

## **ON THE ROAD IN AMERICA RE-AIRS ON SUNDANCE**

**The first season of Layalina's hit travelogue series** *On the Road in America* is currently re-airing multiple times a week on the Sundance Channel.

The series began its primetime debut in the US on June 4, 2008 and has been airing almost continuously since, including showings on Saturday evenings in primetime. The series' weekly broadcast schedule can be found at [www.sundancechannel.com/series/on\\_the\\_road\\_in\\_america](http://www.sundancechannel.com/series/on_the_road_in_america).



The Sundance Channel reaches 28 million American households and is a venture of NBC Universal, CBS and Robert Redford.

"*On The Road in America* presents a fascinating look at two different cultures and their attitudes towards each other," commented Laura Michalchysyn, Executive Vice President and General Manager of Programming and Creative Affairs for the Sundance Channel. "Though it was created for audiences across the Middle East, we believe that this series can provide cross-cultural understanding for the American audience as well."

The first season of *On the Road* originally aired on the Middle East Broadcasting Centre (MBC), the most credible pan-Arab free-to-air satellite network, between January and April 2007, and garnered around 4.5 million viewers each airing. *On the Road* was the second most-watched television show in the Middle East in its primetime slot, as measured by Ipsos-Stat, a leading European polling firm. MBC re-aired the series in July 2007 and again during Ramadan 2007.



*On the Road* crew members filming in Montana.

The series consists of twelve thirty-minute episodes and was produced thanks to a grant from the Richard M. Fairbanks Foundation of Indiana.

### **Viewer feedback**

I was born and raised in Madison, but live in St. Louis now. I am an American who has family all over the world. I am also a mother of two young teenage girls. It was so refreshing to see this show and I anticipate sitting down and watching with my daughters in order to open dialogue.

It would be amazing if the junior highs and high schools would allow something like this as these children do not realize how alike they really are even when they come from such different worlds."

*On the Road* viewer feedback as posted on Layalina comment page by Lisa Schweiger on Feb 15, 2009.

## **SOON TO AIR: LIFE AFTER DEATH**

**Layalina's feature documentary** *Life After Death* will soon air throughout the Arab world on Al-Arabiya news channel. The documentary features family members of American, Arab and European victims of Al-Qaeda and their compelling messages of suffering, endurance and hope.

Serving as an indictment against extremist violence, the production's message is simple and irrefutable: repudiate and further marginalize terror by highlighting its gruesome and universal human toll.

*Life After Death* is Executive Produced by Academy Award nominated Jerome Gary and Leon Shahabian, Layalina's Vice President. It is Directed by Shawn Thompson.

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



Family of Arab and American victims comfort each other.

### **In This Issue:**

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## Chairman's Message

Dear Friends,

I am pleased to announce Layalina's continued achievements in programming and the launch of a new publication..

The first season of *On the Road in America*, Layalina's 12-episode reality travelogue series, is currently re-airing on the Sundance channel due to its widespread popularity among American and Arab audiences.

Additionally, post-production has ended for *Life After Death*, Layalina's hour-long documentary on victims of terrorism. The show will soon be aired on the Dubai-based news channel, Al-Arabiya, one of the most influential and far reaching channels in the Arab world.

Once again, Layalina's work has been acknowledged by prominent voices in the field of US-Arab relations for its efforts to overcome mutual stereotypes and improve relations between Arabs and Americans .

The US-Muslim Engagement Project, an organization similarly committed to public diplomacy, applauds Layalina Productions' endeavors in the entertainment media industry .

Please visit our newly designed website where you can readily access our publications and programming. As such, the Layalina Review on Public Diplomacy and Arab Media is available free of charge in HTML, PDF, and RSS formats.

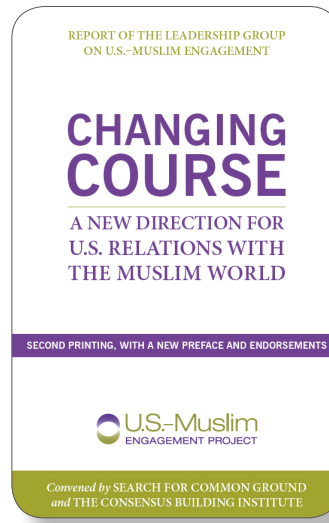
Our strenuous efforts to augment US-Arab relations are contingent on your generous support. It is our hope you might consider making a tax-deductible contribution to help us carry our previous successes into a new season.



With kind regards,

Richard Fairbanks  
Chairman of the Board

## LAYALINA: A NEW STRATEGY FOR US-ARAB RELATIONS



**Layalina's continued success in** challenging stereotypes and strengthening United States-Arab world relations through thought-provoking quality programming was recognized in a report published by the US-Muslim Engagement Project. The report, entitled "Changing Course: A New Direction for US Relations with the Muslim World," was compiled by Search for Common Ground and The Consensus Building Institute.

As a mainstream television show broadcast on pan-Arab satellite channel MBCi, Layalina's 12-episode reality travelogue series *On the Road In America* helped to "overcome mutual stereotypes between Arabs and Americans" through the cast's interactions with the communities and people they meet. As such, the show fulfilled the US-Muslim Engagement Project's mission to

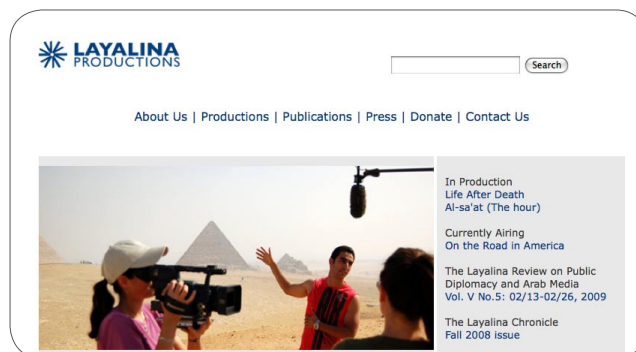
show how "people across countries, religions, and ethnicities can work in concert to address underlying tensions."

The US-Muslim Engagement Project concludes that "entertainment media can make important contributions to popular perceptions of conflict and the potential for peaceful coexistence" due to the "unique capacity to educate and humanize people through their emotional impact."

**"entertainment media can make important contributions to popular perceptions of conflict and the potential for peaceful coexistence."**

Layalina's 12-episode reality travelogue series *On the Road In America* garnered over 4.5 million viewers per episode when it was screened in the Arab world, proving that nonprofit television productions can be a commercial and public diplomacy success.

## VISIT LAYALINA ON THE WEB



**Layalina's recently launched website features greater functionality and a new streamlined layout. We invite you to visit Layalina. tv, where you**

can find information about our tv programs, read the Layalina Review on Public Diplomacy and Arab Media and The Chronicle and learn more about our initiatives that aim to bridge the divide between the United States and the Arab world.

## LAYALINA IN ACADEMIA

**Layalina's efforts to promote dialogue and cross-cultural communication** between the United States and the Arab world through quality television programming will be highlighted in a variety of academic settings this year.

Specifically, the first season of *On the Road in America* will be screened in fall semester courses at both Armstrong Atlantic State University in Savannah, Georgia and Henry Ford Community College of Dearborn, Michigan.

*On the Road* previously was screened at Georgetown University, The George Washington University, Columbia University, Penn State University, and the American University in Cairo. Additional screenings took place at the Center for Strategic and International Studies and the Aspen Institute.

In addition to *On the Road*, Layalina's bi-weekly publication, The Layalina Review on Public Diplomacy and Arab Media, has been employed in a variety of academic settings. At both the Newhouse School and Maxwell School of Citizenship and Public Affairs at Syracuse University, The Review has been used as a teaching tool in Professor Nancy Snow's courses on global communications and public diplomacy in the new administration.



A George Washington University student interacts with *On The Road* panelists.

## THE LAYALINA REVIEW ON PUBLIC DIPLOMACY AND ARAB MEDIA

**The Layalina Review, a peerless bi-weekly source** for monitoring developments in public diplomacy and Arab media, is proud to unveil a new reader-friendly layout and a variety of added features.

On Layalina's newly designed website, Layalina Review readers can download the publication in PDF, HTML, and RSS formats free of charge.

The RSS feature allows readers to receive up-to-date developments in public diplomacy and Arab media via concise email alerts. To subscribe to the RSS feed please visit [Layalina.tv/Publications/Review/Layalina\\_RSS.xml](http://Layalina.tv/Publications/Review/Layalina_RSS.xml).

In addition to the RSS feed, The Layalina Review page now features a "related stories" sidebar that directs readers to previous articles to provide comprehensive coverage of topical issues. We hope that these features, together with a comprehensive search engine make The Layalina Review your choice for monitoring public diplomacy developments and the Arab mediascape.

Brought to you thanks to a grant from The Dr. Scholl Foundation, The Layalina Review is published 26 times per year and is free to subscribers.

We invite you to visit [Layalina.tv/publications.html](http://Layalina.tv/publications.html) to read the current edition and explore a variety of developments in public diplomacy and Arab media.

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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For information on stock donations and wire transfers, please contact Layalina's Treasurer at [Lshahabi@Layalina.tv](mailto:Lshahabi@Layalina.tv) or (202) 776-7768.

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

**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](mailto:information@Layalina.tv).

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