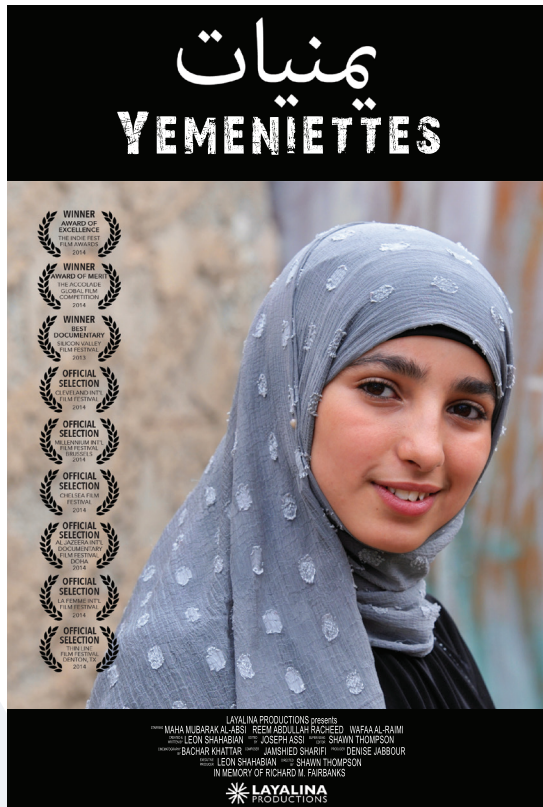


Yemeniettes Broadcast Premiere



We are delighted to announce that *Yemeniettes*, Layalina's latest multiple award-winning feature documentary, had its world broadcast premiere on September 5th. The show aired in primetime on the popular Yemeni channel Al-Saeedah TV and repeated twice in 24 hours. Al-Saeedah promoted the premiere heavily starting on July 27th.

A few days after the premiere, Yemen TV, the state-run television station, endured three days of mortar attacks and went offline briefly, becoming a focal point in the power struggle between Iranian-backed Houthi rebels and the government. At a time when Yemen's security situation is precarious and the country is teetering on the brink, we are on the air with a powerful show, leveraging the power of education-entertainment television programming to bring a vision of a more hopeful future into Yemeni homes.

Layalina has partnered with a third-party vendor to conduct an evaluation of *Yemeniettes'* impact on viewer attitudes following the Yemen broadcasts. We look forward to sharing evaluation findings once the fifteen repeat broadcasts of the film conclude in a few months.

Layalina's Shows Win Eight Awards

In June, the prestigious Accolade Global Film Competition honored Layalina's recent productions. *Generation Entrepreneur* won the Award of Excellence in the Television Documentary Series category and *Yemeniettes* won the Award of Merit in the Feature Documentary category. Accolade awards recognize industry professionals who "demonstrate exceptional achievement in craft and creativity" and contribute to profound social change.

In August, the IndieFest Film Awards, a top-tier international awards competition that recognizes "cinematic gems and unique voices," honored Layalina with a total of six awards. *Generation Entrepreneur* won an Award of Excellence in three categories: Miniseries, Reality Programming and Use of Film for Social Change. *Yemeniettes* also swept the competition, winning an Award of Excellence in Contemporary Issues as well as two Awards of Merit in the categories of Documentary Feature and Viewer Impact.

We are delighted that our peers in the industry are honoring Layalina's work. *Yemeniettes* and *Generation Entrepreneur* are created, written and executive produced by Leon Shahabian and directed and edited by Shawn Thompson.



Chairman's Message

Dear Friends,

Please join me in welcoming Eli Khoury as a new member of Layalina's Board of Directors. Eli is Chairman and CEO of Quantum Group and is a pioneer in communications strategy in the Middle East. We are delighted that Eli has agreed to take an active role in Layalina (see p. 3).

Since I last wrote to you, Layalina's most recent documentary program, *Yemeniettes*, was named Official Selection to two film festivals that take place this month in both New York and California. I invite you to join us at these screenings to celebrate the work that your generous support has made possible:

LA Femme International Film Festival, Friday, October 17th - Los Angeles
The Chelsea Film Festival, Sunday, October 19th - New York City

I am also excited to announce that *Yemeniettes* had its primetime broadcast premiere in September in Yemen, the country where most of the documentary was filmed. We believe that our film's message of hope and youth empowerment through entrepreneurship will resonate with Yemeni audiences.

As conflict rages and metastasizes across the Middle East, I am keenly aware of the growing need, now more than ever, for the expansion of Layalina's programs for broadcast to receptive audiences throughout the Region. In order to provide for this growth, we will be "on the road" – across the US – to introduce Layalina to others. We would welcome your recommendation of guest names for these evening presentations: Maryland (October 6th); Houston (October 26); Los Angeles (January); Miami (February); New York and DC (March).

My best regards for a wonderful Fall Season,

Shannon A. Fairbanks
Chairman of the Board



Upcoming Layalina Fundraisers

October 6th in Potomac, MD

Fundraising reception at Norton Manor,
co-hosted by Frank Islam and Debbie
Driesman and Richard and Anne Solomon.

October 26th in Houston, TX

Fundraising reception co-hosted by Shannon
Fairbanks and Marita and J.B. Fairbanks.



Please contact us if you are interested in hosting a tax-deductible event to benefit Layalina,
or if you would like to attend an upcoming event.

Layalina Welcomes Eli Khoury to its Board of Directors



We are delighted to welcome Eli Khoury to Layalina's Board of Directors. Mr. Khoury is a strategic communications specialist and we are pleased to have the benefit of his expertise in corporate and government image and brand development. He is the Chairman and CEO of Quantum Group and its subsidiaries as well as CEO of the communication agency M&C

Saatchi MENA. Named *ArabAd Magazine's* 2013 Man of the Year, Eli Khoury is widely acknowledged as having raised the standard of communications in the MENA region as a result of the practices that he has introduced.

Born in Beirut, Mr. Khoury started his career as an ed-

itorial cartoonist during the first chapters of Lebanon's civil war and later studied Communication Arts in Los Angeles. Returning to his native country at the close of the war in 1990, Mr. Khoury entered the advertising industry, launching the Saatchi & Saatchi Levant communication agency in 1992 and Quantum Communications in 2000.

A liberal democrat and avid participatory citizen of Lebanon, Mr. Khoury was among the key planners and promoters of the 2005 Cedar Revolution in Lebanon. He publishes Beirut's influential web portal, NOW Lebanon; co-published *The Beirut Spring*; and co-founded the Washington DC-based Lebanon Renaissance Foundation out of his belief in the need to strengthen US-Lebanese bilateral relations.

Yemeniettes Bicoastal Film Festival Weekend

October 16th through the 19th will mark *Yemeniettes'* bicoastal film festival debut. The film was named Official Selection to the Chelsea Film Festival in New York City and the LA Femme International Film Festival in Los Angeles, California. The Chelsea Film Festival will showcase works by risk-taking independent storytellers from around the world on the theme of "Global Issues" and will take place in the SVA Theatre, the cultural center of New York's artistic Chelsea neighborhood, and the Lee Strasberg Theatre and Film Institute. The LA Femme Film Festival, which celebrates women in film, will take place at the Regal Theatre Stadium 14 in downtown Los Angeles and at the Renberg Theatre in Hollywood.

We welcome our supporters and donors to join us at either of these simultaneous festivals that honor films that make a societal impact. Contact us at (202) 776-7765 or at information@Layalina.tv if you are interested in attending.



Yemeniettes Official Selection to WOCMES

On August 21st, the 4th World Congress for Middle Eastern Studies (WOCMES) hosted a screening of *Yemeniettes* as part of its film festival. The World Congress, which gathers once every four years, unites the preeminent scholars of the Middle East and North Africa region from all over the globe to explore pressing issues. It is for this reason that WOCMES invited Layalina to screen *Yemeniettes*, whose themes deal with salient topics in Middle East scholarship. The World Congress, which was previously held in Germany, Jordan and Spain, gathered this year in Ankara, Turkey.

Woods Fairbanks, a member of Layalina's Board of Directors, represented Layalina at the festival and answered audience questions after the screening. The discussion touched on the media's role in instilling hope through uplifting and positive local stories, thus providing viewers with alternative visions of how their society could evolve.

In Memoriam



We are saddened by the recent loss of Layalina Director Melvyn J. Estrin. Mel Estrin was a respected businessman and served as Chairman and CEO of University Research Co., LLC and FoxMeyer Drug Co. He was a staunch supporter of the arts and served as a Trustee of the Kennedy Center for the Performing Arts. Mr. Estrin will be dearly missed, and we offer our condolences to his family and friends.

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