Exploratory Research

PEABODY

– STORIES THAT MATTER –

Peabody Student Collective

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Our Client

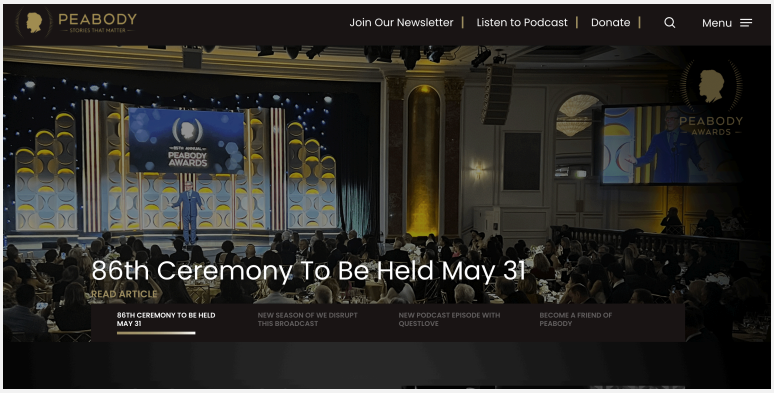
Peabody Student Collective:



The Peabody Student Collective is a student organization focused on storytelling, media, and social impact, designed to be a bridge between the Peabody awards and students.

Their mission is to amplify student voices and engage with the goals of the Peabody Awards by creating content that aligns with their values.

The Peabody Awards:



The Peabody awards was founded in 1940 at UGA, named after George Foster Peabody, a philanthropist known for his passion of supporting social service and education. The awards aim to focus on impact, initiative, and quality.

There is not a fixed number of awards they give out per year, but the usual amount is 30–depending on the number of submissions. In 2025, they granted 34 awards and in 2022, they announced 30 winners.

85th Ceremony
Last year, Netflix received 6 of the 34 awards

For the 85th annual peabody awards, they had over 1,000 submissions the jurors had to review. The board of jurors generally consists of about 25-32 members.

> **“Peabody Awards honors excellence in storytelling that reflects the social issues and the emerging voices of our day“**

Why This Matters:

Unlike awards that prioritize popularity or commercial success, the peabody awards focus on the social impact and quality of storytelling. With over 1,000 submissions each year and only about 30-35 awards granted, earning a Peabody represents a highly selective and values-driven recognition. This emphasis on meaningful storytelling informs how the Peabody Student Collective approaches media creation and student engagement.

The Problem Our Solution

The Peabody Student collective currently lacks a centralized, interactive website where students can share, explore, and interact with “stories that matter.”

This presents an opportunity to create a digital presence for the student organization that not only showcases student work, but also clearly communicates the Collective’s mission and connection to the Peabody Awards.

Sources & Inspiration

Our approach has been inspired by the official Peabody Awards website and social media platforms, which emphasize clarity, storytelling, and social impact. We also looked at student-made media collectives such as NYU’s Studio 20, which effectively showcases student work in a clean, accessible digital format. While these platforms successfully highlight content, they often lack interactive features tht encourage ongoing engagement, which is an area we aim to improve in our design.

Tools

- We will use the existing Peabody Awards branding to design our website, ensuring consistency and credibility.

- We will take inspiration from the Student Collective's Instagram presence and the official Peabody Awards social media platforms.

- We will gather feedback from both the Peabody Board and the Student Collective Board throughout the design process.

- We will analyze other student collective websites to identify best practices for accessibility, content organization, and engagement.



Sources

https://peabodyawards.com/

https://peabodyawards.com/awards/winners/

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https://peabodyawards.com/stories/85th-peabody-winners-announced/

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https://journalism.nyu.edu/graduate/programs/studio-20-digital-first/student-projects/