We are pleased to announce that the second season of our hit reality series *On the Road in America* is in post-production. Principal photography started on May 18 in Los Angeles and concluded on June 25 in Washington, DC. *On the Road* is a Layalina production, in association with Visionaire Media of Los Angeles.

Part travelogue, part adventure, part coming-of-age story, the second season of *On the Road* follows four young Arabs – Sara Hoteit, 23, Lama Masri, 21, Joseph Assi, 22 and Basheer Haddad, 25 – as they embark on the quintessentially American rite of passage: a cross-country road trip. The cast provides a religious, geographic and socioeconomic representative sample of Arab youth.

The cast discovers the diversity and uniqueness of the United States through their 6,000 mile journey across the country, which starts in California, continues through Nevada, Arizona, New Mexico, Texas, Louisiana, Alabama, Tennessee and concludes in Virginia and Washington, DC.

Each location allows the cast to explore issues such as capitalism, poverty, faith, public diplomacy, race relations and education. By fostering dialogue on these issues, the cast and crew come face to face with topics that continue to shape the evolving relations between the U.S. and the Arab world.

(continued on page 3)

perspectives: a new layalina publication

Join us in welcoming Layalina’s most recent publication, Perspectives, a monthly opinion piece authored by leading practitioners and academics in the fields of public diplomacy and Arab media.

The publication provides a forum to debate, contextualize and analyze salient topics, concepts and developments that are of interest to the public diplomacy community as well as to Arab media followers.

In the inaugural May 2009 edition, H.E. Samir Shakir Mahmood Sumaida’ie, Ambassador of Iraq to the United States, comments on the achievements and challenges of Iraqi media following the U.S. invasion in a piece entitled “Iraqi Media: Freedom or Chaos.” Ambassador Sumaida’ie explains, “One of the biggest successes of Iraqi media is its sheer resiliency and vitality.”

On May 12, the Washington Times featured the Ambassador’s Perspectives article in its diplomatic dispatch, Embassy Row, stressing, “Journalism in Iraq will mature and become a keystone to a strong Middle East democracy,” despite its current limitations.

The June issue of Perspectives featured Matt Armstrong, author of MountainRunner (http://mountainrunner.us) a leading blog on public diplomacy and strategic communication. In his article, “Social Media as Public Diplomacy,” Armstrong asserts, “Social media is an essential tool… as it helps educate, encourage, equip and empower people to participate.”

(continued on page 3)
chairman’s message

Dear Friends,

It gives me great pleasure to announce that Layalina is now in post-production on the second season of our hit series On the Road in America. You can track the show’s latest developments on its blog at www.ontheroadinamerica.tv/blog.

In another positive development, Layalina has launched a new publication entitled Perspectives, which consists of monthly editorials from leading practitioners and academics discussing timely issues in the study and practice of public diplomacy and Arab media.

In addition, Layalina’s efforts were favorably highlighted by the UK’s peer-reviewed quarterly journal Place Branding and Public Diplomacy. The journal recognized Layalina’s determination to collaborate with our Arab production partners as a successful formula that bolsters credibility, along with our ability to produce shows with accurate and objective viewpoints of America for audiences abroad.

While Layalina has made great strides to further constructive dialogue between the U.S. and the Arab world, we face an ever growing fundraising challenge in these economically trying times. We hope that you might consider assisting us in our time of challenge. For more information on how to donate, please visit our website at www.layalina.tv.

With kind regards,

Richard Fairbanks
Chairman of the Board

---

tagging along with OTR

To keep up with the latest developments of the second season of On the Road in America, we invite you to visit our newly created blog (www.ontheroadinamerica.tv/blog) which allows fans of the show to vicariously participate in the production by following the experiences of the cast and crew on their cross-country trip.

The blog features videos, photos, and personal statements from the cast and crew, providing insights into each participant’s formative experiences. Additionally, visitors to the blog can opt to receive updates on production locations and activities through Facebook and Twitter, thus gaining “behind the scenes” access.

By tapping into the popularity of new media, the show is expanding its outreach and introducing fans -- both in the region and in the U.S. -- to the themes and characters of the second season, ahead of its broadcast debut.

“Togetherness changes people and can change nations, one little road trip at a time.”

Katie Wallack, OTR2 crew member; in a blog entry for the show

---

OTR2 Cast members at a Habitat for Humanity construction site in New Orleans, rebuilding homes damaged in Hurricane Katrina.

OTR2 Cast members Sara Hoteit and Lama Masri performing in fellow cast member Joseph Assi’s multimedia art installation in Washington, DC.
Olga Zatepilina praises Layalina’s efforts to improve the international standing of the United States and in building relationships among American and Arab audiences in “Non-State Ambassadors: NGOs’ Contribution to America’s Public Diplomacy,” an article published in the UK in the peer-reviewed quarterly journal Place Branding and Public Diplomacy.

Zatepilina, a doctoral student at Syracuse University’s Newhouse School of Public Communications, analyzed twelve American NGOs that focus their work on public diplomacy. Her selection was based on the strong global presence of the entities in question. Zatepilina argues in her article that the reputation of the NGOs that she selected largely depends on their ability to foster relationships and trust with foreign audiences.

The study commends Layalina’s credibility among foreign audiences and partially attributes Layalina’s success overseas to the collaborative nature of its programs, which are co-produced with Arab production houses. Zatepilina praises Layalina for “the diversity of opinions featured in its broadcasts” and notes that because of its “objective programming, citizens of other countries do not perceive the organization’s message as propaganda.”

Zatepilina also applauds Layalina’s determined efforts to portray an accurate image of America abroad. The study acknowledges the unrealized potential of NGOs to further improve America’s reputation internationally and recommends that the government support these non-state efforts of public diplomacy.

To read Zatepilina’s article, visit http://www.palgrave-journals.com/pb/index.html or contact us at information@Layalina.tv to receive a copy.

Layalina hosts French Algerian delegation

On May 13, Layalina Productions hosted a delegation of French Algerian producers from the State Department’s International Visitor Leadership Program. The delegation participated in a 21-day conference entitled “Managing Ethnic and Religious Diversity in the U.S.” The conference agenda focused on exposing the participants to the ways in which faith impacts American life both in the public and private sectors, with special attention paid to America’s Muslim community.

After the meeting, the visitors expressed interest in collaborating with Layalina to promote media’s expanding role in bridging cross-cultural boundaries and fostering inter-religious exchange. Layalina has been a regular participant in the International Visitor Leadership Program and looks forward to hosting additional delegations in the future.

OTR2 In Post-Production [cont’d from page 1]

The second season of On the Road is executive produced by Academy Award-nominated Jerome Gary and Leon Shahabian, Layalina’s Vice President. It is directed by Jerome Gary and Mary Lambert, the acclaimed feature and music video director.

The first season of On the Road in America had its premiere run on MBC1, the most credible pan-Arab free-to-air satellite network, between January and April 2007, garnering nearly 4.5 million viewers per episode. On the Road was the second most-watched television show in the Middle East in its primetime slot, as measured by Ipsos-Stat, a European polling firm. MBC re-aired the series multiple times.

The first season also aired in the United States in primetime on both coasts every Wednesday night from June 4 through August 20, 2008 on the Sundance Channel and last re-aired in primetime from May to June 2009, due to its widespread popularity.

Perspectives [cont’d from page 1]

The July issue of Perspectives, penned by Al-Jazeera Network’s Washington Bureau Chief Abderrahim Foukara, discusses the differences between Arab and U.S. media. Foukara stresses, “The battle to close the gap between nations is often fought in the trenches of political action, not by TV programming alone.”

We are delighted with the positive feedback that this new publication has received. There is a wide ranging and ongoing conversation about the future of public diplomacy. We hope that Perspectives will serve as an authoritative moderator of this conversation by featuring monthly and oftentimes divergent expert opinions.

Perspectives is edited by Anne Hagood, Layalina’s Managing Editor, and is available in the publications section of Layalina’s website (http://www.layalina.tv/publications.html) as well as by email to subscribers. Subscriptions are free of charge.
board of counselors

President George H.W. Bush  
Honorary Chairman
Tarek Abdel-Meguid  
David M. Abshire  
Richard V. Allen  
George L. Argyros*  
Thomas Ludlow Ashley*  
James A. Baker, III  
Samuel R. Berger  
Wayne L. Berman  
Reginald K. Brack  
Zbigniew Brzezinski  
John E. Chafee*  
Walter L. Cutler  
Lawrence S. Eagleburger  
Richard Fairbanks*  
A. H. Farouki  
Marc Charles Ginsberg*  
Lee H. Hamilton  
Carla A. Hills  
Henry A. Kissinger  
Maura B. Morey  
Sam Nunn  
Paul A. Russo*  
Alejandro Santo Domingo  
James Schlesinger  
Brent Scowcroft  
George P. Shultz  
Damaris Skouras  
Jeffrey H. Smulyan  
Carl Spielvogel  
Robert S. Strauss  
John C. Whitehead  
Frederick B. Whitttemore*  
Daniel Yergin  
Ezra K. Zilkha

*Board of Directors members

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:

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

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

subscribe to our publications

The Layalina Review on Public Diplomacy & Arab Media is a biweekly press review. It is available on Google News and through Layalina’s website in PDF, HTML, and RSS formats.

Perspectives is a monthly series which provides a unique forum for academics and leading practitioners to share their views and explore key concepts in the study and practice of public diplomacy and Arab media.

The Layalina Chronicle is a quarterly newsletter that provides updates to friends and supporters of Layalina on the organization’s efforts and plans.

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

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

team layalina

Richard Fairbanks Chairman of the Board  
Marc Charles Ginsberg President  
Leon Shahabian Vice President & Treasurer  
Luke Stets Outreach Director & Secretary  
Phyllis Chesley Executive Assistant  
Anne Hagood Managing Editor  
Iqbal Khaiy Design and Production Coordinator  
Jake Foley Office Manager  
Andrew Jones Intern  
Kaitlyn Amundsen Intern