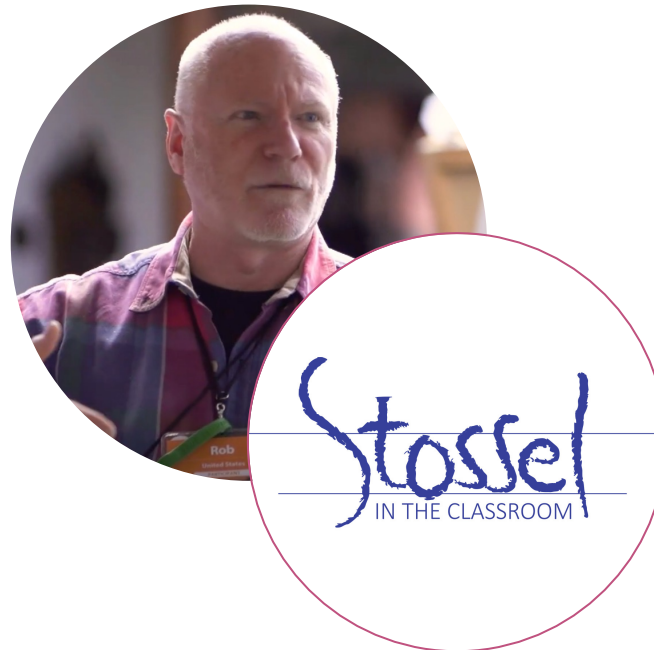


2021

YEAR  
IN  
REVIEW

CiT  
CENTER FOR  
INDEPENDENT  
THOUGHT



# A LETTER FROM JOHN STOSSEL

Dear Friends,

As I reflect on the past year, I am thankful for our growing pro-liberty community. Facebook's censorship has hurt us, but 2021 brought in new subscribers via email, YouTube, Rumble, etc. As a result, we've expanded our audience, reaching new teachers and students who learned the value of civil discourse. We also reached new foundations that welcomed us into their community, and new individual donors who now support our work.

Thinking of what we all have in common, "[American Optimist](#)" comes to mind. It is not just the title to that video, I think it's a good way to describe you. Your support of our work embodies optimism and a commitment to educating others about the power of truth, liberty, entrepreneurship, and free markets.

Optimism keeps our team on mission to reach and educate millions. While Stossel TV produces weekly videos on topics such as corporate welfare, myths about socialism, victimhood, and climate change, Stossel in the Classroom equips educators across America with a growing library of videos, lesson plans, contest opportunities, and discussion questions.

There's so much negative news these days. But as you read this report, you'll understand why I'm energized and optimistic about using short videos to expand awareness of individual liberty and free markets. I hope we can count on your continued support. We will keep you posted along the way.



# A LETTER FROM OUR PRESIDENT

Dear friends of CIT,

As we look ahead to this new year, we'd like to take some time to reflect on 2021. This brief report shows some highlights and accomplishments of the past year. None of that could have happened without the support of our many donors—more than 2,000 of whom donated to CIT for the first time in 2021.

2021 was a year of growth for CIT. Our donor base grew. Our Stossel TV project surpassed 500 million views. Our Stossel in the Classroom project had more than 7,500 additional teachers join our teacher ranks. Naomi Brockwell TV, which joined CIT a year ago, surpassed 100,000 YouTube subscribers and 5 million views. All in all, a solid year for CIT.

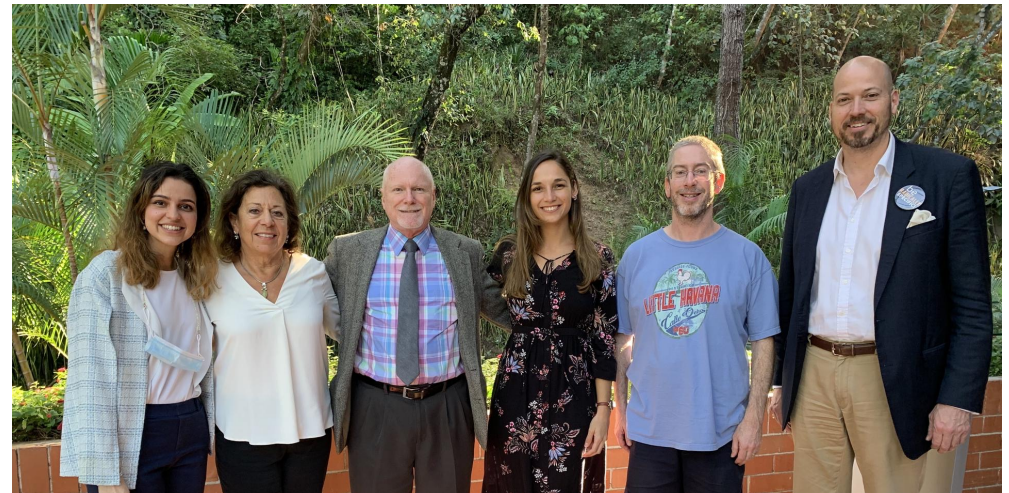
If you have any questions about CIT or our projects, please feel free to contact me by email [Rob@sitc.org](mailto:Rob@sitc.org) or by phone (516.731.3047).

Best wishes for a happy, healthy, and productive 2022!



Rob Schimenz

*The photo at right was taken in November at a panel discussion on "Education in a Free Society" sponsored by UFM (Universidad Francisco Marroquín).*





**203,845**

NEWSLETTER SUBSCRIBERS

**505 MILLION**

LIFETIME VIEWS ACROSS PLATFORMS

**3.3 MILLION**

SUBSCRIBERS ACROSS PLATFORMS



**1.2M FOLLOWERS**



**989,000 FOLLOWERS**



**113,000 FOLLOWERS**



John Stossel came to prominence as an anchor on ABC's 20/20. He then moved to Fox Business Channel to host the weekly show "STOSSEL."

Now John and his team produce weekly videos available on social media. The videos examine the intended and unintended consequences of government regulation and spending, and promote liberty and free enterprise.



**39%** SUBSCRIBER GROWTH

**168** MILLION MINUTES WATCHED

**4:59** AVERAGE VIEW DURATION



**233**

VIDEOS

**2.2 MILLION**

AVERAGE VIEWS PER VIDEO

“

Much of what the mainstream media reports is nonsense: bias and scare stories. The news is broken.

-- John Stossel

## 2021 Stossel TV Video Highlights







116,000

EDUCATOR SUBSCRIBERS

7.7 MILLION

LIFETIME WEBSITE VISITS

33,770

AVERAGE PAGEVIEWS PER MONTH



363 VIDEOS



64 BOTH SIDES PAIRINGS



78 QUIZZES

Stossel  
IN THE CLASSROOM

2021  
Year  
in  
Review

## STUDENT CONTESTS



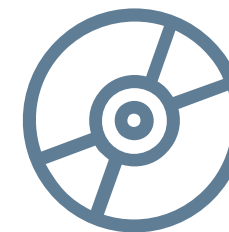
\$20,000

TOTAL PRIZES

Stossel in the Classroom videos and curriculum have inspired millions of students to expand their understanding of economics, civics, free markets, liberty, and life. We aim to make it easy for teachers and homeschoolers to include a fresh perspective in their lesson plans.

Our video library consists of hundreds of videos and we add new ones every month. The videos can be streamed or downloaded, and browsed by category, subject, and theme.

Many of our videos are paired with a comprehensive teacher's guide that includes vocabulary, learning objectives, preview activities, viewing guide, discussion questions, post-viewing activities, worksheets, graphic organizers, and more. We also post online quizzes which can be administered on our website or easily integrated into Google Classrooms.



735

DVDS DISTRIBUTED

\* Note: Although DVDs have been discontinued to focus on streaming, demand remains and enables exposure to thousands of students.



2,761

TOTAL ENTRIES

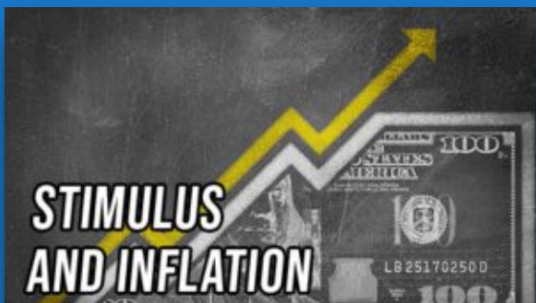
122,935

VIDEO STREAMS IN 2021

# BOTH SIDES OF THE ISSUE



**Both Sides: Democratic Socialism**



**Both Sides: Stimulus and Inflation**

We created this series to help teachers present balanced lessons on topics that John Stossel addresses. Each month, we pair two of John's videos, or of partner organizations, with videos representing opposing arguments. Our goal is to provide teachers and students with different viewpoints and encourage open discussion and critical thinking. We had 38,409 pairing streams of this popular feature in 2021.

Every Both Sides of the Issue pairing includes discussion questions, so it's never been easier to get the conversation started.

*Special Note: We are aware that on many issues, there are many sides, not just two. We call it "Both Sides" for simplicity.*



**Both Sides: Reducing Poverty**



**Both Sides: Bitcoin Revisited**

# IMPACT IN THE CLASSROOM

Diony Perez attended Queens Vocational & Technical High School in New York City, where he watched Stossel in the Classroom videos in his government and economics classes. Today, he runs an auto leasing business he co-founded.

Diony liked watching Stossel videos in class—and he learned from them. “It was completely different from what I was used to. It challenged me, made me think about the government’s responsibility to us as a nation and as a people. “In many of my classes I was getting only one point of view. Until I got introduced to the whole Stossel thing, I didn't even think that there was another option.”

We know what is being taught in schools—and as Diony’s comments make clear, that’s often the only point of view. But Stossel in the Classroom is helping change that! By getting John Stossel’s videos into classrooms, students such as Diony find out there is another side—one that emphasizes liberty, free markets, and personal responsibility.

“Now that I graduated high school, I'm not watching Stossel in the Classroom, but I am watching Stossel at home,” Diony says. Diony is one of many SITC success stories!





# ABOUT NBTV

NBTV, which joined CIT as a program in 2021, is a channel that teaches radical self-sovereignty. By providing a free-market perspective on the tech world, NBTV gives people the tools they need to reclaim their freedom in the modern age, and explains why these principles are important. NBTV uses the non-partisan lens of technology to celebrate human achievement and empower viewers. The NBTV YouTube channel reached 6,078,516 views by the end of 2021.

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# ABOUT NAOMI

Naomi Brockwell is a tech journalist. From 2015-2021 she was a producer for John Stossel. In 2016 she co-founded The Soho Forum, a libertarian debate series in New York, with former economics editor of Barron's, Gene Epstein. In 2017 she was awarded "Young Libertarian of the Year" at the Friedman Conference. She is on the Advisory Council at the Mannkal Economic Education Foundation. She is a regular on national television in the USA and Australia discussing privacy and cryptocurrency.

# A Channel for:

- Privacy
- Cryptocurrency
- Technological & Scientific Innovation



**SUBSCRIBERS**  
as of 12/31/2021

- YouTube: 112,656
- LBRY: 57,397
- Facebook: 2,031
- Twitter: 49,271



# NBTV IN THE MEDIA







*Teaching Opportunity®*



# PARTNER NETWORK

CIT is proud of the partnerships we have established with other free market and pro-liberty educational organizations. We strive to break down the territorial borders between organizations because we really are on the same team – the team that educates for liberty.

We look forward to continuing to build and strengthen those partnerships in the year ahead.

# CONNECT WITH OUR PROGRAMS



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Bala Cynwyd, PA 19004-1706

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[CenterForIndependentThought.org](http://CenterForIndependentThought.org)



Center for Independent Thought (CIT) is an IRS 501(c)(3) tax-exempt non-profit educational foundation.

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TO CONTINUE YOUR SUPPORT OF OUR PROGRAMS, [CLICK HERE.](#)**