



# THE ANTIDOTE TO FAKE NEWS: TRUST, CONTEXT AND HISTORY

Context is King








PAWN STARS

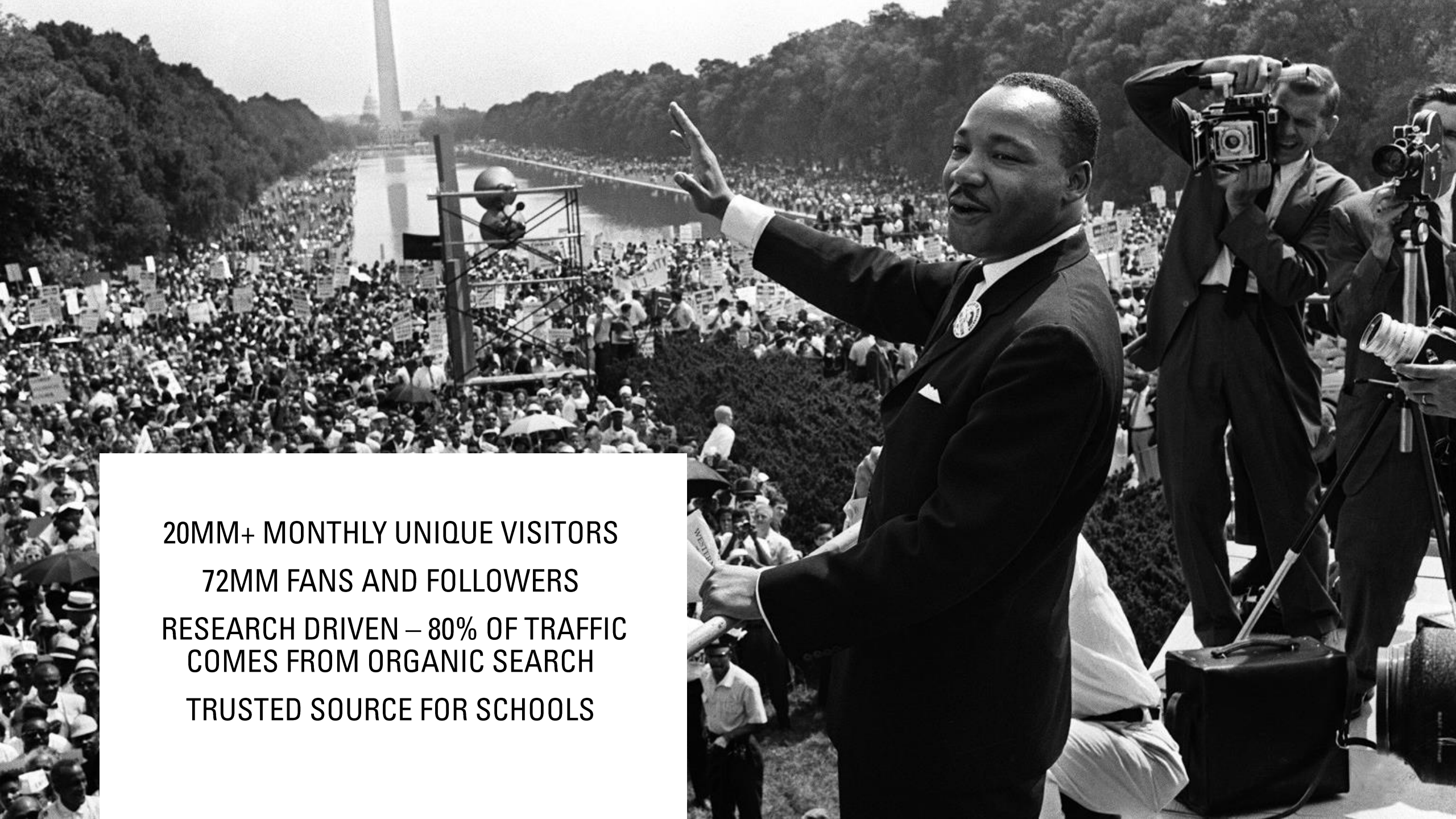




REACHES 125 MILLION PEOPLE EVERY QUARTER  
TOP 10 CABLE NETWORK  
200+ TERRITORIES GLOBALLY  
#1 AMONG ALL TV NETWORKS IN BRAND INDEX,  
BUZZ AND QUALITY

VIKINGS





20MM+ MONTHLY UNIQUE VISITORS

72MM FANS AND FOLLOWERS

RESEARCH DRIVEN – 80% OF TRAFFIC  
COMES FROM ORGANIC SEARCH

TRUSTED SOURCE FOR SCHOOLS

# 108M

OF ADULTS ARE INTERESTED IN HISTORY

# 48M

ARE CURRENT HISTORY AUDIENCE  
(ANY PLATFORM)

BELIEF

-8%

CONFIDENCE

-6%

+14%

LEARNING

+10%

SAFETY

+10%

SECURITY

RANK CHANGE FROM 2010 to 2016

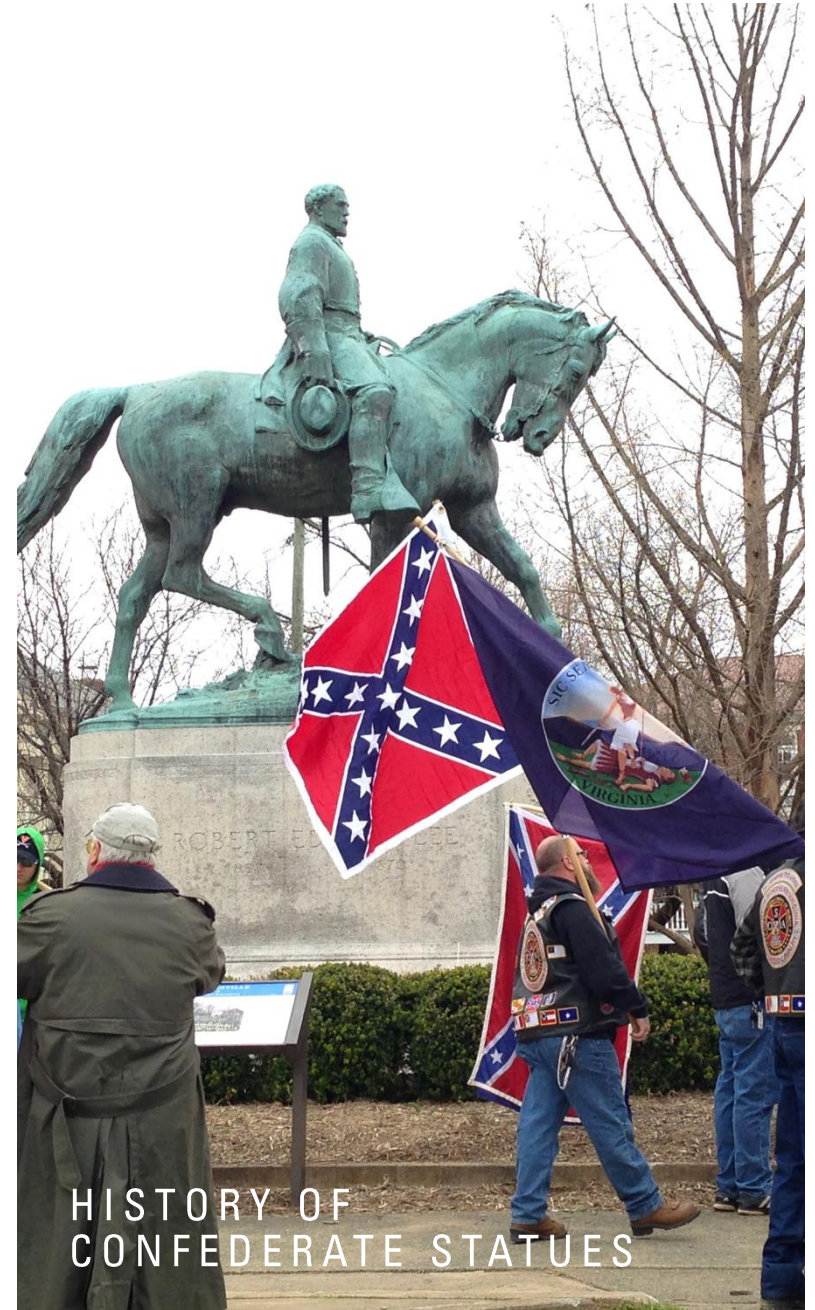




HISTORY OF MEXICO



RISE OF FASCISM



HISTORY OF  
CONFEDERATE STATUES



## TEAM HISTORY

OUR EXPERTS, THEIR PERSPECTIVES



**DAN RATHER**  
Broadcaster

**TEAM HISTORY**  
**DAN RATHER REFLECTS ON HIS  
EMOTIONAL VISIT TO TWO  
MILITARY CEMETERIES**

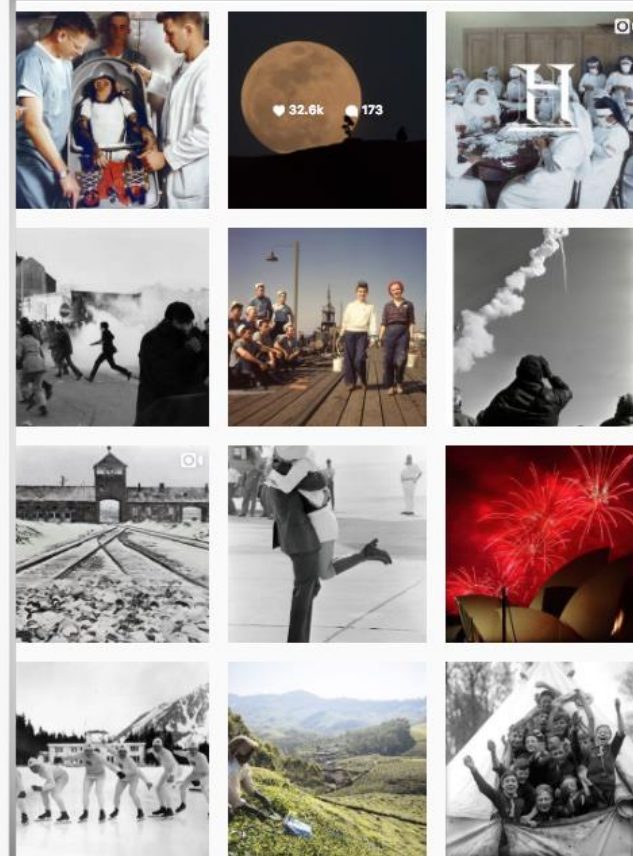
Over the years, I have been to many military cemeteries, and I am always overcome with waves of emotion.

## THIS DAY IN HISTORY

WHAT HAPPENED ON JAN 31



1950



INSIDE: YOUR HISTORY 2018 CALENDAR

PLUS: PREDICTING HISTORY, EVERYTHING YOU NEED TO KNOW FOR NEXT YEAR

# MADE EVERY DAY

AMERICA WAS BORN OF REBELLION, AND EACH MOMENT SINCE HAS BEEN A RESTLESS STRUGGLE TOWARDS A MORE PERFECT UNION. WE CELEBRATE THE PERSISTENT AND HOPEFUL, WHO SET US ON A COURSE FOR BETTER.





















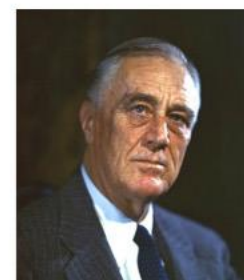


FRONTIERSMEN











"WE ARE NOT  
MAKERS OF  
HISTORY. WE  
ARE MADE BY  
HISTORY."

MARTIN LUTHER KING JR.







# APPENDIX





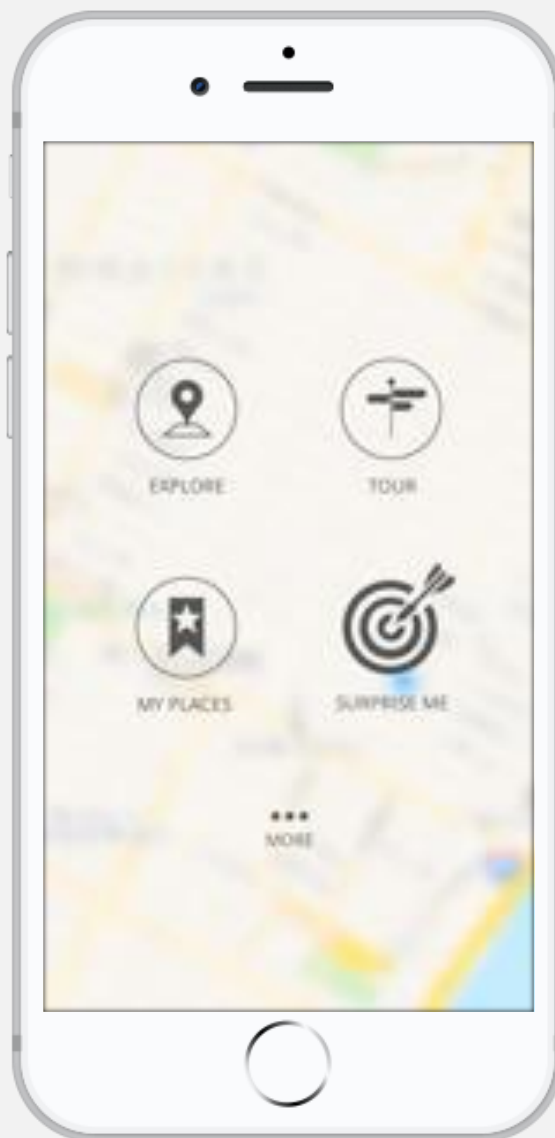
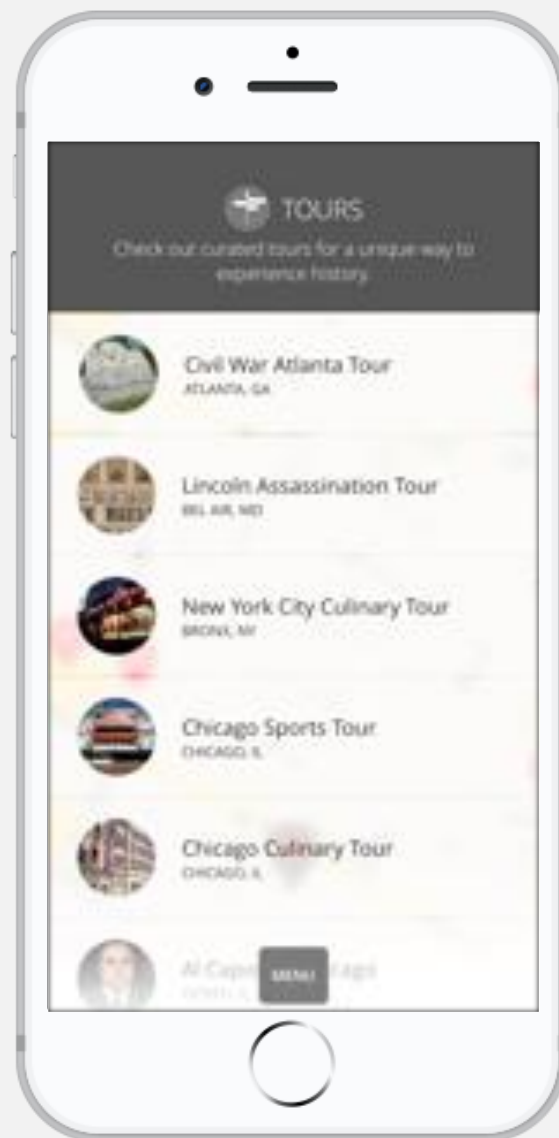
FEATURED

ALL COLLECTIONS

SETTINGS











KNIGHTFALL







# The Antidote to Fake News: Trust, Context and History

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