



FOR IMMEDIATE RELEASE
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2015 BEA Lifetime Achievement in Scholarship Presented to Professor James G. Webster

Washington, D.C. – James G. Webster, PhD, Northwestern University, has been named the recipient of the 2015 Broadcast Education Association (BEA) Lifetime Achievement in Scholarship (LAS).

James Webster is a Professor of Communication Studies at Northwestern University. He got his PhD from Indiana University in 1980. He's been at Northwestern since 1986, including several years as the Senior Associate Dean of the School of Communication. During that time, he helped create the School's doctoral program in Media, Technology and Society. His students have won dissertation awards from BEA and NCA.

Webster's own research focuses on media audiences. His two most recent books are; *The Marketplace of Attention: How Audiences Take Shape in a Digital Age* (2014 MIT Press) and the fourth edition of *Ratings Analysis: Audience Measurement and Analytics* with Patricia Phalen and Lawrence Lichty (2014 Routledge). Webster is a long-time member of BEA and has been on the editorial board of the *Journal of Broadcasting & Electronic Media* for 30 years. He is also on the editorial boards of the *Journal of Communication* and the *International Journal of Communication*. In 2012 he won the University of Amsterdam's Denis McQuail award for writing the article that best advanced communication theory. In addition to his research and teaching, Webster works from time to time as a consultant for audience measurement and media companies. For additional information and copies of his work visit his [website](#).

BEA's [Lifetime Achievement in Scholarship](#) (formerly called the Distinguished Scholar Award) recognizes significant contributions to research and scholarship involving broadcast and electronic media. Recipients are evidenced by related extensive publication in books and leading journals, for at least twenty years. The LAS will be awarded to Professor Webster at BEA's annual convention in Las Vegas during a ceremony and reception on the evening of Sunday, April 12th at the Las Vegas Westgate. He will be giving a formal presentation, "How do audiences take shape?" to convention attendees the morning of Monday, April 13th.

About the BEA Convention - [BEA's annual convention](#) is held in conjunction with NAB Show in Las Vegas every spring. Co-located next door at the Las Vegas Hotel and Casino, BEA's annual convention attracts 1,200 educators and students with 200 sessions, events, research panels, technology workshops and an exhibit hall, making BEA the largest conference partner of NAB Show.

About the Broadcast Education Association - The Broadcast Education Association is the professional association for professors, industry professionals and graduate students interested in teaching and research related to electronic media and multimedia enterprises. There are currently more than 2,500 individual and institutional members worldwide. Visit www.beaweb.org for more information.