



IN POST PRODUCTION: Saving One Saves Everyone

Layalina is wrapping post-production on *Saving One Saves Everyone* (SOSE), a documentary film that illustrates the efforts of three dissimilar communities in combating violent extremism. The aim is to emphasize that violent extremism and its recruitment methodology and orthodoxy of hate do not pertain to a specific culture, religion, region or nation-state, and that effective methods to help youth out of the cycle of violence are the same everywhere.

The film features Homeboy Industries of Los Angeles, a non-profit organization that helps former gang members seeking second and third chances in life reintegrate into society after incarceration. Father Gregory Boyle, Homeboy's Founder and Executive Director, introduces us to a few of the 12,000 former gang members that he has helped over the years.

In Pakistan, madrasa leader Imam Raghieb Naeemi discusses the recent assassination of his father, the late Imam Sarfraz Naeemi, at the hands of violent extremists for preaching tolerance of the 'other.' Dr. Feriha Peracha, a prominent child

psychologist who heads a school for boys rescued from Islamic militants, touches on the difficulties that her pupils face and the measures put in place to prevent the further radicalization and indoctrination of the youth in Pakistan's tribal territories.

In Lebanon, we meet with former militiamen and militiawomen who fought as pre-teens and teenagers during the 1975-1990 civil war. Robbed of their childhoods, these former fighters have since found solace in giving back to the country that they once helped destroy by becoming agents for a transformation towards peaceful tolerance and co-existence.

Production for *Saving One Saves Everyone* took place in late 2010. It is an International Center for Religion & Diplomacy (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.

Photo: Mozang Chungi Market, Lahore, Pakistan.

CHAIRMAN'S MESSAGE

Dear Friends,

I am pleased to announce that our hard work is bearing fruit and increasing mutual understanding between the U.S. and Muslim majority countries at a time of profound change in the Arab world -- a region whose crucial importance to the United States is obvious to all.

The third season of our flagship series *On the Road in America* recently completed principal photography and we look forward to its broadcast in the Middle East on MBC. Given its growing popularity in the region (the second season doubled its audience share with an average of 9 millions viewers per airing), it is clear that, contrary to conventional wisdom, the Arab world is starved for more engaging television shows with a positive message.

In addition, we have nearly completed *Saving One Saves Everyone*, a documentary film that will be used by educators and parents alike in programs to counter violent extremism.

In mid-April, we will convene a working group for the Brookings Institution's 2011 U.S.-Islamic World Forum. This effort will gather leading academics and media practitioners to study the portrayal of Muslims in the media.

We are keen to leverage our success and positive name recognition to expand our programming outreach to Muslim communities in South East Asia. We look forward to your continued financial support in order to successfully penetrate this new and important market. For information on how to donate, please visit our website at www.Layalina.tv or see below. Thank you in advance for your consideration.

With kind regards,



Richard Fairbanks
Chairman of the Board

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

Layalina Productions will convene a working group at the 2011 U.S.-Islamic World Forum in mid-April in Washington, DC. The Forum is now in its 8th year and is hosted by the Saban Center at the Brookings Institution in conjunction with the Government of the State of Qatar.

Layalina's working group will meet over the course of three days to examine the role of visual media in spreading and dispelling stereotypes about Muslims and the United States. Working group members include academics and media practitioners from the U.S., the Arab world, Afghanistan and Indonesia.

Layalina will also author a paper entitled "America and the Muslim World: A Tale of Two Media," which will help guide the discussion of the working group. We are delighted to collaborate with the Saban Center on this exciting and important project.

Below: OTRIII cast members Tanya, Diyaa and Dalia pose with Harvard students and Professor Marshall Ganz.

Bottom: Harvard student Jacqui Rossi with cast member Diyaa Sherif in Amish Country, Ohio.





In Post-Production: On the Road in America III

We are pleased to announce that the third season of our franchise documentary series *On the Road in America* is now in post-production. Principal photography started on February 5th in Boston and concluded on February 26th in San Francisco. Hundreds of Arab youth answered casting calls in Beirut, Dubai, Abu Dhabi and Cairo last October and December.

Tanya Khalil, 19, lives in Beirut and is a theatre major at the Lebanese American University. Dalia Yanni, 30, resides in Cairo and is a teacher. Diyaa Sherif, 22, was born in Saudi Arabia to Egyptian parents and lives in Cairo after spending 18 years in the Kingdom. Diyaa is a third-year undergraduate student in finance and business administration and plans to pursue an MBA upon graduation. The fourth cast member, Karim Masoud, 24, is a researcher and political science graduate student in Beirut.

This season, the cast began their journey in Massachusetts, passing through upstate New York, Pennsylvania and Ohio en-route to Michigan, eventually ending in California. Each location provided context for exploring important topics such as education, work, freedom and the Muslim-American experience.

The first season of *On the Road* 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 pre-

miered on MBC1 in March 2010 and doubled the viewership of the first season.

The third season is currently being edited in Los Angeles. *On the Road in America* 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.



Top: Cast members Dalia Yanni, Tanya Khalil, Diyaa Sherif and Karim Masoud surrounded by OTRIII crew before departure home from San Francisco International Airport.

Above: L to R: OTRIII cast members Tanya Khalil, Diyaa Sherif and Dalia Yanni after arriving at Boston's Logan Airport.

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Layalina at the 2011 Abu Dhabi Media Summit



L to R: Layalina's Chairman Richard Fairbanks, Monica Stoessel of PublicisLive, Steven Santamaria of Intel Corporation, tour guides of the Sheikh Zayed Mosque in Abu Dhabi and Mariam Semaan of RK Productions.

Layalina's Founder and Chairman, Ambassador Richard Fairbanks, and Layalina's Vice President Leon Shahabian attended the Abu Dhabi Media Summit which took place March 15th-17th in the UAE.

The second annual Summit gathered senior executives of corporations that are leading the transition towards a more networked world. Participants included director James Cameron (*Avatar*, *Titanic*), Hollywood studio heads, and broadcasters such as James Murdoch of Skytv in the UK, Al-Arabiya General Manager Abdul Rahman Alrashed and MBC Group's Sam Barnett.

Panel discussions touched on the salient trends in television, video games, smartphones as well as advertising and marketing.

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