

CiT  
CENTER FOR  
INDEPENDENT  
THOUGHT

# 2023 Annual Report



## From John Stossel

Dear Friend,

In 2023, Stossel TV sustained our momentum, building on the success of the previous year. Our annual views increased 12% over 2022. We also launched a podcast, because some people just want to listen, not watch.

Most importantly, we began training the next generation of liberty-oriented talent. Trevor Kraus of Students for Liberty made a video about burdensome FDA regulation. This year, we'll help Rikki Schlott, co-author of *The Cancellation of the American Mind*, make a video. I want to train young people to replace me.

Our videos do reach lots of young people. Thousands of comments each week demonstrate that our audience values reporting that celebrates liberty and economic freedom. I hope you will continue to join us in our efforts.

Onward in liberty,



## From CIT's President

Dear CIT supporters,

Last year was a year of growth for CIT: the number of videos produced, video views, followers, and registered teachers; a new podcast, and new partnerships.

We got out more, too. In 2023, John spoke at The Heartland Institute's annual dinner in Chicago and hosted a Stossel Town Hall for Educators, featuring Barbara Oakley. I participated in Antigua Forum, which brings together nonprofit leaders and others to solve problems nonprofits are facing. I also participated in quarterly Young Freedom Leaders meetings, led by CIT supporter Louis Chiavacci. I believe in working with like-minded organizations to expand our common goal: to defend liberty.

Our work to engage educators and students continues. I led a colloquium for Florida International University students at Free to Choose Network's Capitaf, Milton Friedman's summer home, and attended conferences of the National Council of Economic Educators, and the Mont Pelerin Society, held in Bretton Woods, NH. Adriana and I promoted Stossel in the Classroom at the annual conference of the National Council for the Social Studies, and along with Common Sense Economics author Tawni Hunt Ferrarini and FTCN CEO Rob Chatfield, SITC co-sponsored a celebration of freedom for Constitution Day.

We're reaching more people and working with more organizations as we continue on our mission to expand awareness of individual liberty, free markets, and peace. The generosity of our donors allows us to carry on our work. We thank you for your steadfast support.

Best wishes for a happy, healthy, and productive 2024!



# Stossel TV: 2023 in Review

**TOTAL AUDIENCE: 4+ MILLION**



## ABOUT STOSSEL TV

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.

## MILESTONES

**689 Million**  
Lifetime Views Across Platforms

**2.1 Million**  
Average Views Per Video

## New in 2023:

### The John Stossel Interviews



John built his entire career shrinking news stories down to 5 or 10 minute segments because that's usually his attention span.

But since starting Stossel TV, he's learned something...many of you want longer conversations.

That's what he'll be posting in his podcast, now available on Apple, Spotify, iHeart, and Amazon.

## Video Highlights



In 2023, John spotlighted the unintended consequences of DEI training, which does more harm than good. He also interviewed a "Marxian" professor and held a rare debate about what's actually being taught in college classrooms.

# Stossel Fellows Program

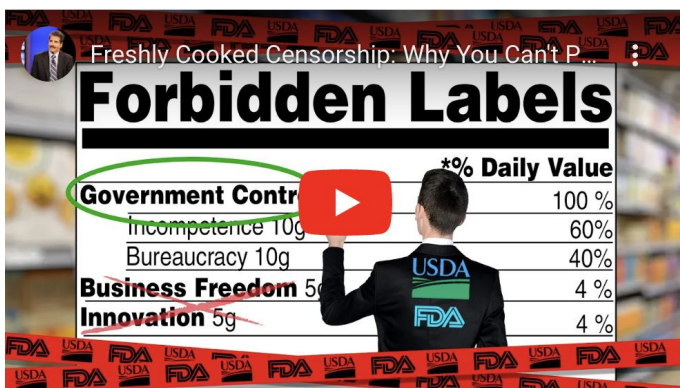


“I thought I knew a thing or two about working on pro-liberty videos, but the Stossel Fellowship forced me to be even more thorough, specific, and engaging. It was a once-in-a-lifetime opportunity to hone my skills with the best in the business, in the greatest city in the world. I wouldn't trade that experience for anything.”

— Trevor Kraus

In 2023, Stossel TV launched the Stossel Fellows program to help identify and train the next generation of pro-liberty broadcasters. The program offers a unique learning opportunity to liberty-minded individuals as it trains them in the video making process: idea development, research, writing, on-camera work, and post-production.

Our first Stossel Fellow, Trevor Kraus, has been Story Editor at Students For Liberty for the past two years. He writes video scripts, conducts research, and provides narration for the Learn Liberty video platform, which features a subscriber base of almost 300,000. Trevor graduated from the University of Missouri's School of Journalism in 2014, and went on to publish a book and teach English in Spain. He was born, raised, and currently lives in St. Louis, MO.



Trevor's video on burdensome FDA regulation can be found on Stossel TV's channels.

**Stossel Fellows are accepted on a rolling basis. If you know any exceptional individuals, please encourage them to apply at [johnstossel.com/fellow](http://johnstossel.com/fellow).**

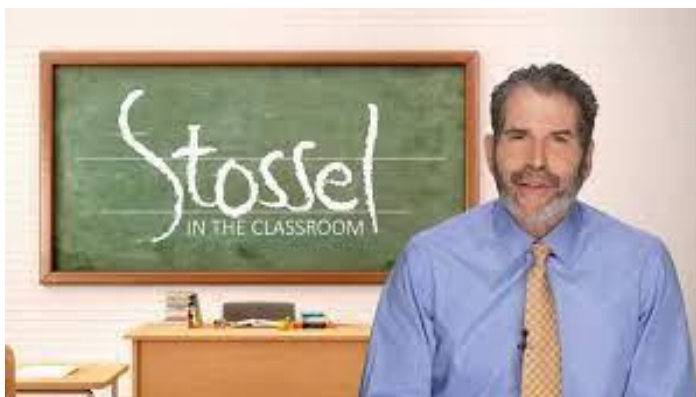
# Stossel in the Classroom: 2023 in Review



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

SITC hosted or had a presence at a variety of student and educator events this year, including:

- A Stossel Town Hall, *The Interconnection of Neuroscience and Education*, featuring Barbara Oakley.
- A celebration of Constitution Day at along with Common Sense Economics author Tawni Hunt Ferrarini and FTCN CEO Rob Chatfield
- A colloquium for Florida International University students
- Cato Institute's Sphere Summit, which was attended by more than 100 teachers.
- 103<sup>rd</sup> Annual Conference of the National Council for the Social Studies, which had over 4,000 attendees



## Annual Student Contests

SITC conducts an annual essay contests for middle school and high school students, and an annual video contest for middle school, high school, and college students. **Last year's topics led to 3,253 engaging submissions.** In June, SITC awarded \$25,000 in prize money to 67 students.

**\$25K**

student prizes  
awarded

**38K**

average monthly  
pageviews

**149K**

unique SITC.org visitors  
in 2023

**100**

Both Sides of the Issue  
video pairings

## Teacher Feedback:

"SITC resources, videos and discussion questions are a much-appreciated introduction to civil discourse in my classroom. Be able to use videos to help students be aware of both sides of an issue, not just the side that is presented to them according to their phone's algorithm, has helped my students form genuine opinions and discuss their viewpoints with confidence. Thank you."

— SOCIAL STUDIES H.S. TEACHER

"The work in preparing all of the resources is invaluable, I could have NEVER done this all on my own. I really appreciate the amount of work put into these lessons and the access to the information."

— LANGUAGE ARTS H.S. TEACHER

# NBTV: 2023 in review



NBTV teaches people how to live a more free life in the digital age. They empower their audience with tools they can use to take back their privacy, money, and free online expression. Each video promotes individual responsibility, celebrates human achievement, and holds freedom as an ideal we should all fight for.

In videos such as "Surveillance Coins Are Coming", NBTV explores how financial privacy, financial freedom, and security are in grave danger as the government explores something called a "CBDC", a Central Bank Digital Currency. It's a new kind of money that will put the government at the center of digital transactions. It will be a tool for unprecedented financial surveillance and censorship, and NBTV explains how this is dangerous for a free society.



## Notes from Subscribers

*"I personally look up to the whole NBTV team. You are untamable, who never know what giving up means, no filters, to the point, keep coming back with more information and educational content to all types and level of people. Keep it up NBTV team."*

*"This is absolutely brilliant! This should be a text book example of why privacy matters. You did a great job of translating something so technical into a practical, and emotional context!"*



**Reached 51M+**

total views across platforms



**Reached 755K+**

followers across platforms



**Reached 78K+**

podcast downloads

## AUDIENCE OVERVIEW (as of 12/31/2023)

- **247K followers** on YouTube
- **233K followers** on Instagram
- **138K subscribers** on TikTok
- **74K followers** on Odysee
- **63.5K followers** on Twitter

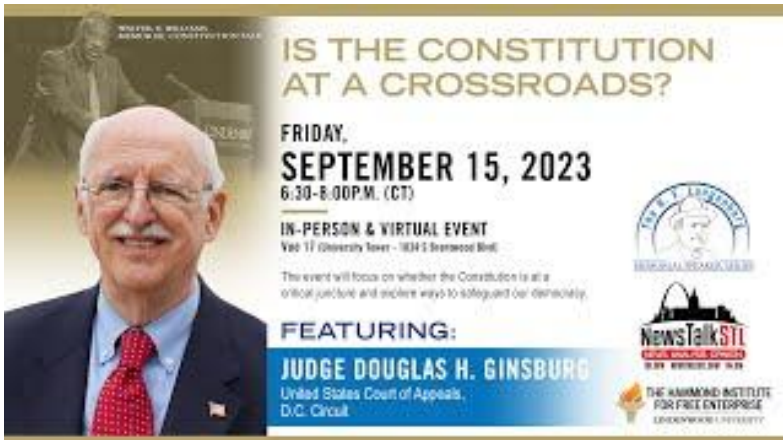
# Partner Network

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.



# Partner Events



In September 2023, in celebration of Constitution Day, Stossel in the Classroom partnered with izzit.org and The Hammond Institute for Free Enterprise at Lindenwood University to host an engaging session with the esteemed Judge Douglas H. Ginsburg. Judge Ginsburg, from the United States Court of Appeals, explored whether the Constitution is still relevant in today's society and whether it needs to be amended to reflect modern values.

**Share our work and stay connected.**



[YouTube](#) | [Facebook](#) | [Instagram](#) | [Twitter](#) | [Rumble](#) | [TikTok](#)  
Web: [johnstossel.com](http://johnstossel.com)



[Instagram](#) | [Facebook](#) | [LinkedIn](#) | [Twitter](#)  
Web: [SITC.ORG](http://SITC.ORG)



[YouTube](#) | [TikTok](#) | [Twitter](#) | [Instagram](#) | [Odysee](#)  
Web: [NBTV.MEDIA](http://NBTV.MEDIA)

**OUR WORK IS MADE POSSIBLE THANKS TO THE GENEROSITY OF OUR DONORS.  
TO CONTINUE YOUR SUPPORT OF OUR PROGRAMS, [CLICK HERE.](#)  
THANK YOU FOR YOUR SUPPORT!**



**CONTACT US:**

50 Monument Road, Suite 102  
Bala Cynwyd, PA 19004-1706  
[Rob@centerforindependentthought.org](mailto:Rob@centerforindependentthought.org)  
[CenterForIndependentThought.org](http://CenterForIndependentThought.org)



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

**CIT NEITHER SEEKS NOR ACCEPTS GOVERNMENT FUNDS.**