We are pleased to announce that the first season of American Caravan, the reverse of the hit On the Road in America (OTR) series, is in post-production. The new series features Adrienne Rusk, Dawan Owens, Alix Liv, Justin Henry, Miranda Mayo and Christopher Blim, six Americans who were cast following a nation-wide search in early 2011.

The cast traveled across the Middle East and North Africa (MENA) region and explored Tunisia, Egypt, Lebanon, Oman, and the United Arab Emirates (UAE). Discovering the region’s diversity and complexity, the cast experienced firsthand the challenges and successes of cross-cultural dialogue between the United States and the Arab world.

Principal photography on the six half-hour episode season began in November and concluded in December. Additional photography will take place in the Middle East in the Spring. Similar to the OTR series, American Caravan will air in primetime on the Middle East Broadcasting Centre (MBC) Group – the largest and most credible pan-Arab free-to-air satellite network.

(Cont’d on pg. 3)
Dear Friends,

I am pleased to report that post-production is now underway on the first season of our newest series American Caravan, which features young Americans discovering the Middle East and North Africa (MENA) in the footsteps of the Arab Spring. Their interactions with Arabs from all walks of life will further cross-cultural dialogue and understanding between the United States and the Arab world once the show airs on the largest pan-Arab channel in the Arab world, MBC.

In other positive developments, our seminal publication, the Layalina Review on Public Diplomacy and Arab Media, has received a grant from the Dr. Scholl Foundation of Illinois. The Review is listed as a news source on Google News and is now in its eighth year of publication. It has become an off-cited research tool for public diplomacy practitioners and academics, as well as required reading in many public diplomacy classes.

With your help, we look forward to accomplishing much more in the months ahead as we unveil the exciting projects in our production pipeline. More than ever, we depend on your generous financial support. For information on how to make a tax-deductible donation, please visit our website at www.Layalina.tv or scan the QR code below with your smartphone. Thank you in advance for your help.

With kind regards,

Richard Fairbanks
Chairman of the Board

CHAIRMAN’S MESSAGE

THE LAYALINA REVIEW RECEIVES DR. SCHOLL GRANT

We are delighted to announce that our seminal 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 eighth 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 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 Center for Public Diplomacy; on PublicDiplomacy.org, a website sponsored by the alumni association of the USA; and on John Brown’s Public Diplomacy Press and Blog Review. The Review has become an off-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. The Layalina Review has benefited from the Dr. Scholl Foundation’s generous grants since 2005.

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The show begins in Tunisia, the birthplace of the Arab Spring, where the cast visits with the sister of Mohamed Bouazizi, the young fruit vendor whose self-immolation ignited the Arab Spring. Continuing to Egypt, the cast members met with revolutionaries and students from the American University in Cairo, and visited well-to-do neighborhoods such as Zamalek and Maadi, as well as the downtrodden Boulak neighborhood of Cairo. The cast also visited Aswan and Mansoura to experience life in mostly touristic and agricultural communities in Egypt respectively, away from the hustle and bustle of the capital. The next leg of the trip took the American Caravan crew to Lebanon where they celebrated Thanksgiving with a Lebanese family, before exploring the Bekaa Valley and later visiting the Hezbollah Tourist Complex in the south. In Oman, they roamed the pristine beaches of the Indian Ocean, the desert beauty of the Wadi Derbat, the tomb of Prophet Job, and their insights into Arab customs, culture and hospitality as they wandered the pristine beaches of the Indian Ocean, the desert beauty of the Wadi Derbat, the tomb of Prophet Job, and village life in the Rift area. The final destination of the journey took the cast to the UAE, where they deepened their insights into Arab customs, culture and hospitality as they split their time between traditional Ajman and the more commercialized and modern Dubai.

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, 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 below with your smartphone.

SUPPORT LAYALINA

Layalina is a mandatory tool for public diplomacy practitioners and academics, as well as required reading in many public diplomacy classes.

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With kind regards,

Richard Fairbanks
Chairman of the Board
American Caravan

The creative team responsible for the success of the OTR series led this production. American Caravan is created by Academy Award nominated and multiple Emmy Award winning producer Jerome Gary and executive produced by Jerome Gary and Leon Shahabian, Layalina’s Vice President. American Caravan is a Visionaire Media production in association with Layalina Productions.

Below: No visit to Egypt is complete without a stop at the pyramids in Giza. L to R: cast members Dawan Owens, Justin Henry, and Adrienne Rusk.