

CELEBRATES 10TH ANNIVERSARY

On May 22, Layalina Productions celebrated its 10 year Anniversary with a gala at the Newseum in Washington, D.C. The event was a huge success, raising \$413,800 and drawing an eclectic mix of guests from the Administration, Congress, the Diplomatic Corps, Layalina donors and prominent business leaders and Washingtonians. The proceeds from the gala will support Layalina's efforts to foster increased cultural, educational and professional dialogues with the Arab world and broader international Muslim communities through innovative television programming and publications. The gala provided Layalina's Board of Directors with an opportunity to publicly recognize the individual and corporate donors that have been an integral part of Layalina's success over the years. An impressive list of speakers drawn from the news media and senior government officials provided guests with insights about the challenges and opportunities facing U.S. interests in the fast-changing Middle East. Speakers also celebrated Layalina's significant contributions to strengthening U.S.-Arab relations.

Ambassador Marc Ginsberg, president of Layalina Productions, said in his welcome speech that Layalina has been a strong and steadfast advocate of the power of public diplomacy and its ability to engender change. To date, Layalina's programs have reached millions of viewers in the Arab world and at home, creating new and positive channels of communication and understanding between disparate communities. "Our success is due in large part to the generosity of Americans

[continued on page 3]



"You can see why people with 500 channels on their remotes on Arab-Sat choose to watch our programs. People choose to watch us over any other entertainment in the region."

-Ambassador Richard Fairbanks, Layalina's founder and Chairman of the Board, to guests at Layalina's 10th Anniversary Gala.

Above: Gala banquet at DC's Newseum.
Left: Board of Directors members Mr. John Chapoton, Ambassador Richard Fairbanks, and Ambassador Paul Russo.

CHAIRMAN'S MESSAGE

Dear Friends,

I am pleased to report on the memorable evening of our 10th Anniversary Gala. We were delighted and honored to celebrate this occasion with supporters both old and new who travelled from around the world to take stock of the success of our organization to date and to pledge their support for Layalina's efforts in the field of public diplomacy through Arab media.

As part of Layalina's 10th Anniversary celebration week, donors and friends of the organization attended a private luncheon featuring Layalina Counselor Henry A. Kissinger, former U.S. Secretary of State. The Gala featured brilliant musical performances, a film retrospective of Layalina's ten years in public diplomacy and provocative talks from General Brent Scowcroft, Under Secretary of State Tara Sonenshine, and Pulitzer-winning author and columnist Thomas Friedman. These supporters of our initiative discussed how now, more than ever, America's constructive dialogue in the Arab world is crucial for global stability.

Layalina has played an active role over the years in creating cross-cultural bonds that strengthen U.S.-Arab relations. Like many, we believe that young people are our best hope to bridge the cultural gap between the United States and the Arab world that dominates our news. Continuing such efforts, Layalina is now in post-production of the first season of our program *American Caravan*, the reverse series of *On the Road in America*, and our new entrepreneurial series *INJAZ: Generation Entrepreneur*.

With your help, we look forward to accomplishing much more in the years ahead as we continue to pursue our mission and unveil exciting new projects. More than ever, we depend on your generous financial support. Thank you in advance for your help.

With kind regards,



Richard Fairbanks
Chairman of the Board

SUPPORT LAYALINA

Layalina Productions, Inc. is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Layalina is funded through tax-deductible donations from individuals and corporations and through grants by foundations based in the U.S. and the Arab world. To donate by mail, send your check or money order to:

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



For information on stock donations and wire transfers, contact us at information@Layalina.tv or at (202) 776-7768. To donate by credit card, visit www.Layalina.tv and click on the donate button or scan the QR code with your smartphone.



Above: Contestants in the INJAZ Al-Arab Company of the Year competition in Egypt.

INJAZ: GENERATION ENTREPRENEUR EXPANDS!

Layalina productions is currently filming three new episodes of its groundbreaking program *INJAZ: Generation Entrepreneur* in Lebanon, Tunisia, and Qatar. This program follows aspiring young businessmen and women, in high school and college, as they compete to win the INJAZ Al-Arab Company of the Year competition. INJAZ Al-Arab is a subsidiary of Junior Achievement Worldwide, an American non-profit dedicated to educating students about workforce readiness and entrepreneurship. Following the successful filming of the pilot episode of *INJAZ: Generation Entrepreneur* in Egypt last year, new episodes will capture the excitement of youth across the Arab world competing for the prestigious title of Company of the Year and the incubation funding that will see their dreams of business ownership come to life. Filming will conclude in Doha where winning national teams from across the MENA region will come together and compete in the INJAZ Al-Arab regional final. *INJAZ: Generation Entrepreneur* continues to be an exciting production that Layalina looks forward to airing across the MENA region in early 2013.





vision programs across multiple genres. These included the animated children's series *Ben & Izzy*, the feature documentary *Life After Death*, and a look at *On the Road in America*, Layalina's hit reality series which has reached 14 million viewers in prime time in the Middle East in its first two seasons. The third season of the series will soon air on the most watched pan-Arab television channel. Guests were also treated to a teaser from the forthcoming reality series *American Caravan*, which chronicles the experiences of six young Americans as they travel across the Middle East in the wake of the Arab Spring.

New York based musician Amir El-Saffar and Layalina's composer Jamshied Sharifi regaled gala guests with a live performance of East meets West: a fusion

of Jazz and traditional Arabic music. Gala attendees also enjoyed pre-taped comments by former National Security Adviser and Layalina Counselor, Lt. General Brent Scowcroft (USAF, Ret.), who discussed the global impact of the Arab Spring and the opportunity it provided Layalina to present relevant and meaningful material to an increasingly diverse and growing audience.

The 10th Anniversary Gala was made possible thanks to the efforts of Layalina's Board of Directors, with special thanks to Ambassadors George Argyros, Tom Korologos and Paul Russo, and the Honorable John Chapoton. The evening was a tremendous success and we look forward to the continuing generosity of our donors and supporters as we tackle the next ten years of substantive and innovative television diplomacy outreach to our ever-growing audience of Arab and Muslim viewers around the globe.

[continued from page 1]

and Arabs from all walks of life that recognize the importance of our efforts and who see in Layalina a robust vehicle to tackle issues of mutual importance," Ginsberg told the more than 160 attendees. "Your ongoing support and generosity will enable us to implement the eclectic slate of fresh, topical programming in our production pipeline."

The evening's keynote speaker, Thomas L. Friedman, was introduced by Layalina's Founder and Chairman, Ambassador Richard Fairbanks. A renowned New York Times columnist and multiple Pulitzer Prize-winning author, Mr. Friedman is a strong advocate for intercultural and relational dialogue as well as a loyal friend and supporter of Layalina. During his speech, Mr. Friedman spoke of Layalina's vital role in engaging with Arab youth who are "our future partner in the region". In light of the Arab Spring, he stressed our commitment to forge constructive and positive relationships with young Arabs in whose hands their countries' futures rest. He also examined the changing landscape of the region in the wake of the Arab Spring.

We were delighted that the newly confirmed Under Secretary of State for Public Diplomacy & Public Affairs, the Honorable Tara Sonenshine, was able to attend the gala and address our guests. The Under Secretary was introduced by Layalina's President, Ambassador Marc Ginsberg, and her remarks touched on the importance of integrating Public Diplomacy with economic statecraft -- particularly entrepreneurship outreach to youth -- by enhancing social media outreach with the next generation and ensuring that our educational engagement is robust in speaking to the challenges on the horizon. The Under Secretary then commended Layalina's pivotal role in advancing cross-cultural understanding and dialogue through its programs, which emphasize the importance of forging strong and positive relationships, especially with young people, in the Middle East and North Africa.

Throughout the evening, guests screened snippets from a decade of award-winning Layalina tele-

Above: Ambassador Marc Ginsberg with Layalina supporters including Under Secretary Tara Sonenshine (far right), one of the evening's keynote speakers.

Below: Layalina Chairman Ambassador Richard Fairbanks with Layalina Counselor Dr. Henry Kissinger at the 10th anniversary luncheon.



Left facing: Layalina Counselor and donor Dr. Daniel Yergin and Mr. Thomas Friedman at the welcome reception.

OUR DONORS



Our efforts would not be possible without the generous support of our donors. We would especially like to thank those who were kind enough to provide substantial contributions of \$25,000 or more, including:

The Honorable George L. Argyros, The GLA Foundation of Washington
Mr. Jonathan Fairbanks, The Fairbanks Family Foundation of Washington, D.C.
Mr. Woods Fairbanks, The Fairbanks Family Foundation of Washington, D.C.
Ambassador Yousef Al Otaibi, The UAE Embassy of Washington, D.C.
Mr. B. Frank Saul, Saul Centers, Inc. of Maryland
The Honorable John C. Whitehead, Goldman Sachs Gives of New York

We would like to thank the following individuals and organizations for their significant donations of \$10,000 or more:

Mr. Roger Ailes, FOX News Network, LLC of New York
The Honorable Richard Bodman, The Bodman Family Foundation of Florida
Mr. Fred Farkouh, Farkouh, Furman & Faccio, LLP of New York
Mr. and Mrs. A. Huda Farouki, Anham USA of Virginia
The Honorable Ms. Henrietta H. Fore, Fore Property Company of Washington, D.C.
The Honorable Sam Fox, Fox Family Foundation of Missouri
Mr. Steven Giacona, Round Table Services LLC of New Jersey
Mr. Muhtar Kent, The Coca-Cola Company of Georgia
Mr. David Leavy, Discovery Communications of Maryland
Dr. and Mrs. LaSalle D. Leffal, Jr., The Dana Foundation of New York
Mr. and Mrs. Marc Stern, The Marc and Eva Stern Foundation of California
Dr. Daniel Yergin and Dr. Angela Stent of Washington, D.C.

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
Christopher S. Bond*
Reginald K. Brack
Zbigniew Brzezinski
John E. Chapoton*
Deborah L. Devedjian
Melvyn Estrin*
Richard Fairbanks*
A.H. Farouki
Marc Charles Ginsberg*
Lee H. Hamilton
Carla A. Hills
Henry A. Kissinger
Tom Korologos*
Maura B. Morey
Sam Nunn
Norman J. Pattiz*
Paul A. Russo*
James Schlesinger
Brent Scowcroft
George P. Shultz
Damaris Skouras
Jeffrey H. Smulyan
Richard Solomon*
Carl Spielvogel

Robert S. Strauss
John C. Whitehead*
Frederick B. Whittemore*
Daniel Yergin
Ezra K. Zilkha

* Board of Directors

TEAM LAYALINA

Richard Fairbanks, Founder & Chairman
Marc Charles Ginsberg, President
Leon Shahabian, Vice President
& Corporate Treasurer
Phyllis Chesley, Executive Assistant
& Corporate Secretary
Allyson Hawkins, Office Manager
Jordan Wilson, Development Director
& Managing Editor
Marie Alinsao, Development Intern
Allyson Bowers, Development Intern
Tanzima Chowdhury, Development Intern
Jack Miszczenin, Development Intern

CONTACT LAYALINA

1250 24th Street NW, Suite 300
Washington, DC 20037
Tel 202 776 7761
Fax 202 776 7762
information@Layalina.tv
Layalina.tv