Restoring American Values Through the Power of the Internet:
Celebrating over 650 Million Views in 2017

DECEMBER 2017

PRAGER UNIVERSITY FOUNDATION
15021 VENTURA BLVD. #552 | SHERMAN OAKS | CALIFORNIA | 91403
Dear PragerU Supporter,

I am pleased to share the PragerU 2017 annual report.

Thanks to your support PragerU has experienced another amazing year. We have more than doubled the number of views we had in 2016, from 250 million to over 600 million. And yet, we believe we have just begun to tap our potential.

1. Our audience is enormous. Anyone anywhere in the world with an Internet connection can watch our videos.

2. There’s a deep need for our message. People are desperate for the truth. When they see it and hear it, they respond. This is especially true of young people, as we know.

3. No one can match the quality of our videos. Here I’m talking about the way we distill important ideas into a very tightly written, visually compelling five minutes.

4. No one can match our digital marketing. We have built a distribution platform across all of social media that has no parallel in the conservative world.

5. PragerFORCE. Our growing army of student volunteers, PragerFORCE is supercharging our marketing efforts on colleges across the country and the world. In the past year, we have more than quadrupled the number of PragerFORCE student ambassadors from 230 to 1,200 on over 5 times the number of campuses (730) as a year ago (135). Perhaps the most satisfying aspect of this program is the ownership that we see these young people take in this effort.

For all our success, there are many challenges ahead. As I’m sure you’ve heard, YouTube has placed a significant number of our videos in restricted mode, thereby hampering access to our highest priority target audience – young people. We tried very hard to resolve this issue in an amicable way. But when our best efforts failed, our Board of Directors decided to file a lawsuit against YouTube and its parent company, Google. Our legal team, headed by former California governor, Pete Wilson, is superb. And some of the best legal minds in the country have volunteered to represent us in our court battle. They know how important this case is, not only for PragerU, but for the entire nation. We can’t allow the Left to dominate the Internet the way it dominates the university. This fight will be expensive. We estimate it will cost over $1 million for legal, public relations, research, and PragerU staff time. We have set up a YouTube Action Fund for this purpose.

As such, we have increased our budget for 2018. We believe strongly that this legal effort should not deplete our operating budget – that we must continue to produce videos and market them at the current level and higher, otherwise this battle will be self-defeating. We are currently reaching 1 in 4 American online users with PragerU videos. Our goal is to reach 3 out of 4, which we believe is achievable within the next few years. Your continued support remains critical.

Finally, our third PragerU Summit is set for June 8 and 9. This year it will be at the magnificent Montage Hotel in Beverly Hills, California. Invitations will be going out soon. We hope to see you there.

As always, thank so much for your generous support! It means the world to us.

Sincerely,

Marissa Streit
Chief Executive Officer
MISSION

PragerU’s mission is to explain and spread “Americanism” – the Judeo-Christian value system that is the foundation of our country – through the power of the Internet. We take full advantage of the immersion of young people in social media to educate millions of them about the values that have made the freest, most prosperous nation in human history. We do this via short (five-minute) videos that provide clear, concise, fact-based, yet entertaining, presentations featuring credible and often well-known thinkers. Our goal is to provoke thought and change minds by presenting an alternative to the leftist worldview that saturates our nation’s grade schools, high schools, and universities.

IMPACT

What good can a five-minute video do? For some who hear about PragerU, the idea of a five-minute video as an effective way to impart foundational concepts is counter-intuitive. We have come to the opposite conclusion. Almost everyone has already had the experience – that moment while reading a great book, watching a compelling TV program, listening to an inspiring speaker – when the proverbial light bulb goes on in your head and you suddenly “get it.” Our videos are pithy and concise, always visually stimulating and rich in practical content. Each of our courses strives to be an “Ah-ha!” experience for our “students” (viewers).

This was our vision when we started posting PragerU videos at the beginning of this decade – a vision that has come to fruition to an extent that we could have only dreamed about. On pace to garner 700 million video views in 2017, PragerU has grown quickly to become the most influential online resource for explaining and promoting conservative values. And we’re not just preaching to the choir as millions of our viewers do not identify as conservative – according to Facebook data.

VIDEOS THAT HAVE GONE VIRAL IN 2017*

- **Was the Civil War About Slavery?**  
  Col. Ty Seidule - 26.5 MILLION VIEWS
- **War on Boys**  
  Christina Sommers - 17.8 MILLION VIEWS
- **The Inconvenient Truth About the Democratic Party**  
  Carol Swain - 13.6 MILLION VIEWS
- **Why I Left the Left**  
  Dave Rubin - 12.6 MILLION VIEWS
- **How the States Can Save America**  
  Jim DeMint - 10.8 MILLION VIEWS
- **Black, Millennial, Female and... Conservative**  
  Antonia Okafor - 9.8 MILLION VIEWS
- **How Socialism Ruined My Country**  
  Felipe Moura Brasil - 7.9 MILLION VIEWS
- **Why Isn’t Communism as Hated as Nazism?**  
  Dennis Prager - 7.6 MILLION VIEWS
- **There Is No Gender Wage Gap**  
  Christina Sommers - 5.9 MILLION VIEWS
- **Facts Don’t Care About Your Feelings**  
  Ben Shapiro - 5.6 MILLION VIEWS

*Some videos have been produced prior to 2017, but have gone viral over the past 12 months.*
2017 RELEASES

- Are Humans More Valuable Than Animals? - Dennis Prager
- The Paris Climate Agreement Won’t Change the Climate - Bjorn Lomborg
- Why Good Teachers Want School Choice - Rebecca Friedrichs
- Why is America So Rich? - Burt Folsom
- What’s Holding the Arab World Back? - Bret Stephens
- Why I Left the Left - Dave Rubin
- Don’t Compare Yourself to Others - Tom Shillue
- Who Was Paul Revere and Why Should You Care? - Eric Metaxas
- Why America Must Lead - Anders Rasmussen
- Is Gun Ownership a Right? - Eugene Volokh
- There Is No Gender Wage Gap - Christina Sommers
- There Is Only One Way Out of Poverty - Arthur Brooks
- If There is No God, Murder Isn’t Wrong - Dennis Prager
- Why Isn’t There a Palestinian State? - David Brog
- How Socialism Ruined My Country - Felipe Moura Brasil
- Calling Good People “Racist” Isn’t New: the Case of Ty Cobb - Charles Leerhsen
- Single-Payer Health Care: America Already Has It - Pete Hegseth
- The Least Diverse Place in America - Charlie Kirk
- Why Special Needs Students Want School Choice - Jake Olson
- American Indians Are Still Getting a Raw Deal - Naomi Schaefer Riley
- Where Are the Moderate Muslims? - Hussein Aboubakr
- Why Isn’t Communism as Hated as Nazism? - Dennis Prager
- What’s Wrong with E-Cigarettes? - Caroline Kitchens
- Facts Don’t Care About Your Feelings - Ben Shapiro
- What’s a Quarter-Life Crisis? - Dana Perino
- The Inconvenient Truth About the Democratic Party - Carol Swain
- Is Organic Food Worth the Cost? - Bjorn Lomborg
- Why Did America Fight the Vietnam War? - Victor Davis Hanson
- Build the Wall - Charles Krauthammer
- How to Get Kids to Listen - John Rosemond
- Why You Love Capitalism - Jared Meyer
- When Transparency Really Means Tyranny - David French
- JFK: Democrat or Republican? - Larry Elder
- What Is Fake News? - Andrew Klavan
- Was America Founded to Be Secular? - Joshua Charles
- School Choice Saved My Life - Denisha Merriweather
- Black, Millennial, Female and... Conservative - Antonia Okafor
- Government Can’t Fix Healthcare - Bob McEwen
- Why Did the Democratic South Become Republican? - Carol Swain
- The War On Cars - Lauren Fix
- Is the Death Penalty Ever Moral? - Dennis Prager
- College Made Me a Conservative - Jay Stephens
- How Iraq Was Won and Lost - Pete Hegseth
- Who Does a $15 Minimum Wage Help? - Andy Puzder
- How’s Socialism Doing in Venezuela? - Debbie D’Souza
- If You Hate Poverty, You Should Love Capitalism - Arthur Brooks
- Why Is Health Insurance so Complicated? - Lanhee Chen
- If You Live in Freedom, Thank the British Empire - H.W. Crocker III
- Why Self-Esteem Is Self-Defeating - Matt Walsh
- Are Some Cultures Better than Others? - Dinesh D’Souza
- Does Israel Discriminate Against Arabs? - Olga Meshoe
- The Secret to Success - Michele Tafoya
- Gender Identity: Why All the Confusion? - Ashley McGuire
- Did FDR End the Great Depression? - Lee Ohanian
- The “Anti-Hate” Group That Is a Hate Group - Karl Zinsmeister
- Gun Rights Are Women’s Rights - Katie Pavlich
- How to Raise Kids Who Are Smart About Money - Rachel Cruze
- What is the Alt-Right? - Michael Knowles
- How the States Can Save America - Jim DeMint
- Why No One Trusts the Mainstream Media - Sharyl Attkisson
- What Happens When Google Disagrees With You? - James Damore
- What’s the Truth About the First Thanksgiving? - Michael Medved
- The Key to Unhappiness - Dennis Prager
- Everyone Should Stand for the National Anthem - Joy Villa
- An Arab Muslim in the Israeli Army - Mohammad Kabiya
- Is Fascism Right or Left? - Dinesh D’Souza
- Social Security Won’t Give You Security - Chris Hogan
- Hollywood Wants Your Money...and Your Mind - Ben Shapiro
The fight to define America is intensifying

Despite conservative victories in 2016, the Left is not about to go away. In fact, it has doubled down on its strategy of demonizing those on the Right. Free speech, the most fundamental of all our rights, is under attack as never before. Google’s firing of one of its software engineers, James Damore (see our PragerU video with him), is but one of many examples.

We are still fighting an uphill battle

PragerU has been making impressive progress in the effort to reawaken Americans to the immense benefits of our unique set of values and system of self-government. In a very short time we have grown to be the most influential online resource for explaining and promoting “Americanism.” We’re now getting more 2 million views a day and more than 60% of our viewers are under the age of 35. We now have more than 4.8 million subscribers to our online newsletter, Facebook, Instagram, Twitter, and YouTube channel.

While PragerU growth has been phenomenal, and we are beginning to close the gap, conservatives are still far behind in social media presence compared with the well-funded left-wing organizations. Take a look at this graph.

As the chart shows, six influential producers of left-wing social media content have a combined total of 47.5 million Facebook followers, dwarfing the 6.6 million for the six leading producers of conservative content.

CASE STUDY

AJ+ (the Aljazeera network online)

One of PragerU’s major competitors on social media is AJ+ with a daily viewership of 40 million across the West. AJ+ is a brand of the Aljazeera network, focused on reaching young people through online videos. This past year AJ+ has released multiple videos condemning Israel, denouncing conservatives and supporting Antifa. Many of their ideological videos have reached over 11 million viewers on Facebook alone.

Here are some examples of what AJ+ produces:

- **WTF is antifa? We’ve got you covered.** “Antifa: A movement that fights fascism and white supremacy.” (Over 4 million views, 50,000 shares)
- **Do Black Lives Matter in Israel?** Ethiopian Israelis are fed up and demanding an end to racism. (3.5 million views)
- **Israel Gets Unprecedented Aid from U.S.** America will give Israel $38 billion in military aid in 10 years. Could that money be used at home? (11 million views)
MEASURING OUR IMPACT: MINDS CHANGED

SURVEY I

In February 2017, we conducted an online survey on the PragerU Facebook page where we have more than 2.5 million followers.

THE RESULTS:

62% of respondents were under the age of 34

70% said PragerU videos have changed their minds on at least one issue

16% said that ideas from PragerU videos had influenced or changed the way they voted in the 2016 Presidential election

86% said that they use or reference PragerU videos when engaging in political discussions with others

SURVEY II

In November 2017 we conducted another survey on a specific video course “How the States Can Save America” by Jim DeMint.

THE RESULTS:

42% of viewers were not aware of the Convention of States before watching the PragerU video.

93% of viewers said they would support a Convention of States based on the information from the video.
As the chart shows, viewership has grown exponentially. 2017 VIEWERSHIP HAS REACHED OVER 600 MILLION, almost three times the number from last year. At this rate we will reach one billion in 2018.

VIEWERSHIP ANALYTICS FOR 2017
(based on Google and Facebook analytics)

- 60% under 35 years old
- 33% do not identify as conservative or liberal. These are the politically unaffiliated and possibly most likely to have their minds changed
- Average number of video views per day: 2-3 million
- Combined number of subscribers: About 5 million
- 52% of YouTube video views occur from mobile/tablet devices

The playing field is not level. This battle would be hard enough if the playing field was level, but it’s not. YouTube, which specializes in video-sharing, is both the 2nd most used social network site (behind Facebook) on the Internet and the 2nd most used (behind Google) search engine. Google, YouTube’s parent company, is well-known for its left-wing bias. Over the course of the last year, YouTube has been restricting access to about 15% (currently 39) of PragerU videos for the very audience we seek to reach – young people. Many parents enable restricted mode in order to keep inappropriate and objectionable adult and sexual content away from their children. Clearly, PragerU videos have no such content. It seems that, in PragerU’s case, the content is “inappropriate” because it promotes conservative ideas.
YouTube Censorship of PragerU Videos: A Summary

OUR GOAL
To get YouTube to apply the same standards to PragerU content as they do to non-conservative content. If they simply do this, PragerU videos will no longer be restricted, demonetized or censored in any way.

BACKGROUND
PragerU’s five-minute videos are available on a number of online streaming services, the largest of which is YouTube. YouTube, a subsidiary of Google, has chosen to restrict the viewing of some of our videos for violating their “Community Guidelines” against “vulgar language, violence and disturbing imagery, nudity and sexually suggestive content, and portrayal of harmful or dangerous activities,” making it impossible for many young people - the very audience PragerU seeks to reach - to access our videos. Many families enable restricted mode in order to keep inappropriate and objectionable adult and sexual content away from their children – not to prevent them from watching animated, age-appropriate, educational videos. No PragerU video contains content that would justify restricted viewing based on YouTube’s policy. To illustrate, here are the titles of the 39 videos (about 15 percent of our entire collection) that are currently being restricted (as of October 20, 2017):

- Why America Must Lead
- Why Did America Fight the Korean War?
- The Ten Commandments: 6. Do Not Murder
- The World’s Most Persecuted Minority: Christians
- Why America’s Military Must Be Strong
- Are the Police Racist?
- Gender Identity: Why All the Confusion?
- What’s Holding the Arab World Back?
- Born to Hate Jews
- What Should We Do About Guns?
- Immigrants! Don’t Vote for What You Fled
- Is Islam a Religion of Peace?
- Why Don’t Feminists Fight for Muslim Women?
- Who’s More Pro-Choice: Europe or America?
- What ISIS Wants
- Are 1 in 5 Women Raped at College?
- Islamic Terror: What Muslim Americans Can Do
- Did Bush Lie About Iraq?
- Who NOT to Vote For
- Israel: The World’s Most Moral Army
- Radical Islam: The Most Dangerous Ideology
- The Most Important Question About Abortion
- Why Do People Become Islamic Extremists?
- Why America Invaded Iraq
- He Wants You
- Israel’s Legal Founding
- Pakistan: Can Sharia and Freedom Coexist?
- The Middle East Problem
- PragerU Live: Alan Dershowitz
- Ami Horowitz: Do White Americans Have White Privilege?
- What’s Wrong with E-Cigarettes?
- Why Isn’t Communism as Hated as Nazism?
- Where Are the Moderate Muslims?
- Ami Horowitz - What’s Wrong with Socialism?
- The Least Diverse Place in America
- PragerU Live: David French
- Dennis Prager Talks Politics with Gloria Alvarez and Felipe Moura Brasil
- Gun Rights Are Women’s Rights
- Ami Horowitz: How Is Muslim Immigration to Sweden Working Out?
In addition, YouTube has demonetized 43 videos, meaning that PragerU is prevented from running ads with them. In response to our official complaint, Google/YouTube defended its actions of our videos by replying that, “your videos aren’t appropriate for the younger audiences...” Since none of our restricted videos violate YouTube content policy or are inappropriate for young people, we can only conclude, especially given the well-known progressive sympathies of Google, that these videos are objectionable to YouTube for the one element they have in common: a conservative perspective.

We are deeply concerned that if this de facto censorship continues, social media will soon go the way of the contemporary university and become a place where only politically correct (i.e., Leftist) views are tolerated.

THE LAWSUIT

After PragerU’s attempts to resolve the matter amicably with Google/YouTube came to naught, our Board decided to file a lawsuit against YouTube and Google in an effort to stop their discriminatory practices. The suit was filed on October 21, 2017. We are under no illusions about the magnitude of the challenge for a small organization like PragerU going up against one of the behemoth corporations in the world. We are fortunate, however, to have an all-star legal team on our side, including former California governor, Pete Wilson, the prestigious law firm of Browne, George, and Ross; Alan Dershowitz; Eric George; Barak Lurie, Kelly Shackelford (First Liberty Institute), Mat Stevens, and Jay Sekulow are all advising us on this action. They recognize that this is an important case. It has the potential to change how content is handled by social media platforms across the Internet, and will have ramifications for producers of that content, conservative or otherwise. The legal team believes that PragerU has the legal grounds to prevail in the lawsuit based on violation of a number of grounds (both federal and State of California) including abridging the First Amendment of the Constitution. This will not be an inexpensive endeavor. Though these top-echelon attorneys have agreed to cap their legal fees, there will be additional costs to PragerU, such as staff time, research time, marketing, and public relations. This case will need to be tried in the court of public opinion as much as in the courtroom. We are confident we can win in both venues.
PRAGERU CONTINUES TO PARTNER WITH LIKE-MINDED ORGANIZATIONS

PragerU has become the leader in the conservative movement for video and digital outreach. With millions of daily viewers, conservative, religious and liberty focused organizations are coming to PragerU for its reach and digital “know how” with the goal of expanding their audience and reaching young people online. We are proud to have partnered with the following organizations in 2017:

- Turning Point USA
- Council For National Policy
- Job Creators Network
- National Review
- Ami Horowitz
- Campus Reform
- The Blaze
- The Kids Union
- Online for Life/Human Coalition
- The Daily Wire
- Truth Revolt
- The David Horowitz Freedom Center
- Christians United for Israel (CUFI)
- Hillsdale College
- Heritage Foundation
- The Daily Signal
- The Israeli-American Council
- Stand with Us
- The Museum of the Bible
- Conservative Review
- Intercollegiate Studies Institute
- The Covenant Journey
- Media Research Council (MRC)
- National Religious Broadcasters (NRB)
PRAGERU SUMMIT

2017 was the 2nd year of this annual 2-day event – an opportunity for our major supports to come together as a community. The summit, held May 5-6 in Westlake Village, CA, featured addresses by Dennis Prager, keynote speaker Charles Krauthammer, Kimberly Strassel, and more.

The 2018 Summit will be held on June 8th-9th at the Montage Hotel in Beverly Hills. Our 3rd annual summit will feature Ayaan Hirsi Ali as the keynote speaker.

Ayaan Hirsi Ali, is a Somali-born Dutch-American activist, feminist, author, scholar, and former Dutch politician. She received international attention as a critic of Islam and advocate for the rights and self-determination of Muslim women, actively opposing forced marriage, honor violence, child marriage and female genital mutilation. She has founded an organization for the defense of women’s rights, the AHA Foundation. She has also been a presenter of two PragerU videos. Both have gone viral.

DENNIS’S BIRTHDAY PARTY

On August 2nd, PragerU celebrated Dennis Prager’s birthday with an unforgettable evening at the home of Frank Luntz. Guests were treated to a surprise performance by the Santa Monica Symphony, conducted by Guido Lamell; entertainment by comedian Elon Gold; and an exclusive tour of the Luntz home and its collection of one-of-a-kind artifacts guided by Mr. Luntz himself. Admission was complimentary for Micah Club Members - one of the many VIP benefits of that membership level.

OCTOBER GALA

On October 17th, PragerU hosted the Annual Fall Gala featuring special guest Nigel Farage, interviewed by Dennis Prager. This exclusive event was a special benefit offered to our Micah Club and Benefactor Club members.
MEMBERSHIP CLUBS
To ensure that PragerU is here to stay, hundreds of people have committed to join a PragerU donor club.

PRAGERUNITED
PragerUnited Sustaining Members donate over $35 every month. They receive extra benefits and swag (e.g., PragerU hats, backpacks, stickers, water bottles, mugs, tote bags, beach towels, tee-shirts, etc.) along with early access to our videos and notifications when Dennis is speaking in their home town.

BENEFACTORS CLUB
$5,000 a year to PragerU. Membership includes a chance to meet and talk with Dennis Prager along with some of the best and brightest thinkers in the world today, and to connect with other like-minded members of the PragerU community. Benefactor members are invited to participate in the annual Fall Gala and Spring Summit at a discounted rate.

MICAH CLUB
$10,000 a year to PragerU. Named after Dennis’s favorite prophet, the Micah Club includes some of the most influential members of PragerU. Our Micah Club members exchange ideas with PragerU staff and board members. They also enjoy VIP receptions at the Gala and Summit, and are invited to a dinner to exchange ideas with PragerU staff, board members, and advisory board members, and discuss the coming year’s goals. They are given the opportunity to visit the Dennis Prager Radio Show, tour the studio, and spend personal time with Dennis during the show.

PRODUCERS CLUB
PragerU’s premier giving circle of members who have made a contribution of $35,000 or more each year to produce and promote a course. Producers Club members are integral to the core mission of PragerU, by supporting the creation of our renowned 5-minute videos that influence millions of young people every year. Producers Club members enjoy set-visits to our studio, including the filming of the course they have made possible.

In addition, PragerU has developed a Legacy Society, which will provide the opportunity to name PragerU as a beneficiary in a will/estate plan.