The Institute for Primary Facts

NOVEMBER 2026

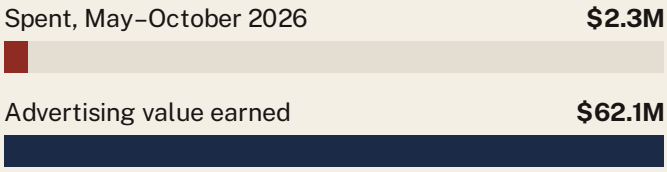
THE DONALD J. TRUMP AND JEFFREY EPSTEIN MEMORIAL READING ROOM

It Worked.

In May 2026 we printed the Epstein files and opened a room the public could walk into. Then we took it on the road for six months. This is what $2.3 million bought.

$62.1M

in advertising value.
27 to 1 on $2.3 million spent.



No paid media. Every view was earned or came through our own channels.

$2.3M	293M	30,000+	~900
spent	combined audience	visitors	media hits

The tour

Seven Reading Rooms and 30 Bookmobile stops in 15 states, in six months: New York, Washington, Dallas, Des Moines, Columbus, Detroit and Fort Lauderdale.

The survivors

Nearly 20 Epstein and Trump survivors traveled with us for six months. They spoke in every city, led the tours and wrote op-eds in six outlets.

The public

Visitors left more than 13,000 handwritten cards and made about 2,000 calls to the Department of Justice.

Owned social media

From zero to 42 million views and 231,000 followers in six months, with no paid media.

15 states
AND WASHINGTON, DC

FLORIDA · GEORGIA · ILLINOIS · IOWA · KANSAS · MAINE · MICHIGAN · NEBRASKA · NEW HAMPSHIRE · NEW YORK · NORTH CAROLINA · OHIO · PENNSYLVANIA · SOUTH CAROLINA · TEXAS

COVERED BY HUNDREDS OF OUTLETS. ON TOUR, 7 IN 10 STORIES RAN IN LOCAL OUTLETS.

The New York Times · The Washington Post · CNN · AP · Reuters · NBC News · CBS News · ABC News · MS NOW · Bloomberg · USA Today · The New Yorker · Wired · Axios · New York · Politico · The Guardian · Le Monde · The Telegraph · The Independent · Le Figaro · la Repubblica · Haaretz · the japan times · The Dallas Morning News · Des Moines Register · The Columbus Dispatch · The Detroit News · Miami Herald · Chicago Tribune · Omaha World-Herald · Tampa Bay Times

May–November 2026. Audience: IPF audit of the New York run, SKDK/Meltwater fall tour report and IPF platform exports. Advertising value: SKDK's formula, applied by IPF to the full tour. Visitors are door counts.

What's next: corruption.

Same playbook, bigger problem. Two traveling installations put it on trial in front of the American people, in 24 cities at once. The first two prototypes open in June 2027.

OUR GOAL

Our goal is to see that those who corrupted our democracy face real consequences under law, and to future-proof it against the next aspiring authoritarian.

The target: 10 million visitors and $100 million for other pro-democracy organizations by 2029.

WHY INVEST IN IRL

People no longer trust what they see on a screen.

33% of Americans trust the news media.

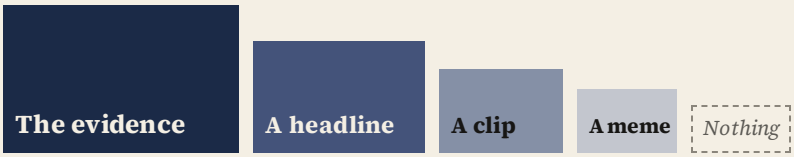
~50% of new articles online are written by AI.

9 in 10 Americans trust museums.

They still trust what they see with their own eyes. So we put the evidence in front of them, in person, and their phones carried it from there.

WHY CORRUPTION HIDES ON A SCREEN

A phone shrinks a big problem until it disappears.



Trump-era corruption runs to thousands and thousands of payments, pardons and purges. The scale is the whole story, and it is the first thing a screen removes.

It is hard to see how corruption costs you money. A headline can't show it. A six-second video can't. **A room full of evidence can.**

HOW WE SOLVE IT

Spectacle.

A name and a scale nobody can ignore bring the crowd and the press.

Evidence.

The primary documents, shown the way a museum would show them.

Action.

Every visitor leaves with something to do, and films it.

HOW IT PAYS FOR ITSELF

STEP 1

Donors fund the prototypes

24

cities by April 2028

→

STEP 2

Admission pays for the tour

10M

visitors

→

STEP 3

Half the surplus goes to other pro-democracy organizations

$100M

for those organizations by 2029

We are raising $19.7 million for 2027 and 2028.

David Garrett, Founder & Director · give@primary-facts.org · +1 202-455-0575 · primary-facts.org

The Institute for Primary Facts

The Institute for Primary Facts is a 501(c)(3). EIN 41-2928557. Sources: Gallup, Sept. 2026; Graphite, May 2026; American Alliance of Museums.