

3,000 CUPS OF TEA

A film by Jennifer Jordan & Jeff Rhoads

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3,000 Cups of Tea: The Mission and The Madness of Greg Mortenson

Film Synopsis

February 2014 — What happens with the media gets it wrong? What happens when they destroy the reputation of a man because of inaccurate and even unvetted reporting? What happens to the tens of thousands of schoolchildren in Pakistan and Afghanistan who have risked their lives for an education that is now imperiled by the scandal? And what happens to our fragile democracy when we lose the checks and balances of a Fourth Estate more interested in ratings and “gotcha” headlines?

In 2011, “60 Minutes” put Greg Mortenson and his non-profit foundation, Central Asia Institute, in its crosshairs, accusing him of lying in his New York Times bestselling book, [*Three Cups of Tea*](#). They also accused him of fraud and misappropriation of funds in his running of the Institute. What they didn’t report is how they came to those allegations and worse, whether they checked their own sources before airing the program.

“3,000 Cups of Tea: The Mission and the Madness of Greg Mortenson,” is a one-hour documentary aimed for broadcast on national and international television. It examines this “tragedy of errors” through exclusive interviews with Mortenson, his family, and his closest advisors, as well as media and charity watch dogs. It also includes on-the-ground *verite*’ footage of Central Asia Institute schools in Pakistan and Afghanistan.

What the filmmakers discovered about the state of American journalism and its power to destroy innocent, if flawed men, will astound, infuriate, and break the hearts of its audience.