



L to R: Counsel General of the State of Israel Mr. Ido Aharoni, Mr. Jacob Sebag of Jacob Sebag & Associates and Layalina President Ambassador Marc C. Ginsberg.



Governor Eliot Spitzer delivering his keynote address.
 (© Luxe Immo. Picture by Michael Alesi)



NYC Fundraising Reception

On June 16, Mr. Jacob Sebag of Jacob Sebag & Associates, P.C., hosted a fundraising reception to benefit Layalina Productions at La Petite Maison in New York City. The event was widely attended by private sector executives, public officials and media representatives.

Mr. Sebag, a well-respected French-American attorney, was an exemplary host and spoke eloquently about the need to engage the Arab world, and Layalina's unique success in fostering a better understanding between the MENA region and the United States. "Layalina presents a positive vision and an uncensored voice in an ever-evolving Arab world," Sebag said in remarks to the audience. "In light of the shifting sands produced by the Arab Spring and the leadership void that is left overnight in many countries, Layalina's challenges have grown and these events have given Layalina further opportunities to affect stability through change."

Guests included Layalina Director, Counselor and Donor Mr. Frederick Whittmore, Layalina Donors Mr. Steven Giacona and Mr. Steven Brenner, Layalina Counselor Ms. Deborah Devedjian, and the Counsel General of the State of Israel Mr. Ido Aharoni. Layalina's Founder and Chairman Ambassador Richard Fairbanks and its President, Ambassador Marc Ginsberg addressed the assembled guests and informed them of Layalina's current initiatives.

The evening's keynote address was delivered by former New York Governor Eliot Spitzer, who emphasized the critical role that media is playing in helping shape the views of youth in the MENA region. Spitzer praised the importance of Layalina's efforts in educating young Arabs and assisting them to effectuate the change they seek through informative television programming.

Following Governor Spitzer's remarks, guests screened a brief video highlighting Layalina's recent programs and a message from Layalina's Honorary Chairman, President George H.W. Bush.

To assist in bringing our initiatives to fruition with a tax-deductible contribution, please refer to the instructions on page 4.

Below: Layalina Founder, Chairman, and Donor Ambassador Richard Fairbanks and Layalina Counselor Ms. Deborah Devedjian.

Bottom left: L to R: Mr. Frederick B. Whittmore, Layalina Director, Counselor and Donor with Mr. Jacob Sebag, Layalina Donor and host of the reception.
 (Both © Luxe Immo. Picture by Michael Alesi)



CHAIRMAN'S MESSAGE

Dear Friends,

I am pleased to report that post-production is now underway on the third season of our hit series *On the Road in America*. The third season was filmed throughout the United States this past February. The second season of the show reached an average of 9 million viewers per episode broadcast in the MENA region on MBCI in 2010. We hope to extend the show's growing popularity in the region with another successful season.

In April, we finished additional photography in Los Angeles for our documentary film, *Back from the Brink: Combating Violent Extremism* (formerly titled *Saving One Saves Everyone*). The last segment features ICRD's Senior Vice President, Mr. Azhar Hussain, and the founder of Homeboys Industries, Father Gregory Boyle, in frank discussions and workshops with reformed gang members.

Also in April, Layalina convened a working group of global experts and media leaders for the 2011 U.S.-Islamic World Forum to discuss the role of visual media in dispelling cultural stereotypes about Muslims and Americans. The working group's recommendations are to be published by Brookings later this summer.

Layalina's current programming initiatives were highlighted in a fundraising event hosted by Mr. Jacob Sebag in New York City on June 16. The keynote address was delivered by former NY Governor Eliot Spitzer, and the function was widely attended. We are delighted with the success of the evening and look forward to holding similar events to benefit Layalina.

Our continued efforts and recent successes have expanded our market reach. However, in order to sustain this positive momentum, we depend on your generosity and financial support. I hope that we can count on you. For information on how to make a tax-deductible donation, please visit our website at www.Layalina.tv or scan the QR code with your smartphone on page 4. Thank you in advance for your help.

With kind regards,



Richard Fairbanks
Chairman of the Board

In Post-production: *Back from the Brink*

In April, Layalina filmed the last act of its forthcoming documentary, *Back from the Brink: Combating Violent Extremism* (formerly titled *Saving One Saves Everyone*), about the efforts of three dissimilar communities around the world combating violent extremism. The additional photography took place at Homeboy Industries in downtown Los Angeles. Homeboy Industries is the largest gang intervention and rehabilitation program in the United States.

Layalina filmed Homeboy's founder, Father Gregory Boyle, a Jesuit priest who has worked with gangs in East Los Angeles since 1986, interacting with Mr. Azhar Hussain, the Senior Vice President of the International Center for Religion & Diplomacy (ICRD) of Washington, DC. Mr. Hussain is prominently featured in the film. He works with Pakistani madrasa leaders and helps them develop skills to be agents of peace building, reduce violence, and provide improved opportunities for Pakistani youth.

Additionally, Mr. Hussain led former gang rivals in peer mediation workshops on conflict resolution, offering his unique perspective. He has conducted such workshops in Afghanistan, Bosnia, Iran, Nigeria, Pakistan, Turkey, Sudan and elsewhere in the Middle East and North Africa (MENA) region. The "Homeboys" and "Homegirls" were very curious about the degree and prevalence of youth violence in Pakistan and how it was analogous to their own experiences; their testimonials bore telling similarities between the recruitment efforts of the Taliban and those of the gangs of East Los Angeles.

Production for *Back from the Brink* took place in late 2010. Post-production will conclude this summer. *Back from the Brink* is an ICRD production in association with Layalina Productions. Leon Shahabian, Layalina's Vice President, is the executive producer along with Layalina's Outreach Director Luke Stets, who also directed the film.



International Center for Religion & Diplomacy's Senior Vice President, Azhar Hussain, in Lahore conducting a workshop with the leaders of the five major religious sects of Pakistan.



In Post-Production: *On the Road in America III*

Post-production is currently underway in Los Angeles on the third season of Layalina's hit series, *On the Road in America* (OTR III). Production took place in February.

The latest season of *OTR* features Tanya Khalil, Dalia Yanni, Diya Sherif and Karim Masoud. The cast had never seen snow before and got ample opportunity to do so while traveling through snowy Massachusetts, upstate New York, Pennsylvania, Ohio, and Michigan. The trip ended in California. Along the journey, the cast and the American members of the crew explored topics important to American life as well as the Arab youth, such as education, work, freedom and the Muslim-American experience.

The first season of *OTR* premiered on MBC1 – the largest and most popular pan-Arab free-to-air satellite network – in 2007 and garnered an average of 4.5 million viewers per episode. The second season premiered on MBC1 in 2010 and doubled the viewership of the first season, averaging 9 million viewers per episode.

Once post-production on the third season is complete, we will deliver the show to O3 Productions, the acquisition arm of MBC Group. *On the Road in America*, Season III is created and directed by Academy Award-nominated Jerome Gary. It is executive produced by Mr. Gary and by Leon Shahabian, Layalina's Vice President. *OTR* is a Layalina production in association with Visionaire Media of Los Angeles.



Cast members Dalia, Tanya and Diya with *OTR III* crew members in Boston.



OTR III cast members Diya, Dalia and Tanya address a student assembly at Cambridge Rindge and Latin School in Cambridge, MA.

Top, L to R: *OTR III* cast members Diya Sherif, Karim Masoud, Dalia Yanni and Tanya Khalil in San Francisco

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*
Walter L. Cutler
Deborah L. Devedjian
Richard Fairbanks*
A.H. Farouki
Marc Charles Ginsberg*
Lee H. Hamilton
Carla A. Hills
Henry A. Kissinger
Tom Korologos*
Maura B. Morey
Sam Nunn
Paul A. Russo*
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

TEAM LAYALINA

Richard Fairbanks, Founder & Chairman
Marc Charles Ginsberg, President
Leon Shahabian, Vice President
& Treasurer
Luke Stets, Outreach Director
& Secretary
Anne Hagood, Managing Editor
Mirna Oud, Senior Manager
for Operations & Development
Phyllis Chesley, Executive Assistant
Heather Stephenson, Project Associate
Lorraine Jablonsky Floyd,
Editorial Assistant
Noura Ismail, Editorial Intern
Deniz Polat, Editorial Intern
Selina Singh, Editorial Intern
Katherine Russo, Editorial Intern

CONTACT LAYALINA

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

Right, L to R: Ambassador Cynthia Schneider
of Georgetown University; Fadi Ismail of MBC
Group of Dubai; Leon Shahabian of Layalina
Productions; C. Holland Taylor of LibForAll
Foundation of Indonesia and Dr. Aaron Lobel of
America Abroad Media.

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. Please support Layalina by making a tax-deductible donation. 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, USA

For information on stock donations and wire transfers, please 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.



Layalina at the 2011 U.S.-Islamic World Forum

Layalina's Vice President, Leon Shahabian convened the media working group at the 2011 U.S.-Islamic World Forum which took place April 12-14 in Washington, DC. The Forum was hosted by the Saban Center at the Brookings Institution, in conjunction with the Government of the State of Qatar under the auspices of His Excellency Sheikh Hamad Bin Jassim Bin Jabr Al-Thani. The eighth annual meeting of the U.S.-Islamic World Forum addressed critical issues with respect to the Arab and Muslim world by providing a platform for thoughtful engagement, dialogue, and the development of public-private partnerships and initiatives.

Layalina's working group gathered academics and leading media executives from the U.S., Afghanistan, Egypt, Indonesia, Pakistan and the United Arab Emirates, and served as a catalyst

to debate the role of visual media in spreading and dispelling stereotypes about Muslims and Americans. Over the course of two days, the participants' expertise in the field and keen understanding of worldwide TV markets led to a series of recommendations and initiatives to raise awareness about Muslims in the media, which were formulated in *"Stereotypes in America and the Muslim World: Disconnected Narratives"*, a paper authored by Anne Hagood, Layalina's Managing Editor and Ambassador Marc Ginsberg, Layalina's President.

The paper, to be published by Brookings later this summer, explores platforms to challenge preconceived notions and puts forward a series of recommendations, spanning methodology, market calibration, co-productions and training initiatives that would empower local narratives.

