



PRAGERU BIENNIAL REPORT | SUMMER 2020

OUR VISION

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



Discover PragerU



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



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



With half a billion views in just six months, PragerU is breaking its own records.

Here are 2020's highlights so far:

JANUARY

- Classic literature is being erased or replaced. *The Book Club with Michael Knowles* debuted to stop this intellectual theft by sharing the foundational works of Western thought.
- Nearly 10,000 members strong, PragerFORCE held its first International Retreat with student ambassadors from 11 countries learning skills at PragerU HQ.

FEBRUARY

- *The Candace Owens Show*, our first foray into long-form content, celebrated its one year anniversary just as the mainstream media ramped up its racist framing of America.

MARCH

- *Fleeing California*, our first mini-documentary starring Will Witt, racked up more than 3.6 million views while exploring the root causes driving millions to leave the Golden State – decades of leftist policies.
- As prolonged COVID-19 lockdowns threatened to destroy our prosperity and way of life, PragerU presented opinions countering the mainstream media's panic narrative.

APRIL

- *Americanos* launched the stories of freedom-loving Latinos who view America as a land of opportunity, rather than a nation of systemic oppression. Attracting second-generation Latinos, the pilot episode featured Air Force veteran Anna Paulina Luna.
- PragerU's new channels on Apple TV and Roku are America's first conservative streaming TV channels offering 100% free content.

MAY

- As riots set our country aflame, we countered the mob by broadcasting voices of Black Americans speaking out against ulterior motives and radical ideas like defunding police. Our viral content featured: Larry Elder, Burgess Owens, Jason Riley, Brandon Tatum, Derryck Green, Sheriff David Clarke, Candace Owens, and more.

JUNE

- In the fight against Big Tech censorship, President Trump signed an Executive Order targeting Sec. 230 – a statute unfairly protecting tech companies as they seek to silence us.

5-Minute Videos



Our Most Popular Videos



Do You Understand the Electoral College?

Tara Ross

63.1

million views



Was the Civil War About Slavery?

Ty Seidule

31.5

million views



War on Boys

Christina Hoff Sommers

28.2

million views

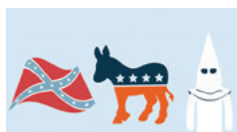


Why I Left the Left

Dave Rubin

27.3

million views

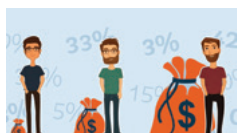


The Inconvenient Truth About the Democratic Party

Carol Swain

26.9

million views



The Progressive Income Tax: A Tale of Three Brothers

Kip Hagopian

23.5

million views



How Socialism Ruined My Country

Felipe Moura Brasil

21.6

million views

Our flagship videos made PragerU the largest and fastest-growing promoter of pro-American values.

Using top-tier presenters and best-in-class production, 5-Minute Videos (averaging 3.3 million views and sometimes reaching 15 million+) are perfectly packaged for online deployment to our 8 million social media followers.

Timeless messages about historical topics, contemporary issues, and stories behind America's greatness are marketed on top social media sites (Facebook, Instagram, YouTube, and Twitter).

Notable New Releases



**Graduation 2020:
The Covid Class**
Dennis Prager



**Conservatives Are the
Real Environmentalists**
Michael Knowles



How To End White Privilege
Brandon Tatum



The Fallen Soldier
Jocko Willink



Who Is Booker T. Washington?
Derryck Green



Is Voter Fraud Real?
Eric Eggers



**The Truth About
Canadian Healthcare**
Alain Lambert



The Market Will Set You Free
Andy Puzder



Social Justice Isn't Justice
Allie Stuckey



Is The National Anthem Racist?
James Robbins



The Bravery Deficit
Dave Rubin



**Why Are So Many
Young People Unhappy?**
Dennis Prager



**What Does Separation of
Church and State Mean?**
John Eastman



**Margaret Thatcher: The Woman
Who Saved Great Britain**
Niall Ferguson

New Shows

In less than 18 months, we catapulted beyond the 5-Minute Video format to form a destination hub for daily viewer visits.

Podcasts and streaming TV channels were added to offer fresh ways to enjoy new shows with timeless ideas while drawing people back to our flagship videos.



Current Events Series

With rapidly changing situations on the ground, the *Current Events* series covers what matters most to you right now. In light of events such as COVID-19, government-imposed lockdowns, the Black Lives Matter/Antifa protests and nationwide riots, this series ensures our side is a leading voice in the national discussion. *Over 50 million views and counting.*



The Candace Owens Show

American Black culture influencer Candace Owens interviews fascinating guests from around the world. Now in its second season, Candace dives into timely issues while reaching entirely new audiences. *Averaging nearly 1 million views.*



Americanos

Americanos features the stories of Latinos who embody the American dream and addresses issues that families care about – from overregulation of small business to healthcare, schools, and immigration. *Pilot episode with Anna Paulina Luna garnered over 1 million views.*



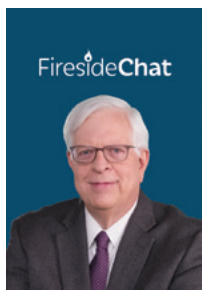
The Book Club

New for 2020, host Michael Knowles from The Daily Wire's *The Michael Knowles Show* covers great literature with special guests. As censorship spills beyond college campuses and seeps into our communities, Michael presents the great writings that have shaped America and the West. *Averaging 700,000 views.*



Will Witt Projects

Expanding beyond his popular *Man-on-the-Street* interviews, one of Will's latest projects is our first-ever mini-doc, *Fleeing California*. Will then sprang into action interviewing experts for our new *Current Events* series in response to multiple national crises. *Averaging 1 million views.*



Fireside Chat

Dennis invites you to his study every week to share unique insights on culture, trending topics, and what the media are covering (or not covering). During our heightened national turmoil, Dennis is a strong voice of reason, offering objective perspectives and balanced solutions. *Averaging 700,000 views.*

Our Fight



Online Censorship Explained

Social media companies unwittingly opened the floodgate for those with different points of view to talk directly to people online. Big Tech now deeply regrets this. It responds by shadow banning, restricting, and outright censorship.

PragerU continues to fight Big Tech goliath YouTube/Google in court (having filed our first suit in 2017). The 9th Circuit dismissed our federal case in 2020. While considering our next steps, we expect a court date later this year in our parallel lawsuit in California state court. Over 1 million people signed the petition to stop censoring PragerU on YouTube. Many signers included students asking for access to PragerU videos while browsing on "restricted mode" in libraries and on campus.



Above:
Will Witt rallies
PragerU supporters
outside the 9th Circuit
Court of Appeals in
Seattle, Washington.

Top:
PragerU content plays
on a mobile billboard
truck as it drives
through Silicon Valley.

Our latest battle is with Facebook – sparked by a short video post revealing the left’s manipulation of the truth about polar bears and climate change.

Slapping a Fake News label on anything they don’t like, companies like Facebook hide behind biased third-party review boards. Even worse than limiting who can see our content and demonetizing us, Facebook sends warnings to our followers, causing them to think twice before sharing our posts.

The true problem is social media’s refusal to allow debate. While claiming to care about free speech, they promote only those who parrot a leftist worldview.

At its core, this censorship threatens our First Amendment rights and what it means to be American.

Our fight for free speech was affirmed when a Presidential Executive Order was signed to examine an outdated statute. Section 230 protects tech companies against third-party content hosted on their sites. These formerly common sense restrictions written during the Internet’s infancy – from banning pornography to videos on making bombs – now enable rampant censorship, as Big Tech controls everything you see.

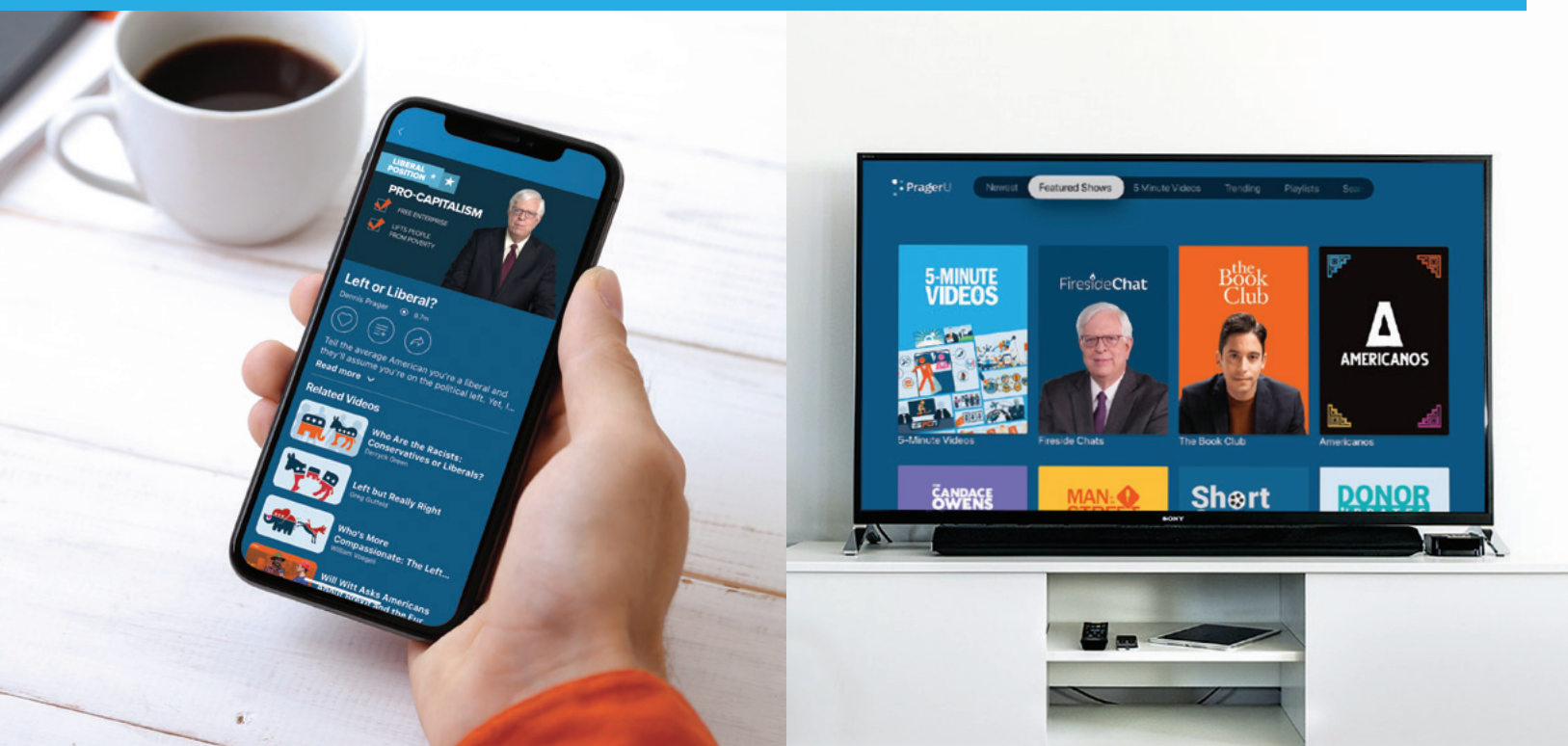


“How will free speech survive if Facebook, YouTube, Twitter, and Spotify – in essence, the modern-day ‘town square’ – can strangle it? For the first time in American history, America is in real danger of losing the very thing that made it possible: free speech...”

PragerU CEO Marissa Streit, from her op-ed appearing in the June 3, 2020 edition of *Newsweek*.



Tech Solutions



With YouTube and Facebook continuing to censor PragerU, we fight in court while developing our own streaming infrastructure to become less reliant on Big Tech.

Free Mobile App

Now with 175,000 downloads, PragerU's free mobile app quickly became a great way for young people to easily watch our videos. Stream our entire library, save favorites, create your own watchlists, and receive breaking push notifications and customized text alerts. Get it now at the Apple Store and Google Play.

Free Streaming App

Americans continue to "cut the cord," as streaming channels overtake traditional TV. PragerU is leading the way as the first conservative streaming destination channel with 100% free content. Thousands of households have downloaded our apps on Apple TV and Roku, and we are just getting started – look for us next on Amazon Fire and Android TV.



PragerFORCE



PragerFORCE has nearly 10,000 student members from 40 different countries!

Our Digital Army

PragerFORCE student ambassadors are active on 1,500+ campuses in all 50 states, and in 40 countries. Sharing our content with their 7.5 million personal followers, this “whack-a-mole” strategy helps our content “go viral,” and gets around Big Tech censorship. Principled and courageous, PragerFORCE members are familiar faces, introducing new points of view to their peers, while supporting one another in online battle. Our biggest online influencers attend retreats at our headquarters to hone their freedom-fighting skills.



Above:
Dennis Prager meets with the attendees of our 2020 PragerFORCE International Retreat.

Top:
A group shot from the 2019 PragerFORCE Retreat in Sherman Oaks, California.

Our Impact

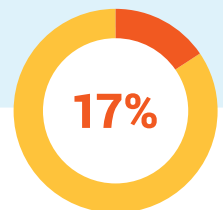


PragerU content has garnered over 3 billion lifetime views and has changed millions of lives.

Results from recent viewer surveys:



70% of viewers' minds were changed on at least one issue.



17% of viewers say their behavior and actions were influenced.



30+

New content pieces released weekly

8 million

Social media followers

~10,000

Active members in PragerFORCE

12 million

Unique YouTube viewers each month

2 million

Email subscribers

21 million

Unique Facebook viewers each month

4 million

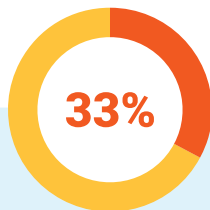
Average daily video views

3.5 billion

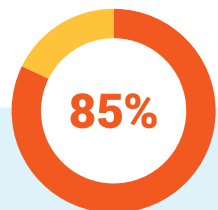
Lifetime views and counting!



60% of our YouTube viewers are under the age of 35.



33% of our viewers are apolitical. We are reaching the undecided.



85% of viewers say they reference PragerU videos during ideological discussions.

Ways to Give

Online

Your secure online donation makes a greater impact by reducing gift processing expenses and puts more of your dollars to work. Consider joining PragerUnited with an automatic monthly donation, and help us fight all year long. Visit prageru.com/donate for more information.

By Mail

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 update you on the impact of your gift.

By Phone

833-PRAGERU

Other Smart Ways to Give

Consider giving via stocks, wire transfers, donor-advised funds, workplace matching gifts, and peer-to-peer fundraising. Contact donate@prageru.com for more information.

Add PragerU to your Will

Educate future generations by joining PragerU's Legacy Society with a gift through your estate plan. Visit prageru.com/legacy for more information.

Donor Clubs

Club members' generous annual gifts help PragerU fight on the scale necessary to win the culture war, while offering donors exclusive experiences to deepen engagement and show our gratitude. From visits with Dennis to underwriting videos, Club members are offered behind-the-scenes guest access unique to each giving level. Contact lucyw@prageru.com for more information.

**Prager University is a 501(c)(3) nonprofit. Our tax ID is 27-1763901.
Your contribution is fully tax-deductible in the USA.**



Shop PragerU

Show your dedication to life, liberty and the pursuit of happiness *and* show your support for PragerU.

Visit **shop.prageru.com** where you can find apparel and accessories carrying the PragerU brand and message.

Enter the code DISCOVER at checkout and receive **15% off** your next order!



What People Are Saying

"Though I once considered myself more a liberal, PragerU's constant irrefutable information has helped not only to open my eyes, but encouraged me to work towards opening the eyes of those around me." - **Chloe L.**

"I sincerely thank you from the bottom of my heart that you offered me a better and brighter perspective on the world. Thank you for all your hard work." - **Kryštof O.**

"Its videos are becoming a staple on college campuses...All that has caused considerable consternation on the left."
- **The Los Angeles Times**

"The goal of the people behind all of this ...seems simple: more Will Witts in the world. More pride in American history (and less panic over racism), more religion (specifically in the 'Judeo-Christian' tradition), less illegal immigration, more young people laughing at people on the left rather than joining them."
- **The New York Times**

"PragerU's strong focus on short videos with outstanding use of infographics and animation continues to attract viewers and followers." - **Forbes.com**

"I am a citizen of Pakistan, and I really like your content. I think your content has transformed me into a more informed person in terms of understanding the United States of America." - **Ibrahim K.**

"[PragerU videos] point out the unsustainability of leftism and intersectionality, and the false promises of the left." - **Bradley D.**

I want to help spread the truth and, if possible, try to turn the hearts and minds of the people in this country in the right direction. I believe PragerU is doing just that, and I am super excited to be a part of their great work." - **Prudence C.**

"PragerU has motivated me to not only stand up for what I believe but actually understand why."

- **Jenna P. (PragerFORCE member)**

"I'm from Zambia and I've been watching PragerU videos for almost three years. In that space of time, I have experienced a huge positive shift in how I view the world. I have learned so much and grown so much. I even find myself referencing your videos in discussions with friends and family. Now I consider myself a more free-minded and well informed individual." - **Chikosi WS**