



## OTRII IS A HIT! DOUBLES FIRST SEASON'S AUDIENCE ON MBC1

The second season of Layalina's reality travelogue series, *On the Road in America (OTRII)*, concluded its world broadcast premiere in the Middle East and North Africa (MENA) region on April 15, 2010 on MBC1, the oldest and leading pan-Arab free-to-air satellite broadcaster.

The show engages Arab youth in an honest and nuanced cross-cultural exchange of ideas on important issues, as well as debunks stereotypes and erroneous pre-conceived notions about Americans that are widely held in the region.

The second season of *On the Road* secured a primetime grid slot on MBC1, with episodes airing every 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 re-aired on Saturdays at 2230 GMT, with a repeat on Thursdays at 1330 GMT.

*OTRII* was ranked second highest in its timeslot out of the 529 pan-Arab free-to-air satellite channels and doubled the audience share of the first season. According to European polling firm Ipsos Stat, the average rating for episodes of the second season was 8.8, which translates into around 9 million viewers per episode.

The first season of *On the Road (OTRI)* aired on MBC1 in primetime in 2007, securing an average rating of 4.4, which translates into around 4.5 million viewers per episode. MBC has since re-aired *OTRI* twice.

According to Ipsos Stat KSA, the first season garnered an average of 897,000 viewers per episode in the Kingdom of Saudi Arabia, whereas the second season garnered an average of 1,400,000 viewers per episode.

The second season was so popular that MBC flew the cast to Dubai to film a 90-minute town hall meeting with students and journalists to discuss the issues raised in the show and the lessons learned. This special episode aired twice in primetime on MBC1 and reached an impressive Ipsos rating of 6.8.

We are delighted with the growing success of the *On the Road in America* franchise. *On the Road* is created and directed by Academy Award-nominated Jerome Gary. It is executive produced by Jerome Gary and Leon Shahabian, Layalina's Vice President. *On the Road* is a Layalina production, in association with Visionaire Media of Los Angeles and O3 Productions of Dubai.



Above: L to R: Season II cast members Sara Hoteit and Lama Masri following an outdoor theatre performance in Washington, DC.

Top: *On the Road Season II* cast in New Mexico.



## Chairman's Message

Dear Friends,

It is with great sadness that I inform you of the passing of The Honorable Thomas W. Ludlow Ashley, a founding Layalina Director and respected statesman. "Lud" was a generous spirit whose insights and leadership we all relied upon.

While we mourn our friend's passing, there are positive developments to feel thankful for. The award-winning documentary *Life After Death* re-aired on the Al-Arabiya news channel. Our monthly publication *Perspectives* is now a year old, and we are delighted with all of your positive feedback since its inception.

Meanwhile, our flagship series *On the Road in America, Season II* premiered in primetime on market leader MBCI and averaged around 9 million viewers per episode, doubling its viewership from the first season. Our broadcast partner MBC produced a well-received 90-minute special Arabic-language discussion episode featuring the second season's cast and Layalina's Executive Producer, Leon Shahabian.

We are also grateful for the opportunity to work in association with the International Center for Religion and Diplomacy (ICRD) on an important educational documentary currently entitled *Saving One Saves Everyone*. The documentary will focus on the efforts of three disparate communities to combat violent extremism.

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

With kind regards,



Richard Fairbanks

## LAD REBROADCAST ON AL-ARABIYA

On July 1st, the Dubai based and Saudi-owned Al-Arabiya news channel re-aired *Life After Death* (LAD), the award winning documentary about the families of Arab, American and European victims of terrorist attacks and their engaging stories of pain, endurance, and hope.



The rebroadcast took place six months following the broadcast premiere on Al-Arabiya in January 2010. This success reflects LAD's ability to respond to viewers' interest in the ongoing dialogue between the Arab world and the West.

*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 and by Ms. Lara Abou Saifan.

Below: Umm Rofat Borini, who lost her son in the 2005 Amman Hotel Bombings, meets with Gran Kestenbaum in Zarqa, Jordan. Gran lost her husband in the 9/11 attacks.



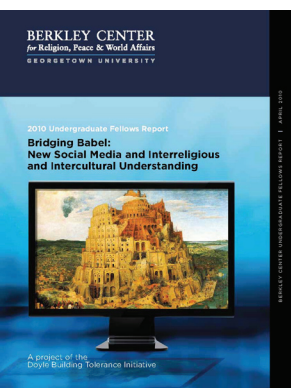
## In Pre-Production: *Saving One Saves Everyone*

We are currently in pre-production on a feature documentary on three very different communities and their efforts to combat violent extremism. The show is tentatively titled *Saving One Saves Everyone*.

The experiences of these communities, formulated in their own words, describe how they strive to overcome violent extremism and work to improve their lot in life. It will feature former members of violent extremist movements in America, the Middle East, and Pakistan, as well as family members and friends who witnessed their radicalization. The show will also spotlight community leaders who are helping facilitate the rehabilitation of radicalized youth.

We will film starting in October in Los Angeles, Beirut, Lebanon, and the frontier territories of Pakistan. *Saving One Saves Everyone* will demonstrate that violent extremism and its recruitment methodology and orthodoxy of hate do not pertain to a specific religion, culture or nation. The documentary will demonstrate that violent extremism is a societal cancer whose narrative can appeal to a certain segment of any community that feels marginalized and disconnected.

As an educational documentary, *Saving One Saves Everyone* will be used by teachers and parents in programs to counter violent extremism in various cultural contexts and demographics. *Saving One Saves Everyone* is an International Center for Religion and Diplomacy production in association with Layalina Productions.



## Layalina Celebrated in Georgetown Report

"Bridging Babel: New Social Media and Interreligious and Intercultural Understanding", the 2010 Undergraduate Fellowship report of the Berkley Center for Religion, Peace and World Affairs at Georgetown University celebrated Layalina's efforts to promote intercultural and interfaith understanding via social media.

The report recognized the necessity and benefits of using social networks

such as Twitter, Facebook and RSS Feeds to extend the reach of interreligious and intercultural dialogue. Social media affords Layalina the opportunity to disseminate our three publications and news about our productions with American and Arab supporters of our efforts.

The full report can be accessed at:  
<http://berkleycenter.georgetown.edu/publications/bridging-babel-new-social-media-and-interreligious-and-intercultural-understanding>

## PERSPECTIVES' ONE YEAR ANNIVERSARY

Join us in celebrating the one year anniversary of *Perspectives*, a monthly opinion piece on public diplomacy and Arab media authored by leading practitioners and academics.

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

The inaugural May 2009 issue featured an article titled "Iraqi Media: Freedom or Chaos." The piece was penned by H.E. Samir Shakir Mahmood Sumaida'ie, Ambassador of Iraq to the United States, and as it covered new ground, *The Washington Times* wrote an article on it.

Since then, *Perspectives* has had an impressive list of contributors, including Ambassador James K. Glassman, former Under Secretary of State for Public Diplomacy and Public Affairs, who wrote on the need for a new narrative in public diplomacy. The breadth of the topics covered has spanned from restructuring the Department of State to better meet the needs of the 21st century (Dr. William Kiehl), to the marginalization of European Muslims (Dr. Martin Rose), the relevance of new media in public diplomacy (Mr. Alan Heil), the culture of reporting at Al-Jazeera (Dr. Abdelrahim Foukara), U.S. credibility in conducting public diplomacy (Dr. Nancy Snow), and the importance of the last three feet in public diplomacy (Ambassador William Rugh).

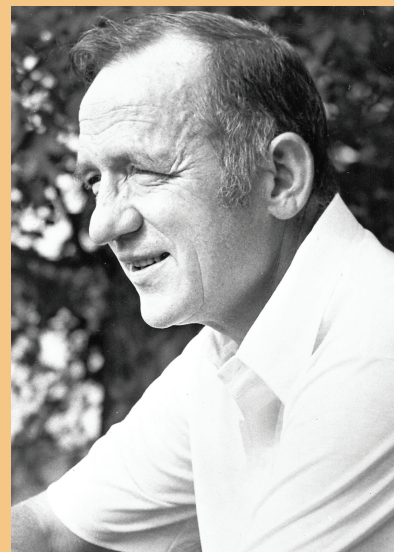
We are delighted with the positive feedback that this new publication has received. There is a wide ranging and ongoing conversation about the future of public diplomacy and *Perspectives* has come to assert itself as an authoritative moderator of this conversation by featuring divergent expert opinions.

*Perspectives* is Layalina's third publication, in addition to *The Layalina Review on Public Diplomacy and Arab Media* and *The Layalina Chronicle*, both launched in 2005.

*Perspectives* is edited by Anne Hagood, Layalina's Managing Editor, and Leon Shahabian, Layalina's Senior Editor. The publication is available on Layalina's website, as well as by email to subscribers. To join our mailing list, please email us at [information@Layalina.tv](mailto:information@Layalina.tv). Subscriptions are free of charge.

## In Memoriam

Layalina regrets the passing of The Honorable Thomas W. Ludlow Ashley, a founding Layalina Director who represented the people of Ohio's 9th District in the U.S. House of Representatives for 26 years. Mr. Ashley passed away on June 15th at his home in Leland, Michigan. He was 87 years old.



Congressman Ashley chaired six committees during his tenure in the House and fought for those less fortunate by passing landmark civil rights, housing and anti-poverty legislation. As mentioned in an obituary published by *The Washington Post*, Mr. Ashley also helped pass a series of energy bills aimed at reducing the nation's use of oil and increasing the budget for research into alternative energy sources during the energy crisis of the 1970s.

Congressman Ashley was a great Layalina Director: insightful and wise, with a deep commitment to Layalina's mission and to international broadcasting. He acquired a passion for international broadcasting in the early 1950s during a stint at Radio Free Europe after receiving a law degree from the Ohio State University and an undergraduate degree from Yale.

Mr. Ashley was a great writer whose prose was always clear and concise, yet eloquent. In honor of his memory, Layalina has named its editorial internship The Thomas W. Ludlow Ashley Memorial Internship. Ashley interns will contribute to *The Layalina Review on Public Diplomacy and Arab Media* as well as to *The Layalina Chronicle*.

We miss Lud Ashley dearly, and his family and friends are in our thoughts and prayers.

Photo courtesy of Meredith Ashley.

## BOARD OF COUNSELORS

President George H.W. Bush  
Honorary Chairman

Tarek Abdel-Meguid  
David M. Abshire  
Richard V. Allen  
George L. Argyros\*  
James A. Baker, III  
Samuel R. Berger  
Wayne L. Berman  
Reginald K. Brack  
Zbigniew Brzezinski  
John E. Chapoton\*  
Lawrence S. Eagleburger  
Richard Fairbanks\*  
A. H. Farouki  
Marc Charles Ginsberg\*  
Lee H. Hamilton  
Carla A. Hills  
Tom Korologos\*  
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. Whittemore\*  
Daniel Yergin  
Ezra K. Zilkha

\*Board of Directors members

## TEAM LAYALINA

Richard Fairbanks, Chairman & Founder  
Marc Charles Ginsberg, President  
Leon Shahabian, Vice President & Treasurer  
Luke Stets, Outreach Director & Secretary  
Anne Hagood, Managing Editor  
Mirna Oud, Assistant Managing Director  
Phyllis Chesley, Executive Assistant  
Lorraine Jablonksy, Editorial Assistant  
Amelia Bell, Editorial & Design Intern  
Elodie Liobard, Editorial Intern  
Tariq Belkhir, Intern

## 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, contact Layalina's Treasurer at [Lshahabi@Layalina.tv](mailto:Lshahabi@Layalina.tv) or 202 776 7768

To donate by credit card, visit [www.Layalina.tv](http://www.Layalina.tv)

## SUBSCRIBE TO OUR PUBLICATIONS

*The Layalina Review on Public Diplomacy & Arab Media* is a bi-weekly 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](mailto: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](mailto:information@Layalina.tv)  
[www.Layalina.tv](http://www.Layalina.tv)

