

For Immediate Release

Media Contact

Emily Balk
emily_balk@wgbh.org
617-300-5317



WORLD Channel Rebrands as WORLD, a Multiplatform Hub for Diverse Documentary Programs

Award-winning public media service introduces new digital look to reflect a wealth of documentary content on platforms from broadcast to live streaming

Boston, MA (May 1, 2023) – Public media’s premiere destination for diverse nonfiction programming today announced new branding as [WORLD](#), reflecting a wealth of multicultural documentary content available on broadcast, streaming and social media platforms. With this rebrand, WORLD will continue to share the best in documentaries, informational programs, and daily international newscasts from independent filmmakers and public media partners in the United States and around the globe.

“At WORLD, we are a lens for traditional and new audiences to better understand the immense richness and complexity of human culture and community. Our users and viewers expect to experience untold stories from their own neighborhoods, while connecting with stories from all ends of the globe,” said Chris Hastings, executive producer of WORLD at GBH in Boston. “Our mission is to make this extraordinary content available any time on any device, and the new look for WORLD is customized to break through a cluttered digital landscape. We will continue to deliver our content across multiple platforms, reaching our audience where and when they want to consume our content.”

Since 2012, WORLD has developed four original series: *America ReFramed* for U.S. long-form documentaries; *Doc World* for international feature-length documentaries; *Local, USA* for short-story themed reporting on local issues of national importance; and *Stories from the Stage*, a multi-platform storytelling series. WORLD also showcases films and programs from filmmakers, public media stations and partners that celebrate diverse cultures and highlight

critical issues like racial injustice, financial insecurity, safe affordable housing, education, healthcare, climate change and democracy.

“Providing platforms and support for talented multicultural filmmakers and storytellers is the heart of WORLD’s mission,” said Liz Cheng, general manager for television at GBH and WORLD. “We continue to curate and co-create the best in documentary programming from emerging to veteran storytellers. Our new look illustrates WORLD’s expanding collection of fresh and eye-opening stories that educate and inform our viewers about what’s happening around our amazing world.”

WORLD has won a Peabody Award, an Alfred I. duPont-Columbia Award, a National News and Documentary Emmy Award, two Webby Awards, and many others honoring diversity of content and makers and numerous national honors for its content - including an RTDNA Kaleidoscope Award, a Media for a Just Society Award, two NLGJA Excellence in Journalism Awards, a Gracie, and an Asian American Journalists Award.

WORLD is carried by 194 partner stations in markets representing 77% of US TV households. Viewers can find their local WORLD station online at WORLDchannel.org/schedule.

For more information on WORLD visit www.WORLDchannel.org or follow @worldchannel on [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) and [YouTube](#).

###

About WORLD

WORLD shares the best of public media in news, documentaries and programming. WORLD’s original series examine the issues and amplify the voices of those often ignored by mainstream media. The multicast 24/7 channel helps audiences understand conflicts, movements and cultures from around the globe. Its original work has won a Peabody Award, an Alfred I. duPont-Columbia Award, an International Documentary Association Award, a National News and Documentary Emmy Award, two Webby Awards and many others honoring diversity of content and makers. WORLD is carried by 194 member stations in markets representing 77% of US TV households. Funding for WORLD is provided by the Corporation for Public Broadcasting, the John D. and Catherine T. MacArthur Foundation, Wyncote Foundation and the National Endowment for the Arts and Artworks. WORLD is produced by GBH in partnership with WNET and is distributed by American Public Television (APT). Find out more at WORLDChannel.org.