

2022 BIANNUAL REPORT



INSIDE:
SPECIAL REPORT
ON OUR NEW
KIDS NETWORK

WINNING THE CULTURE WAR

WE ARE IN THE MIDST OF A MONUMENTAL CULTURE WAR. THIS IS NO ORDINARY FIGHT. THE OUTCOME WILL SHAPE THE FATE OF LIBERTY AND MORALITY IN OUR NATION AND AROUND THE WORLD.

PragerU's streaming media network is fighting for freedom, truth, and Judeo-Christian values with mind-changing content for people of every age. Thousands of supporters like you believe in our content and choose to help keep our videos free and reaching millions every day.

We are immensely grateful to our donors for standing with us, and hope you are proud of the work we are accomplishing together to save America.

“THERE ARE THREE KINDS OF PEOPLE IN THIS WORLD: THOSE WHO DO NOTHING. THAT’S THE MAJORITY OF PEOPLE. IT’S ALWAYS BEEN THE CASE. THERE ARE THOSE WHO FIGHT...LIKE THE FOLKS AT PRAGERU. AND, THOSE WHO SUPPLY OUR FIGHT. THAT’S OUR DONORS.” – Dennis Prager



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FROM THE CEO

MARISSA STREIT



A 14-year-old American girl visited Yad Vashem, the Holocaust museum in Jerusalem, almost 30 years ago. She walked through the dark hallways of the exhibition and saw remnants of the victims—huge piles of shoes, luggage, and burnt books that included Bibles. She couldn't comprehend the horrific images in the photographs along the walls. She was in shock and could not speak. Tears filled her eyes as she slowly exited the hallway and came into the light. She saw a docent near the door. The girl was finally able to say something. She asked the docent one question:

"How could people let this happen?"

The docent told her most people don't fight at all, they rely on others to fight for them, and those who do fight usually don't fight until it's too late. The young girl left the museum with a fire in her belly that could not be extinguished. She grew up to serve in the Israel Defense Forces' intelligence unit, and today she is fighting in the war of ideas to help save America.

That girl was me.

History shows that others will not fight for us. If we don't fight, we will lose everything. There is no other country on God's green earth with the level of liberty, opportunity, and goodness that we enjoy as Americans. Every day, I look at my own children and am reminded of how important it is that I continue to fight. That's why I've dedicated my life to saving America through the important work we do here at PragerU. We could not do it without you. I'm proud and honored to serve alongside you.

FIGHTING FOR TECH

PragerU began as a small, educational nonprofit, and grew into a digital media powerhouse. We continue to lead the fight against Big Tech censorship, educate millions about the threat, and invest in technology to increase our tech independence.



Start: **2011**

Allen Estrin launches PragerU.

First website (brochure format, no videos) developed.

First 5-Minute Video airs on YouTube and Facebook.

We advertised our videos across social media platforms that presented themselves as open forums for a free exchange of ideas.



2012-2014

 **PragerU**

Rebranded as PragerU with new logo and streaming website.

2015

2016

YouTube begins restricting videos (including a series on the Ten Commandments).



2017

PragerU files two First Amendment lawsuits against Google/YouTube.



CENSORED

2018

Twitter bans PragerU from advertising.



"...I don't understand wanting power over people...that is the defining element of the left...conservatism says 'leave me alone'...and leftism says 'I want to control you...I will control how you speak, what you say'..." –Dennis Prager

FREEDOM

2022

Through sophisticated and intentional marketing strategies, PragerU continues to outmaneuver Big Tech's efforts to silence us.

Millions of social media viewers are drawn every day to PragerU's own censorship-free, ad-free platforms (website, mobile app, and TV channels).

PragerU mobile app has nearly 1M downloads!

Online "fact-checker" NewsGuard warns viewers to "proceed with caution" before watching our content.

TikTok bans PragerU from its platform—with no reason or recourse.

JW Player's streaming video service drops PragerU as a client, claiming that PragerU's content is "misleading."



PragerU website and mobile app redeveloped.



PragerU TV channel launches on Roku and Apple TV.



Facebook continues limiting our page's visibility and reach, even to our own followers.

2021

2021

2020

2020

2019



Spotify bans PragerU from advertising.



A new, free PragerU mobile app is developed, allowing us to reach our audiences directly.

The Google/YouTube case is heard at the 9th Circuit.

Dennis testifies to Congress on Google censorship.

2019

EDU-TAINMENT FOR EVERY AGE

K-2nd
Grade

**Otto's
Tales**



America's holidays and values

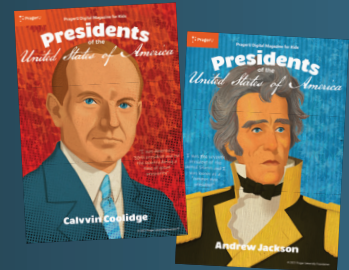


Books for purchase

3rd-5th
Grade



Fact-filled biography
quiz show



6th Grade
& Up



Character building and
life lessons



Magazines

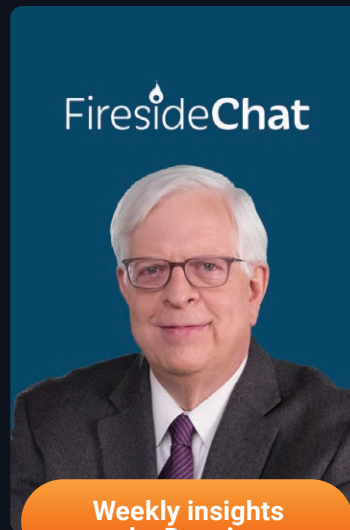
High School, College, & Adults



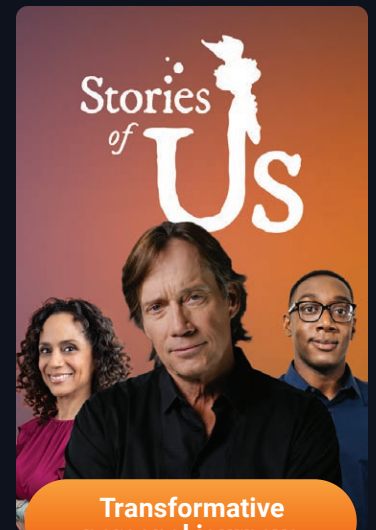
Teaching what
should be taught



Deep dives on
important issues



Weekly insights
by Dennis



Transformative
personal journeys

PragerU is a true media network — with content for ages 4 to 104!

CRAFTORY!

Crafts and cooking with
a dash of history



Activity pages
about virtues

LEO & LAYLA'S History Adventures

An animated show



Magazines

tbh history

Myth-busting show on
Western civilization



AROUND THE WORLD

An animated show



UNAPOLOGETIC with Anjala

Daily takes and
monthly specials

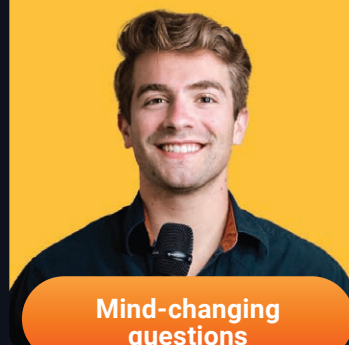
the Book Club

Books that shaped
Western civilization



MAN on the STREET

Mind-changing
questions



THE CANDACE OWENS SHOW

Free-thinking
interview show





EDU-TAINMENT FOR EVERY AGE



IMPACT: 300,000 Americans have subscribed to PragerU Kids—with more than 80% new to PragerU!

From kindergarten to post-grad, harmful messages are being rapidly normalized in our schools, youth media, and the culture. PragerU Kids has the cure. With truthful, balanced, wholesome (and fun!) kids shows, books, and magazines, PragerU Kids offers content that parents feel good about and children love.

Did You Know? PragerU Kids content just celebrated its first anniversary, and has already been viewed 16M times!

Early Childhood (K–2nd grade)



Otto's Tales is a beautifully-illustrated monthly storybook series that helps busy young families pass down American values and history to their children.

Each rhyming storybook stars young Dennis Prager and his best friend, Otto the Bulldog, as they travel through time to witness historical events and meet great role models throughout history. Each storybook is accompanied by a sweet storytime show.



IMPACT: Several Otto's Tales storybooks became Amazon Best Sellers in all kids' books categories, with 50,000 total copies sold!

Elementary

(3rd-5th grade)



Leo and Layla's History Adventures is PragerU's first fully-animated show just for kids. Using their special time-traveling app, this brother-sister duo meet great role models and key figures who helped shape America and the world.



CRAFTORY!

Craft + History = CRAFTORY! In this special DIY series, children learn to make easy, hands-on, family-friendly crafts that celebrate our American values.



"Truth is universal. Culture is local, it's particular. But truth and wisdom...that's universal...I'm trying to offer you wisdom...there's no such thing as 'it's only true for this group'..." —Dennis Prager

NEW!

Compilations of PragerU Kids magazines are now available on Amazon, or download for free at PragerU.com.



Guess or Mess is a wild and fun quiz show with kids competing to answer questions from our PragerU Kids magazines—with topics ranging from great women leaders to American presidents—so children can easily read and guess along at home (mess optional!).



Tweens/Teens

(6th grade and up)

PragerU Kids content is **exploding**. This year we've set an ambitious goal of increasing kids' content for each age range from 10 minutes to two hours per week!



TBH (To Be Honest) History explores world-shaping events that made the world what it is today in a hilarious and irreverent style.



These wildly popular How To videos for tweens and teens impart important lessons and life skills, character building, and model citizenship.

"Happiness is dependent on self-discipline. We are the biggest obstacles to our own happiness. It is much easier to do battle with society and with others than to fight our own nature." —**Dennis Prager**

Around the World Magazines

Readers explore global issues told through the lives of children living around the world. Complex topics such as communism, energy needs, and freedom of speech are explored in an age-appropriate manner, and give children a new appreciation for what makes America so unique.

“THIS IS JUST SO COOL. IT REALLY IS BEAUTIFULLY DONE, AND DOES AN AMAZING JOB OF INTRODUCING A COMPLICATED ISSUE IN A CLEAR AND ENGAGING WAY, PLUS IT COMES WITH SUCH CREATIVE ACTIVITIES TO GET THEM THINKING AT THE END TOO!”

— ANZIA M., EDUCATOR



In the Works

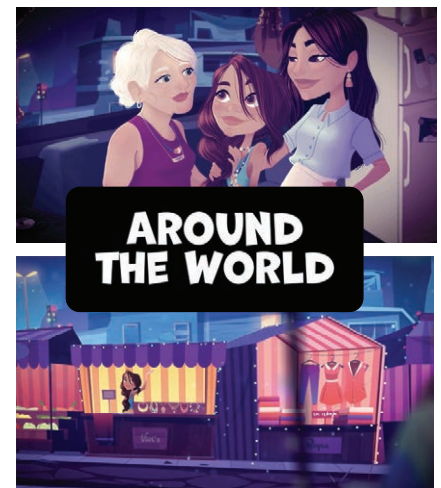
- Sketch drawing show for kids – Western Civilization
- Street Smart – Civics Edition
- Left vs. Right for kids
- Unboxing show – History & important figures

Recently Launched & Coming Soon



Ca\$h Cour\$e

A new financial literacy series that will teach young people about budgeting, inflation, credit, investing, and much more!



Around the World

The Around the World magazine now has its own fully-animated show.

High School, College & Adults



Our flagship product, 5-Minute Video Courses feature the best ideas from the best minds distilled into five focused minutes.

Top Videos of All-Time

Do You Understand the Electoral College?
67M views

Capitalism vs. Socialism
46.6M views

Was the Civil War About Slavery?
38.3M views

Why I Left the Left
34.6M views

The Progressive Income Tax: A Tale of Three Brothers
34.1M views

The Inconvenient Truth About the Democratic Party
31.1M views

Left or Liberal?
29M views

How Socialism Ruined My Country
28.6M views

War on Boys
28.8M views

Don't Follow Your Passion
25.2M views

2022 Selection



Coming Soon!

Special 5-Minute Videos Series:

- **The United States Presidents**
This series covers the leaders who shaped America—from the Roaring 20s, Great Depression, and times of war, to presidents who found themselves in power by accident.
- **The Constitutional Series**
This series is a primer on one of the greatest documents of all time.



Unscripted from his home study, Dennis (flanked by America's favorite dog, Otto) shares his wisdom and (often prophetic) insights on trending topics in the news and culture.

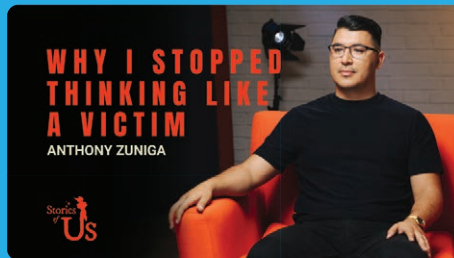




IMPACT: 3 million new women viewers (a 5% increase) have started watching PragerU content thanks to Stories of Us and PragerU Kids. Influencing women is key to our fight!



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



the Book Club

Join Michael Knowles of The Daily Wire's Michael Knowles Show and special guests as they discuss great books that shaped Western civilization, which the left is actively trying to erase.



Coming Soon!



PragerU's CEO Marissa Streit interviews leaders from around the country about entrepreneurship, business, and life lessons for young people.

"The great majority...of almost all ideological evil, is not done by people who think they are doing evil, it's done by people who think they are doing good. That's the reason that we don't want people to have much power over other people, because they will get it wrong." — **Dennis Prager**

SHORT DOCUMENTARIES

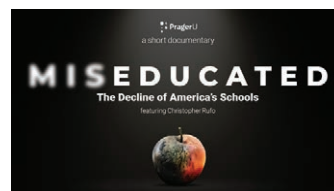
Short documentaries dive deeply into complex societal issues, bringing millions of new young viewers to PragerU and toward the truth.

Recently Released & Coming Soon!

New short documentaries topics include:

- Policing and police brutality
- Teachers unions' influence and power
- Tolerance (or intolerance) in the Middle East
- Regulations and small business
- The death of comedy

Documentaries Released To-Date



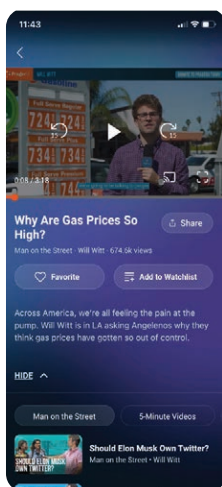
INFLUENCING GEN-Z

Young people need inspiring, courageous peers to help open their eyes to the truth. Millions of young people find PragerU on social media through PragerU personalities like Will Witt and Amala Ekpunobi. Viewers are drawn in with quick, humorous, highly-engaging content, and are then challenged and inspired to dive deep into PragerU's core content.



MAN on the STREET

Will Witt pounds the pavement to uncover perspectives on life, relationships, and politics using his effective and disarming interview style.

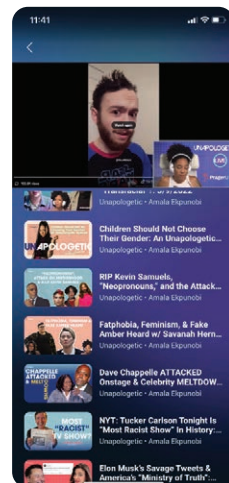


Coming Soon!

Will Witt has a new monthly show in the works that will reveal—through national polls—what Americans really think about current events and societal trends.

UNAPOLOGETIC with Amala

Unapologetic is a daily live show with monthly specials, exploring news and culture with PragerU's in-house influencer, Amala Ekpunobi. Amala shares facts and personal experiences that helped transform her from a leftist activist into a happy, free-thinker.



"...Always be respectful, state your case, and adopt my motto – this has been effective for all of my years in American radio – I prefer clarity to agreement, don't try to win an argument, try to establish clearly where you differ...that is so effective..." –Dennis Prager

OUR IMPACT

PragerU's data analytics team tracks metrics to measure our true ROI (Return on Influence). How do we reach the masses at the scale necessary to make a meaningful impact?

Video Views: 1B per year

Top-funnel content (brand ads, clips, surveys, and social media posts) draws viewers toward PragerU's full videos.

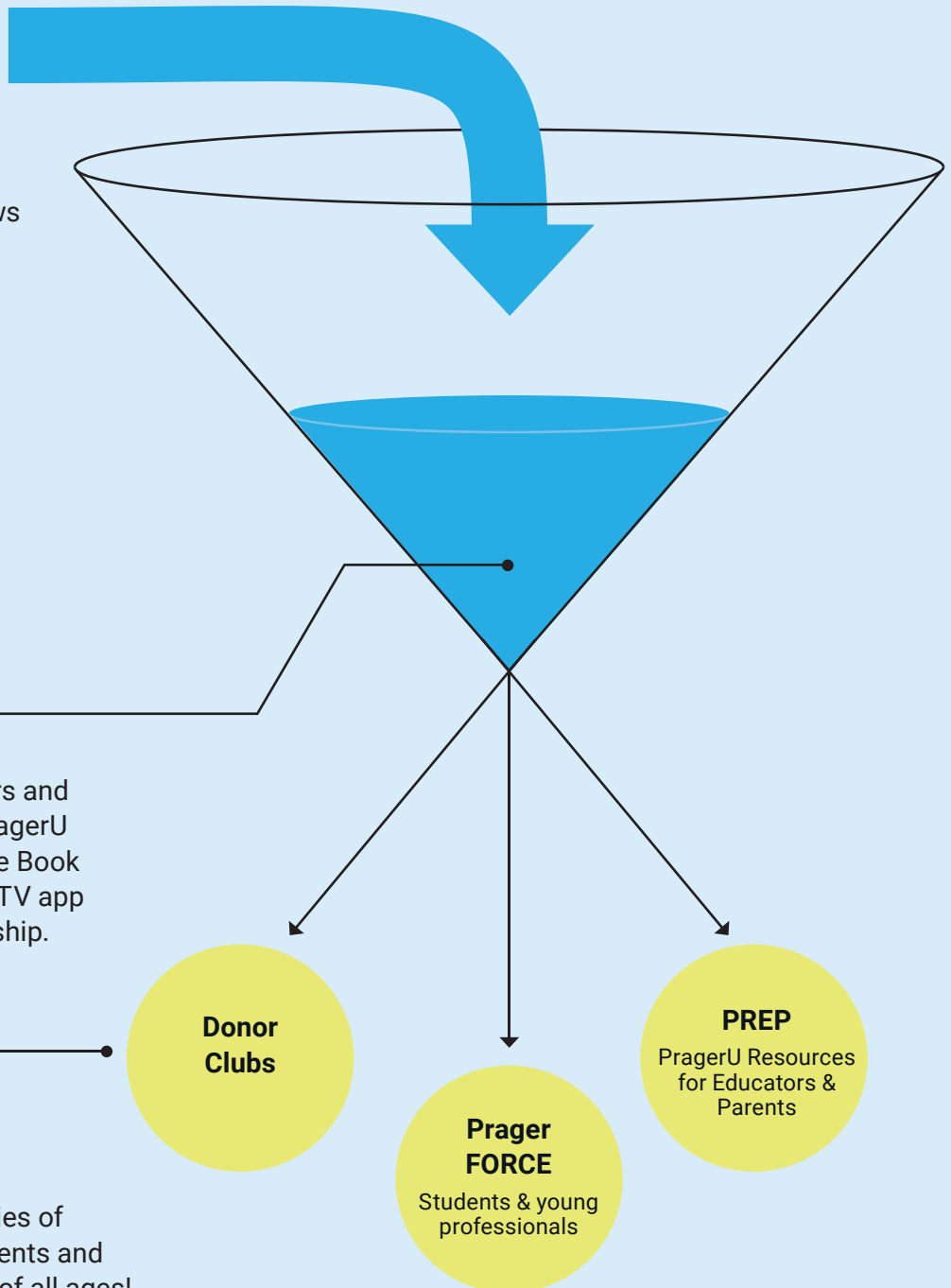
- *Man on the Street with Will Witt*
- *Unapologetic with Amala Ekpunobi*
- *Short clips*
- *Short documentaries*
- *Kids content*
- *5-Minute Videos*
- *Stories of Us*

Subscribers & Followers: 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 (donors and volunteers)

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



PragerU communities gather kindred spirits who help one another, share resources, and take action together.

COMMUNITIES

IMPACT:
PragerFORCE and
PREP are growing—
combined members
now number 40k+!

PragerFORCE

Tired of the woke mob infiltrating our schools and workplaces? Young people can join our community (20,000 members strong!) of free-thinking high school and college students, and young professionals under 35. Together, they use digital media to change minds, promote American values, and build meaningful connections with thousands of other patriots around the world.

PragerU.com/pragerforce



PragerU Resources for Educators & Parents (PREP)

Join our community of 20,000 teachers, parents, and grandparents who are committed to delivering pro-American ideas and values to our children. PREP members come together in an online discussion forum where they share challenges and ideas, and show up for one another to help inoculate children from radical left-wing indoctrination.

PragerU.com/prep



PragerUnited

PragerU's monthly giving club of proud, passionate donors stands united to keep PragerU videos free. Join for just \$35 or more per month. To show our gratitude for your steady support, PragerUnited members receive special insider updates, perks, and quarterly boxes of fun PragerU merchandise, all proudly made in the USA!

PragerU.com/united



KEY STATS

Forbes

Forbes Magazine consistently ranks our online reach higher than any free-market think tank (although we aren't one!)

70%

OF VIEWERS' MINDS ARE CHANGED ON AT LEAST ONE TOPIC AFTER WATCHING PRAGERU VIDEOS

PRAGERU CONTENT IS WATCHED
4 MILLION
TIMES EVERY DAY



1 in 3

AMERICANS HAS WATCHED AT LEAST ONE PRAGERU VIDEO

5.5 BILLION LIFETIME VIEWS

We are not just “preaching to the choir” — 20% of our viewers are ideologically left, center left, or moderate.

EVERY QUARTER, **25M+ DIFFERENT PEOPLE WATCH OUR VIDEOS ON YOUTUBE ALONE—** OR ~7.5% OF THE UNITED STATES POPULATION

PRAGERU HAS ALMOST AS MANY YOUTUBE SUBSCRIBERS AS THE **NEW YORK TIMES!**

58%

OF VIEWERS SAY THEIR CIVIC ACTIONS ARE INFLUENCED BY PRAGERU CONTENT



of our YouTube viewers are under age 35, and this age keeps getting younger with PragerU Kids!

BUDGET

IMPACT: 78% of donations fund program costs!

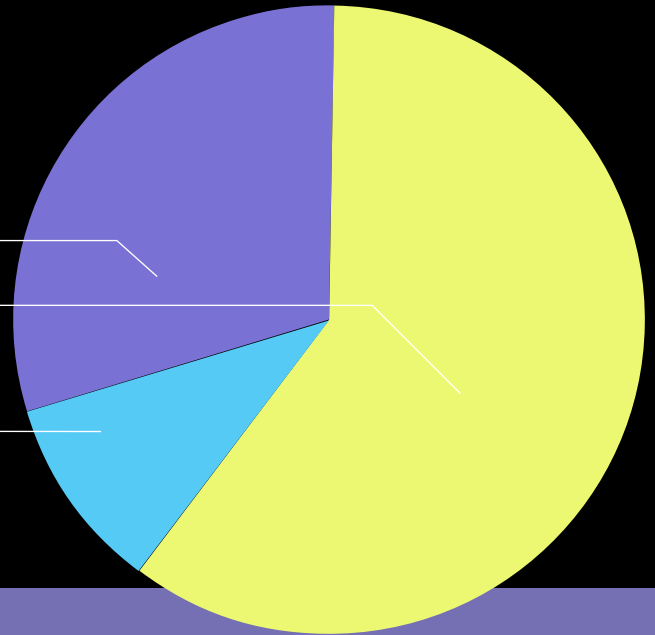
PragerU's work is made possible by its grassroots support from 300,000 donors. Small online gifts are consistently responsible for more than 40% of our entire annual budget. We are proud that our work is broadly funded by Americans just like you who want to share the truth and good values with young people across the country and around the world.

2022 Operating Budget: \$65M

General Operations: \$18M (28%)

Content for ages 18+: \$38M (59%)

PragerU Kids: \$9M (13%)



Donor Updates

Meet the PragerU staff and contributors via exclusive donor updates.

prageru.com/series/donor-updates



"People have been asking me whether I'm optimistic or pessimistic about the direction in which the country is headed. My answer is always the same. I'm neither.

Being optimistic or pessimistic isn't helpful in any way. If you're optimistic, you think everything is going to be fine and end up doing little to change things.

If you're pessimistic, you feel nothing you do is going to make a difference. Either way, you end up doing nothing.

I'm not optimistic or pessimistic. I simply have to fight for good. PragerU is fighting for good and gives all of us the opportunity to join in the fight." —Dennis Prager

WAYS TO GIVE



Mail or Phone

Please make your check payable to (include your email and phone, so we may thank you!) and mail to:

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

If you prefer to give by phone, please call **833-PRAGERU** or email donate@prageru.com

Give Creatively

Looking for creative ways to make an impact?

- **Matching Gifts:** Check to see if your employer matches your gift and double your impact!
- **Stock or Cryptocurrency:** Avoid capital gains by giving appreciated stock or crypto that you've held for a year or more.
- **Donor-Advised Fund:** Your charitable savings account may have grown in value, maximizing your philanthropy!
- **IRA Charitable Rollover:** If you are 70½ or older, you can transfer up to \$100K per year to PragerU and save on taxes while meeting your required minimum distribution.

PragerU.com/ways-to-give

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

Online



Your secure online donation makes a greater impact by reducing gift processing expenses. Donate today by visiting prageru.com/donate or scanning this QR code.

PragerU Legacy Society

Did you know that the majority of Americans have no plan in place to transfer their hard-earned assets to the people and causes they care about?

Ensure future generations learn about the values that have made America so exceptional with a gift through your Will or Estate Plan. (PragerU even offers our donors a complimentary online Will-writing service.)

If you're interested in giving creatively, avoiding unnecessary taxes, and helping PragerU, please consider joining the PragerU Legacy Society.

To learn more visit PragerU.com/legacy or contact legacy@prageru.com.

"Your content is life-changing and necessary for our future generations...I look forward to spreading the message of freedom and liberty." — **Steven D., PragerU Legacy Society Member**

DONOR CLUBS

Through generous annual gifts of \$1,000+, donor club members help PragerU operate on the scale necessary to change millions of young lives for the better. To show our deep gratitude to the devoted donors who support us every year, we offer exclusive experiences and benefits found nowhere else, and the opportunity to meet fellow patriots who share your vision for America. Please join us!

Visit PragerU.com/donor-clubs or contact clubs@prageru.com.

Founders \$100,000+

- Annual retreat with Dennis Prager & PragerU Leadership
- Receive a special PragerU donor club gift
- 2 complimentary invites to a regional gala
- Exclusive invites to Virtual Presentations
- Visit the PragerU studio in Los Angeles
- Visit the Dennis Prager Radio Show
- Invitation to investor report meetings

Producers \$50,000

- Receive a special PragerU donor club gift
- 2 complimentary invites to a regional gala
- Exclusive invites to Virtual Presentations
- Visit the PragerU studio in Los Angeles
- Visit the Dennis Prager Radio Show
- Invitation to investor report meetings

Influencers \$25,000+

- Receive a special PragerU donor club gift
- 2 complimentary invites to a regional gala
- Exclusive invites to Virtual Presentations
- Visit the PragerU studio in Los Angeles
- Invitation to investor report meetings

Micah \$10,000

- Receive a special PragerU donor club gift
- 2 complimentary invites to a regional gala
- Exclusive invites to Virtual Presentations
- Visit the PragerU studio in Los Angeles

Benefactors \$5,000+

- Receive a special PragerU donor club gift
- 2 complimentary invites to a regional gala
- 30% off all merchandise at the PragerU online shop
- Exclusive invites to Virtual Presentations

ClubOne \$1,000

- Receive a special PragerU donor club gift
- Discounted tickets to PragerU regional galas
- 30% off all merchandise at the PragerU online shop

DONOR EVENTS

We love meeting our donors
all across this great country.

PragerU offers special donor events for you to learn more about our impact, connect with other patriots, and introduce your family, friends, and colleagues to the important work we do to save America.

Donor events range from galas featuring the movement's most amazing leaders and once-in-a-lifetime retreats with Dennis and PragerU leadership, to virtual events you can enjoy from the comfort of your own home.

We want to see YOU at one of these upcoming PragerU events!

- **Virtual Town Hall** - September 1, 2022
- **Founders Retreat** (for donors giving \$100K+) - September 16-18, 2022
- **Los Angeles Gala** with Jordan Peterson - November 12, 2022
- **Virtual Town Hall** - December 11, 2022
- **Palm Beach Gala** - March 2023

**Interested in attending
a PragerU event?**

Learn more at prageru.com/events
or email events@prageru.com.





PragerU

Gala

2022

FEATURING



Dennis Prager



Jordan B. Peterson

SAVE THE DATE | SATURDAY,
NOVEMBER 12TH

Beverly Wilshire

BEVERLY HILLS, CALIFORNIA

PLEASE EMAIL EVENTS@PRAGERU.COM TO BE NOTIFIED
WHEN GALA TICKETS BECOME AVAILABLE.

TO LEARN MORE VISIT [PRAGERU.COM](https://prageru.com)



PragerU.com

Prager University Foundation
15021 Ventura Boulevard #552
Sherman Oaks, CA 91403
(833) 772-4378

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What are People Saying about PragerU?

"When I know I can't trust my college professors to tell me the truth, I turn to PragerU to find out what the real truth is." —Lauren R.

"I am making this donation so that people who may possibly be getting brainwashed can be more likely to come across PragerU videos and see the truth...so we can save the younger generation and ultimately the country...I dream of a bright future. Let's make it a reality..." —Anonymous

"Please continue your great work...it's a blessing, and truly needed for our country to regain its footing in faith-based principles. Thank you for all you do!" —Sarah C.

"My children and I love watching all of what you produce. Your videos frequent our morning routines at home. Thank you!" —Melissa M.

"First I didn't like your page and drowned out anything u said. Now, a little older. Everything starting to make more sense." —oneproudnigerian

"During these insane times I have found PragerU to be the best place to learn and teach my kids through quick, simple-to-watch 5 minute videos. I have never donated or given to any organisation before but feel compelled to donate to PragerU because of the great work..." —Terry M. (Australia)

"...my daughter joined PragerFORCE a few months back and has LOVED being a part of it...It has broadened her perspective incredibly...she is hearing what other young adults are experiencing in their country...She feels way more confident in her values and her thoughts and opinions. It has truly been HUGE for us." —Aaron M.

"Thank you for forming my children's hearts and minds towards goodness, truth, and beauty! Keep up the exceptional work! God bless!" —Harmony V.

"You guys completely changed my life. I still remember the day in 2016 when I saw [my first PragerU] video...Soon I watched more and more content and ended up watching all your videos and subscribing!" —Anonymous

Download the PragerU mobile app!

Follow Us @PragerU

