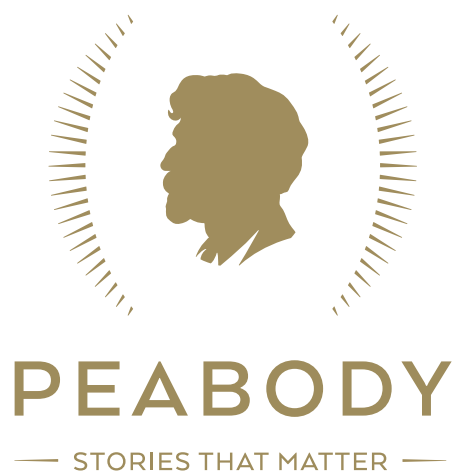




PEABODY  
MEDIA KIT 2021





## WHO WE ARE

Respected for its integrity and revered for its standards of excellence, the Peabody is an honor like no other for television, podcast/radio, and digital media. Chosen each year by a diverse Board of Jurors through unanimous vote, Peabody Awards are given in the categories of entertainment, documentary, news, podcast/radio, arts, children's and youth, public service, and multimedia programming. The annual Peabody winners are a collection of 30 stories that powerfully reflect the pressing social issues and the vibrant emerging voices of our day. From major productions to local journalism, the Peabody Awards shine a light on the Stories That Matter and are a testament to the power of art and reportage in the push for truth, social justice, and equity. The Peabody Awards were founded in 1940 at the Grady College of Journalism and Mass Communication at the University of Georgia and are still based in Athens today.

## WHAT WE DO

From 60 nominees, 30 programs are selected as the best of the best from more than 1,300 submissions. The Peabody 30 is a curated list of stories both big and small that reflect contemporary issues of pressing importance, advocate for change, and educate and entertain across genres and platforms. Based at the University of Georgia, Peabody's mission extends beyond bestowing awards. The organization's Peabody Media Center is dedicated to the advancement of these media narratives that shape our citizenship, and expands the social conversation around Peabody winners and nominees through a variety of programming initiatives. The Peabody Archive is part of the third largest repository of audiovisual materials in the country, a vast reservoir of 90,000 programs dating back to 1940. The Center's digital programming recovers and utilizes these historical programs for offering fresh critical insights on contemporary issues.

## WHY IT MATTERS

Winning a Peabody Award is a mark of excellence, cited by many recipients as the ultimate honor of a career. Peabody celebrates unique and diverse voices, from notable filmmakers and intrepid journalists to fearless comedians and innovative creators. As the country struggles to find its footing in challenging times, the power of media narratives becomes paramount. Independent of marketing or lobbying, of celebrity sway or public popularity, Peabody Award winners are an exclusive group who transcend commerce and rise to the level of art, creating compelling narratives that tackle today's issues with depth, complexity and empathy.

# PEABODY WINNERS: IN THEIR OWN WORDS

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I've had the **good fortune** of having my work nominated for a Grammy, a Golden Globe, and an Oscar, but I **cried when I heard about this.**

*Ava DuVernay  
filmmaker, "13th" (2016)*

You count your Emmys, you cherish your Peabodys.

*Walter Cronkite, multiple Peabody Award-winner*

There's a mystique to the Peabodys. They have a passion for recognizing people who try to make an impact on the world

*Keegan-Michael Key, executive producer/writer/star,  
"Key & Peele" (2013)*

For us, this wonderful award will shed more light on a public health crisis that has been largely invisible.

*Renee Montagne, NPR correspondent,  
"Lost Mothers: Maternal Mortality in the U.S." (2017)*

**A Peabody is like an Oscar wrapped in an Emmy inside a Pulitzer.**

*Stephen Colbert  
multiple Peabody Award-winner*

Peabody is a standard of honesty and excellence in journalistic and artistic work and that's what we'd hoped to do.

*Maria Cuomo-Cole, producer, "Newtown" (2017)*

I've never heard the Peabody Award referred to without the adjective 'prestigious.'

*Lorne Michaels, Personal Award (2012)*

This is an honor—this never gets sold. It doesn't get any better than the Peabody.

*Warren Littlefield, executive producer,  
"The Handmaid's Tale" (2017)*

A Peabody Award makes it feel like it matters.

*Jill Soloway, executive producer, "Transparent" (2015)*

”

# THE EVOLUTION OF AN AWARD

1940



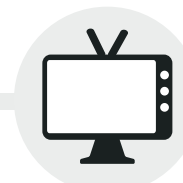
The Peabody Awards are launched to honor a new medium: radio.

1941



The first awards ceremony held on March 29, 1941 at The Commodore Hotel in New York, and broadcast live, nationwide on CBS.

1948



First television programs are honored, including "Actor's Studio" and "Howdy Doody."

1977



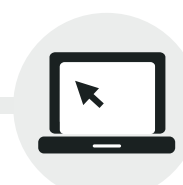
Iconic entertainment programs "The Mary Tyler Moore Show," "All In The Family" and "Roots" honored.

1981



HBO's "Nobody's Baby" is the first cable TV program to win.

2003



[Transom.org](http://Transom.org) wins the first Peabody for website/digital programming.



## A STORIED CELEBRATION

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Each spring, attendees from across media—including journalists, showrunners, directors and actors—gather to celebrate their best work at the Peabody Awards Ceremony. A typical event brings together cast members of hit shows such as “The Marvelous Mrs. Maisel” with local investigative journalists and TV icons such as Carol Burnett. The evening brings together diverse storytellers from across media platforms whose work share the honor of being named the best stories of the year.

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# GROUNDBREAKING STORYTELLING

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Peabody Awards are known for honoring smart narratives focused on the issues that deserve our attention. Winners and nominees represent not only the most engaging content but also elevate the form to a new level. The idea that media can transform people and institutions is at the heart of what Peabody does.

As *Variety* noted in 2017, “The Peabody Awards have always been about more than a gorgeous face and a compelling tale told right—they also recognize stories that reflect where we are as a society.”

Peabody Awards are often prescient in their recognition of programs or issues that go on to wider reception and critical acclaim. Recent examples include “*Game of Thrones*” (2011), “*Mr. Robot*” (2015) and “*Atlanta*” (2016).



# PEABODY MEDIA CENTER: FOCUS ISSUES

The Peabody Media Center is the scholarly research center and media production arm of the Peabody organization. The Media Center creates public programming that spotlights annual award winners and nominees, as well as critical scholarly engagement that addresses today's changing media landscape. Below are several recurring social issues explored in recent Peabody Award winners and nominees. While not an exhaustive list, it offers insight into how Peabody reflects the pulse of important issues of the day.

## RACE & CRIMINAL JUSTICE



Arrested at School  
O.J.: Made in America  
74 Seconds  
Serial  
Southwest of Salem: The San Antonio Four  
13th  
The LaQuan McDonald Investigation  
The Newburgh Sting  
Time: The Kalief Browder Story  
Abacus: Small Enough to Jail  
All In with Chris Hayes: Back to Baltimore  
Ear Hustle  
Strong Island  
The Night Of  
Unprisoned

## WOMEN'S ISSUES & HEALTH



Audrie & Daisy  
Anatomy of Doubt  
Better Things  
Hooligan Sparrow  
India's Daughter  
Inside Amy Schumer  
Jane the Virgin  
Lost Mothers: Maternal Mortality in the U.S.  
Marvel's Jessica Jones  
#MoreThanMean  
The Cut: Exploring FGM  
The Handmaid's Tale  
Trapped  
A Girl in the River  
Alias Grace  
Motherland  
100 Women  
Predator in My Phone  
The Cosby Accusers Speak

## IMMIGRATION & IMMIGRANT LIVES



Don't Tell Anyone (No Le Digas a Nadie)  
Hasan Minhaj: Homecoming King  
Indivisible  
Jane the Virgin  
Master of None  
Abdi and the Golden Ticket  
Divided by Law  
One Day at a Time

## ENVIRONMENT & PLANET HEALTH



Chasing Coral  
COSMOS: A SpaceTime Odyssey  
Dangerous Exposure  
Hell and High Water  
The Islands and the Whales  
Virunga  
Gardeners of Eden  
Get Real: Heart of the Haze  
Planet Earth II

## BLACK LIVES

Atlanta  
black-ish  
Doc McStuffins  
Insecure  
Lemonade  
Mavis!  
Maya Angelou: And Still I Rise  
Mr. Dynamite: The Rise of James Brown  
Secret Mustard Gas Experiments  
State of the Re:Union  
The Case for School Desegregation Today  
The Knick  
Uncivil: The Raid  
What Happened, Miss Simone?  
The Book of Negroes  
The Black Panthers  
The Defiant Ones  
Through A Lens Darkly: Black Photographers and the Emergence of a People

## GUN VIOLENCE



Newtown  
Tower  
American Crime  
The Armor of Light  
CNN's Coverage of Guns in America  
Precious Lives

# FAQ

## How are Peabody Awards determined?

Journalists, filmmakers, producing organizations, networks and individual storytellers submit what they consider their finest work of the year. More than 1,300 entries are evaluated by category, first by screening committees then by an esteemed board of 19 jurors. All nominees must receive a unanimous vote by the jurors; 60 nominees are selected, 30 of which are honored with a Peabody Award.

## How are Individual, Institutional, and Career Achievement Awards determined?

Throughout its history, the Peabody Awards have honored people or institutions that have contributed to the world of broadcasting and entertainment programming through their steadfast commitment to excellence, innovation or public service. There is no entry process for Individual and Institutional Awards, which are determined at the discretion of the board of jurors. Recent examples of Individual Winners include Norman Lear, Sir David Attenborough, David Letterman and Stanley Nelson. Institutional Winners include “The Fred Rogers Company,” “60 Minutes,” Independent Television Service (ITVS), and “The Daily Show with Jon Stewart.” In 2018, the program launched the Peabody Career Achievement Award, presented by Mercedes-Benz, which honors those individuals whose work and commitment to broadcast media has left an indelible mark on the field. Previous recipients include Carol Burnett and Rita Moreno.

## What is the submissions process?

Entries are accepted each fall via online application for programming released/aired during the current calendar year. Judging occurs January-April, with nominees announced in April and winners in the following months.

## What is the Peabody Awards Ceremony?

Each year, Peabody Award winners and nominees are celebrated at an event attended by industry professionals, journalists, entertainers and supporters of the program. The evening starts with red-carpet arrivals and ends with a VIP after party. As the media landscape evolves and becomes even more crowded with content, Peabody Awards provide a much-needed role as curator of the best stories that should be watched and heard—that speak to who we are as people and citizens of the world.



# ABOUT PEABODY

## ABOUT PEABODY

Peabody is an organization dedicated to invigorating people through the power of stories. Founded in 1940, Peabody honors and extends conversation around stories that matter in broadcast and digital media through symposiums, screenings and an annual awards ceremony considered to be among the most prestigious in the industry. Peabody gives awards for news, entertainment, documentaries, children's programming, interactive programming and public service, which in turn encourage media to reach for and achieve the highest standards. Peabody is based at the Grady College of Journalism and Mass Communication at the University of Georgia.

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The Peabody Media Center is a scholarly research center and media production arm of the prestigious Peabody Awards. The Media Center creates public programming that spotlights the annual award winners and nominees, as well as critical scholarly engagement that addresses today's changing media industry landscape. Resources unique to the center include the Peabody Archive, part of the third largest collection of audiovisual materials in the United States, and the Peabody Academy, which focuses on inspiring storytellers of the future. Peabody Fellows are a distinguished group of television and media studies scholars from across the country who provide fresh perspectives and commentary on why stories matter and how they impact media, culture, and society.

# CONTACTS AND ASSETS

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## SOCIAL:



[instagram.com/PeabodyAwards](https://www.instagram.com/PeabodyAwards)



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[twitter.com/PeabodyAwards](https://twitter.com/PeabodyAwards)

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Please email [cdrayer@uga.edu](mailto:cdrayer@uga.edu) for files and additional usage guidelines.

