



On the Road cast members at the White House.

ON THE ROAD IN AMERICA season two IN POST-PRODUCTION

We are pleased to announce that season two of our hit reality television series *On the Road in America*, is now in the final stages of post-production. The second season is currently being edited in Los Angeles, and will be delivered to MBC Group, its broadcaster in the Middle East and North Africa (MENA) region early next year. MBC Group is the leading pan-Arab free-to-air satellite broadcaster. Its channels

are watched by more than fifty million Arab television viewers every day.

The second season of *On the Road* features a young and diverse cast. Sara Hoteit, 23, is Shi'a and grew up in Côte d'Ivoire. Sara now lives in South Beirut and works in marketing. Lama Masri, 21, was born and grew up in Saudi Arabia. A devout Sunni Muslim, Lama is a member of the Lebanese national wom-

en's soccer team and is a recent graduate of Lebanese American University with a degree in political science. Joseph Assi is a 22-year-old Palestinian refugee and filmmaker who resides in a camp in Lebanon and comes from a Christian family. Basheer Haddad, 25, is a Sunni Muslim convert from a Druze family, and hails from Cairo. Basheer is a model and actor. *[continued on pg. 3]*

LAYALINA WELCOMES BACK

AMBASSADOR TOM KOROLOGOS

We are delighted to announce that Ambassador Tom Korologos re-joined Layalina's Board of Directors in October. Ambassador Korologos was first elected to the Board as a Founding Director in March 2002. He resigned in May 2003 to enter government service as Senior Counselor to Ambassador L. Paul Bremer, Administrator, Office of Coalition Provisional Authority in Baghdad and at the Defense Department in Washington, DC. Ambassador Korologos then served President George W. Bush as his Ambassador to the Kingdom of Belgium from July 2004 through February 2007. Currently, Mr. Korologos serves DLA

Piper, one of the largest legal service providers, as a Strategic Advisor.

Ambassador Korologos served in the Nixon and Ford Administrations as Deputy Assistant to the President for Legislative Affairs (Senate), and Director of Congressional Relations for President Ronald Reagan's transition. Korologos also served both the Reagan and Bush Administrations as a volunteer assisting in various Senate confirmations, and was Director of Congressional Relations for the National Bipartisan (Kissinger) Commission on Central America. *[continued on pg. 3]*



Chairman's Message

Dear Friends,

Please join me in welcoming back Ambassador Tom C. Korologos to our Board of Directors. Tom's valuable insights and wise counsel were instrumental in Layalina's first days. My colleagues and I look forward to his leadership in the months and years ahead.

We are also delighted that our documentary, *Life After Death*, will soon premiere on Al-Arabiya news channel. Prince Zeid Ra'ad Zeid Al-Hussein, Ambassador of the Kingdom of Jordan to the United States, will host a screening at the Jordanian Embassy in Washington, D.C. in January. In addition, the second season of our hit series *On the Road in America* will premiere early in the new year on the Middle East Broadcasting Center (MBC), which reaches the entire Arab world.

Our landmark publication, the *Layalina Review on Public Diplomacy and Arab Media*, has received a grant from the Dr. Scholl Foundation of Illinois, allowing us to continue reaching our supporters across media platforms.

Looking back at 2009, Layalina made great strides to further constructive dialogue between the U.S. and the Arab world. As we approach 2010, we look forward to building on our work and expanding our outreach to new markets. However, we face an ever growing fundraising challenge in these economically trying times. We hope that you might consider assisting us in our time of need. For more information on how to donate, please visit our website at www.Layalina.tv.

Thank you in advance for your consideration.

With kind regards,



Richard Fairbanks
Chairman of the Board



Life After Death participant Granvillette Kestenbaum speaks with another victim of terrorism.

WORLD BROADCAST PREMIERE: **LIFE AFTER DEATH**

Life After Death, an hour long documentary that features family members of American, Arab and European victims of Al-Qaeda and their compelling messages of suffering, endurance, and hope, has been delivered to Al-Arabiya news channel, its MENA region broadcaster. Al-Arabiya is a leading pan-Arab free-to-air satellite channel. It is owned by market leader MBC Group, a Saudi company

headquartered in Dubai.

The production's message is simple and irrefutable: repudiate and further marginalize terror by highlighting its gruesome and universal human toll.

Granvillette Kestenbaum, originally from Baltimore, lost Howard, her husband of 31 years on 9/11. Her daughter Lauren grew up as a bi-racial Jewish kid in New York. Gran and Lauren travel and reach out to family members of victims of the 11/9 Amman hotel bombings and the 3/11 Madrid train bombings. In the process, Gran and Lauren confront the changes in their lives in the seven years since Howard was taken from them, and their relationship with each other.

Life After Death is executive produced by Academy Award nominated Jerome Gary and Leon Shahabian, Layalina's Vice President & Treasurer. It is directed and edited by Shawn Thompson. *Life After Death* is a Visionaire Media production in association with Layalina Productions.



Life After Death participants Granvillette and Lauren Kestenbaum in Madrid.

LIFE AFTER DEATH SCREENING

In advance of *Life After Death*'s prime-time premiere on Al-Arabiya, a screening of the documentary will be hosted by Prince Zeid Ra'ad Zeid Al-Hussein, Ambassador of the Kingdom of Jordan to the United States, at the Jordanian Embassy in Washington, D.C. in January. The screening will be followed by a reception for esteemed guests.

To be placed on the guest list for this event, please contact information@Layalina.tv.

LAYALINA REVIEW RECEIVES DR. SCHOLL GRANT

Layalina Productions is pleased to announce that its online publication *The Layalina Review on Public Diplomacy and Arab Media* has received a \$30,000 grant from the Dr. Scholl Foundation of Illinois. The grant will cover a portion of the costs associated with the production and dissemination of 26 issues of the *Review*.

Now in its sixth year, *The Layalina Review* is a free bi-weekly publication available through Layalina's website: <http://www.layalina.tv/publications.html> in PDF, HTML, and RSS formats. *The Layalina Review's* readership includes academics, Foreign Service Officers, students, members of Congress and their staff, foreign diplomats, and professionals in both the private and public sectors.

The Layalina Review is available as a news source on Google News. It is also cross-listed on the website of the USC Cen-

ter for Public Diplomacy; on PublicDiplomacy.org, a website sponsored by the alumni association of the USIA; on John Brown's Public Diplomacy Press and Blog Review and Mountain Runner Blog by Analyst Matt Armstrong. The *Review* has become an oft-cited research tool for public diplomacy practitioners and academics, as well as required reading in many public diplomacy classes.

The Dr. Scholl Foundation, established by William M. Scholl, M.D. in 1947, is a private, independent grant-making foundation dedicated to "providing financial assistance to organizations committed to improving our world."

We are grateful to the Dr. Scholl Foundation for their generous grant, and look forward to further increasing the quality of our publication and expanding its readership over the course of the next year.

loren savitsky memorial internship

Layalina announces the establishment of the Loren Savitsky Memorial Production Internship. Loren worked as a 1st camera assistant and gaffer on the first and second seasons of *On the Road in America* and was an accomplished cinematographer with tremendous potential. Loren was killed in a motorcycle accident in Los Angeles on September 4. He was a caring individual, a consummate professional and a great colleague and friend. He is greatly missed by the many people whose lives he touched.

The Savitsky Internship will honor Loren's legacy by recruiting promising recent graduates as production interns to work on Layalina's upcoming shows.



OTR2 in Post-Production [cont'd from pg. 1]

This season, the cast began their journey in Los Angeles and traveled to Washington, DC via the Southwest, deep South and Mid-Atlantic states. Each location provided a context for exploring important issues such as capitalism, poverty, faith, race relations and education.

The second season of *On the Road* is executive produced by Academy Award-nominated Jerome Gary and Leon Shahabian, Layalina's Vice President. It is directed by Jerome Gary and Mary Lambert, the acclaimed feature and music video director. *On the Road* is a Layalina production, in association with Visionaire Media of Los Angeles and O3 Productions of Dubai.

The first season of *On the Road* had its premiere run on

MBC1, the largest free-to-air pan-Arab satellite network in primetime every Thursday from January 18 through April 7, 2007. According to polling from Ipsos Stat, a leading European polling firm, *On the Road* was the second most-watched show in its primetime slot in the Arab world out of 370 channels.

The first season also aired in the United States in primetime on both coasts every Wednesday night from June 4 through August 20, 2008 on the Sundance Channel and last re-aired in primetime from May to June 2009, due to its widespread popularity.

The first season's warm reception both in the MENA region and domestically led to the production of the second season.

Korologos Re-joins Board [cont'd from pg. 1]

He has traveled abroad extensively due to his many official posts, including Chairman of the Advisory Commission on Public Diplomacy, and from 1995 to 2002 as a member of the Broadcasting Board of Governors. The BBG is in charge of all US government non-military international broadcasting.

Ambassador Korologos is co-founder and served as Chairman of the Executive Committee of Timmons and Company, a Washington consulting firm. Early in his career, Korologos

was a journalist with the *New York Herald Tribune*, the *Long Island Press*, the *Salt Lake Tribune* and the Associated Press.

Ambassador Korologos earned his B.A. at the University of Utah and his M.S. at Columbia University Graduate School of Journalism, where he received the Grantland Rice Fellowship and a Pulitzer Fellowship. He was born in 1933 in Salt Lake City, Utah and is married to Ann McLaughlin Korologos, former Secretary of Labor.

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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

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