

Introduction of Lowell "Bud" Paxson  
**GREAT LAKES BROADCASTING CONFERENCE AND EXPOSITION**  
Lansing, Michigan  
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As a has-been FCC Commissioner-Chairman approaching the twilight of his senility, it is a pleasure to be called upon to appear before a broadcast conference in my home state.

This is especially true of a conference conducted by the MAB, my own homestate association primarily responsible for launching my FCC career in 1974 – a long intriguing story in itself.

It is also gratifying to hear "We really miss you at the FCC" at the various communications conventions. After seeing so many FCC over-regulatory gyrations this past year, I have to confess that *even I miss me* at the Commission.

But today it is especially gratifying to introduce a respected, visionary and courageous broadcast leader, Lowell "Bud" Paxson – incidentally a fellow pioneer – whose broadcast career spans more than 40 years.

It takes courage, cost control and programming business acumen, to launch a new national network in this era of major network losses. Mr. Paxson's crowning achievement was the creation of PAX TV, the nation's seventh broadcast television network which launched on August 31, 1998. PAX TV

enjoyed the widest clearance of any launch in network television history. His goal was to provide quality programming with family values while still generating advertising revenue.

Earlier “Bud” Paxson had built a television empire and practically created the electronic shopping industry as co-founder and president emeritus of the Home Shopping Network and Silver King Communications. “must-carry” was a very controversial issue for a commercial shopping network, but Bud and his allies did an impressive job of selling the concept. They had a ready ally in me, a “must-carry” purist – I stated repeatedly that Home Shopping’s very success was convincing proof that it was providing a valuable service to the public and I strongly advocated my “must-carry” position at the FCC and Congress.

Bud Paxson’s leadership has been widely acclaimed. I was present when he received the Broadcaster of the Year award before a record dinner audience at the Florida Association of Broadcasters. He has received more awards and commendations for his career achievements than we have time to relate here -- except to add that he is a valued honorary MSU Spartan alumnus.

However, in my own inimitable way I accomplished a measure of unique success that the distinguished, affluent, Mr. Paxson never attained . . .

In my own way I was *very* successful ----- very successful, at eluding wealth whenever it got too close to me.

Did you notice the headline in the February 1st issue of *Broadcasting and Cable* magazine – “Paxson’s Second Coming.” Well, he is pioneering again. He announced plans to launch up to three digital program services in the next 12 - 18 months. The service includes a 24 hour home shopping service and two more family oriented program channels. I know we would all like to hear more about the plans and aspirations of this forward looking pioneering visionary broadcaster leader. It is a pleasure to introduce to you the Chairman and CEO of Paxson Communications Corporation, Bud Paxson.