



MEDIA KIT 2019





PEABODY

— STORIES THAT MATTER —

WHO WE ARE

For 78 years, Peabody Awards have represented the most intelligent, powerful and moving stories told each year in broadcasting and digital media. These stories, from entertainment to documentary to news programming, shape our thinking and understanding of the world in which we live. In the age of proliferating content, Peabody is a trusted voice that sets the standard for quality media, honoring the most important stories of the year.

WHAT WE DO

From 60 nominees, 30 programs are selected as the best of the best from more than 1,200 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

“

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 old. 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



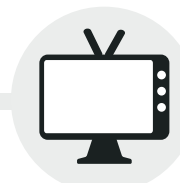
The Peabody Awards are launched to honor a new medium: radio.

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



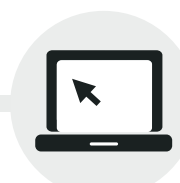
Iconic entertainment programs "The Mary Tyler Moore Show," "All In The Family" and "Roots" honored.

1981



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

2003



Transom.org wins the first Peabody for website/digital programming.



A STORIED CELEBRATION

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.



GROUNDBREAKING STORYTELLING

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 present 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



"Indivisible"

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



"The Islands and the Whales"

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"

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 1,200 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. Carol Burnett was the first recipient and Rita Moreno will be this year’s honoree.

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 early April.

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 78th Annual Peabody Awards Ceremony** will be held on **Saturday, May 18, 2019** at Cipriani Wall Street in New York City. The evening starts with red-carpet arrivals and ends with a VIP after party. Mercedes-Benz is a presenting sponsor. 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

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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.

ABOUT PEABODY AWARDS

The Peabody Awards honor the most powerful, enlightening and invigorating stories in broadcast and digital media. Each year, Peabody Awards are bestowed upon a curated collection of 30 stories that capture society’s most important issues—known as The Peabody 30. Honorees must be unanimously chosen by the Peabody Board of Jurors, a diverse assembly of industry professionals, media scholars, critics, and journalists who each bring a unique perspective of what constitutes a story that matters. From major Hollywood productions to local journalism, the network of Peabody Award winners is a definitive collection of society’s most important stories and storytellers, including Edward R. Murrow, Carol Burnett, Walter Cronkite, Stephen Colbert, “Roots,” “The Sopranos,” “Sesame Street,” BBC World News, “Breaking Bad,” and “Serial.” The Peabody Awards were founded in 1940 at the University of Georgia, and are still based in Athens today.

ABOUT PEABODY MEDIA CENTER

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.

ABOUT PEABODY FUTURES OF MEDIA AWARDS

The Peabody Futures of Media Awards honor groundbreaking digital narratives and the technologies used to tell these stories. With a spirit of innovation at its core, Peabody launched the award in 2015 to celebrate the most powerful narratives in an ever-changing digital landscape. Honorees are selected by the Peabody Student Honor Board and are deemed to have told a story that matters based on its ability to inspire empathy around the human condition, shape our understanding of the world, transform how we address important societal issues, and take a chance with its message.

CONTACTS AND ASSETS

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