



## On the Road to Air in the U.S. in June

We are delighted to announce that Layalina's reality travelogue series *Ala al Tariq fi Amrika* (On the Road in America), produced in association with Visionaire Media of Los Angeles, will have its domestic broadcast premiere on The Sundance Channel in primetime on Wednesday, June 4th.

Created by Academy Award®-nominated producer Jerome Gary and executive produced by Gary and Layalina Vice President Leon Shahabian, the series follows four young Arabs as they travel across the United States.

"*On The Road in America* presents a fascinating look at two different cultures and their attitudes towards each other," says Laura Michalchyshyn, Executive Vice President and General Manager, Programming and Creative Affairs, 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."

We are pleased that the show will air on both coasts every Wednesday at 9:00PM EDT on Sundance East and 9:00PM PDT on Sundance West. The series will remain on this choice weekly grid from June 4th through August 20th, with a new episode premiering each week. To view the show, please visit the specified channels

on the following platforms:

DirecTV, Channel 549; Dish Network, Channel 332; Verizon FiOS, Channel 384; Cablevision,

Channel 192; and Comcast, Channel 165. The Sundance Channel reaches 28 million American households and is a venture of NBC Universal, CBS, and Robert Redford.

Middle East Broadcasting Centre (MBC), the most credible pan-Arab free-to-air satellite network initially broadcast the series to all 22 Arab countries 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 Ispas-Stat, a leading Middle East research company. MBC re-aired the series in July 2007 and again during Ramadan 2007.

In advance of the premiere, Egyptian Ali Amr and Palestinian Lara Abu Saifan, cast members from *On the Road*, will return to the U.S. for a week-long press tour. The tour initiates in New York on May 28th at 6:00PM with a screening and panel discussion at The Paley Center (formerly the Museum of Television and Radio), followed by a reception. Additionally, the tour will include a similar event open to the community at the Arab American National Museum in Dearborn, MI (date TBD) and conclude in Washington, D.C. on June 2nd with a screening at Georgetown University followed by a panel discussion and a reception. Please contact us to RSVP for an event. Details about upcoming events are listed on our website at [www.layalina.tv](http://www.layalina.tv).

We are delighted with the popularity of *On the Road in America* and are excited to share it with a U.S. audience. We would like to thank the Richard M. Fairbanks Foundation of Indiana whose generous support made the series possible.



*On the Road in America* cast in New York.

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# Chairman's Message

Dear Friends,

It gives me great pleasure to announce that Layalina's reality television series *On the Road in America* will have its U.S. broadcast premiere on The Sundance Channel in primetime on Wednesday, June 4th at 9:00PM. The Sundance Channel, which reaches 28 million American households, will run the full series through August 20th, with a new episode premiering each week at the same time.

As you know, the show was an extraordinary success in its Arabic-language version in the Middle East region, and we hope that the English-language version will attract a solid audience in this country.

In advance of the show's American release, a national press tour will begin in New York on May 28th followed by a stop in Dearborn, Michigan, and will conclude in Washington, D.C. on June 2nd.

In other positive developments, we have inked a memorandum of understanding with our partners at the Middle East Broadcasting Centre's news channel, Al-Arabiya, to commence production of our investigative news show *The Hour*. The show's Executive Producer, Layalina President Ambassador Marc Ginsberg, will complete the pilot episode for this exciting new series in the weeks ahead.

While we, at Layalina, continue to make inroads in the dialogue between the Arab world and the United States, we hope that you may consider making a tax-deductible contribution to help us build on our positive momentum.

Thank you in advance for your help.

With kind regards,



Richard Fairbanks  
Chairman of the Board

## Programming Update: Al Sa'at

We are pleased that Middle East Broadcasting Centre (MBC), the most credible free-to-air pan-Arab satellite network, has signed a memorandum of understanding (MoU) with Layalina for the co-production of our news magazine show *Al-Sa'at* (The Hour). The program is being developed in conjunction with Al-Arabiya, MBC's news channel.

On February 14th, Layalina President Ambassador Marc Ginsberg met in Dubai with MBC Chief Operating Officer and General Manager Sam Barnett to finalize the MoU. The document defines the working relationship and manner in which MBC and Layalina will collaborate to create investigative news segments. As well, the MoU defines the pilot production timeline and budget, co-production parameters, and story segment ideas.

In the coming weeks, we will work with Al-Arabiya's team of editors and journalists to launch the development phase of pre-production, designing studio sets, the music bin, and the graphics package as well as creating the segments for the pilot episode. Segments for the pilot episode include an analysis of the Palestinian-Israeli peace process,



blogger freedom in the Arab world, U.S. cybercounterterrorism efforts, and the policies of U.S. presidential candidates towards the Middle East.

Additionally, Layalina will assemble a core team of Arab and American producers and anchors to provide a substantive and balanced exploration of controversial issues affecting Americans and Arabs alike. The

team will draw guests from well-known Arab and American political and policy circles.

Though Layalina will join a number of other American media initiatives in the region attempting to present an American voice to Arab TV

viewers, *The Hour* will stand out from the rest by representing a non-governmental, citizen-diplomacy effort.

*The Hour* aims to reach out to the millions of disaffected Arab youth who form the majority of the Arab population. We hope to positively shape the opinions of future Arab leaders towards a more peaceful contemplation of a shared future.

The pilot episode of *The Hour* is made possible thanks to a grant from the Marc and Eva Stern Foundation of California.

We look forward to your tax-deductible support to make future episodes of this series possible.

## Programming Update: American Caravan

*American Caravan*, the reverse to Layalina's hit travelogue series, *On the Road in America*, produced in association with Visionaire Media of Los Angeles, is currently in development.

Jerome Gary, Chairman of Visionaire Media, Academy Award-nominated producer and Layalina Donor, is working on a pre-sale of the series to U.S. cable networks. A domestic sale will allow us to produce the series on a timely basis. Gary has hired a publicist and will retain an agent for the series.

In contrast to the first series, in which four young Arabs traveled across the United States via recreational vehicle, six twenty-something Americans will travel across the Arab Middle East and North Africa on a thirteen-week journey. The series aims to eliminate some of the existing stereotypes between Arabs and Americans via their interaction with



members of the communities they visit.

In addition to airing domestically, like its predecessor, *American Caravan* will air on a leading free-to-air pan-Arab satellite channel in primetime in order to reach the widest audience possible. The *American Caravan* promo reel can be screened at [www.layalina.tv/programming/americancaravan.asp](http://www.layalina.tv/programming/americancaravan.asp).





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## On the Road: In the News



*Ala al Tariq fi Amrika* (On the Road in America), following the publication of the Sundance Channel's press release announcing its U.S. premiere dates, received press coverage from *The Earth Times*, *World Screen*, *The Hollywood Reporter* and *C21*.

## Team Layalina is Growing

Please join us in welcoming Anne Hagood, Layalina's new Project Coordinator. Over the last several years, Anne gained experience in the Middle East and has been involved in counter-terrorism research at West Point and the Nixon Center. She previously worked for various NGOs in programs related to women's rights and human rights including Amnesty International and the Egyptian Center for Women's Rights. She has a master's in International Relations from Haute Ecole de Bruxelles, Brussels, and she earned her undergraduate degree from Queen's University of Belfast, Northern Ireland. A native of France, Anne is a contributor to *The Layalina Review*, our bi-weekly publication that tracks developments in public diplomacy and Arab media. She will also lead our foundation outreach efforts. Anne speaks French, Arabic and Spanish.



## Support Layalina

Layalina Productions, Inc. is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Layalina is funded solely through tax-deductible donations from individuals and corporations and through grants by foundations based in the U.S. and the Arab world.

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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Attn: Treasurer  
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