

IN POST-PRODUCTION: *SAVING ONE SAVES EVERYONE*

Layalina is currently in post-production on *Saving One Saves Everyone* (SOSE), a documentary film about the efforts of three dissimilar communities around the world in combating violent extremism.

The documentary features former members of violent extremist movements in Los Angeles, Lebanon, and Pakistan, as well as family members and friends who witnessed their radicalization. It spotlights community leaders, religious leaders and educators who are facilitating the rehabilitation of radicalized youth. 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.

The documentary aims to demonstrate 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 used to help youth out of the cycle of violence are the same everywhere.

Production for *Saving One Saves Everyone* began in Los Angeles in early October, moved to Beirut in late October and concluded in Pakistan in late November. The documentary explores the complex world of Los Angeles gang members, Lebanese and Palestinian militias during the civil war, and Pakistani militants from the 1970s to present.

Teachers and parents will use *Saving One Saves Everyone* as part of programs to counter violent extremism in various cultural contexts and for different demographics. *Saving One Saves Everyone* is an International Center for Religion and 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.

INTRODUCING *AFGHANISTAN: CROSSROADS OF EMPIRES*

Layalina is in development on a three-part documentary series currently entitled *Afghanistan: Crossroads of Empires* on the fiercely independent mountain tribes of Afghanistan, Pakistan and Central Asia and their resistance to invaders over the past two thousand years.

This miniseries will provide a historical account of the clash between local and foreign cultures in these mountainous borderlands, which interweaves tales of past and present foreign interventions with the crosscurrents of modern Islam.

Portions of the film have already been shot by a highly acclaimed international production team that lived among the tribesmen of the Hindu Kush,
[Cont'd on pg. 3]

Chairman's Message

Dear Friends,

It gives me great pleasure to announce that Layalina has begun simultaneous productions on big budget documentaries for the first time in our organization's nine year history. While we are currently casting the ensemble of young Arabs for the third season of our hit series *On the Road in America*, we have also commenced post-production on our newest documentary: *Saving One Saves Everyone*, filmed on location in Lebanon, Pakistan, and the United States.

This Spring we will work with our colleagues at Visionaire Media of Los Angeles on the production of the new reality series *American Caravan* -- the much-anticipated reverse of our *On the Road* series -- in which four young Americans will travel to the Arab world for the first time and discover the diversity of its culture and why its hospitality is world-renowned.

Due to the growing recognition of the successes of our shows within the Arab media market, we have recently been invited to convene a working group of global leaders for the 2011 U.S. Islamic World Forum in April. Our assembled panel of experts will explore how visual media impacts Muslim stereotypes worldwide.

Our recent achievements have greatly improved our name recognition and kept our team working flat out. As we continue to grow, the need for your support has grown more important than ever. Please consider helping us this holiday season. For information on how to make a tax-deductible donation, please turn to page four.

With kind regards,



Richard Fairbanks



OTR3 cast candidates in Dubai.

ON THE ROAD IN AMERICA III IN PRE-PRODUCTION

Layalina is in pre-production on the third season of our hit reality series *On the Road in America*. This successful franchise showcases the experiences of a diverse group of young Arabs traveling for the first time across the United States.

The first season 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 March 2010 and doubled the viewership of the first season. Each season 2 episode averaged 9 million viewers and never ranked lower than second place in primetime out of 529 pan-Arab free-to-air satellite channels, according to polling by the European firm Ipsos Stat.

In December, we finished casting *On the Road in America, Season III* in Cairo, following casting calls in Beirut, Dubai and Abu Dhabi in October. Our production team interviewed hundreds of candidates from throughout the region, including Algerians, Egyptians, Emiratis, Iraqis, Jordanians, Lebanese, Omanis, Palestinians, Saudis, Syrians, and Yemenis. We will announce the cast finalists shortly. Filming of the third season is scheduled to begin in early February.

We are delighted with the deep interest and excitement of young Arabs to take part in this program to break down widely held stereotypes about 'the other.'

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.



OTR3 cast candidates in Beirut.



Season 1 cast member Ali Amr, middle, with Season 3 cast candidates in Cairo.

LAYALINA AT THE 2011 U.S. ISLAMIC WORLD FORUM

Layalina Productions will convene a working group at the 2011 U.S. Islamic World Forum. The Forum is hosted by the Saban Center at the Brookings Institution in Washington, DC and will take place in April. The working group will meet to examine the role of visual media in spreading and dispelling stereotypes about Muslims.

The 8th annual meeting of the Forum will be held in Washington, DC for the first time, thus providing an opportunity for greater participation by stakeholders, including U.S.

government officials, media and non-profit executives, as well as representatives of the American Muslim community.

Layalina's working group will gather participants, academics and leading practitioners from the U.S. and from abroad and will serve as a catalyst for initiatives that raise awareness about Muslims in the Media. We are delighted to collaborate with the Saban Center on this exciting and important project.

AMERICAN CARAVAN IN PRE-PRODUCTION

In line with our desire to help strengthen existing bridges between the U.S. and the Arab world and create new ones, we are excited to announce the upcoming production of *American Caravan*. This new reality series will feature four young Americans traveling across the Arab Middle East and North Africa for the first time with an Arab and American film crew.

Whereas our successful *On the Road in America* series -- currently in its third season -- targets primarily a Middle Eastern audience, *American Caravan* is intended for an Arab and an American audience that forms its views of the Middle East through the negative representations seen on the news, which only perpetuates divisive stereotypes. We hope that *American Caravan* will challenge existing stereotypes by

providing a deeper and more nuanced insight into Arab culture, customs and hospitality.

Casting will take place in April and production will start later in the Spring. The two-hour series will air on MBC1, the largest and most credible pan-Arab free-to-air satellite channel.

The same creative team that made the *On the Road* series a success will lead this production. Created and directed by Academy Award nominated and multiple Emmy Award winning producer Jerome Gary, *American Caravan* is executive produced by Mr. Gary and by Leon Shahabian, Layalina's Vice President. *American Caravan* is a Visionaire Media production in association with Layalina Productions.



L to R: Andrew C. Baird and K. Stewart Evans, Jr. of EvStar, Layalina Chairman Richard Fairbanks, EvStar's Randy Starrett and William Garner at the Layalina EvStar production agreement signing ceremony.

Crossroads of Empires (Cont'd from pg. 1)

Karakoram, Greater Himalayas, and Pamirs along the Pakistani-Afghan, Tajik, and Indian frontiers. Additional photography will include interviews with local tribal leaders, mujahedeen commanders, intelligence officers and scholars of Islam, as well as the statesmen who played a central role in the region's conflicts.

Crossroads of Empires plumbs the debate between opposing strategies for achieving national reconciliation in Afghanistan, as well as international concerns that extremists armed with nuclear weapons might gain control there. It also examines the motives of warlords wedded to the current conflict and the historical

parallels to their ancestors. The result of this project will be a documentary miniseries that combines a profound depth of knowledge, scholarship, and experience to provide a panoramic view of Islam in one of Earth's most spectacular, storied, and dangerous corners.

Crossroads of Empires is an Evstar production in association with Layalina Productions. It is created by Randy Starrett and produced by Mr. Starrett and William Garner of EvStar and by Leon Shahabian of Layalina. Andrew Baird of EvStar and Luke Stets of Layalina are the executive producers.

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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.

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