



One Day  
University

MEDIA KIT

**2022**

# About Us

- At One Day University you can watch and enjoy fascinating online lectures from America's best professors.
- One Day University offers online lectures from America's most popular professors. We stream new educational and entertaining online lectures 5 days a week – so our video library of talks and courses is constantly growing. These short online courses are one-hour presentations that cover everything from art to zoology. Whether you are interested in learning more about history, politics, the arts or business, or simply looking to expand your horizons and learn something new, you are sure to find a captivating lecture in our online video lectures library. Our most popular online lectures include: Hamilton vs. Jefferson, The Science of Happiness, as well as The Genius and Rivalry of Thomas Edison and Nikola Tesla.
- A One Day University membership includes access to all online lectures, invitations to special events with professors, discounts to live events in over 61 host cities, and small group discussions for further learning and engagement.



# Our History

- Prior to the COVID-19 pandemic, One Day University was filling auditoriums around the country with people who love to learn. We started more than a decade ago and have built relationships with 61 host-cities. When the pandemic caused a shutdown of all large gatherings, we pivoted in order to deliver the same quality content to our audience – now from the comfort and safety of their home.
- For the past 12 years, our company worked hard to build a strong reputation for finding the most dynamic professors from renowned schools to teach a variety of topics – from Abraham Lincoln to zoology and everything in between.
- With our move online, our One Day University team has now built a 20,000+ online community, where people enthusiastically fill their time watching and learning from the very best. With the pandemic of 2020, we have emerged to connect outstanding professors who love to teach with lifelong learners across the country.
- One Day University is adapting to make the online community just as welcoming as our in person events. With so many people who were previously unable to come to our in person events, we're thrilled to see a surge in interest in the online learning concept. Many members opt to watch lectures as they happen live, but there is always the option to go back and view them later.



# What we do

- Live online talks starring the country's best professors.
- No homework, no exams, no studying – just the enjoyment of lifelong learning!
- More than 200 remarkable professors chosen from 150 top-tier schools. Our professors come from top universities, have won countless teaching awards and are beloved by their students.
- Live-streamed talks and Q&As with professors.
- New talks – **five days a week.**
- **Unlimited access** to hundreds of entertaining and informative lectures on science, history, art and politics – and more.
- Small Group Discussions and other opportunities to participate in interactive small group online discussions with professors.



## 13

YEARS EDUCATING  
AND ENTERTAINING

## 200+

OF THE COUNTRY'S  
MOST POPULAR AND  
EFFECTIVE PROFESSORS.

## 500+

FASCINATING LECTURES  
IN THE VIDEO LIBRARY –  
AND GROWING DAILY

# Examples of Upcoming Talks



May 3

## **Why We Work (It's Not Just For The Paycheck)**

Barry Schwartz

Haas School of Business, U.C. Berkeley



May 5

## **Tiger Woods: The Imperfect Politics of American Celebrity**

Matthew Andrews

University of North Carolina



May 7

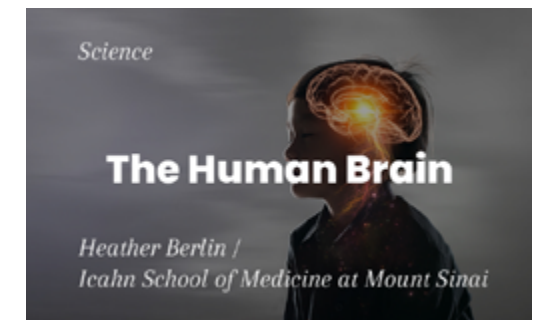
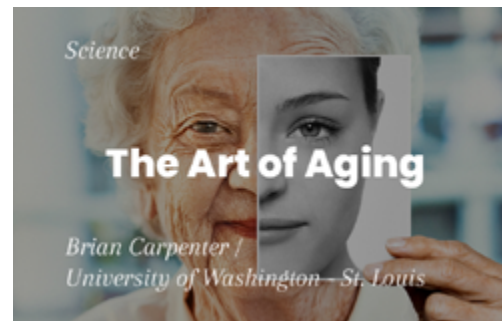
## **Winston Churchill: A London Life**

Don Brown

Dir. London Society



# Our Most Popular Talks in 2020



# Online Membership Model

- Our online membership program, which costs \$8.95 per month, is modeled after that of Netflix or Spotify.
- Members have access to their full library of content (over 400 classes), as well as live events that are streamed five days a week.
- One Day University has always had a reputation for interesting topics, and recently has added many timely issues to the schedule, including: **The Spanish Flu of 1918, What Would FDR Do Now?** and **What's Wrong With Congress (which ran along with the 2020 election cycle)?**
- Of course, we also have classes about Mozart, Ben Franklin, Marie Curie, pizza, chocolate, coffee, sourdough (of course!), science, film, pop culture, politics, medicine, and much more.

# Pricing options

## MONTHLY PLAN

Two Weeks Free, then

\$8.95 / month

- Five new live streamed talks a week
- Unlimited access to our entire Video Library of 400+ talks
- Live Q&A with world class professors
- Cancel any time

START FREE TRIAL

BEST DEAL

## YEARLY PLAN

Two Weeks Free, then

\$7.50 / month

[\$89 billed annually]

- 17% discount off monthly price
- Five new live streamed talks a week
- Unlimited access to our entire Video Library of 400+ talks
- Live Q&A with world class professors
- Cancel any time

START FREE TRIAL

## 2-YEAR PLAN

Two Weeks Free, then

\$6.00 / month

[\$139 billed every 2 years]

- 35% discount off monthly price
- Five new live streamed talks a week
- Unlimited access to our entire Video Library of 400+ talks
- Live Q&A with world class professors
- Cancel any time

START FREE TRIAL



# Who we are

## STEVEN SCHRAGIS

(Director) Before founding One Day University in 2007, Steven was the National Director of the Learning Annex, and before that he was the Founder /CEO and Publisher of Citadel Press, University Books, Birch Lane Press and Lyle Stuart. His companies published hundreds of books, including 12 national *New York Times* bestseller. Steve was also Publishing Director of *Spy Magazine*, one of the most influential media properties in recent decades. As an attorney, he has taught intellectual property law and marketing classes at New York University.

## KEVIN BRENNAN

Kevin has spent his career in various marketing roles. Prior to joining One Day University, Kevin was Director of Marketing at AT&T AdWorks, helping to build their cross-screen ad network. Before AT&T AdWorks, Kevin ran a marketing and design firm that focused mainly on emerging media brands, including Collective Media, Blue Lithium (acquired by Yahoo!), AdMeld (acquired by Google), Yieldex (acquired by AppNexus), Screenvision, ZiffDavis and AT&T AdWorks.

# Praise From Our New Members

- "I enjoy One Day University tremendously. It's both stimulating and very rewarding" - **Judith Plank**
- "The professors are interesting and engaging every time. Keep up the good work." - **Nancy & Alan Lester**
- "I was given my One Day U membership as a gift. I had no idea it would be such a great day!" - **Donna Zoland**
- "One Day University really does pick the best professors in the world. We are amazed how much we learn." - **Susan & David Steiner**
- "It was such a great feeling to learn from a college professor. For a few hours I felt like I was 19 again." - **Robert Norman**
- "This was wonderful!!! Every week exceeds my expectations." - **Lois Reitzas**
- "A great idea. Every lecture has been informative and well presented. Particularly valuable has been the variety of speakers and subject matter. We will participate again and again." - **Bill & Linda Spinner**
- "Every speaker/teacher was an A++. You couldn't pick a first favorite, they were all tied." - **Charles O'Neill**
- "We like the diversity of the talks. Looking forward to attending future learning!" - **Karen & Ross Clan**



# Praise From Educators

- "I love teaching at One Day University. The students are eager to learn from me . . . and I certainly learn from them from the Q and A at the end." **Paul Bracken, Yale University**
- "The enthusiasm of One Day University members is remarkable!" **Tamsen Wolff, Princeton University**
- "The student's life experiences are reflected in the questions they ask. One Day U is a creative innovation in adult education." **Shelley Carson, Harvard University**
- "I've lectured for One Day University three times and each was a great experience." **Richard M. Pious, Barnard College/  
Columbia University**

# Something to Talk About

**Forbes**

*"One Day U: The Fast, Fun Approach to Adult Ed"*

**TheStreet.**

*"If you could go back to college for one day ..."*

**AP**



*"For retirees, it's back to school (but just for a day)"*

**The New York Times**

*"As Older Students Return to Classrooms, An Industry Develops"*

*"Returning to College Without the Beer"*

*"Back in college for a day"*

**The Philadelphia Inquirer**

*"Adults give it that new college try"*

*"At One Day U there are no tests, no homework, just learning"*

**The Washington Post**

*"One Day U Targets Lifelong Learners"*

**The Boston Globe**

*"High School students get a taste of university life for a day"*

*"Save My Brain! The mind, like the body, gets flabbier with age. Can a crash course in, well, anything, keep it in shape? We sent a boomer to One Day University to find the answer. "*

# Media Contact

**Andrew Echeguren**

[andrew@onedayu.com](mailto:andrew@onedayu.com)

[www.onedayu.com/press](http://www.onedayu.com/press)

- One Day University can provide b-roll from our upcoming live-lectures (or any past content).
- We can provide contact details and arrange for interviews with our professors and members who opt-in through their testimonials. In addition, our leadership and online-transition team are available for interviews.
- For business press, we are happy to provide a more specific financial picture.
- Members of press who wish to experience the online platform for free, should please contact **[andrew@onedayu.com](mailto:andrew@onedayu.com)** for the access code.

