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Jerry Lee Wins Broadcast Research Award

Philadelphia, PA., February 21, 2006.....The National Association of Broadcasters and the Broadcast Education Association will award the 2006 Hugh Malcolm Beville Jr. Award to the founder of the Jerry Lee Center of Criminology at the University of Pennsylvania, Jerry Lee, who is also President of radio station WBEB-FM, Philadelphia and a member of the National Board of Education Sciences appointed with the advice and consent of the U.S. Senate by the President of the United States. The Award is presented annually in honor of outstanding lifetime contributions of an individual to the design, use or understanding of broadcast audience research.

The Hugh Malcolm Beville Jr. Award is named in memory of the “Dean of broadcast audience research.” Mr. Beville, who died in 1988, authored many significant articles and wrote the definitive book on audience ratings. He is responsible for many innovations and historical directions in audience research. The Award will be presented to Mr. Lee at the Broadcast Education Association’s Annual Convention April 26 at the Las Vegas Hilton.

The Broadcast Education Association is the professional association for professors, industry professionals and graduate students who are interested in teaching and research related to electronic media and multimedia enterprises. There are currently more than 1,400 individual and institutional members. In 2005, BEA celebrated its 50th anniversary, having responded to broadcast education since 1955.

Lee's accomplishments include service on the National Association of Broadcaster's Committee on Local Radio Audience Measurement (COLRAM), of which he is a charter member; his role in helping to create the Arbitron Radio Advisory Council, a group comprised of Arbitron clients who advise the ratings company on methodological and other issues; and his current role as Chairman of the Research Committee of the Radio Advertising Effectiveness Laboratory (RAEL), an industry group that produces and promotes original primary research studies designed to highlight the effectiveness of radio as an advertising medium. Lee is currently a member of the Board of Directors of the NAB, the Radio Advertising Bureau and the Broadcasters' Foundation. He also has received many honors and awards throughout his career, including the Broadcast Foundation's American Broadcast Pioneer Award, and the Caring Institute Award.