact Kevin Royse (Chief Advancement Officer) at **818-824-5105** or **KevinR@PragerU.com**.





# OUR FUTURE PRAGERU KIDS



► Operating in every facet of children's lives, the left is banking on busy families paying little attention to what their children are learning—or not learning—in school and consuming online and on TV. The left forgot to factor in PragerU Kids!

INTRODUCING  
SMIDGE  
THE CAT!



PragerU Kids has been educating millions of families about what's really going on and what's at stake—losing the hearts and souls of America's youth if we don't act right now. Millions of parents and teachers are now strongly rejecting the leftist insanity—from CRT and picking your gender to learning to be ashamed of America—and are looking for alternative content to help them protect precious young minds.

## PRAGERU KIDS IS LEADING THIS EDUCATIONAL REVOLUTION.

Now in its second full program year, PragerU Kids is defending children from widespread left-wing brainwashing by offering edu-tainment (educational and entertaining content) that showcases our freedom-loving ideas and classic American values. Our shows, books, and magazines are circumventing schools and children's entertainment by reaching families and teachers directly using PragerU's streaming media technologies. Arming parents and educators with the pro-America content they are craving—we are going toe-to-toe with massive youth media companies like PBS Kids and Disney.

## IMPACT

NOW IN ITS 2<sup>ND</sup> FULL PROGRAM YEAR, PRAGERU KIDS CONTENT HAS ALREADY BEEN **WATCHED OR READ 28M TIMES**. MORE THAN **500K** PARENTS AND TEACHERS HAVE SUBSCRIBED TO PRAGERU KIDS!



# CONTENT RELEASED IN 2022

► **PragerU Kids content is exploding**—we’ve now released more than 150 pieces of original kids content! We are rapidly developing tailored content for each age range to ensure millions of children have great pro-America content ready and waiting for them at every maturity level. Currently PragerU Kids is releasing 40 minutes of varied content per week per age group. We’ve set an ambitious goal of producing two hours of content per week per age group. We’re hiring the best writers, illustrators, designers, and producers to do it.



➔ **"I AM DEEPLY GRATEFUL FOR THE LESSONS FROM THOSE BOOKS AS WELL AS THE SHOW LEO & LAYLA WHEN IT COMES TO PERSONAL RESPONSIBILITY, PATRIOTISM, CIVIC DUTY, THE EVILS OF COMMUNISM AND SOCIALISM, AND THE VALUE OF A FREE MARKET AS WELL AS FREE SPEECH...THANK YOU FOR FORMING MY CHILDREN'S HEARTS AND MINDS TOWARDS GOODNESS, TRUTH, AND BEAUTY! KEEP UP THE EXCEPTIONAL WORK! GOD BLESS!" – 4TH GRADE PARENT**

## EARLY CHILDHOOD



### OTTO'S TALES: STORYBOOKS & STORYTIME SHOWS

Otto's Tales helps busy families teach values and history through American holidays and traditions. Children join young Dennis Prager and best friend Otto the Bulldog in this time-traveling storybook series and adorable storytime shows. **Coming in 2023: New Otto's Tales series about American monuments and iconic sites.**



### CRAFTORY

In this DIY crafts and cooking show, children learn to create family-friendly crafts and goodies that celebrate our American values.



## IMPACT

**SEVERAL OTTO'S TALES STORYBOOKS BECAME AMAZON BEST SELLERS IN MULTIPLE KIDS' BOOKS CATEGORIES, WITH 60,000 TOTAL COPIES SOLD!**

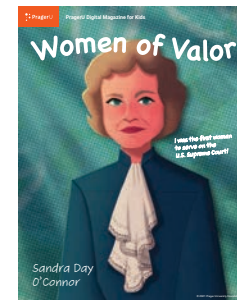
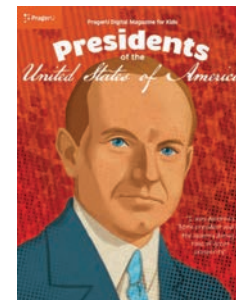
# ELEMENTARY

## GUESS OR MESS: GAME SHOW & BIOGRAPHICAL MAGAZINES **NEW!**

In this wild and crazy game show, kid contestants compete to answer questions about historical and present-day figures (covered in PragerU Kids biographical magazines) who are often misrepresented or omitted from today's classrooms.



**"DAD, CAN WE WATCH A THING WHERE THEY TALK ABOUT THE PRESIDENTS? IT'S CALLED PRAGERU KIDS." – LIAM**



## LEO & LAYLA'S HISTORY ADVENTURES

Brother-sister duo Leo and Layla learn about significant historical events and meet inspiring role models who share enriching life lessons in this time-traveling animated show.

## STREET SMARTS **NEW!**

A fact-packed quiz show that tests kids on civics, including the Declaration of Independence, Constitution, Bill of Rights, and more.



## CURRENTLY IN DEVELOPMENT IN THE PRAGERU KIDS INNOVATION LAB



### UNBOXING

Similar to trending videos on YouTube, this series for K-2nd graders will feature kid actors as they unwrap items that serve as clues pointing to one of the 50 states.



### SKETCH

This show for 3rd-5th graders will teach the foundations of Western Civilization through storytelling and drawing. The first season focuses on Greek mythology and culture.

# TWEENS & TEENS



## AROUND THE WORLD: ANIMATED SERIES & MAGAZINES **NEW!**

This richly-animated show covers complex global issues like communism, energy needs, and freedom of speech, giving tweens and teens a new appreciation for what makes life in America so unique.



## IMPACT

THE FIRST AROUND THE WORLD EPISODE, VIVI'S LIFE UNDER SOCIALISM, GARNERED 100K VIEWS IN 48 HOURS!



Now you can find PragerU Kids biographies and Around the World magazines for purchase at the PragerU Store or download for free at [PragerU.com](https://PragerU.com)!

## CASH COURSE **NEW!**

Financial literacy is sorely lacking in today's classrooms for middle and high school students. This series equips young people with the commonsense skills to be money-savvy, prosperous adults.



## TBH HISTORY

Important historical, world-shaping events are taught to middle and high school students in a hilarious and irreverent style.



## HOW TO

This wildly popular series focuses on life lessons and character development—from how to apologize to pulling yourself out of the pit of despair.



**"I LIKE PRAGERU KIDS AND HAVE DOWNLOADED IT FOR MY DAUGHTER. YOUR VIDEOS ARE EDUCATIONAL AND EASY TO UNDERSTAND. SHE WALKS AWAY WITH ENOUGH KNOWLEDGE FOR ME TO QUIZ HER. KEEP UP THE GREAT WORK!"**

— 6TH GRADE PARENT

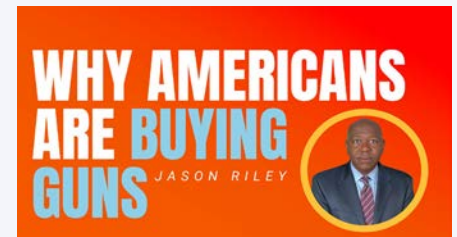
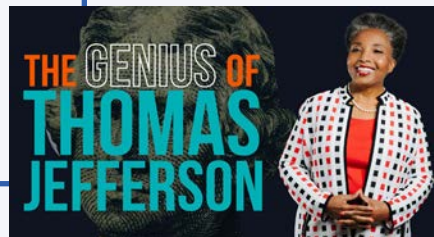
# HIGH SCHOOL, COLLEGE & ADULTS

## 5-MINUTE VIDEOS

5-Minute Videos are the flagship viral product that put PragerU on the map—and have been radically disrupting the education world for more than a decade.



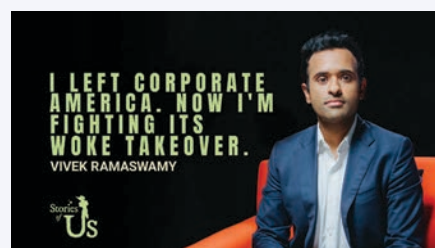
**"I AM CONVINCED THAT GREAT IDEAS POWERFULLY PRESENTED CAN CHANGE A MIND IN FIVE MINUTES."** – DENNIS PRAGER



## STORIES OF US

Americans from all walks of life share personal journeys and strong life lessons in this documentary-style series. Stories of Us is one of PragerU's most popular new series, reaching millions organically—a majority brand new to PragerU!

**"JUST A FEW YEARS AGO, I WAS PERSONALLY COMMITTED TO ADVANCING THE LEFT'S AGENDA. SERVING ON TWO HIGH-PROFILE POLITICAL CAMPAIGNS FOR THE LEFT, I SUPERVISED A TEAM OF 30 STAFF MEMBERS AND WORKED CLOSELY WITH THE FORMER CHAIR OF THE FLORIDA DEMOCRATIC PARTY. TODAY I'M A PROUD CONSERVATIVE. WHAT CHANGED MY MIND? I DISCOVERED PRAGERU VIDEOS..."** – ANNABELLA R.,  
YOUNG PROFESSIONAL



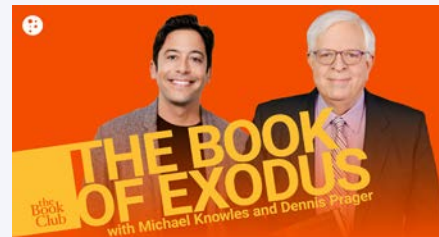
## FIRESIDE CHAT

Unscripted and coming to you every week from his home study, Dennis (flanked by America's favorite bulldog Otto) shares his timeless wisdom and prophetic insights.



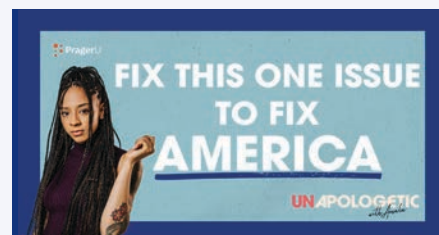
## THE BOOK CLUB

The Daily Wire's Michael Knowles and special guests discuss great literature that shaped Western Civilization.



## UNAPOLOGETIC NEW!

A former leftist activist turned conservative influencer, PragerU personality Amala Ekpunobi breaks down news and culture for a massive young audience on her daily live show Unapologetic. Since launching her new show, Amala's YouTube channel has gained 450,000 subscribers!



**"YOU HAVE CONVERTED MY LIFETIME DEMOCRAT NEIGHBOR...SHE TOLD ME THAT SHE HAS BEEN WATCHING PRAGERU VIDEOS...SHE IS A TOTALLY CHANGED PERSON. DON'T EVER GIVE UP, WHAT YOU ARE DOING IS WORKING...THERE IS HOPE!" – ANDREA J.**

"...TWO WEEKS AGO I WENT TO MY 35-YEAR REUNION AT HARVARD UNIVERSITY...PRAGERU CAME UP IN DISCUSSION TWICE AS A THREAT TO KIDS IN PROVIDING 'DANGEROUS MISINFORMATION.' IT WAS VERY SATISFYING TO SEE I AM PART OF SOMETHING PROVIDING A DISPARATE SANE VIEW OF OUR WORLD AND COUNTRY..." – MADISON S.

## REAL TALK **NEW!**

Marissa Streit, CEO of PragerU, has authentic and difficult conversations with some of the most knowledgeable and fascinating people in their fields.



# HAVE YOU WATCHED ALL OF OUR SHORT DOCS?

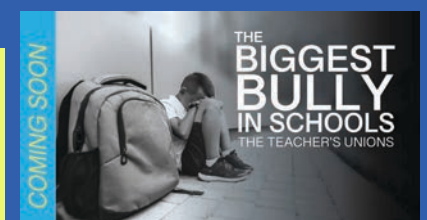


Short documentaries dive deeply into complex societal issues, bringing millions of new young viewers to PragerU's ideas and shining a light on the truth.



### IN THE WORKS

New short documentaries tackle the influence and power of teachers' unions, woke corporate America, policing and police brutality, and overregulation's terrible effects on small business.

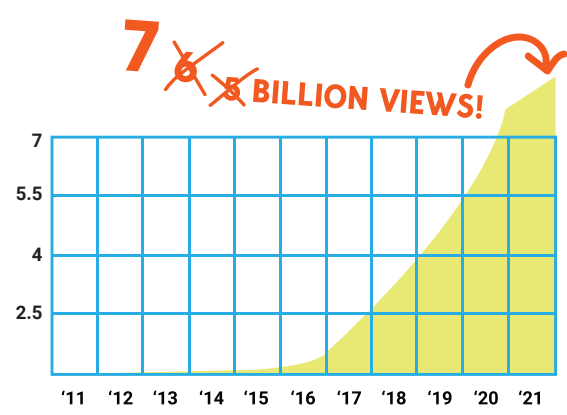


# DATA & STATS

## INFLUENCE

SURVEY RESPONSES REVEAL:

- 70%** of minds were changed on at least one issue after watching.
- 55%** of viewers had civic actions influenced by PragerU videos.
- 85%** use information from PragerU videos for ideological discussions.
- 25%** of survey respondents identify as non-conservative.
- 60%** of our YouTube viewers are under age 35.



## PEOPLE

- EMPLOYEES:** 105 and growing
- LOCATIONS:** 8 states across the country
- OFFICES:** 44,023 square foot HQ in Los Angeles and a Finance/Development hub in Florida

**IMPACT**

**PRAGERU WAS NAMED ONE OF THE BEST PLACES TO WORK IN L.A. BY THE LOS ANGELES BUSINESS JOURNAL!**

## REACH *Over 7B lifetime views—1.2B+ views in 2022 alone!*

▶ PragerU has almost as many YouTube subscribers as the *New York Times*.

**4M** PragerU content is watched 4M times every day.

**260M** PragerU Shorts YouTube Channel has attracted 260M+ organic views!

▶ 2M followers on Instagram alone—with 15M followers and subscribers across all platforms.

**25M** Most quarters, we garner 25M+ unique views on YouTube alone—or equivalent to ~8% of the entire United States population.

▶ Forbes consistently ranks PragerU's online reach higher than any free-market think tank.

**25M** website and app views this year!

**2M** email subscribers added this year!



7,000,000,000  
4,000,000,000  
2,000,000,000  
90,000,000

# MARKETING STRATEGY

## ► Every personality and every show

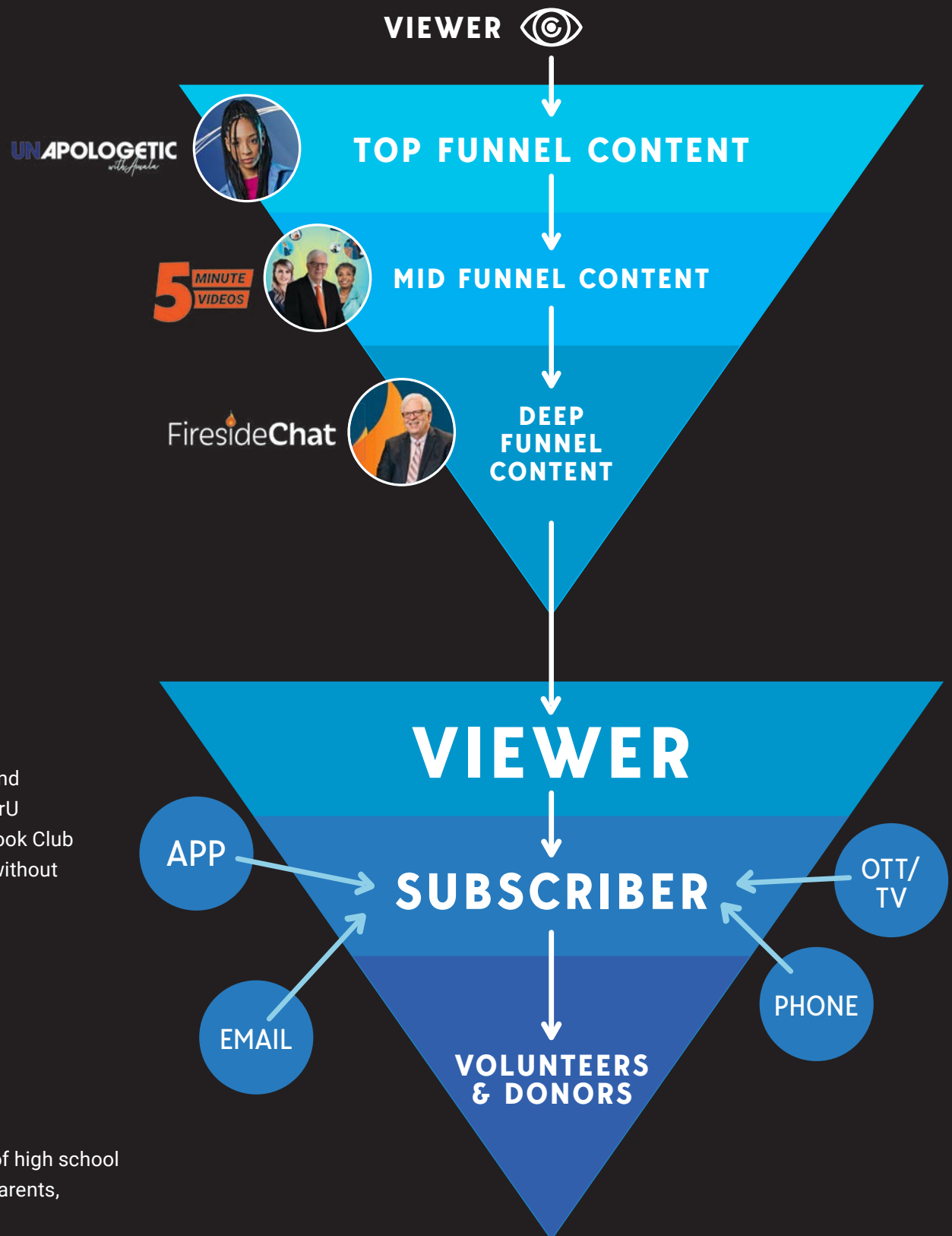
plays an important strategic role in PragerU's content funnel. Casting a wide net to attract millions, viewers are then drawn into ever-deepening engagement. Casual social media viewers are encouraged to watch content on our platforms (mobile app, PragerU.com, TV apps), sign up as subscribers, and help keep our videos free by becoming donors.

## VIEWERS & SUBSCRIBERS: 15M+

Casual viewers become repeat viewers and subscribers, and begin consuming PragerU content such as Fireside Chat and The Book Club on our website, mobile app, and TV app without the threat of Big Tech censorship.

## COMMUNITIES: 300,000 MEMBERS (volunteers & donors)

Subscribers join PragerU's communities of high school and college students, parents and grandparents, educators, and donors of all ages!



# PRESS & MEDIA

**THERE'S BEEN AN EXPLOSION OF PRESS FOR PRAGERU. THE MEDIA CAN'T IGNORE US.**

## DAILY KOS ARTICLE

"WTF IS PRAGERU AND WHY IS IT ALL OVER MY CHILDREN'S YOUTUBE VIDEOS SUDDENLY?"

"A few weeks ago, my 11yo showed me an ad that had started appearing on some of his favorite YouTube channels for something called PragerU...I didn't think much of it until a few more parent friends started mentioning it. In the last month or two, we all have been seeing a flood of ads for PragerU in front of super popular YouTubers like MrBeast... They are using the Internet to get to our children...So parents, educators, guardians, grandparents..."

**KEEP YOUR EYES OPEN ON YOUR CHILDREN'S SOCIAL MEDIA, ESPECIALLY YOUTUBE..."**

**LOS ANGELES BUSINESS JOURNAL**



## AMALA & DENNIS PRAGER ON TIMCAST

**FORMER LIBERAL DESCRIBES WHY SHE ABANDONED THE LEFT**



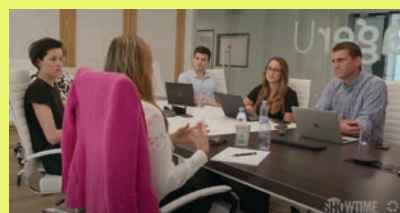
## DR. PHIL



## THE YOUNG TURKS



## VICE/SHOWTIME



## FORBES ARTICLE

"THE 2022 RANKING OF FREE-MARKET THINK TANKS MEASURED BY SOCIAL MEDIA IMPACT"

**"PRAGERU CONTINUES TO ATTRACT A MASSIVE FOLLOWING FOR ITS SHORT VIDEOS. UNLIKE OTHER GROUPS MENTIONED IN THIS ARTICLE, PRAGERU GREW ON FACEBOOK, TWITTER, AND OTHER POPULAR PLATFORMS...PRAGERU SCORED BETTER THAN THINK TANKS."**

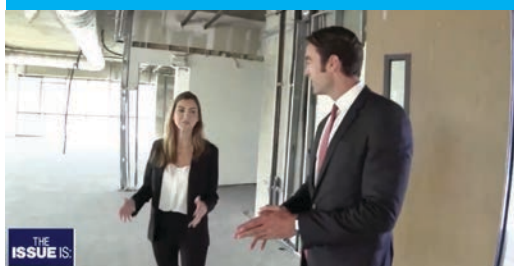
## NEW YORK TIMES PODCAST

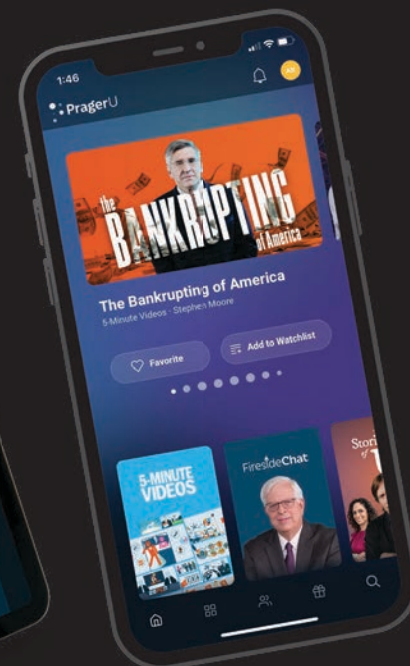
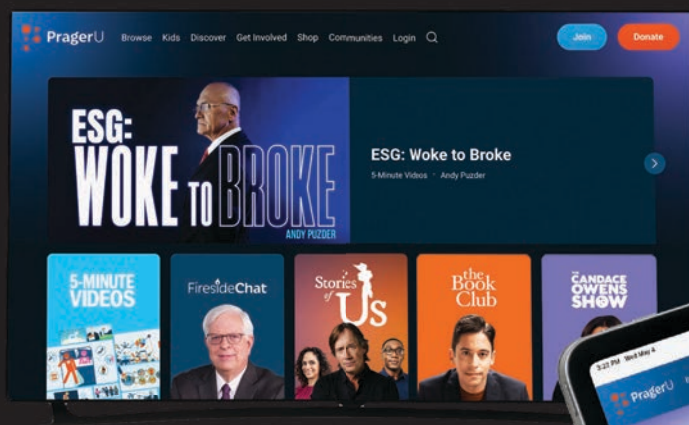
*The New York Times' podcast credited PragerU for Elon Musk's ideological transformation:*

**"HE'S LIKE SOMEONE WHO STUMBLED ON TO A PRAGERU YOUTUBE VIDEO AND EMERGES SIX MONTHS LATER JUST TOTALLY BOUGHT INTO THE CULTURE WAR..."**



## FOX11





# TECH INDEPENDENCE

► **Technology is PragerU's slingshot** against the Goliaths of the left.

Just like Netflix or Hulu, streaming technology allows us to reach young people directly on their preferred devices—from smartphones and tablets to TVs.

The gatekeepers of the left no longer have a

monopoly on how information gets to the people.

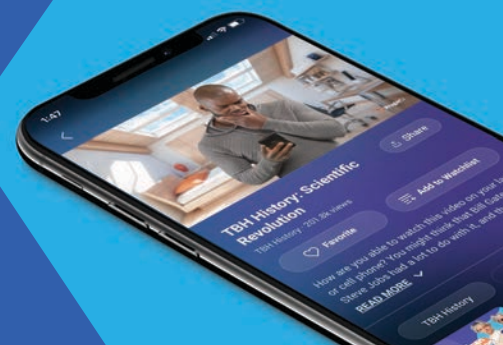
PragerU's platforms reach millions directly with censorship-free, ad-free content. PragerU's website, mobile app, and TV apps help people all over the world to embrace freedom-loving ideas and traditional American values.

Download the PragerU mobile app today to access hundreds of videos in the palm of your hand!

**NEW: The Amazon Fire TV app was released in 2022 as our latest PragerU platform, alongside Roku and Apple TV.**

## IMPACT

**FOR 2022, PRAGERU.COM'S TRAFFIC IS ALREADY 26.5M , AND WE ARE APPROACHING 1M APP DOWNLOADS (MOBILE, TABLET, AND TV)!**



# DONOR EVENTS

► **Ranging from Galas featuring** the movement's most brilliant thinkers and exclusive retreats with Dennis to quarterly behind-the-scenes virtual events with PragerU leadership, PragerU events offer our donors the opportunity to support our mission and connect with other patriots across America. You are invited to join us for an upcoming PragerU event!

**Q1 VIRTUAL TOWN HALL** March 1, 2023

**PALM BEACH GALA** March 7, 2023  
WITH MATT WALSH, BETSY DEVOS, AND ZUBY Palm Beach, FL

**Q2 VIRTUAL TOWN HALL** June 1, 2023

**FOUNDERS RETREAT** Fall 2023  
Nashville, TN

**Q3 VIRTUAL TOWN HALL** September 1, 2023

**BEVERLY HILLS GALA** November 11, 2023  
Beverly Hills, CA

**Q4 VIRTUAL TOWN HALL** December 10, 2023

Interested in attending a PragerU event? Learn more at [PragerU.com/Events](https://PragerU.com/Events) or email [Events@PragerU.com](mailto:Events@PragerU.com).



# 2022 DONOR IMPACT



“YOU GUYS COMPLETELY CHANGED MY LIFE. I STILL REMEMBER THE DAY I SAW A VIDEO... SOON I WATCHED MORE AND MORE CONTENT AND ENDED UP WATCHING ALL YOUR VIDEOS...IT WAS THANKS TO YOU THAT I WENT FROM A SEMI-POLITICAL LEFT-CENTRIST TO A HARDCORE CONSERVATIVE AFTER I REALIZED THAT NEARLY EVERY ISSUE I HAD BEEN TAUGHT ABOUT WAS A LIE! WHAT I LOVE IS THAT YOU DON'T PUSH AGENDAS BUT SIMPLY REVEAL THE TRUTH...”

— MSTUDENT1

**TOTAL  
FUNDS  
RAISED**



**78%**  
OF EXPENSES  
FUND OUR  
PROGRAMS!

**\$65,000,000**

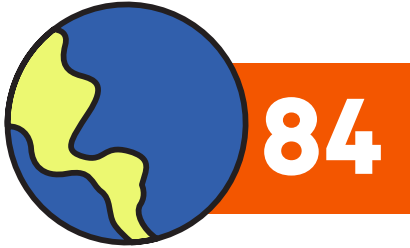
**LEGACY SOCIETY  
COMMITMENTS  
\$28M**

**TOTAL DONOR IMPACT: \$93,000,000\***  
\*PROJECTED

**NEW DONORS  
31,000**

**TOTAL DONORS  
100,000+**

**STATES & COUNTRIES  
REPRESENTED**

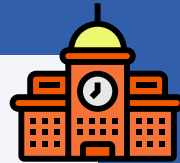


# YOUR IMPACT

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**EVERY GIFT MAKES A  
DIFFERENCE, HELPING  
TO REACH THOUSANDS,  
OR EVEN MILLIONS,  
OF YOUNG PEOPLE.**

**\$100 = 5,000 VIEWS**



**\$500 = 25,000 VIEWS**



**\$5,000 = 250,000 VIEWS**

**\$25,000 = 1,250,000 VIEWS**

**\$100,000 = 5,000,000 VIEWS**



# GIVING DONOR CLUB

► **Through generous annual gifts** of \$1,000 or more, Donor Club members have provided the rocket fuel that launched and sustains our explosive growth. The dedicated investment by our Donor Club members continues to exponentially grow our influence in today's culture war. To show our gratitude for the loyal and devoted donors whose support provides such meaningful impact, we offer an array of benefits and experiences. Visit [PragerU.com/DonorClub](https://PragerU.com/DonorClub) or contact [Club@PragerU.com](mailto:Club@PragerU.com).

## DONOR CLUB LEVELS

### CLUB ONE \$1,000–\$4,999

- Commemorative Annual Pin
- Dedicated PragerU Liaison
- Invitation to Exclusive Donor Events
- 30% Discount Code to the PragerU Store

### BENEFACTORS \$5,000–\$9,999

- All benefits above plus:
- Monthly *Impact Report*

### MICAH \$10,000–\$24,999

- All benefits above plus:
- Quarterly *Donor Insider*

### INFLUENCERS \$25,000–\$49,999

- All benefits above plus:
- VIP Tour of the PragerU Headquarters in Los Angeles

### PRODUCERS \$50,000–\$99,999

- All benefits above plus:
- Attend The Dennis Prager Radio Show

### FOUNDERS \$100,000+

- All benefits above plus:
- Founders Retreat with Dennis Prager & PragerU Leadership



## PRAGERUNITED

Enjoy quarterly gratitude boxes of special PragerU merchandise when you give \$35+/month and help fuel our fight all year long. Wear your values with pride. Visit [PragerU.com/United](https://PragerU.com/United).

**PRAGERU'S WORK IS MADE  
POSSIBLE BY ITS 300,000+  
LIFETIME DONORS—SUPPORTERS  
JUST LIKE YOU WHO WANT  
TO KEEP AMERICA FREE OF  
BIG GOVERNMENT.**



## ONLINE

Donate securely online and reduce gift processing expenses. Visit [PragerU.com/Donate](https://PragerU.com/Donate).

## BY MAIL OR PHONE

Please make your check payable to Prager University Foundation (and include your email and phone number so we may thank you!) and mail to our Florida office:

Prager University Foundation  
3389 Sheridan Street #293  
Hollywood, FL 33021

If you prefer to donate by phone, please call **833-PRAGERU**.

## OTHER SMART WAYS TO GIVE

Gifts of stocks, IRA Charitable Rollovers, donor-advised funds, and cryptocurrency are tax-savvy ways to support PragerU.

Explore more at [PragerU.com/WaysToGive](https://PragerU.com/WaysToGive) or contact [Donate@PragerU.com](mailto:Donate@PragerU.com).

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

# CONTACT US

**Foundation Mailing Address**  
15021 Ventura Blvd. #552  
Sherman Oaks, CA 91403

**Foundation Main Office**  
(833) 772-4378

**Follow Us**      
@PragerU

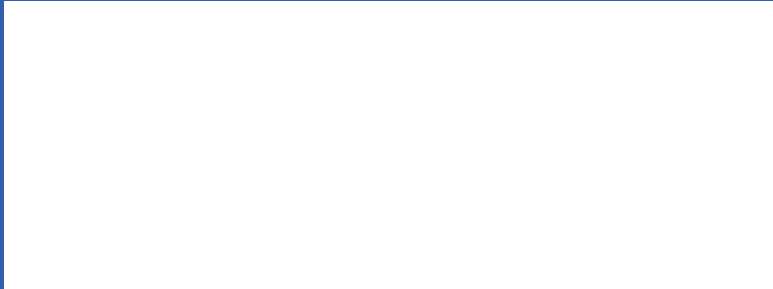
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**Download** the PragerU mobile app



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PragerU is too big to be described in an Annual Report.  
Freedom-loving people around the globe are invited to discover,  
share, connect, and take action by visiting **PragerU.com** and  
downloading the mobile app.