

## **Washingtonpost.Newsweek Interactive's PostGlobal Launches "How the World Sees America"**

*Multimedia Blog Explores the Love-Hate Relationship with America through  
Unique First-Hand Global Commentary*

WASHINGTON, May 16, 2007 – Armed only with a journalist's curiosity, a digital video camera, a starting point, a rough itinerary and few seconds to capture a compelling story; Amar Bakshi wants to know what individuals around the world really think about America – why some love us, why some hate us and how we affect their lives day-to-day. Washingtonpost.Newsweek Interactive (WPNI), the online publishing subsidiary of The Washington Post Company, today announced the launch of "How the World Sees America," a new multimedia blog on PostGlobal, the online conversation on global issues moderated by Washington Post Columnist, David Ignatius and Newsweek International Editor Fareed Zakaria. (<http://washingtonpost.com/america>).

Through daily 30-second video clips and blog entries, PostGlobal correspondent and videographer, Amar Bakshi, 23, will ask readers to help guide his itinerary, interviews and questions as he puts a human face on what the global community really thinks about America.

"With 'How the World Sees America' we are promoting a new type of global commentary. By combining in-the-field reporting and emerging technology, PostGlobal can now share multimedia stories about people and places in the news. We can connect America and the world in a new way, and explore the reasons for America's growing unpopularity in many countries," says David Ignatius award-winning journalist and moderator of PostGlobal. "Bakshi has the opportunity to get behind the rhetoric and interview real people for insight into how U.S. policy, events and culture affect the world."

The first leg of Bakshi's exploration takes him to the United Kingdom, Pakistan and India. Subsequent destinations will be dictated by world events and reader suggestions; perhaps Egypt and Iran, China and Japan or Mexico and Venezuela. One day Bakshi may feature interviews from a protest rally on the streets of Islamabad, another may offer perspectives from an underground rave in Manchester, and on yet another day, he may share insights from a factory worker in Bangalore.

"This is a significant break from other forms of online journalism where a videographer spends three weeks making a 5 minute clip," states Amar Bakshi. "Everyday readers can follow my journey in detail. The idea is to get them involved in some of the decision making that goes into 'How the World Sees America'," he adds.

PostGlobal provides a running discussion of important issues among dozens of the world's best-known editors, writers and journalists. Now, through the "How the World Sees America," project, PostGlobal offers readers an even more immediate response to those issues. Through glimpses into interesting lives, reactions to world issues and events and diverse perspectives on the United States from shopkeepers, students, small town officials, entertainers, booksellers and carpet makers, readers can interact with a cross-section of the global community.

"The goal of 'How the World Sees America' is to foster a global community of users who wish to create an open dialogue with one another. Not just about politics, but also about each other's everyday way of life." says Bakshi. "It is an opportunity to explore and engage

in conversation about topics that may otherwise not receive exposure in mainstream media. Ultimately, this project will show the humanity of distant populations.”

Since its launch in June 2006, PostGlobal has offered a dynamic running discussion of important issues. Each Monday and Thursday, they post a question for responses from members of a diverse network of more than 40 commentators from 32 countries in six regions around the globe— from China to Iran, South Africa to Saudi Arabia, Mexico to India – wherever news is happening. Natalie Ahn is PostGlobal’s Editor/Producer.

### **About Washingtonpost.Newsweek Interactive**

Washingtonpost.Newsweek Interactive (WPNI) is the online publishing subsidiary of The Washington Post Company (NYSE:WPO). Its mission is to create truly interactive platforms that offer unmatched user experiences by developing editorial products with world-class reporting, multimedia features and award-winning content.

WPNI’s news and information sites, which include washingtonpost.com, Slate, Newsweek.com and Budget Travel Online, inform and encourage conversation and debate while reaching millions of unique and active users each month. WPNI properties’ long lists of awards include the first-ever Emmy for original video journalism online awarded to washingtonpost.com, as well as National Journalism Awards, Pictures of the Year International Award, several Digital Edge Awards, multiple Edward R. Murrow Awards and White House News Photographer’s Association Awards, among others.

The company is headquartered in Arlington, VA.

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