

2021 Peabody Awards Guidelines

As of October 4, 2021

Please check <https://peabodyawards.com/submit/> for any ongoing updates under Section 2. “Changes in the 2021 Cycle.”

1. [ELIGIBILITY REQUIREMENTS](#)

1.1. The Peabody Awards honor a diverse range of stories distributed via television/streaming media; radio and podcast; and the internet (see 1.4). Nominees and winners are named in these categories:

- Documentary (TV/Streaming/Internet)
- Entertainment (TV/Streaming/Internet)
- News (TV/Streaming/Internet)
- Children’s/Youth (TV/Streaming/Internet)
- Public Service (TV/Streaming/Internet)
- Arts (TV/Streaming/Internet/Podcast/Radio)
- Radio/Podcast

1.2. Entries for the Institutional Award will also be accepted during this cycle. This is the only window for consideration. See Section 8 for Guidelines. At this time, we do not accept submissions for the Career Achievement Award.

1.3. Eligibility Period: All programs for the categories listed in 1.1. must have premiered or be scheduled to premiere on television/streaming, podcast platforms, radio, or through the internet between January 1, 2021 to December 31, 2021.

1.4. Under internet distribution, programming that qualifies are online/web videos without interactive components with the means of audience distribution being online viewing instead of television. The video should be submitted under the appropriate genre category (e.g. news, public service, entertainment).

- Projects with interactive components are not eligible for this cycle. Examples of these include interactive journalism, interactive documentary, and social video. A separate Peabody Award cycle for these projects is scheduled to open Spring 2022. [Sign up for announcements here.](#)
- Projects where news stories are reported and distributed online through their own outlet web pages may submit the video for consideration. Text and other accompanying elements do not disqualify the project, but will only be considered supplemental to the video.
- Contact peabody@uga.edu with a link to your project if you need further guidance.

1.5. Films (documentary and scripted) intended for both limited theatrical release and television/streaming are eligible. Films that are made available through streaming but are intended primarily for premiere as a major motion picture wide theatrical release are not eligible.

1.6. Due to the COVID-19 pandemic, for this 2021 cycle, films as defined in 1.4. intended to have limited theatrical release between January 1 to December 31, 2021, but instead were made available through virtual cinema, may be eligible.

1.7. Films (documentary and scripted) that also exhibited in film festivals outside the eligibility period should contact peabody@uga.edu to confirm eligibility.

1.8. If the program premiered in a country other than the U.S. outside the eligibility period and had its U.S. premiere broadcast subsequently in 2021, it is eligible as long as it has not been submitted previously for Peabody consideration.

1.9. Non-U.S. submissions for television programming are eligible. See Section 11. International Entries.

1.10. Projects that are not eligible for Peabody consideration at this time include:

- Major motion picture films intended for wide theatrical release
- Print media or digital journalism that is primarily text-based
- Radio/Podcast submissions produced in a language other than English
- Websites or mobile sites. Videos or series produced for online exhibition may submit in the TV categories listed above. See 1.4
- Social video and other interactive/digital projects will be considered as part of the interactive cycle of the Peabody Awards coming spring 2022

1.11. Individual producers and network/platform companies should consult each other prior to submission to avoid duplicate entries. Duplicate entries will be considered only once and there will be no refund of fees.

1.12. There is no set number of nominees or winners in any single category.

1.13. Final interpretation of guidelines and eligibility are made by the Peabody Awards organization and Board of Jurors.

[2. CHANGES IN THE 2021 CYCLE](#)

2.1. Entries for the Institutional Award will be accepted in the submission window of October 4 to December 15, 2021. This is the only window for consideration.

2.2. Films (documentary and scripted) intended for both limited theatrical release and television/streaming are eligible if they have had only a virtual cinema exhibition. This allowance is made for this 2021 cycle due to the COVID-19 pandemic and may be subject to change in future entry cycles.

2.3. We have discontinued the multimedia and web category for consideration. See 1.4 above for submission guidance if your project involves internet distribution.

2.4. 720p video format is now accepted for entry purposes. All named honorees will need to provide broadcast/hi-res quality footage after nominees are announced.

3. SUBMISSIONS AND DEADLINES

3.1. All entries must be submitted online through our platform and all programs must be uploaded to the entry. We do not accept FYC/screener links or physical media.

3.2. The submission period is October 4 to December 15, 2021 (11:59pm PT), for completed works that have premiered in 2021 or are slated to premiere by December 31, 2021.

3.3. To submit a program that is in produced and airs during the period of December 15-31, 2021, entrants must still meet the December 15 deadline.

- For a new episode/segment produced and premiering December 15-31, 2021 that needs to be added to a series or larger program entry, entrants must contact peabody@uga.edu no later than January 4, 2022, to have the new material added. All other components/episodes of the entry must be submitted by the December 15 deadline.

Examples: *Saturday Night Live*, daily or late-night talk shows

- If it is a standalone program, entrants must contact peabody@uga.edu by the December 15 deadline for permission and instructions to enter. Potential entries that miss this deadline may be subject to additional late fees.

3.4. Live programming that is in production and airs during the period of December 15-31, 2021 such as breaking news coverage, live local news reporting, live town halls, and interviews should contact peabody@uga.edu no later than January 4, 2021 to request permission to submit.

3.5. There will be a one-time late period extension ending at 9:00am PT on Friday, December 17, 2021. Each late entry will be assessed a \$350 late fee.

4. ENTRY FEES

4.1. Fees are determined by category. The fee for an individual entry submitted in accordance with the December 15 deadline listed above is as follows (USD):

- Radio and Podcast: \$450
- Documentary Series (single film/docuseries with more than 2 episodes): \$800.00
- Documentary Film (a single film with no more than 2 episodes/parts aired): \$650
- Entertainment: \$800
- News: \$600
- Children's/Youth: \$600
- Public Service: \$600
- Arts Radio and Podcast: \$450
- Arts Television/Video follow the fees by genre listed above

4.2. There will be a one-time late period extension ending at 9:00am PT on Friday, December 17, 2021. Each late entry will be assessed a \$350 late fee.

4.3. Fees are paid via major credit card in the submission system.

4.4. Refunds are not provided once an entry has been submitted.

5. AWARD CATEGORIES

5.1. Peabody accepts submissions in the following categories. For further descriptions, see 7.5.

- Documentary (TV/Streaming/Internet)
- Entertainment (TV/Streaming/Internet)
- News (TV/Streaming/Internet)
- Children's/Youth (TV/Streaming/Internet)
- Public Service (TV/Streaming/Internet)
- Arts (TV/Streaming/Internet/Podcast/Radio)
- Radio/Podcast

5.2. A single program is limited to one category of entry. Example: A TV program cannot be submitted both in News and in Public Service.

5.3. Arts entries should be submitted only once. For example, do not submit in the Arts category, and then separately in Television-Documentary category.

5.4. Companion Projects around related material that fit more than one category can submit in separate categories for separate consideration. Example: A TV series that has a companion podcast can submit the show in entertainment category, and then the podcast in the radio/podcast category.

If you feel your entry is a collective media project that you wish to submit for single consideration, you should submit it in the category you feel best represents the stronger vehicle in the telling of the story. Any related material should be submitted in the Supplemental section of the entry application. Contact peabody@uga.edu if you feel you need further guidance.

5.5. If your project employs other digital modes or technologies for user experience in storytelling (e.g. immersive virtual/audio reality, social media, gaming, projects that require the use of an external equipment such as a headset, interactive journalism, interactive documentary, data mapping, etc.), do not submit in this awards cycle. There will be a separate cycle for Peabody consideration (slated Spring 2022). [Join our newsletter list here](#) to receive the announcement.

5.6. There is no set number of nominees or winners in any single category.

6. TECHNICAL REQUIREMENTS AND RECOMMENDATIONS

- 6.1.** Due to the large volume of submissions, we are unable to respond to phone calls. Please contact peabody@uga.edu for assistance.
- 6.2.** Media files must be uploaded directly to the submission portal for consideration. We do not accept FYC/screener links or physical media. Please allow for time that it will take to upload the material before the deadline.
- 6.3.** We do not accept watermarked files.
- 6.4.** We do not accept zip files.
- 6.5.** All audio files must be in MP3 format.
- 6.6.** All video files must be in MP4 format.
- 6.7.** Episodes must be uploaded as individual files AND in the chronological order that they were broadcast or released. You will not be able to rearrange the order of files after you've completed the upload process (other than deleting and starting over).
- 6.8.** When your video upload says "**Processing**," press "Save" at the bottom of the page, and you will be able to move on to the next video. When video uploads are in progress, you will not be able to upload the next video or you will lose your work.
- 6.9.** Do not use multiple tabs or different browsers at the same time. Your work will be lost and unrecoverable.
- 6.10.** A Multiple Collaborators feature is available for multiple login access to the entry. However, only one person can edit the application at the same time. If more than one person simultaneously edits the entry, you will override each other's changes/uploads.
- 6.11.** Upload speeds may vary and also may take some time depending on multiple factors including your internet bandwidth, WiFi vs hard-wired internet connection, and your computer's memory. For quicker uploads, use ethernet instead of wireless internet connection; use a faster computer; (with more ram); convert your video to a smaller file size – 720p is the required minimum.
- 6.12.** The Peabody Submission site offers a Dropbox integration tool that you can use to upload your files if you have them stored in your own Dropbox account. Note file size limits on Dropbox accounts.

7. STARTING THE APPLICATION & SELECTING THE CATEGORY

7.1. A PDF Preview of the 2021 application form will be available on this page by October 1.

7.2. All entrants must submit the entirety of their application online at the Peabody Submissions site (open October 4). We do not accept hard copies or physical media.

7.3. Once you have created an entry, you may save it within the system and return to work on it again before you submit. You should not use multiple browsers or tabs to work on the application or upload materials simultaneously as you will lose your changes.

7.4. Entrants will first select the format of the program: Radio/Podcast or Television/Video (e.g. broadcast, streaming, OTT, web series, etc.). Or Institutional if that applies (see Section 8).

7.5. For Radio/Podcast or Television/Video, entrants will select one of these categories:

a. Documentary: In-depth examination of local, national, or international issues and/or of contemporary or historic events.

b. Entertainment: Series, films, and programs in presentation of drama, comedy, variety, sports, stand-up, reality programming, etc.

c. News: Reporting, investigation, interpretation, spot coverage, and commentary on news events.

d. Children's/Youth Programming: Series, programs, or projects primarily intended for children (2-11) or youth (12-17).

e. Public Service: Projects designed to address or respond to public concerns or issues, designed to enhance public engagement, or designed primarily to educate the public or enhance learning.

f. Arts: Films, series, podcasts, radio programs, or one-time specials in the presentation, appreciation, or history of the arts, including but not limited to: documentary films or podcasts on music or art, musical theater, dance or ballet performances, plays, concerts.

Examples include:

- Documentary: Wu-Tang Clan: Of Mics and Men (Showtime, 2019); The Jazz Ambassadors (PBS, 2018); Tyrus (PBS, 2018)
- Podcasts: Aria Code (WQXR and The Metropolitan Opera)
- Entertainment: Beyoncé's Lemonade (HBO, 2016); Great Performances (WNET)

7.6. For the Entry Description field, there is a 5000-character limit. Entrants should include a description of the program. It is also recommended that entrants use this space to call out any highlight moments/episodes, impact, supplemental materials, or notes that you feel are important for Peabody consideration. No examples of previous narratives will be provided to entrants.

8. THE PEABODY INSTITUTIONAL AWARD

8.1. This honor of highest distinction recognizes institutions and organizations, as well as series and programs, for their enduring body of work and their iconic impact on both the media landscape and the

public imagination. Recent winners include ARRAY, The Simpsons, 60 Minutes, Sesame Street, The Daily Show with Jon Stewart, Kartemquin Films, FRONTLINE, and ITVS.

8.2. Series, programs, production companies, and other organizations must be related to television broadcast/streaming or radio broadcast/podcast to be eligible. See 1.10 for ineligible areas.

8.3. Entrants should prepare an essay description that speaks to the merits and quality of the body of work, any areas of cultural significance, any instances of policy impact, as well as any other highlights you wish to include (limit of 5000 characters). Entrants should include a highlight video/audio reel. Supplemental materials such as letters of recommendation may be added for consideration.

8.4. Each submission will be considered for three (3) consecutive entry cycles at no additional fee. Following the end of this period, the same entity may apply, but will need to pay the entry fee.

8.5. Peabody will reach out to all entrants from 2020 in this category who did not win the award with instructions on adding and updating entry materials if entrants would like to do so.

[9. HOW MANY EPISODES TO SUBMIT](#)

9.1. Entrants should use these guidelines to understand how many episodes are required for their entry. These guidelines are not award categories. See 7.5 above for the award categories in which you can enter.

9.2. Media files must be uploaded directly to the submission portal for consideration. Any other format is not acceptable, including physical drives/CDs, FYC and screener links, other downloadable links (e.g. Vimeo), or compressed zipped files.

9.3. For programs with Hanging Episodes (i.e. episodes in a series submission that cross over two calendar years), the episodes that premiered in 2021 constitute the entry and will be what is under consideration. If the first episode(s) of the series premiered in 2020, you may upload those in the supplemental section of the entry to provide context for the judges.

9.4. Contact peabody@uga.edu if you need further guidance.

9.5. Radio/Podcast Category:

a. Series with standalone thematic episodes: Submit each single episode as an individual, separate entry. (e.g. This American Life #713: Time Bandit)

b. Narrative Series: Submit all episodes from a single season in the 2021 calendar year as one entry. (e.g. Serial)

c. News Story/Report: Submit a single story in its entirety. If the story involved continuing coverage, applicants may submit one file comprised of the entirety of the initial piece followed by extensive excerpts from subsequent coverage that best represent the story's evolution.

d. Interview, Panel Discussion, Conversational Series: Submit what you feel are the strongest 6-8 episodes from a single season that were released in the 2021 calendar year as one entry. Entrants are welcome to submit more than the minimum number of episodes. (e.g. Fresh Air with Terry Gross)

9.6. Documentary Category:

- a. Film:** Submit each film in its entirety as one entry.
- b. Docuseries:** Submit all episodes as part of one entry (e.g. O.J.: Made in America)
- c. Documentary Program Series with standalone thematic episodes:** Submit a single episode as an individual entry. (e.g. POV: The Apology; Real Sports with Bryant Gumbel: The Killing Fields)

9.7. Entertainment Category:

- a. Film:** Submit each film in its entirety as one entry.
- b. Scripted Series/Program:** Submit all episodes from a single season in the 2021 calendar year as one entry.
- c. Unscripted Series/Program (e.g. talk shows, late night shows, game shows):** Submit what you feel are the strongest 6-8 episodes from a single season that were released in the 2021 calendar year as one entry. Entrants are welcome to submit more than the minimum number of episodes.

9.8. News Category:

- a. News report, local or national:** Submit a single story in its entirety. If the story involved continuing coverage, applicants may submit one file comprised of the entirety of the initial piece followed by extensive excerpts from subsequent coverage that best represent the evolution of the story. Sizzle and highlight packages are not accepted.
- b. News Program Series with standalone thematic episodes:** Submit a single episode as an individual entry (e.g. 60 Minutes: Memories of a Massacre; VICE on Showtime: Losing Ground)

9.9. Children's/Youth follows same guidelines as Entertainment or News, depending on type.

9.10. Public Service: Submit the all episodes or film in its entirety.

9.11. Arts Radio/Podcast entries follow the same guidelines listed in 8.4.

9.12. Arts Television/Video entries follow the same guideline listed in 8.4 through 8.9.

10. OTHER PARTS OF THE APPLICATION

10.1. Primary Credits as designated in the entry are the only credits Peabody would like submitted. All winners and nominees will be contacted to confirm primary credits for the Peabody website and ceremony materials (e.g. program).

10.2. Supplemental materials are not required for the entry. This section has been made available for entrants who would like to include additional context for the program submission. Examples include

letters of recommendation, reports on impact, press coverage of the materials, scripts, and other marketing materials.

11. INTERNATIONAL ENTRIES

11.1. Peabody welcomes submissions from outside the U.S. in the television/video and radio/podcast categories.

11.2. If the program is in a language other than English, it must include subtitles in English to ensure our ability to give the piece full consideration. Transcripts and written translations may be provided as supplemental material, but the subtitles are required.

11.3. Unfortunately, we are unable to accept submissions produced entirely in a language other than English for the radio/podcast category.

12. PEABODY AWARD STATUETTES AND CERTIFICATES

12.1. Each Peabody Award winner will receive one statuette listing the title of the program and the production companies as credited in the entry form. This statuette will not list any individual person's name.

12.2. Anyone credited with working on a Peabody Award winning program or executives at the company/station/network is eligible to purchase a Peabody Award statuette with customization to include their individual name and title. Eligible individuals include anyone beyond those listed in the primary credits of an entry. Orders can be placed at [the online Peabody store here](#).

12.3. Winners and Nominee certificates are also available for customization and purchase [at the Peabody store](#).

12.4. Orders can be placed on past or current winners/nominees. There is no expiration date.

13. CALENDAR OF DEADLINES AND ANNOUNCEMENTS (Subject to Change)

October 4, 2021
Submissions Open

December 15, 2021, at 11:59PM PT
Submissions Deadline

December 16-17, 2021 at 9:00AM PT
Late Submissions Period

April to June 2022

60 Nominees Announcement

30 Winners Announcement

Annual Peabody Awards Ceremony

(Dates TBA)