

Theorem Media

A truth comprised
of established
truths

Theorem Media

2019 Annual Report

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& Vision

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**Rather than seeing popular,
short format digital-first
content as an antithesis to
meaningful education, we see
it as an enormous opportunity.**

Mission & Vision

Theorem Media harnesses the power of storytelling to demystify vitally important topics of our time.

A Theorem is a truth comprised of established truths. Theorem Media aggregates the very best and brightest from across dozens of disciplines including strategists, directors, producers, writers, journalists, brand architects, technologists, educators, hackers and trans-media artists who share a passion for making complex issues not only accessible, but entertaining. We gather key insights from these disciplines and amplify them through the art of storytelling. We create and distribute using the most contemporary formats and channels in combination with more traditional approaches in a way that drives digital engagement as the base for 21st Century learning.

We believe there is a missing layer of education in our modern culture. Rather than seeing pop-culture driven short format digital-first content as an antithesis to meaningful education, we see it as an enormous opportunity. A massive communication channel through which we can reach diverse populations that span the majority of demographic groups, geographic locations and socioeconomic status. We know entertainment has the power to educate by fulfilling the fundamental human desire to experience a good story. ■■■■■

Theorem Media



Accomplishments

Received Federal Tax-Exempt Status on April 17, 2019

Received \$200k in grants from corporations, individuals and foundations for [CyberNation](#)

Built a collective of advisors including Filmmakers, Writers, Technologists, Journalists, Educators and Industry leaders within each of our areas of focus.

Established and convened our Inaugural Board of Directors.

Launched our initial web presence theoremmedia.org

Created emerging partnerships with significant organizations and corporations including:

Yale University

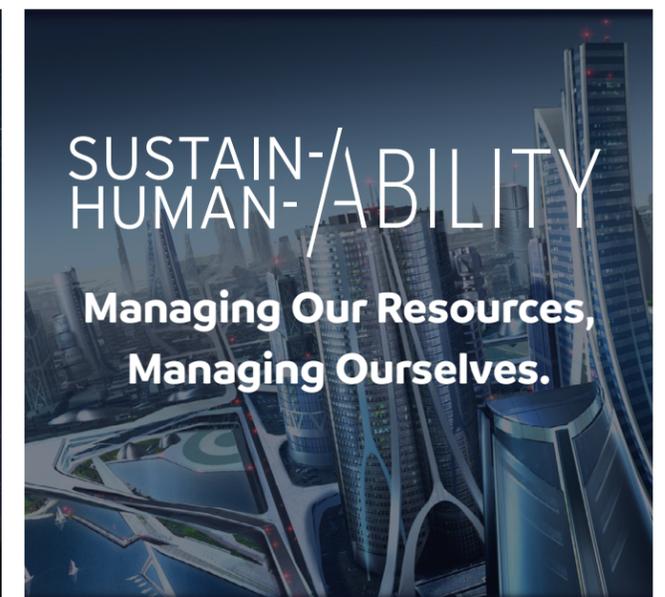
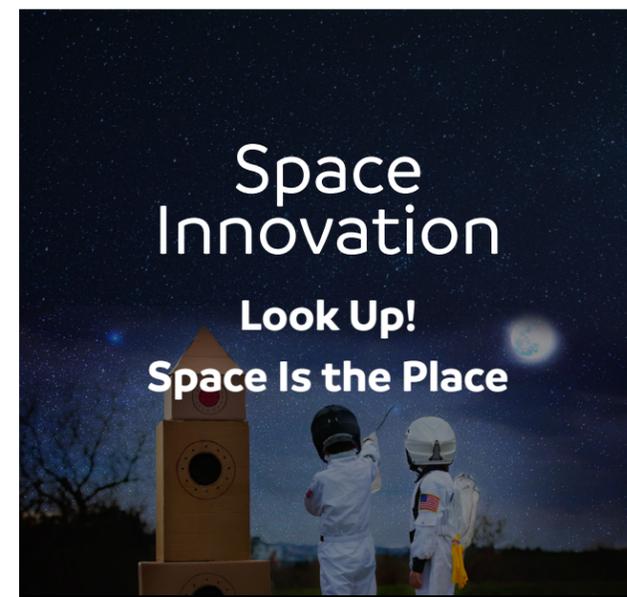
Ogilvy Behavioral Research



Pew Research Center



Developed baseline for four main areas of focus for massive public engagement programs:



Board of Directors

Benjamin Alderfer



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I believe that Theorem Media represents the very best of a bright new future of purpose-driven collaboration. Fast moving, iterative teambuilding that focuses on diversity of thought from concept through prototyping, then production. Ultimately delivering large-scale public education efforts. The way they do what they do, with an intense focus on culture from the start of each project, is the reason they are able to put together such powerful teams with such efficacy.

Benjamin Alderfer has 20 years of experience in biotech and pharmaceutical sales and sales-leadership. He is currently with Daiichi Sankyo’s oncology division. Throughout his career he has built cross-functional and cross-organizational teams including doctors, hospitals, pharmacies, administration executives and NP/PAs

in an effort to centralize the care around the patient. He has a deep passion for Organizational Psychology, race relations and building teams to overcome complex issues. ■■■



Jen Easterly

Jen Easterly is a Managing Director of Morgan Stanley and Global Head of the Fusion Resilience Center, established in December 2019 as an expansion of the Cybersecurity Fusion Center to ensure preparedness and response to any business-disrupting operational event, from cyber and fraud, to technology incidents, weather events, geopolitical unrest, terror attacks, and pandemics. Jen joined the Firm after nearly three decades in U.S. government service to design and lead the Fusion Center.

Prior to joining Morgan Stanley, Jen served on the National Security Council

as Special Assistant to the President and Senior Director for Counterterrorism, where she led the development and coordination of U.S. counterterrorism and hostage policy. Prior to that, she was the Deputy for Counterterrorism at the National Security Agency.

A two-time recipient of the Bronze Star, Jen retired from the U.S. Army after more than twenty years of service in intelligence and cyber operations, including tours of duty in Haiti, the Balkans, Iraq, and Afghanistan. Responsible for standing up and leading the Army's first cyber battalion, Jen was also instrumental in

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Theorem Media believes that the fundamental human desire to experience a good story can help educate massive, diverse populations. The world is moving and changing faster than ever, and the way we communicate around the most important topics has never been more vital to our collective future. We all believe that people need to be inspired, not messaged.

the design and creation of United States Cyber Command.

A member of the Council on Foreign Relations and a French-American Foundation Young Leader, Jen is a Senior International Security Fellow at the New America Foundation. She is also a Fellow of the 2018 class of the Aspen Finance Leaders Fellowship and a member of the Aspen Global Leadership Network. A distinguished graduate of the United States Military Academy at West Point, Jen holds a Master's degree in Philosophy, Politics, and Economics from the University of Oxford, where she

studied as a Rhodes Scholar.

A Trustee of the Morgan Stanley Foundation, Jen serves on the Board of Nuru International, a non-profit focused on the eradication of extreme poverty; the Board of the James W. Foley Legacy Foundation, a non-profit dedicated to advocating for the safe return of American hostages; and on the Board of Theorem Media, a non-profit focused on harnessing the power of storytelling to educate on the most important issues of our time. She is the 2018 recipient of the James W. Foley American Hostage Freedom Award. ■■■

Torsie Judkins



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What excites me most about the future of education is the promise of access. Theorem Media understands that equal access is critical to allowing students everywhere to truly understand the world around them, as they move through it, as they grow-up in it, and that's an incredibly exciting proposition.

Torsie Judkins is currently the Director of Admissions at International School of Brooklyn. Prior to ISB he held positions at Town School in New York, Rye Country Day School and Durham Academy. He has been a teacher, a coach and an administrator and has a deep passion for helping kids not only access Independent

Schools through admissions counseling but also helping students flourish in these new and sometimes challenging environments. He holds a bachelor's in business administration from North Carolina Wesleyan College and a Master of Professional Studies in educational leadership from Manhattanville College. ■

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Creating free, high-quality and trusted content that is designed from the outset to cross over from social media sharing to classroom usage has the potential to help students and educators at all levels. Giving teachers a trusted source of information on topics that in some cases haven't yet found their way into the textbooks and mapping them directly to the common core so that the educational system can use them across the board. It's a smart, simple idea that is long overdue in a world where education often suffers at the hands of well-intentioned but overburdened bureaucracy and outdated operational models.

Joseph W. Seivold has worked in some of the finest independent schools in the country, including Durham Academy, The Blake School in Minneapolis, and now as the Headmaster at Berkeley Preparatory School in Tampa, Florida. At Berkeley, he leads a thriving 86-acre campus that is

home to approximately 1,380 students and 300 faculty and staff. Joe played a vital role in helping the school complete the \$65 million Above & Beyond capital campaign, and is currently focused on innovation in the curriculum in all three divisions. Mr. Seivold graduated Phi Beta Kappa from UNC with a degree in history. While at UNC, he was an Academic All-American and a four-time All-American lacrosse player. He holds a master's degree in Education Administration from St. Mary's University of Minnesota. ■



Joseph W. Seivold

2019 Donors

Morgan Stanley



THE MEDIA TRUST



SONJA
PERKINS

Theorem Media 2019 Financials

38%
EOY Funds
On-hand

52%
CyberNation
Development

10%
Overhead
& Expenses

