



## GENERATION ENTREPRENEUR

Layalina is in post-production on the first episode of its new reality series *Generation Entrepreneur*, which features the efforts of Arab university students seeking incubation funding to start companies as part of INJAZ al-Arab's The Company program. INJAZ al-Arab is a subsidiary of the American non-profit organization, Junior Achievement Worldwide.

The first episode takes place in Egypt, where we had a great turnout for the casting call in July. The cast for this episode consists of Mustafa Hemdan, an engineering student from Tanta University in Tanta, the working class heart of the pious agricultural delta in Egypt. Mustafa is the CEO of Team Recyclobekia, an electronic waste recycling company that exports harmful landfill destined computer components and cell phone parts to countries with recycling methods certified as environmentally friendly.

Lobna Shaheen is a pharmacy student from Cairo University and a human resources member of Team Basata, whose product is a t-shirt folding contraption that helps kids keep their closets tidy and organized. Lobna comes from a middle class family and grew up in Cairo and Dubai.

Ezz Eldeen Adel of Helwan University is a Tahrir Square veteran, a doting older brother and smooth talker. Ezz

is the CEO of Team I.I.I, the developer of a keychain that doubles as an eyewear micro-fiber cleaning product.

Mustafa, Lobna and Ezz and their respective teams were part of a national competition that featured 21 teams from 11 universities competing to secure incubation funds from corporations such as ExxonMobil, Abraj and Mobinil.

Principal photography took place in September at a time when commentators warned that the Arab Spring would soon turn into an Arab Winter. What we found on the ground were young Egyptians harnessing the can-do spirit of Tahrir Square to start new [continued on pg. 4]

Top: Competing teams at the American University in Cairo, Egypt. Below: L to R: Cast members Ezz Eldeen Adel, Mustafa Hemdan and Lobna Shaheen on the Nile River during filming of the first episode of *Generation Entrepreneur*.



## CHAIRMAN'S MESSAGE

Dear Friends,

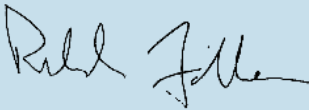
I am delighted to report that we will soon deliver the third season of our flagship series *On the Road in America* to MBC, our broadcast partner in the Middle East.

We are also lending a helping hand to newly enfranchised youth who came of age during the Arab Spring. To that end, we have produced the first episode of our new reality show *Generation Entrepreneur*, which features creative young Egyptians on their quest to seek financing for innovative new businesses.

We have also completed our educational documentary *Back from the Brink*, which will be used in programs that counter violent extremism -- with particular focus on educating tens of thousands of students in Pakistan and Saudi Arabia in the near term. We hope that this initiative will stand as a model on effectively countering rising radicalization with words instead of bullets.

Given the momentous developments in Muslim-majority countries these past few months and their potential negative impact on U.S. policies and interests in this important region, constant engagement remains paramount. We count on your continued support of our efforts to bridge the gulf between the U.S. and the Arab world. To make a tax-deductible donation, visit our website at [www.Layalina.tv](http://www.Layalina.tv) or scan the QR code below with your smartphone.

With kind regards,



Richard Fairbanks  
Chairman of the Board

## SUPPORT LAYALINA

Layalina Productions, Inc. is a tax-exempt organization under section §501(c)(3) of the Internal Revenue Code. Layalina is funded through tax-deductible donations from individuals and corporations and through grants by foundations based in the U.S. and the Arab world. To donate by mail, send your check or money order to:

Layalina Productions, Inc.  
Attn: Treasurer  
1250 24th Street, NW, Suite 300  
Washington, DC 20037, U.S.A.

For information on stock donations and wire transfers, contact us at [information@Layalina.tv](mailto:information@Layalina.tv) or at (202) 776-7768. To donate by credit card, visit [www.Layalina.tv](http://www.Layalina.tv) and click on the donate button or scan the QR code with your smartphone.



## ON THE ROAD IN AMERICA

Post-production on the third season of *On the Road in America (OTR)* has come to a close and we will submit episodes in early November to the Middle East Broadcasting Centre (MBC) Group, their regional broadcaster.

The series features four young Arabs traveling across the United States in an RV to explore the themes of education, employment and freedom and to learn about the Muslim-American experience. Production took place in February during the Arab Spring. Filming locations included the East Coast, the Midwest and the nation's golden state, California.

The six half-hour episode third season will be broadcast in primetime on MBC, the most-watched and oldest pan-Arab free-to-air satellite broadcaster. While seasons I and II of *OTR* aired on MBC1, season III will be aired next year on MBC4 – the network's newest channel geared towards a young audience.

In related news, the success of *OTR II* continues as the satellite TV channel Al-Hurra acquired a license to broadcast the season in the Middle East. The second season last aired on MBC in July. Its initial broadcast on MBC1 in 2009 secured an average of 9 million viewers per episode.

The *OTR* series is created and directed by Academy Award-nominated Jerome Gary. It is executive produced by Jerome Gary and Leon Shahabian, Layalina's Vice President. It is a Layalina Production, in association with Visionaire Media of Los Angeles and O3 Productions of Dubai.

Below: L to R: *OTR III* cast members Diyaa Sherif, Karim Masoud and Dalia Yanni in San Francisco





## BACK FROM THE BRINK

Layalina is set to release *Back from the Brink* (formerly titled *Saving One Saves Everyone*), its feature-length documentary on the efforts of three dissimilar communities around the world in combating violent extremism. The film explores the complex world of Los Angeles gang members, Lebanese and Palestinian militias and Pakistani militants. It also spotlights community leaders, religious leaders and educators who are facilitating the rehabilitation of radicalized youth.

Production took place between October 2010 and May 2011 in Los Angeles, Lebanon, and throughout Pakistan, including the Northwest Frontier Province.

This educational documentary will be used as a teaching tool for educators and parents in programs to counter violent extremism in diverse cultural contexts and for various ages. In Saudi Arabia, the King Abdul Aziz Center for National Dialogue as well as the Security University of Riyadh plan to use the DVD as an educational tool for their de-radicalization programs. In Pakistan, the Sindh Punjab Educational Foundation will use *Back from the Brink* for their teacher training workshops in interior Punjab and Baluchistan.

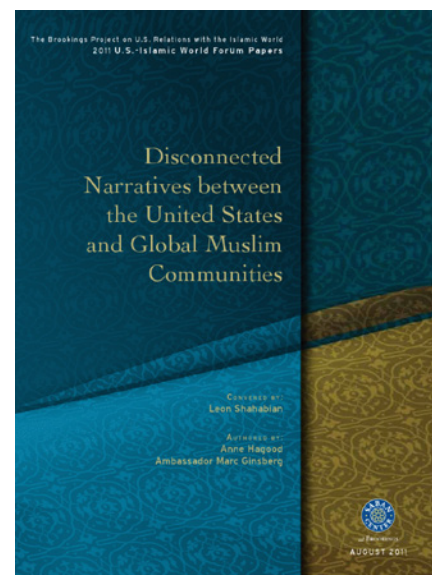
*Back from the Brink* is an International Center for Religion & Diplomacy (ICRD) production in association with Layalina Productions. Leon Shahabian, Layalina's Vice President, is the documentary's Executive Producer along with Layalina's Outreach Director Luke Stets, who also directed the film.

## Brookings Publishes Layalina Paper

We are delighted to announce that the Brookings Institution published in July "Disconnected Narratives between the United States and Global Muslim Communities." Anne Hagood, Layalina's Managing Editor, authored the paper with Ambassador Marc Ginsberg, Layalina's President.

The report was based in part on the deliberations of the media working group that Leon Shahabian, Layalina's Vice President, convened in Washington, DC in April as part of the 8th annual U.S.-Islamic World Forum, hosted by the Saban Center at the Brookings Institution in conjunction with the Government of the State of Qatar.

The Hagood-Ginsberg paper puts forward a series of policy recommendations in the areas of methodology, market calibration, training initiatives and international co-productions. To ensure that these recommendations reach policy-making circles, Layalina and Brookings are planning a panel discussion that will take place in January 2012 to discuss the role of the media in developing educational initiatives to bridge the divide between the United States and Muslim communities. To read the paper, visit: [http://www.brookings.edu/papers/2011/08\\_islam\\_media\\_hagood\\_ginsberg.aspx](http://www.brookings.edu/papers/2011/08_islam_media_hagood_ginsberg.aspx)



## BOARD OF COUNSELORS

President George H.W. Bush  
Honorary Chairman

Tarek Abdel-Meguid  
David M. Abshire  
Richard V. Allen  
George L. Argyros\*  
James A. Baker, III  
Samuel R. Berger  
Wayne L. Berman  
Christopher S. Bond\*  
Reginald K. Brack  
Zbigniew Brzezinski  
John E. Chapoton\*  
Walter L. Cutler  
Deborah L. Devedjian  
Richard Fairbanks\*  
A.H. Farouki  
Marc Charles Ginsberg\*  
Lee H. Hamilton  
Carla A. Hills  
Henry A. Kissinger  
Tom Korologos\*  
Maura B. Morey  
Sam Nunn  
Paul A. Russo\*  
James Schlesinger  
Brent Scowcroft  
George P. Shultz  
Damaris Skouras  
Jeffrey H. Smulyan  
Carl Spielvogel  
Robert S. Strauss  
John C. Whitehead\*  
Frederick B. Whittemore\*  
Daniel Yergin  
Ezra K. Zilkha

\* Board of Directors

## TEAM LAYALINA

Richard Fairbanks, Founder & Chairman  
Marc Charles Ginsberg, President  
Leon Shahabian, Vice President & Treasurer  
Luke Stets, Outreach Director & Secretary  
Anne Hagood, Managing Editor  
Mirna Oud, Senior Manager for  
Operations & Development  
Phyllis Chesley, Executive Assistant  
Heather Stephenson, Project Associate  
Selina Singh, Project Associate  
Lorraine Jablonsky Floyd, Editorial Assistant  
Deniz Polat, Editorial Intern  
Katherine Russo, Editorial Intern

## CONTACT LAYALINA

1250 24th Street NW, Suite 300  
Washington, DC 20037  
Tel 202 776 7761  
Fax 202 776 7762  
information@Layalina.tv  
www.Layalina.tv



## The East-West Center 2011 Senior Journalists Seminar

On August 15th, Ambassador Marc Ginsberg, Layalina's President, addressed a group of 15 Muslim journalists hailing from countries across the Middle East, South East Asia and the Far East under the auspices of the East-West Center. Launched in 2003, the Senior Journalists Seminar fosters greater understanding among Asian countries with substantial Muslim populations.

The delegation included representatives from Afghanistan, India, Indonesia, Iran, Malaysia, Pakistan, the Philippines and Bangladesh. The subject of Amb. Ginsberg's presentation was: "The Role of Educational and Entertainment Media." He outlined the goals and objectives of Layalina Productions, including its focus on television series, documentaries and educational programming primarily aimed at the pan-Arab media market, but extending now to include media projects in Afghanistan and Pakistan.

Members of the delegation raised a variety of concerns with Ambassador Ginsberg, including the stereotyping of Muslims in American media, U.S. foreign policy disappointments, and opportunities for collaboration.

## Generation Entrepreneur (Cont'd from pg. 1)



businesses and help tackle the problem of unemployment, instead of waiting for the transitional government to hand them jobs. Filming locations were in Cairo, New Cairo, Helwan and Tanta.

We look forward to filming INJAZ's country competitions next year in Lebanon and Morocco. The season will culminate in the nail-biting final episode at INJAZ al-Arab's regional competition in the UAE, which will bring together the winners of the national contests to choose the best young Arab entrepreneurial startup and to spread a message of hope and innovation among Arab youth.

*Generation Entrepreneur* is a Layalina production in association with INJAZ al-Arab. It is created and executive produced by Leon Shahabian, and directed and edited by Shawn Thompson.

Above left: Lobna Shaheen, member of Team Basata  
Above middle: Mustafa Hemdan, CEO of Team Recyclobekia  
Above right: Ezz Eldeen Adel, CEO of Team I.I.I