

Layalina Productions

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Quarterly e-Newsletter
Winter 2006

A Message from the Chairman

Dear friends,

I am delighted to present our second quarterly electronic newsletter. Since our last update in November 2005, we have secured the necessary funds to produce the first season of *On the Road in America* and received the commitment of a respected broadcaster to air it throughout the Arab world later this year (please see page 3, which also contains information on our featured filmmaker, Jerome Gary). In other programming news, we continue to solicit tax-deductible donations to underwrite the production costs of the pilot for *How's Your Arabic?*, our first scripted show (see page 4). We are also pleased to welcome Mr. Alejandro Santo Domingo (pictured at right) to our Board of Counselors.

We will hold a variety of fundraising and outreach events in the coming months (see page 2). Our outreach efforts have also expanded through the growing readership of our [bi-weekly press review on public diplomacy and Arab media](#).

As we move ahead, I look forward to your feedback and continued support to help bring to fruition our common vision of improved US-Arab relations.

With kind regards,

Richard Fairbanks
Chairman of the Board

Layalina Welcomes New Counselor

"Layalina's efforts to establish lines of communication between the Arab world and the United States are essential to achieving peace and reducing the amount of terrorist activity around the world. It is only through a deeper understanding of the differences in our cultures that we can achieve these goals."

- Alejandro Santo Domingo
Layalina Counselor



A Managing Director at Quadrant Capital Advisors, Inc. in New York City, Mr. Santo Domingo is also Vice-Chairman of SABMiller Plc. for Latin America. SABMiller is the world's second largest brewery. He is Chairman of the Board of Bavaria S.A. in Columbia, and Chairman of Backus & Johnston, in Peru.

Mr. Santo Domingo is a Member of the Board of Valorem, a company that manages a diverse portfolio in Latin America, which includes Caracol TV, a Colombian broadcast network, and América TV, Peru's largest broadcaster.

In the non-profit sector, he is a Member of the Board of Aid for AIDS, a foundation dedicated to helping HIV and AIDS patients, and DKMS, a foundation dedicated to finding donors for leukemia patients. Mr. Santo Domingo is a graduate of Harvard College.

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Recent Outreach Events

November 1, 2005 in New York, NY: Union Club fundraising luncheon co-hosted by the Honorables Henry A. Kissinger and Carl Spielvogel, Ms. Damaris Skouras, and Messrs. Don Hewitt, Frederick B. Whittemore, and Ezra K. Zilkha. This event was made possible thanks to an in-kind donation from Mr. Whittemore.



Layalina Counselor and Keynote Speaker Mr. Don Hewitt delivering his remarks at the Union Club.



Above: City Club of Cleveland President Mr. Sanjiv K. Kapur greets Richard Fairbanks.



November 4, 2005 in Cleveland, OH: Richard Fairbanks addressed the City Club of Cleveland as part of its Friday Forum series. The speech focused on recent developments in the Palestinian-Israeli peace process and Layalina's efforts. Layalina Director and Cleveland native Ambassador Paul Russo attended the event, which reached an estimated audience of 1 million individuals through podcasting, public radio and TV.



From left to right: Ambassadors and Layalina Directors Paul Russo, Marc Ginsberg, and Richard Fairbanks with Ambassador Leon J. Weil. Ambassadors Russo and Weil are Layalina donors.



Layalina Director and donor Mr. Frederick B. Whittemore (left) and The Honorable Peter G. Peterson, a Layalina donor.

"...I welcome hosting a reception at my residence during the upcoming month of April... I reiterate my support to the efforts of your non-profit organization aiming at bringing the Arab and American peoples and cultures closer through dialogue and mutual understanding."

- His Excellency M. Nabil Fahmy
Ambassador of Egypt to the United States

Upcoming Outreach Events

April 4 in Los Angeles, CA: Fundraising event co-hosted by Mr. Norman Pattiz, Sony Pictures Entertainment, and others.

April 10 in Washington, DC: Reception and screening hosted by the Ambassador of Egypt to the United States, His Excellency M. Nabil Fahmy, at his residence.

Dallas, TX: Fundraising event co-hosted by Mr. William Bricker and others.

Please contact us if you are interested in hosting a tax-deductible outreach event to benefit Layalina, or to RSVP for an upcoming event.

Update: On the Road in America

We are delighted to announce that the Richard M. Fairbanks Foundation of Indiana is funding in full Layalina's \$1.68 million grant proposal to underwrite the production expenses of the remaining 12 episodes of the first season of our reality travelogue series, *On the Road in America*.

The Foundation also funded the pilot episode for this series, which features the experiences of Ali, Mohammad and Imad, three Arab university students, on their first trip to the United States. The pilot helped us secure a letter of intent to broadcast from O3 Productions, Inc., the acquisition arm of Middle East Broadcasting Centre (MBC) Group, the most established and credible pan-Arab broadcaster.

MBC Group was initially interested in half-hour long episodes for broadcast on its Al-Arabiya channel, the second most watched news channel in most Arab countries. We are pleased to report that MBC Group executives are now interested in hour-long episodes for broadcast on MBC, their flagship channel. MBC is the most popular channel in most Arab countries and features entertainment programming. Our series thus has the potential to reach hundreds of thousands of additional viewers.

Parallel with broadcast agreement negotiations with MBC, we have begun pre-production on the upcoming episodes, which will take the finalist students across the country. Jerome Gary (pictured at right) is assembling the production team. After consultation with the broadcaster, we have decided to recast the new episodes in order for the talent to reflect a more representative sample of the Arab world. As a result, we anticipate having the participation of individuals from the Maghreb, Levant, and the Persian Gulf regions.



We look forward to updating you on the progress of this exciting project. We anticipate starting production in May and having enough episodes ready to go on the air -- in primetime -- throughout the Arab world in time for the start of the Muslim holy month of Ramadan in late September. (Ramadan corresponds with a spike in TV viewership.)

With the switch from half-hour to hour-long episodes, we will incur an additional \$500,000 in production expenses for the first season not covered by the above mentioned grant and count on your support to close the funding gap.

Featured Filmmaker: Jerome Gary

On the Road in America's creator, director, and executive producer Jerome Gary gained worldwide fame when he produced *Pumping Iron*, a 1977 documentary on bodybuilding featuring Arnold Schwarzenegger. Quickly becoming a huge box office hit and international sensation, the movie launched Schwarzenegger's multi-million dollar acting career.

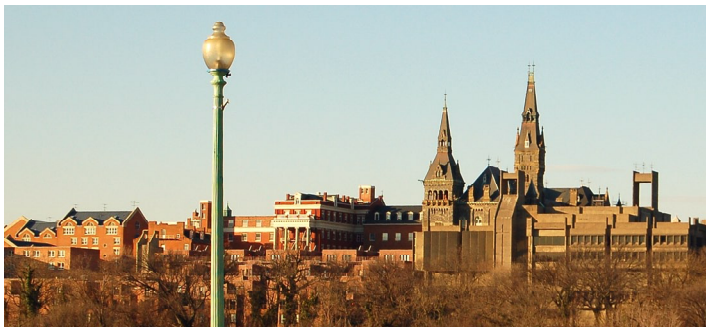


Gary's credits include writing *Dragstrip Girl*, *The Gathering*, and *Rebel Highway*; producing and directing *Stripper*; executive producing *The Gathering*, the Emmy®- and Cine Golden Eagle-awarded *The Russians* eight-hour series, and the Ace Award-winning *Laughs* series for HBO. He has directed six plays, including *True West*.

Having graduated cum laude from Yale University in History of the Arts and Letters, Gary is currently the Chief Executive Officer of ICT Works, the incubator for University of Southern California (USC)'s Institute for Creative Technologies. He is also a senior lecturer at the American Film Institute and at USC's School of Cinema and Television.



How's Your Arabic?



We are currently raising the \$300,000 necessary to produce the pilot episode of *Arabitak Keif?* (How's Your Arabic?). This 13 half-hour episode scripted situational comedy series features an eclectic group of Americans studying Arabic at Georgetown University. Through this series, Layalina hopes to help viewers better appreciate the often-misguided attitudes of Americans towards all things Middle Eastern.

New Frontier Entertainment President John Levoff will serve as executive producer for the pilot and has penned the script with WGA® award-winning writer Matt Bombeck. Chris Van Howten of Los Angeles has been retained to produce the pilot, which is currently in the pre-production phase. Chris, John and Matt look forward to working with us to make this series a success, and Arab broadcasters are interested in airing *How's Your Arabic?* Your support in the form of tax-deductible donations is paramount to get the pilot and subsequent series into production.

Team Layalina

Richard Fairbanks, Chairman of the Board
 Marc Charles Ginsberg, President
 Leon Shahabian, Vice President & Treasurer
 Barbara Sloat, Secretary
 Olivia Qusaibaty, Project Associate
 Omar Wahab, Project Assistant
 Julie Norman, Intern

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Leon Shahabian, Olivia Qusaibaty, Julie Norman

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To be placed on the mailing list, contact information@layalina.tv. Visit Layalina's website, www.layalina.tv for more information.

Support Layalina

Layalina Productions, Inc. is a tax-exempt organization under §501(c)(3) of the Internal Revenue Code. Layalina is funded solely through tax-deductible donations from individuals and corporations, and through grants by foundations based in the US and the Arab world.

Please support Layalina by making a tax-deductible donation. To donate by mail, please send your check or money order to:

Layalina Productions, Inc.
 Attn: Treasurer
 1800 K Street, NW, Suite 400
 Washington, DC 20006

For stock donations or to wire your donation directly into our bank account, contact Layalina's Treasurer at information@layalina.tv or at 202-775-3202. To donate online, visit www.layalina.tv.

Layalina wishes to thank its pro-bono counsel for their kind assistance:

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