



ANNUAL REPORT





Dear Friend,

If you had told me ten years ago that PragerU would have a million views, I would have said, "From your mouth to God's ears." If you had told me that one day it would have a billion views, I would have told you to get your head out of the clouds. But here we are, over 2 billion views later, making a global impact on young people all over the world.

Although there is much to celebrate, we cannot rest. Just the opposite: we have to work even harder. Ronald Reagan famously said, "Freedom is never more than one generation away from extinction." This is more true today than when Reagan first said it. The choice is stark: either America and freedom win, or the Left and chaos win.

Right now, the Left is winning.

But PragerU is taking back lost ground. And the Left knows it. Despite the Left's attempts to take us down (restricting and demonetizing our videos; more and more attacks on us on the Internet and in the mainstream press), PragerU continues to grow bigger and stronger – thanks to you. The billions of views, millions of social media followers, and countless numbers of eyes opened and minds changed are a product of your generosity. You can read a detailed summary of this year's achievements in the enclosed Annual Report.

I'm not usually inclined toward optimism, but the future of PragerU is bright. That's good for the country and the values we cherish. Several exciting new shows are in the works which will extend our reach into the culture even further. To get an idea of some of the exciting things on the horizon, please review the 2020 Shows section of the enclosed Annual Report.

I cannot express this point enough: we cannot do this without you. If you haven't given to PragerU this year, please do so now. If you have given, please consider making an additional donation. A pledge card is enclosed. Also, invite your like-minded friends to join you in supporting PragerU.

Finally, from all of us at PragerU, have a Merry Christmas and a Happy New Year.

Sincerely,

Dennis

P.S. Consider joining one of our donor clubs. And have you been to any of our events? They are terrific, if I do say so myself – fun and enlightening.

P.P.S. Don't hesitate. Donate today! The Left isn't letting up, and we can't either.

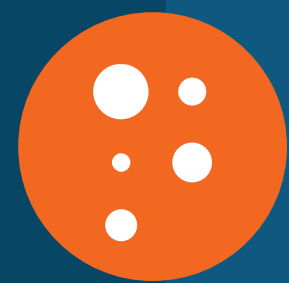


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PRAGERU 2019 ANNUAL REPORT

The growth of PragerU has been phenomenal - not just in terms of dollars raised and video views, but in terms of how many people are sharing our content across all our platforms.

Over 7 million social media followers view our content regularly. They follow us on all of the major

social media platforms, including: Facebook, YouTube, Instagram, Twitter, Twitch, Reddit, and more.

Most importantly, our mobile app and email list has almost doubled in 2019 to over 1 million active subscribers, allowing us to reach our dedicated fan base without the obstacles of big tech censorship.

PragerU content has garnered over 2.5 BILLION lifetime views and changed millions of lives!

1 out of 3 Americans has seen at least one PragerU video.

PragerU videos receive about **2-3 million views** every single day.

In 2019 alone, PragerU videos will be viewed over **ONE BILLION** times.

Over 60% of PragerU viewers on YouTube are **under the age of 35**.

PragerU gains over **65,000** new email subscribers every month.

Over 100,000 people downloaded the new PragerU mobile app.

Our social media following has increased **25%** every year, now totaling over 7 million users.

40% of PragerU funds are raised online from people who watch our content and choose to support our work.

Our most significant accomplishment?

THE NUMBER OF YOUNG MINDS
WE'VE CHANGED.

A recent survey collected
the following data:

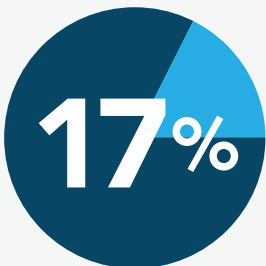
Has a
PragerU
video ever
changed your
mind on an
issue?

Respondents who said Yes:



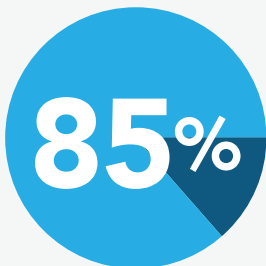
Has a
PragerU
video ever
influenced
your behavior
& actions?

Respondents who said Yes:



Have you
referenced
PragerU
videos in
ideological
discussions?

Respondents who said Yes:



PragerFORCE

PragerFORCE is a group of students in America and around the world who represent PragerU on campus, spreading our content online.

In 2019, we have increased our PragerFORCE presence to 1,500 college and high school campuses. Currently, almost 6,500 students are enrolled in our program. We aim to enlist 10,000 PragerFORCE members by the end of 2020.

What's so special about PragerFORCE? Whenever we catch wind of the left colluding to de-platform our content, we initiate a 'swarm' of PragerFORCE members who fight back online by upvoting our videos, reposting our censored content, or simply defending our ideas online.

In 2019, PragerFORCE has grown by almost

200%

PRAGERFORCE



PRAGERU'S LAWSUIT AGAINST GOOGLE/YOUTUBE



For years now, the world's largest search engine – Google, which owns YouTube – has been demonetizing PragerU videos and stopping the very audience we seek to reach (young people) from accessing them. Our fight continues to this day.

On August 27, 2019, PragerU confronted Google/YouTube in the Ninth Circuit Court of Appeals with the goal of convincing the judges that the issue of online censorship deserves its day in court. That day, the battle was not only fought in court of law but also in the court of public opinion. Large crowds of PragerU supporters, PragerFORCE students, and staff showed up, packing the courtroom in defense of free speech. Millions online also expressed their support of our lawsuit against the tech giant.

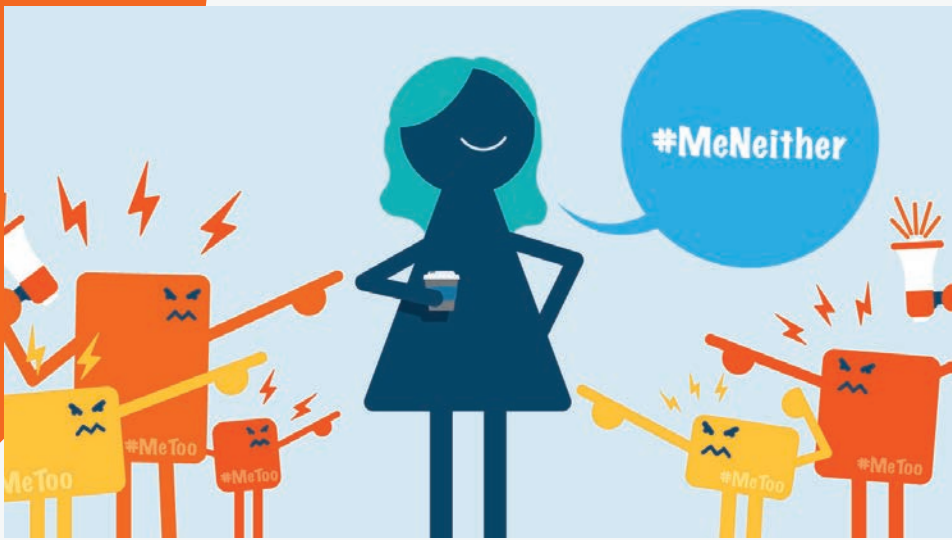
Also this summer, Dennis Prager testified before the U.S. Senate on how Big Tech censorship is the greatest threat against free speech today. The hearing

revealed how Big Tech companies have been targeting conservatives. Dr. Robert Epstein, the founder and director of the Cambridge Center for Behavioral Studies, also testified about his scientific research of Google's search manipulation. He explained that Google could manipulate "upwards of 15 million votes" in 2020. Dr. Epstein (who happens to be a Democrat) added that "2.6 million is a rock-bottom minimum" for how many votes Google might have swung towards Hillary Clinton in the 2016 US presidential election, and that "the range is between 2.6 million and up to 10.4 million votes."

Due to the fact that the issues arising around big tech censorship are new to the courts, we foresee a long and challenging fight ahead. However, it is our mission to continue to fight and win, even if our case has to go all the way to the Supreme Court.

5-MINUTE VIDEOS

Our core product that started it all, these five-minute weekly evergreen lessons touch upon the most important issues of our time, featuring a “Who’s Who” of the most esteemed and accomplished presenters.



History

11 VIDEOS / 21% TOTAL

Politics & Culture

19 VIDEOS / 37% TOTAL

Foreign Affairs

2 VIDEOS / 4% TOTAL

Religion/Philosophy

5 VIDEOS / 10% TOTAL

Life Lessons

7 VIDEOS / 13% TOTAL

Economics

8 VIDEOS / 15% TOTAL

2019
Category
Spread

5-MINUTE VIDEOS

SELECTED 5-MINUTE VIDEO PRESENTERS



Eric George



Dennis Prager



Lee Habeeb



Jordan Peterson



Lawrence Reed



Heather MacDonald



Stephen Harper



Abigail Shrier



Johnnie Moore



Burgess Owens



Derryck Green



Lee Cheng



Raheem Kassam



Timothy Sandefur



Ben Shapiro



Niall Ferguson



John Rhodehamel



Sean McDowell



Otto Brons Peterson



Paul Copan



Alex Epstein



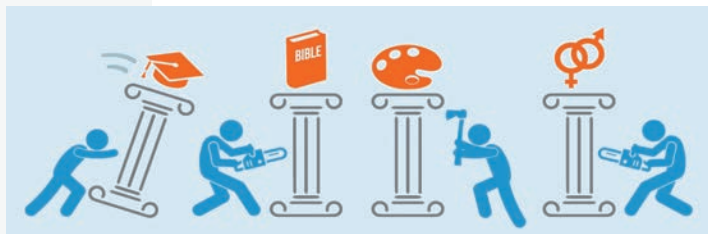
Jocko Willink



Nancy Rommelmann

PragerU 5-Minute Video Courses

- Sample Releases this Year



The Left Ruins Everything

Presented by *Dennis Prager*

Course Description

From the Boy Scouts to literature, from the arts to universities, the left ruins everything it touches. Dennis Prager explains.

5.8 million views



Why Don't You Support Israel?

Presented by *Stephen Harper*

Course Description

Israel is one of the most free and prosperous countries in the world. Not only is Israel a booming economy and a wellspring of innovation, it is the only democracy in the Middle East. So why is it so controversial to support the Jewish state? Stephen Harper, the 22nd Prime Minister of Canada, lays out fundamental truths about America's most critical ally.

2.7 million views



Why Has the West Been So Successful?

Presented by *Ben Shapiro*

Course Description

The Western world has produced some of the most prosperous and most free civilizations on earth. What makes the West exceptional? Ben Shapiro, editor-in-chief of the Daily Wire and author of The Right Side of History, explains that the twin pillars of revelation and reason – represented in Jerusalem and Athens – have contributed to the success of Western civilization.

3.4 million views



Capitalism vs. Socialism

Presented by *Andy Puzder*

Course Description

What are the real differences between capitalism and socialism? Throughout history, what has been a more successful ideology? What can we learn about each? Andy Puzder explains.

8.4 million views



A Fine Time to Become an American

Presented by Niall Ferguson

Course Description

Renowned Oxford-trained historian Niall Ferguson recounts his recent experience of becoming an American citizen. His unique impressions are both moving and surprising – even to him.

2.6 million views



What's the Deal with the Green New Deal?

Presented by Alex Epstein

Course Description

The Green New Deal. A clean environment? Jobs for everyone? Sounds great, but Alex Epstein explains why the Green New Deal would be a disaster for America. Alex Epstein is the director of the Center for Industrial Progress, a for-profit think tank he founded in 2011.

2.4 million views



Discipline = Freedom

(Annual PragerU Commencement Video)

Presented by Jocko Willink

Course Description

Discipline. It's one of the most valuable character traits an individual can learn. And yet, this characteristic is rarely encouraged – especially by those on the left. PragerU's 2019 alternative commencement speech features U.S. Navy Seal Jocko Willink revealing the secret to success, discovered as he trained to become a member of one of America's most elite military forces. Discipline Equals Freedom. Watch to find out why.

3.1 million views

2019 SHOWS



The Candace Owens Show
Candace Owens' weekly podcast features a variety of interviews with the biggest names in media, culture, and politics today.



Fireside Chats
Every week, Dennis Prager provides a deep and engaging conversation on a variety of social issues, and answers viewers' questions, all from a comfortable, fireplace setting.



News Pulse & Mash Ups
Every day, we keep our finger on the pulse, reflecting on current events and culture with short-form content complementing our deeper library.



Man on the Street
Will Witt gets young people thinking - and laughing - with his unforgettable man-on-the-street interviews, rants and short clips.

2020 SHOWS



Project Veritas Investigations

In partnership with James O'Keefe, this monthly show will feature what the other side doesn't want you to see: political reveals, union cover-ups, tech company bias, and more.

Slated to begin Q1-Q2 2020



The Book Club

This monthly series, accompanied by weekly social media posts, will feature Michael Knowles and occasional guest visitors in a discussion about the most important canon of books that have shaped Western civilization.

Slated to begin Q1-Q2 2020



Americanos

This monthly series will give Hispanic voices from across the country a chance to share their American success stories, and explain why they are conservative.

Slated to begin Q2 2020



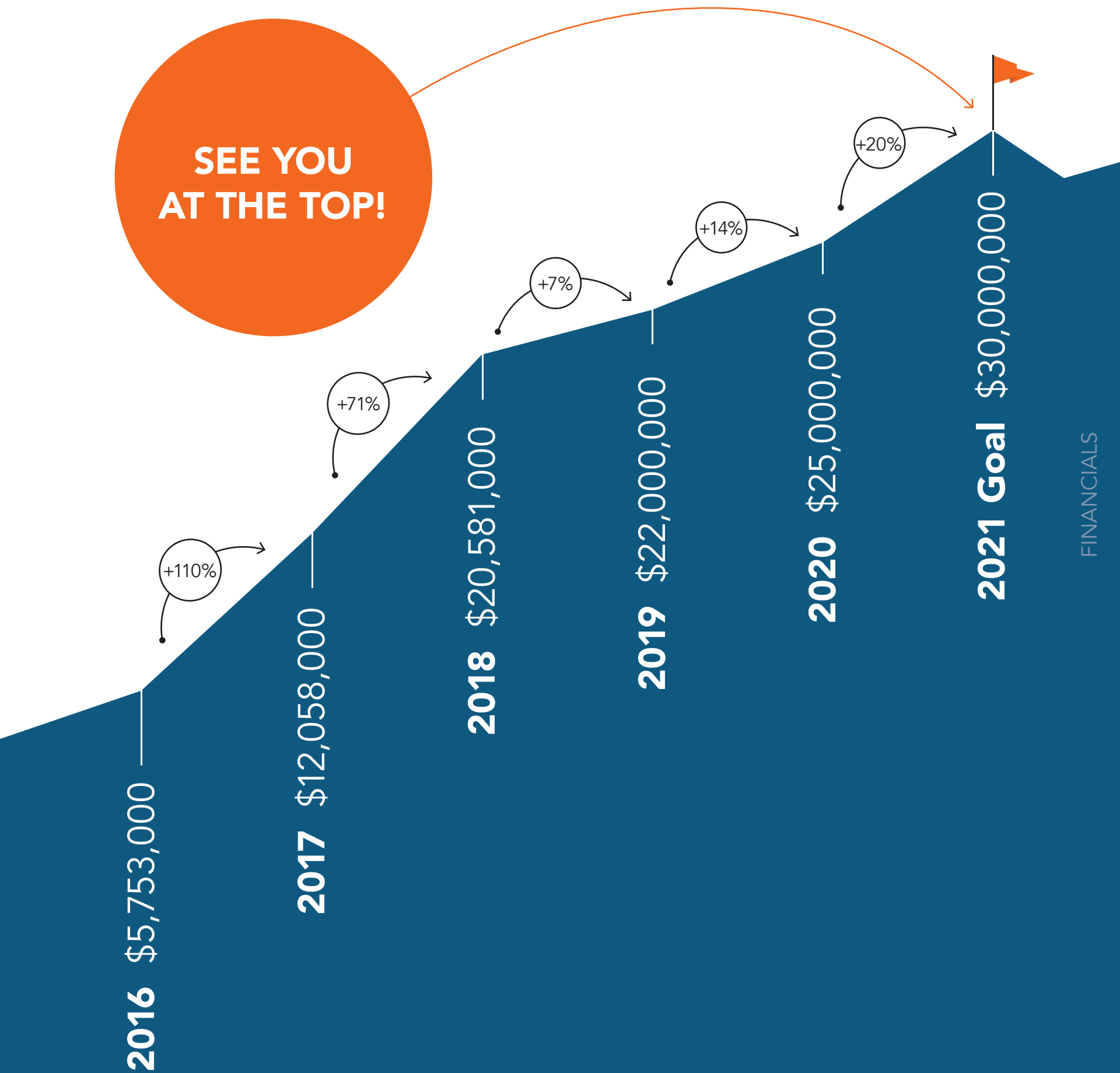
**Soon you will
be able to find
new and informative
content at PragerU
every day of the week.**

PragerU's Financials


| PragerU Five-Year Financial Summary Rounded to Nearest \$1,000 | 2016 | 2017 | 2018 | 2019 <i>budgeted</i> | 2020 <i>budgeted</i> |
|--|-------------|--------------|--------------|-------------------------|-------------------------|
| Fundraising & Revenues / Annual Budget | \$5,753,000 | \$12,058,000 | \$20,581,000 | \$22,000,000 | \$25,000,000 |
| Less: Expenses | | | | | |
| • Production Expenses | \$675,000 | \$1,666,000 | \$1,839,000 | \$3,000,000 | \$3,500,000 |
| • Content Marketing Expenses | \$1,329,000 | \$4,313,000 | \$8,072,000 | \$9,000,000 | \$10,500,000 |
| • Technology, R&D, Merchant Processing Fees | \$349,000 | \$602,000 | \$709,000 | \$1,600,000 | \$2,000,000 |
| <i>Total Program Expenses</i> | \$2,351,000 | \$6,580,000 | \$10,620,000 | \$13,600,000 | \$16,000,000 |
| • Fundraising & Administrative Expenses | \$1,247,000 | \$2,368,000 | \$4,288,000 | \$4,000,000 | \$4,500,000 |
| <i>Total Expenses</i> | \$3,597,000 | \$8,947,000 | \$14,907,000 | \$17,600,000 | \$20,500,000 |
| Increase to Foundation Reserves | \$2,156,000 | \$3,111,000 | \$5,674,000 | \$4,400,000 | \$4,500,000 |


PragerU consistently aims for 70-80% of expenses to be spent on Program Costs.

YEAR-OVER-YEAR GROWTH IN FUNDRAISING



PRAGERU

 **Lannan Eacott** @LannanEacott17 · Mar 14
Replying to @prageru
PragerU has probably prevented me from becoming a liberal. As a student in MA, I am constantly subjected to teachers attempting to force their leftism upon me and others. PragerU has helped fight back against these leftist techniques, and allows me to have a mind of my own!

 **Angela Maier** @AngelaMaier10 · Mar 14
Replying to @prageru
My teenage son (16) and my mother (64), both encouraged me to check out PragerU videos. Truth and wisdom speak to all generations. Thank you

IS

 **Steve Rogan** @SteveRogan420
Replying to @prageru
Back in 2016 I firmly supported the left side, now in 2019 I'm starting to lean right you guys probably helped open my eyes thanks Prager ❤️

CHANGING

 **jason.niffen** PragerU, i can safely say your all's videos have changed the way i think about the world. I used to be a die hard liberal, but after listening to the ideas and lessons you guys share, I truly converted to conservatism. ❤️

BuzzFeed NEWS / REPORTING TO YOU
BuzzFeed Videos Quizzes Tasty More
How PragerU Is Winning The Right-Wing Culture War Without Donald Trump

MINDS

Keep up the good work. Younger people are joining the movement each day, and you are a huge part of that.

Thank you and PragerU so much for providing my friends and I with the truth...it's so nice to be young and know that I'm getting the right information! You're my hero!

AND

 **jason.niffen** PragerU, i can safely say your all's videos have changed the way i think about the world. I used to be a die hard liberal, but after listening to the ideas and lessons you guys share, I truly converted to conservatism.

My 13 year old brother and I absolutely love watching your videos and everything else PragerU. When we get home from school, it's always the first thing we turn on! Thanks so much for being awesome

LIVES.



PragerU is on a David vs. Goliath trajectory.

But remember: That means the truth will eventually win. Leftist organizations like AJ+, BuzzFeed, and Vice have hundreds of millions of dollars in their marketing budgets. For many years they have been

able to present their voices over and over to the young masses without real competition from our side. PragerU is now starting to beat them at their own game.

Even the left
is reporting
on PragerU.

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

MEDIAMATTERS
FOR AMERICA

We take that as a
compliment!

Past Events

PragerU club members and event attendees are truly the lifeblood of our organization. Some of the greatest moments of 2019 were when we all got together to learn, share ideas, meet new lifelong friends, pray, and celebrate together.



Summit: Spring 2019

Santa Barbara, California:

Number of guests: 250

Speakers: Dennis Prager, Candace Owens, Jordan Peterson, Andy Puzder, Katie Pavlich, and Eric Metaxas

Highlights: Four PragerFORCE members whose lives have been transformed by PragerU.

Big Tech Censorship Dinner

Orange County, California

Number of guests: 200

Speakers: Dennis Prager, Dr. Rober Epstein, and Eric Cochran (big tech whistleblower)

Highlights: A riveting discussion about big tech censorship from insiders who have seen firsthand the Silicon Valley "blacklist" and the proof that suppression of conservative content is real.

Gala: Summer 2019

Beverly Hills, California

Number of guests: 250

Speakers: Dennis Prager, Mike Rowe, Michael Knowles, Allen Estrin, Marissa Streit, and Nate Chaffee

Highlights: Close to 100 local PragerFORCE members marched into the event hall as a tribute to thank PragerU supporters for their investment in PragerU.

Parlors

PragerU supporters across the country have hosted parlor gatherings in their homes to raise funds for PragerU. In 2019, PragerU parlors took place in Arizona, Colorado, Florida, and Texas.

If you would like to host Dennis Prager and our team, please contact us.

SAVE THE DATE FOR 2020 EVENTS



Summit: May 15-17, 2020

Rancho Palos Verdes, California

Speakers: Dennis Prager, Ben Shapiro, Dinesh D'Souza, TBD

Gala: September 10, 2020

Washington, D.C.

SEE YOU THERE!

PRAGERU IS FAST-GROWING YEAR-OVER-YEAR.

WE HAVE A STRETCH GOAL OF \$30 MILLION BUDGETED FOR 2021.

It won't be easy, but we know that
with your help - through donations
and activism - we can get there.

Please introduce your friends and
other potential supporters to
PragerU as a way to preserve,
honor, and spread American values.

The more money we raise, the
more ground we can cover!

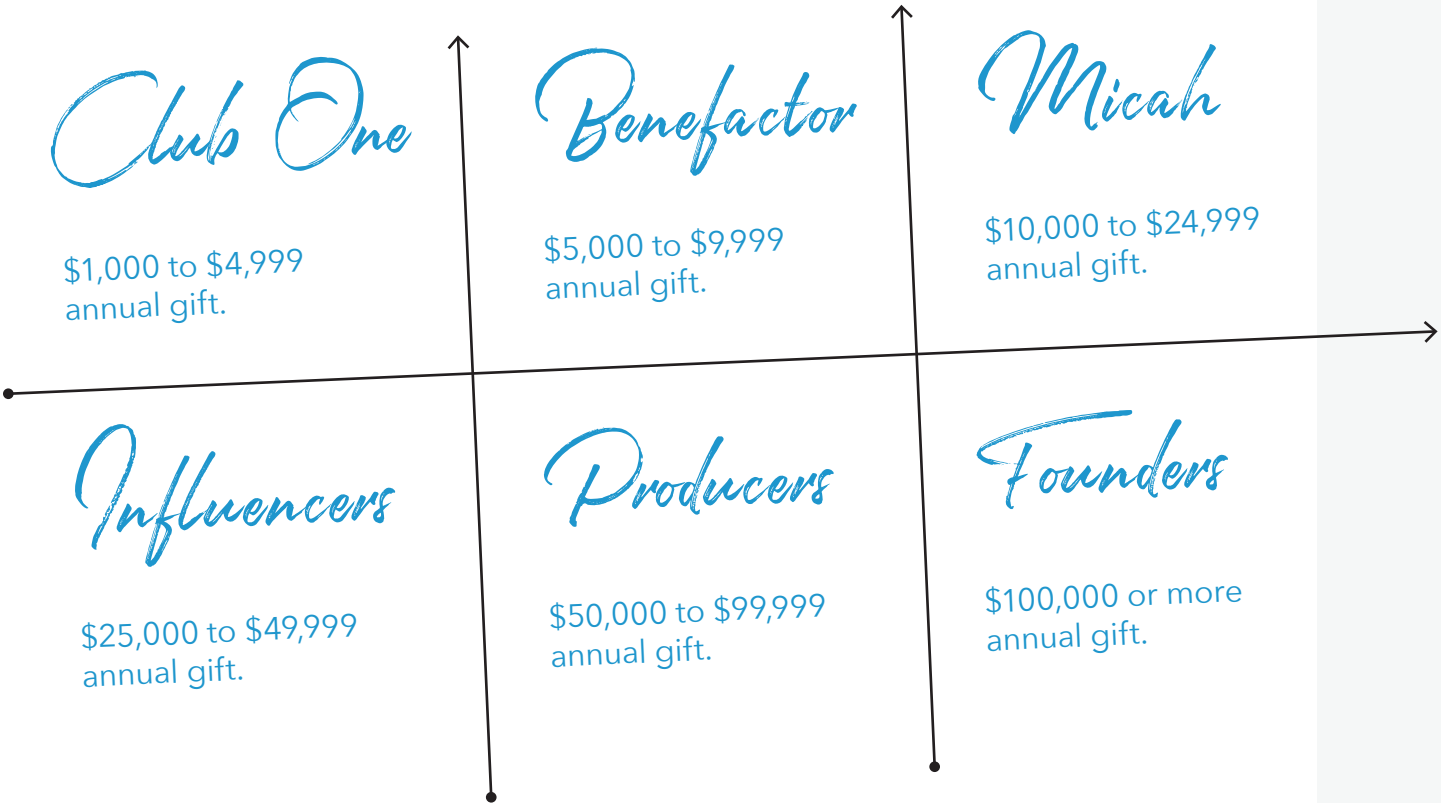


WAYS TO GIVE

PragerU Donor Clubs

Our club members make an annual donation to ensure PragerU's continued impact on millions of Americans, and people around the world. To honor the many devoted donors who support us year in and year out, we offer exclusive experiences and benefits,

such as events, private dinners with Dennis Prager and other show hosts, discounted merchandise, and travel experiences. We invite you to contact our development team to learn more about our clubs and benefits.



PragerUnited

PragerUnited is an exclusive group of donors who each contribute \$35 or more to PragerU every month. To say thank you, we send our members a gift every quarter. With more than 1,500 members (up from 1,000 in 2018), this group accounts for nearly \$1 million in annual donations.

Sheila Steinberg PragerU Legacy Society

Named after Sheila Steinberg, a loyal supporter who passed, the PragerU Legacy Society is a wonderful way to recognize PragerU in your will or trust. Your membership in the PragerU Legacy Society will have a meaningful and long-lasting impact. Legacy giving to PragerU does not require a large income or vast estate. It only requires an intention to make a difference by identifying PragerU in your will, estate plan, life insurance policy, or retirement plan.



**Thank
You!**

Thanks!

**Than
You**

**Thank
You!**

Thanks!

Thanks!

Thank
You!

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**FROM THE
PRAGERU
TEAM**



NON-PROFIT ORG
US POSTAGE
PAID
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VAN NUYS, CA

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