

LIFE AFTER DEATH

Screening in Washington, D.C.

On January 28th, the Jordanian Embassy in Washington, D.C. hosted a screening of *Life After Death*, the award winning documentary about the families of Arab, European and American victims of terrorist attacks and their compelling stories of suffering, endurance, and hope.

Prince Zeid Ra'ad Al-Hussein, Ambassador of Jordan to the U.S. welcomed more than one hundred guests to the recently renovated Embassy grounds and spoke eloquently against extremist violence and the barbaric targeting of civilians.

Guests included Layalina Director and Donor Ambassador Paul Russo and Mrs. Russo, Layalina Donors Mr. and Mrs. Alan Heil, Arab League Ambassador to the U.S. Hussein Hassouna, Ambassador of Morocco to the U.S. Azis Mekouar, Dr. Richard Solomon, President of the U.S. Institute of Peace and Mrs. Solomon. Also in attendance were Imam Yahya Hendi of Georgetown University, the Reverend Fuad Khouri of Chevy Chase Presbyterian Church as well as officials from the State Department, the Middle East Partnership Initiative, the Department of Defense, the World Bank and journalists.

Ambassador Marc Ginsberg, Layalina's President spoke about Layalina's efforts to bridge the divide between the United States and the Arab world. Marc also enumerated Layalina's recent successes and upcoming productions.

Following the screening of the broadcast-hour long documentary, Hisham Melhem, Al-Arabiya's Bureau Chief in Washington moderated a discussion with Leon Shahabian, Layalina's Vice President. Leon served as Producer and Executive Producer of *Life After Death*. Mr. Melhem spoke passionately about the importance of effective outreach initiatives between the U.S. and the Arab world, the film's high production values and its simple yet irrefutable message: repudiate and further marginalize terror by highlighting its gruesome and universal human toll. *[cont'd on page 3]*



Above: *Life After Death*: Families of American and Jordanian victims of terrorism at the Martyrs' Garden in Amman.

Top: Gran and Lauren Kestenbaum filming *Life After Death*.

CHAIRMAN'S MESSAGE

Dear Friends,

I am pleased to announce that the second season of Layalina's hit series *On the Road in America* will premiere in the Arab world in primetime in mid-March on MBC1, the leading pan-Arab free-to-air satellite network. We are delighted with the opportunity to build on the first season's success and confident that the second season will prove just as exciting, resonant, and popular with its Arab audience.

We are thankful to Prince Zeid Ra'ad Al-Hussein, Ambassador of Jordan to the United States, for hosting a screening and discussion of the award-winning documentary *Life After Death* at the Jordanian Embassy in Washington, D.C. in late January. We enjoy sharing our work with audiences around the country and look forward to holding similar outreach efforts in the future.

In February, Layalina's president, Ambassador Marc Ginsberg, served as a delegate to the 7th Annual U.S.-Islamic Forum in Doha, Qatar. We applaud this and similar initiatives, which fit with our mission of helping to improve U.S.-Arab relations.

Layalina's continued success and future efforts depend on your generosity and continued financial support. I hope that we can count on you. For information on how to donate, please visit our website at www.Layalina.tv. Thank you in advance for your help.

With kind regards,



Richard Fairbanks
Chairman of the Board

WORLD BROADCAST PREMIERE

On the Road in America

We are pleased to announce that season two of our hit reality television series *On the Road in America* is slated to premiere in primetime throughout the Middle East and North Africa (MENA) region on March 19th.

The show will air on MBC1, the oldest and leading pan-Arab free-to-air satellite broadcaster. Episodes will debut each Friday night at 1900 GMT (7:00 PM in Morocco, 8:00 PM in Algeria, 9:00 PM in Egypt and Lebanon, 10:00 PM in Iraq and Saudi Arabia, and 11:00 PM in the UAE.) Episodes will repeat on Saturdays at 2230 GMT and re-air on Thursdays at 1330 GMT. The last episode will air on April 15th. We are delighted to secure such a favorable grid slot, and will work with MBC Group to promote the show.

The series focuses on Arab and American attitudes toward each other as seen through the eyes of the Arab visitors and the Americans whom they encounter in their journeys. This season, the cast and crew started their journey in Los Angeles and traveled to Washington, D.C. via the Southwest, deep South and Mid-Atlantic states. Each location provided a context for exploring important issues such as capitalism, poverty, faith, race relations and education. Ultimately, the series highlights the differences and similarities between the two cultures and facilitates a deeper understanding of each.

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 created and directed by Jerome Gary. *On the Road* is a Layalina production, in association with Visionaire Media of Los Angeles and O3 Productions of Dubai.

The first season of *On the Road* had its premiere run on MBC1, the largest free-to-air pan-Arab satellite network in primetime every Thursday from January 18th through April 7th, 2007. *On the Road* was the second most-watched show in its primetime slot in the Arab world out of 370 channels, and reached around 4.5 million viewers each night.

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

The first season's warm reception both in the MENA region and domestically led to the production of the second season.



On the Road cast member Lama Masri (right) with an employee at Homeboy Industries in Los Angeles, CA.

Layalina at the U.S.-Islamic Forum

Layalina's President Ambassador Marc Ginsberg served as a delegate to the 7th Annual U.S.-Islamic Forum, hosted by the Emirate of Qatar. The conference, which took place in Doha from February 12th to February 15th, was organized by the Brookings Institution's Saban Center for Middle East Policy, and attended by one thousand Muslim and American public and private sector leaders. The conference was dedicated to fostering a host of public-private partnerships in the areas of social media, civil society, entrepreneurship and interfaith exchange.

Arab and Muslim delegates made clear their considerable disappointment over the lack of measurable progress in the Arab-Israeli peace process -- disappointment that was preemptively acknowledged by Secretary Clinton in her address to the conference and by President Obama in his videotaped address to the delegates.

The conference's interfaith working group discussed how best to open and maintain lines of communication to sustain U.S.-Islamic initiatives, including through the use of new media. The administration's delegation to the conference -- which included senior officials from the National Security Council, the United States Agency for International Development, and the State Department -- is a testament to the government's commitment to promoting that goal.

Fairbanks Addresses Palm Beach Forum

On February 1st, Layalina's Founder and Chairman Ambassador Richard Fairbanks gave the keynote address at the "Pundits Luncheon" at the Beach Club in Palm Beach, Florida. Ambassador Fairbanks spoke about his experience as the Special Negotiator for the Middle East Peace Process and as Ambassador at Large during the Reagan administration. He described the special set of challenges facing U.S. diplomats in the Arab world during his tenure and how Foreign Service Officers still face many of the same issues. Ambassador Fairbanks concluded his remarks by touching on the important role played by citizen-diplomacy initiatives such as Layalina in advancing much needed dialogue between the U.S. and the Arab world.

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Leon answered audience questions about the production, the terrorist attacks and the affected families featured in the film. Mr. Shahabian also touched on the international distribution of *Life After Death*. The film has won the Best Documentary award at the 2009 Beverly Hills Film Festival and will soon premiere on Al-Arabiya news channel in primetime and air in Spain on the El Mundo channel. A U.S. sale is also anticipated.

We are delighted with HRH Prince Zeid's generous hospitality and look forward to working again with the Embassy on projects of mutual interest. We are also grateful to Ms. Merissa Khurma of the



Life After Death screening at the Jordanian Embassy. (Photo: Sharon Miranda)



L to R: Al-Arabiya Washington Bureau Chief Hisham Melhem with HRH Prince Zeid Ra'ad Al-Husseini, Ambassador of Jordan to the U.S., at the *Life After Death* screening.



L to R: Ambassador Paul Russo, Layalina director and donor, Mr. Ben Riley of the Department of Defense, and Imam Yahya Hendi of Georgetown University at the *Life After Death* screening.

Jordan Information Bureau, as well as to the Royal Jordanian Film Commission and the Prime Minister's Press Office for the assistance they provided with filming in Amman.

Life After Death is a Visionaire Media production in association with Layalina Productions. It is executive produced by Academy Award® nominated and multiple Emmy award winning Jerome Gary and Leon Shahabian, directed and edited by Shawn Thompson and produced by Messrs. Gary, Shahabian and Thompson.

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