

In Post-Production: *Al-Sa'at*



Deena Shakir hosts the "Behind Closed Doors" segment.

Layalina recently wrapped production on the pilot episode of its news magazine show *Al-Sa'at* (The Hour), a co-production with Dubai-based Al-Arabiya news channel. The series covers topics that impact the important relationship between the United States and the Arab world.

Layalina's portion of the pilot was hosted by Ms. Deena Shakir, an Iraqi-American recent graduate of Harvard University. It was Executive Produced by Layalina's President Ambassador Marc Ginsberg and Produced by Layalina's Outreach Director Luke Stets.

Layalina produced two segments for the pilot episode. The first, entitled "Axis of Laughter," features four famous Arab-American and Iranian-American comedians who dispel cultural stereotypes between the U.S. and the Middle East. The segment explores how these entertainers serve as citizen ambassadors and foster understanding between people of different backgrounds.

Layalina's second segment entitled "Behind Closed Doors" discusses America's future strategic direction in the Arab world with Ambassador Dennis Ross, President-Elect Barack Obama's Chief Middle East Advisor.

Al-Arabiya's two segments profile the progress made in the Israeli-Palestinian peace process since the Annapolis Conference of November 2007, and the growing popularity and impact of the Egyptian blogosphere in cyberspace.

Layalina's production partner Al-Arabiya intends to air the completed pilot. Layalina's portion of the pilot episode is made possible thanks to a generous \$100,000 grant from the Marc and Eva Stern Foundation of California.

In Post-Production: *Life After Death*



Lauren and Gran Kestenbaum in Petra, Jordan.

We are delighted to announce that we completed principal photography on *Life After Death* in mid-October. Filming started in early September on-location in New York, Los Angeles, Amman, and Madrid. We are currently in post-production, and look forward to completing the editing phase in the weeks to come.

This hourlong documentary features family members of American, Arab and European victims of Al-Qaeda and their compelling messages of suffering, endurance and hope. The production's message is simple and irrefutable: repudiate and further marginalize terror by highlighting its gruesome and universal human toll.

Granvilette Kestenbaum, originally from Baltimore, lost Howard, her husband of 31 years on 9/11. Her daughter Lauren grew up as a bi-racial Jewish kid in New York. Gran and Lauren travel and reach out to family members of victims of the 11/9 Amman hotel bombings and the 3/11 Madrid train bombings. In the process, Gran and Lauren confront the changes in their lives in the seven years since Howard was taken from them, and their relationship with each other.

Life After Death is executive produced by Academy Award nominated Jerome Gary and Leon Shahabian, Layalina's Vice President & Treasurer. It is directed by Shawn Thompson. This important show will air throughout the Arab world on Al-Arabiya news channel and serve as an indictment of extremist violence.

Life After Death is a Visionaire Media production in association with Layalina Productions.

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Chairman's Message

Dear Friends,

I am delighted to announce that Layalina has two shows currently in post-production.

The pilot episode of our news magazine show *Al-Sa'at* (The Hour), co-produced with Dubai-based Al-Arabiya news channel, is nearing completion. *Al-Sa'at* promotes insightful investigative journalism focused on United States-Arab relations.

Additionally, principal photography has concluded on *Life After Death*, a multi-location feature documentary that repudiates extremism and terrorism, produced by Visionaire Media in association with Layalina.

Layalina continues to receive plaudits for its efforts to promote and strengthen cross-cultural communication. The groundbreaking children's series *Ben & Izzy* had its world broadcast premiere in primetime last September on MBC 3, the children's channel of leading pan-Arab satellite broadcaster MBC.

We invite you to learn more about Layalina's latest developments on our newly designed and updated website, www.layalina.tv.

Our strenuous efforts to augment US-Arab relations are contingent on your generous support. It is our hope you might consider making a tax-deductible contribution to help us carry our 2008 successes into the new year.

With kind wishes for the holiday season,



Richard Fairbanks
Chairman of the Board

"Layalina is a nonprofit, but that does not prevent its programs from having commercial success."

Dr. Cynthia P. Schneider, Former Ambassador to the Netherlands.

World Premiere: *Ben & Izzy* on MBC3



Ben & Izzy, the groundbreaking animated children's series sponsored in part by Layalina and produced by Rubicon of Amman, Jordan, had its world broadcast premiere on MBC 3, the children's channel of MBC Group. MBC is the leading pan-Arab free-to-air satellite broadcaster.

The 13-episode series was broadcast daily during the first two weeks of Ramadan in prime time last September. Television viewing is at its highest in the Arab world during Ramadan. The show was extensively promoted and attracted millions of viewers young and old.

Ben & Izzy focuses on the budding friendship of two pre-teen boys, one from Jordan and the other from the United States. Their exciting journey takes them back in time, where they meet historical figures and must overcome incredible difficulties while learning to work together. Through their adventures, Ben and Izzy grow to appreciate each other and their respective cultures. The lesson from each episode is that "ultimately we don't have to be the same to get along!"

Layalina's contribution to this important production was made possible thanks to a generous \$150,000 grant from The William and Flora Hewlett Foundation of California.

Brookings Institution Applauds Layalina's Efforts



Layalina's efforts to promote and strengthen cross-cultural communication and dialogue between the United States and the Arab world through quality television programming were praised by The Brookings Project on U.S. Relations with the Islamic World in its recent publication entitled "Mightier Than the Sword: Arts and Culture in the U.S.-Muslim World Relationship."

Dr. Cynthia P. Schneider's analysis of the role of arts and culture in this important relationship recommended

a focus on cross-cultural productions. The report noted Layalina's successful collaboration with Jordan-based Rubicon on the animated series *Ben & Izzy* as a prime example of the strong potential of future projects.

On the Road in America, Layalina's 12-episode reality travelogue series was also commended for its commercial appeal and success in reaching millions of viewers. Dr. Schneider, a former U.S. Ambassador to the Netherlands and a Distinguished Professor in the Practice of Diplomacy at Georgetown University, contrasted the U.S. government-financed Radio Sawa and AlHurra with Layalina's highly-rated *On the Road*, which reached over 20 million Middle East viewers on pan-Arab satellite channel MBC1. As well, the recommendations section of the report highlighted Layalina's work as an example of effective use of cross-cultural productions in public diplomacy.

Layalina welcomes Jordanian Youth Commission

On October 23, Layalina Productions hosted a delegation of academics and student leaders from the *We Are All Jordan* group of Maan, Jordan as part of the State Department's International Visitor Leadership Program.



Layalina staff pose with *We Are All Jordan* delegation.



Leon Shahabian, Layalina's Vice President & Treasurer shares Layalina's mission and efforts with the Jordanian delegation.

The *We Are All Jordan Youth Commission* helps Jordanian youth achieve their highest potential through serving their country and "instilling the values of citizenship and the sense of belonging." The fight against terror and poverty alleviation are at the top of the group's agenda.

Leon Shahabian, Layalina's Vice President & Treasurer, met with the Jordanian delegation and shared with them an overview of Layalina's efforts and mission, and then led a candid discussion about public diplomacy efforts and U.S.-Arab relations. The visiting delegation also watched snippets from our shows and discussed the merits of our efforts.

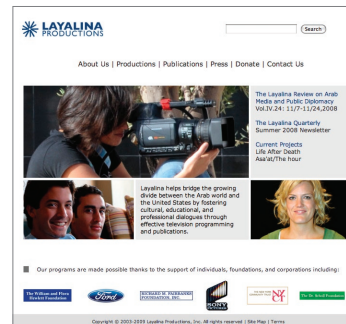
We were delighted to hear our colleagues' words of encouragement, especially their invitation for Layalina to film the group's commendable efforts in Maan, which include reaching out to young people with a message of moderation at a time when extremists are recruiting youth and radicalizing them.

We Are All Jordan visited the United States as part of a three-week program to examine U.S. public diplomacy and learn about new

initiatives that target terrorism.

Layalina Productions is excited to support these types of exchange efforts which lead to increased understanding and collaboration.

Layalina's New Home on the Web



We invite you to visit our newly designed and updated website.

At Layalina.tv you can find information about our programs, read *The Layalina Chronicle* and learn about our initiatives that aim to bridge the divide between the United States and the Arab world.

The new website features an enhanced and streamlined layout and greater functionality to help you navigate a wide variety of information.

Additionally, *The Layalina Review on Public Diplomacy and Arab Media* now enjoys a more reader-friendly format and enhanced search engine for archived issues. The Review is a unique source for monitoring developments in the spheres of public diplomacy and Arab media.

From video clips and production stills, to briefings on the most up-to-date developments in U.S.-Arab relations, Layalina.tv is a valuable resource we encourage you to explore.

Layalina Joins Web 2.0

As readers of *The Layalina Review on Public Diplomacy and Arab Media* know full well, the struggle for the hearts and minds of Arab youth takes place primarily on pan-Arab free to air satellite television networks. However, as we have reported throughout the year, the internet - despite its rather low penetration rate in the region - is playing an emerging role in empowering Arab youth and organizing them as they find a voice of their own.

This is why we have decided to join the web 2.0 phenomenon by launching a non-profit page on Facebook, the most popular social networking site in the world.



We invite you to join us on our page at <http://www.facebook.com/pages/Layalina-Productions-Inc/37010752630?ref=s>

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The Layalina Review is a FREE biweekly online publication. With 26 issues per year, it is a comprehensive news source for happenings in media and public diplomacy in the Arab world.

Layalina Welcomed to Peres Center Conference

Layalina's President Ambassador Marc Ginsberg attended the Peres Center's 10th Anniversary Conference in Tel Aviv in late October. The conference unveiled the newly-launched Zoora Media Initiative. Zoora was created to provide more opportunities for Palestinian and Israeli film and television professionals to work together.

At the conference, Ambassador Ginsberg met with Israel's President, Shimon Peres, several ministers in the Israeli government, and the leadership of the Peres Center, including Dr. Aliza Savir, Deputy Director of the Center and the inspiration for the Zoora Initiative.

Ambassador Ginsberg highlighted to his interlocutors Layalina's successes in the Middle East and ways that the Zoora Initiative can benefit from Layalina's best practices. Ambassador Ginsberg also met with local producers, directors, and television executives in an effort to help develop viable capacity training and production capability for Palestinian journalists and producers.

The Peres Center is dedicated to building an infrastructure of peace and reconciliation between the people of the Middle East. Layalina applauds the Center's Zoora Initiative and its efforts to develop programming that will bridge the differences between Israelis and Palestinians.

Support Layalina

Layalina Productions, Inc. is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code.

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

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For information on stock donations and wire transfers, please contact Layalina's Treasurer at Lshahabi@Layalina.tv or (202) 776-7768. To donate by credit card, please visit www.layalina.tv/support

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The Layalina Chronicle is published by Layalina Productions, Inc., a 501(c)(3) non-profit, private sector corporation dedicated to bridging the growing divide between the Arab world and the United States through effective television programming.

To be placed on our mailing list, contact us at information@Layalina.tv

Staff Spotlight: Phyllis Chesley



Please join us in recognizing the hard work and dedication of Phyllis Chesley, the Executive Assistant to Layalina's Chairman and Founder Ambassador Richard Fairbanks.

Phyllis coordinates the daily activities of the Chairman's office, provides administrative support to Layalina's Board and staff members, and contributes to *The Layalina Review on Public Diplomacy and Arab Media*.

Phyllis is a graduate of Morgan State University and has more than twenty years of management experience. Phyllis joined Team Layalina in September 2007.

Editorial Note

We are delighted to announce that *The Quarterly Newsletter* is now *The Layalina Chronicle*. *The Chronicle* will continue to be published four times a year and will provide coverage of our outreach events, fundraising efforts, as well as update Layalina's friends and donors on the progress of our productions, their dissemination and impact throughout the Arab world. We look forward to sharing our future successes with you in *The Layalina Chronicle*. *The Chronicle* is designed, written, photographed and edited by Layalina staff.