



**WORLD Channel presents the national premiere of "Opioids from Inside,"
produced in collaboration with WXXI, OPB, and Ideastream, Ohio.**

April 5, 2018 (Boston, MA) – Public television’s WORLD Channel is committed to offering a national platform, online and on broadcast television, for important local journalism. As part of this on-going effort, and in partnership with Rochester's PBS station WXXI and Blue Sky Project, WORLD Channel is releasing on Facebook a new documentary, *Opioids from Inside*.

Opioids from Inside follows the journeys of three women whose lives have been forever changed as result of their addiction to opioids. Two of the women have spent time in Monroe County Correctional Facility in Rochester, NY, and one is still incarcerated there, but all are now in recovery. The film examines the difficult path to sobriety for Iris, Lisa, and Stephanie, and takes a deep look at the terrible effects of their addiction on their families and communities.

WXXI produced *Opioids from Inside* as part of a collaboration with two other public media organizations, Oregon Public Broadcasting and Ideastream in Cleveland, Ohio, that is creating a series of reports on the opioid crisis in their local communities. The reporting is part of a “Big Footprint” multimedia journalism collaboration funded by the [Corporation for Public Broadcasting](#). WORLD Channel signed on as co-producer of this half-hour documentary, providing funding and editorial support.

“It is shocking that almost everyone has a story about a family member, friend or work colleague touched by the addiction crisis. We have a vital role to play in keeping this before the public and in helping direct people to resources to deal with the epidemic of addiction,” said Norm Silverstein, President of WXXI.

According to WORLD Channel Executive Producer Chris Hastings, the channel was already committed to a focus, in April, on incarceration in America. “Many of the films we’re showcasing this month present stories of prisoners re-entering their communities after jail. *Opioids from Inside* provides a fresh and different view of this critical issue, joined with new reporting on America’s addiction crisis.”

Hastings says the new film also highlights a unique part of WORLD’s mission: “I’m pleased WORLD Channel can present and amplify the remarkable local journalism that is happening across the country. *Opioids from Inside* builds on our record of past collaborations with Detroit Public Television and other independent filmmakers and local public media groups.”

WORLD is releasing *Opioids from Inside* nationally on April 9th at 3pm ET on [Facebook.com/worldchannel](https://www.facebook.com/worldchannel), worldchannel.org and in the PBS App. The broadcast premiere on WORLD Channel will be in June 2018.

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About WORLD Channel

WORLD Channel delivers the best of public television's nonfiction, news and documentary programming. The channel features original content by and about diverse communities to U.S. audiences through local public television stations and streaming online at worldchannel.org. WORLD reached 33.3 million unique viewers 18+ last year (52% adults 18-49) and over-indexes in key diversity demographics. Online, WORLD Channel expands on broadcast topics and fuels dialogue across social media, providing opportunities for broad and diverse audience interaction. WORLD has won numerous national honors including an Alfred I. duPont-Columbia Award, Tellys, a Media for a Just Society Award, two Lesbian & Gay Journalist Awards, a Gracie, an Asian American Journalists Award and many others. WORLD Channel also won the Radio Television Digital News Association's 2017 Kaleidoscope Award for its critically-acclaimed series, AMERICA REFRAMED and has received four National News & Documentary Emmy Nominations.

WORLD is programmed by WGBH/Boston, in partnership with American Public Television and WNET/New York, and in association with PBS and National Educational Telecommunications Association. Funding for WORLD Channel is provided by the Corporation for Public Broadcasting, The John D. and Catherine T. MacArthur Foundation, the Wyncote Foundation and The Kendeda Fund. For more information about WORLD Channel, visit www.worldchannel.org

About WXXI

WXXI Public Broadcasting Council is an award-winning broadcast family of services dedicated to meeting the lifelong educational needs of its viewers. WXXI operates four digital TV channels, and an array of radio services which include an NPR station, a full-time classical music station, and a radio reading service for those with visual impairments. WXXI's national productions include documentaries that explore arts, culture and history such as Restoring a Masterpiece: The Renovation of the Eastman Theatre, Paley on Park Ave: New York City, and Xerox Rochester International Jazz Festival.

About the Corporation for Public Broadcasting

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of nearly 1,500 locally owned and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology, and program development for public radio, television, and related online services. For more information, visit www.cpb.org and follow us on Twitter [@CPBmedia](https://twitter.com/CPBmedia), [Facebook](https://www.facebook.com/CPBmedia), and [LinkedIn](https://www.linkedin.com/company/cpb), and [subscribe](#) for email updates.