



MILWAUKEE PUBLIC LIBRARY

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Milwaukee Public Library Earns Prestigious Peabody Award Nomination for Engaging Community Through Social Media

Milwaukee, WI – The Milwaukee Public Library (MPL) has been nominated for a prestigious Peabody Award in the Interactive & Immersive category. For over 80 years, the Peabody Awards represents excellence in storytelling that reflects the social issues and the emerging voices of our day.

This nomination recognizes MPL's innovative engagement with the community through social media platforms TikTok and Instagram, highlighting the vital role libraries play in their communities. Using a lively mix of memes, trending music, and pop culture references, MPL's social media channels not only feature the library's offerings but also showcase real users and librarians in an engaging, relatable manner.

“This work started with the hope of showing how important the library was in the community and maintaining a connection with the public during the pandemic,” said Joan Johnson, Library Director. “Each video produced has been inspired by the work that happens at MPL Branches and Central Library every day—Milwaukee Public Library staff are the true heroes in these stories. We are also deeply moved by the overwhelming support and positive feedback from our community since the announcement.”

Milwaukee Mayor Cavalier Johnson also commented on the library's nomination, stating, “Our libraries are fertile grounds for creativity and imagination. Our library patrons know that,” said Mayor Johnson. “It is wonderful to see the efforts of our talented staff recognized so prominently. Their work has engaged so many people, not just in Milwaukee but all around the country.”

Each year, the Peabody Awards Board of Jurors acknowledges exceptional achievements in television, radio, and digital media, highlighting storytelling that reflects today's most pressing social issues. The winners of the Peabody Awards will be revealed on Thursday, May 9, and celebrated at a ceremony on Sunday, June 9, in Los Angeles.

For more information on the Milwaukee Public Library's initiatives, visit www.mpl.org or follow their TikTok and Instagram pages at [@milwaukeepubliclibrary](https://www.instagram.com/milwaukeepubliclibrary).

About the Milwaukee Public Library

Milwaukee Public Library is an anchor institution that helps build healthy families and vibrant neighborhoods – the foundation of a strong Milwaukee. Since 1878, Milwaukee Public Library has been a free provider of education and information for residents of Milwaukee and beyond. With 13 locations, and more than three million items in circulation, MPL offers free access to a rich collection of materials both physical and digital, access to technology, classes, exhibitions, programming and more.

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