



Chairman's Message

Dear friends,

I am delighted to present the Spring 2006 edition of our quarterly electronic newsletter. Since our last update in February, we have reached significant milestones in program production and held successful outreach events, as outlined in these pages.

As we move forward, we have additional shows in various stages of development and production that we hope will merit your generous support to bring them to fruition.

In this regard, we look forward to any tax-deductible financial assistance that you may consider. Please visit our website to make a donation. Thank you in advance for your help.

With kind regards,

Richard Fairbanks
Chairman of the Board

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In Pre-Production: *On the Road in America*



Meet the new and returning talent for the 13 half-hour episode first season of *Ala al-Tariq fy Amrika* (On the Road in America), our groundbreaking semi-reality travelogue series. Mohamed Kassem Abou Ghazal (bottom left) is a 27 year-old Jordanian-Lebanese physician living in Lebanon and Sanad Osama Karkar (top left) is a 19 year-old Saudi student living in Dubai. They are joining Ali Amr (middle left), a 23 year-old Egyptian student on the road in America. You may remember Ali from the pilot for the show.

The series is targeted to a young Arab audience that will vicariously discover the diversity and the uniqueness of the United States through the experiences of the Arab students traveling across the country for the first time.

Mohamed and Sanad were chosen from a pool of over 250 Arab students who auditioned for the spots in Dubai, Beirut, Cairo, Rabat and Casablanca. Academy Award-nominated filmmaker Jerome Gary, the series' creator, director and executive producer, led the three-week casting trip, which spanned most of April. Jerome and the production team are now hard at work on pre-producing the US episodes. Principal photography will debut in time for the 4th of July holiday weekend.

Middle East Broadcasting Centre (MBC) Group, the leading free-to-air pan-Arab satellite network, has confirmed its intention to broadcast the series. The first season of *On the Road* is produced in association with Evol, Inc. of Los Angeles and made possible thanks to a generous grant from the Richard M. Fairbanks Foundation of Indiana.

Outreach Event at the Hillcrest Country Club

April 4, 2006 in Los Angeles, CA: Reception and screening at the Hillcrest Country Club co-hosted by Representative Jane Harman, Hon. Norman J. Pattiz, Hon. George L. Argyros, Hon. Donald B. Rice, Hope Boonshaft, Jerome Gary, Dr. Susan Rice, Marc I. Stern, Albert Sweet and the USC Center on Public Diplomacy.



Left to right: co-hosts Hon. Norman Pattiz of Westwood One and Joshua Fouts of the USC Center on Public Diplomacy

Layalina President Ambassador Marc Ginsberg briefed new and old friends alike on our production schedule and progress. We screened our programming reel, which contains excerpts from some of our shows slated for broadcast on pan-Arab satellite entertainment networks.

Entertainment networks are important because that is “where the eyeballs are,” explained co-host Norman Pattiz, founder of Westwood One and former Chairman of the US Broadcasting Board of Governors’ Middle East Committee. Satellite television is the outreach medium of choice in the Arab world, due to its high market penetration rates. There are close to 250 mostly free-to-air pan-Arab satellite television channels.

Please contact us if you are interested in hosting a tax-deductible outreach event to benefit Layalina.

David Pritchard, executive producer of *Ben & Izzy*, the children’s animation series produced by Rubicon and sponsored in part by Layalina, also addressed attendees. A multiple Emmy award-winning producer whose credits include *The Simpsons* and *Family Guy*, David provided an update of the series’ production schedule. He also thanked Layalina in its capacity as the first entity to sponsor *Ben & Izzy* (more on page 4).



Left to right: Layalina President Amb. Marc Ginsberg and Ron Taylor of Fox Entertainment



Left to right: Carolyn Ben Natan, Rita Emerson, Georgette Gelbard and co-host Hope Boonshaft



Left to right: co-host and Layalina donor Albert Sweet of Occidental Studios, Craig Darian of Tri-cor Entertainment and Mark Chenian of UBS



Left to right: Richard Martini, writer, producer and director of *Wind City*, *White City* the pilot episode for Layalina’s documentary series, *On the Road* producer Maggie Young and John Levoff, co-writer and executive producer of the pilot for Layalina’s upcoming situational comedy series, *How’s Your Arabic?*



Shannon Fairbanks of Brazos Europe and co-host and Layalina donor Marc I. Stern of TCW Group

Outreach Event at the Residence of the Ambassador of Egypt



Ambassadors Nabil Fahmy and Richard Fairbanks

April 10, 2006 in Washington, DC: We unveiled *On the Road in America*, our semi-reality travelogue series, during a reception and screening held at the residence of the Ambassador of Egypt. Loyalina's Chairman, Ambassador Richard Fairbanks, introduced our existing and planned programs and thanked guests for their interest in our initiative.

Distinguished guests not pictured on this page included Ambassador Lloyd Hand, Ambassador Walter L. Cutler, Loyalina Director and donor Hon. John E. Chapoton and Dr. Daniel Yergin, a Loyalina Counselor and donor. We were also delighted that a number of distinguished Arab diplomats were able to attend, including Her Excellency Hunaina Al-Mughairy, Ambassador of Oman, and His Excellency Saqr Ghobash, Ambassador of the United Arab Emirates.

"What's really important is to promote understanding," stressed our exemplary host, His Excellency Nabil Fahmy, in his eloquent address to the attendees. "That is what will allow us to take the best and make the best of opportunities where they exist."



Left to right: Ambassador Richard McCormack, Robert Ragan of Bechtel Corporation and Charles DiBona

Ambassador Richard Fairbanks and Justice Sandra Day O'Connor



Left to right: Ambassador Nabil Fahmy, Anne Solomon of the Center for Strategic & International Studies and Hon. Richard S. Solomon of the United States Institute of Peace



Above: US Chief of Protocol Ambassador Donald Ensenat and Loyalina Counselor General Brent Scowcroft

Below: Loyalina Counselor General Brent Scowcroft and Loyalina Director and donor Ambassador Paul Russo



Left to right: Ambassador Afif Safieh of the PLO, United Press International's Arnaud de Borchgrave and Loyalina Counselor and donor A. H. Farouki

Ben & Izzy Gala

May 8, 2006 in New York, NY: A gala held at the Metropolitan Museum unveiled the initial 13 half-hour episodes of *Ben & Izzy*. This animated series is produced by Rubicon of Amman, Jordan and sponsored in part by Layalina. The gala was held under the patronage of Her Majesty Queen Rania Al-Abdullah of Jordan and featured more than 500 guests drawn from an eclectic cross-section of private sector, entertainment and media personalities.



Left to right: Layalina President Amb. Marc Ginsberg, and Hon. Patricia Harrison and Helen Mobley of the Corporation for Public Broadcasting

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Ben & Izzy chronicles the time-traveling adventures of two young boys, Ben (an American) and Is-sam ("Izzy," a Jordanian). Their exciting journey takes them back in time, where they meet historical figures and must overcome challenges while learning to work together.

Through their travels, the boys grow to appreciate each other and their respective cultures. The life lesson in each episode is that "ultimately, we don't have to be alike to get along!"

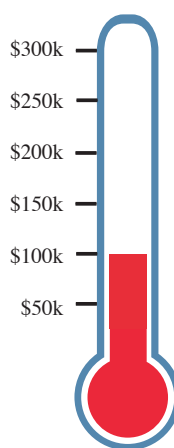
This educational and entertaining series is being produced for worldwide television and DVD distribution.



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Left to right: Lana Ayoubi Constantine of JP Morgan, Oracle's Ghassan Ayoubi and Leon Shahabian, Layalina's VP & Treasurer

Fundraising Update: How's Your Arabic?



We are pleased to announce that The Marc and Eva Stern Foundation of Los Angeles has pledged to provide a generous \$100,000 grant for the pilot episode of our sitcom series *Arabitak Keif?* (How's Your Arabic?). Our next challenge is to raise the remaining \$200,000 to defray the production costs of the pilot, which features a diverse group of American students -- professionals, diplomats and third-generation Arab-Americans -- studying Arabic at an American university.

Through the 13 half-hour episodes of this series, we hope to help viewers better appreciate the often-misguided attitudes of Americans towards all things Middle Eastern. *How's Your Arabic?* educates the audience in an effort to help bridge the gap of mutual misunderstanding between the United States and the Arab world.

The pilot episode will be produced in association with New Frontier Entertainment of Los Angeles. We look forward to your assistance to get this show underway.

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Leon Shahabian and Olivia Qusaibaty

The *Quarterly e-Newsletter* 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 the mailing list, contact information@layalina.tv.

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