

Rebuilding of Afghanistan continues to educate viewers worldwide

Rebuilding Afghanistan: Before and After

In December, Afghanistan celebrated its first year of independence. To chronicle the beginnings of the country's transition to democracy, the U.S. Department of State produced a short film: "Rebuilding Afghanistan." The 18-minute film depicts the rapid reconstruction of the country's vital infrastructure and critical social services. It was produced in eight languages: English, Arabic, Dari, Pashto, Spanish, Portuguese, French and Russian. That documentary has now reached millions of viewers around the world.

Afghanistan The Dari and Pashto language versions of *Rebuilding Afghanistan* aired in January. According to the post, reaction has been very positive. Most notably, the documentary created a rare example of nation-wide media cooperation with Afghanistan's semi-autonomous stations. The Director of Radio Television of Afghanistan, forwarded copies to all of Afghanistan's diplomatic missions and commented "the film is a major success by all standards."

Romania In Bucharest, the new educational channel "Romania of Tomorrow" and "Reality TV" (one of five major networks) broadcast *Rebuilding Afghanistan* three times using dubbing or subtitles to reach a maximum audience. Both stations serve the entire country via satellite and cable.



Rwanda Rwandan Television aired the English language version of the documentary immediately following a popular music program aimed at youth. A TV producer, echoing other Rwandan journalists, remarked that the documentary was enjoyable, well-produced and that they were pleased to see the U.S. efforts to help Afghans rebuild their country.

Uzbekistan Uzbek National TV's Channel 4 broadcast *Rebuilding Afghanistan* in its entirety to a national audience that includes viewers in Uzbekistan, Afghanistan, Turkmenistan, Kazakhstan, and Tajikistan.

Japan Public Affairs shared *Rebuilding Afghanistan* with Japanese TV broadcasters in Washington, D.C. for relay to Japan. All six major networks broadcast excerpts of the documentary to Japanese audiences.

Macedonia Our Embassy in Skopje dubbed the film into Macedonian and Albanian and distributed it to nine stations across Macedonia. Six stations have aired the program in its entirety. Albanian Television is expected to use the Skopje-produced Albanian version shortly.

Mexico TV Azteca broadcast an edited version of *Rebuilding Afghanistan* in its flagship newscast, reaching approximately 85% of the market (or approximately 10 million viewers).

We continue to receive requests for the documentary and expect continued placement throughout countries worldwide.

Broadcast Facts

25 Countries have aired "Rebuilding Afghanistan" thus far:

Afghanistan, Cambodia, Ecuador, Ghana, Guatemala, India, Indonesia, Ivory Coast, Japan, Kosovo (Yugoslavia), Kyrgyz Republic, Macedonia, Madagascar, Mauritius, Mexico, Nicaragua, Pakistan, Philippines, Romania, Rwanda, Taiwan, United Arab Emirates, Uruguay, Uzbekistan

Eight Languages: English, Arabic, Dari, Pashto, Spanish, Portuguese, French and Russian

