



▲ In accepting his award, Tele-TV Chairman and former CBS/Broadcast Group president **HOWARD STRINGER** told the audience that "in this period of consolidation and mergers and acquisitions, there seems to be a lot of personal name-calling. As my own reflection on 30 wonderful years at CBS, passion is better put into programming than into politics, because it's the passion that drives our industry." And to his new colleagues at Tele-TV, he said: "We in the telcos man the lonely outposts of the new frontier. I promise it won't always be lonely."



▲ **BOB WRIGHT**, NBC president, said, "I don't know whether this award is given to me because of my bold achievement or simply stubborn survival, but over time I will be happy to play the Strom Thurmond to Rupert Murdoch's Jesse Helms." Thanking NBC employees "from here to Hong Kong," who he said shared the honor, Wright also talked of the pace of media change, saying that although things "aren't the way they were and won't be the way they are...we will look back and see this as the greatest period, the most exciting period, in the media business. He said that "smart people" will "figure out a way to participate...in the coming together of all these technologies."

THE HONOR ROLL OF THE FIFTH ESTATE

151 individuals chosen by the editors of **BROADCASTING & CABLE** for unparalleled excellence and service to the industry:

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|---------------------|---------------------|--------------------|
| Goodman Ace | John Gambling | Bruce Morrow |
| Fred Allen | Jackie Gleason | Tom Murphy |
| Earle Anthony | Arthur Godfrey | Edward R. Murrow |
| Roone Arledge | Gary David Goldberg | William S. Paley |
| Anthony | Leonard Goldenson | Dennis Patrick |
| Edwin Armstrong | Peter Goldmark | Edward Petry |
| Gene Autry | Mark Goodson | Irna Phillips |
| Merlin Aylesworth | Merv Griffin | Ward Quaal |
| Lucille Ball | Ralph Guild | James Quello |
| Red Barber | Jack Harris | Gilda Radner |
| Julius Barnathan | Paul Harvey | Dan Rather |
| Ralph Baruch | Carl Haverlin | Ronald Reagan |
| Robert M. Bennett | John Hendricks | Sumner Redstone |
| Jack Benny | Ragan Henry | J. Leonard Reinsch |
| Edgar Bergen | Jim Henson | John Rigas |
| Milton Berle | Don Hewitt | Brian Roberts |
| James Blackburn Sr. | C. E. Hooper | Ralph Roberts |
| John Blair | Bob Hope | Gene Roddenberry |
| Martin Block | Amos Hostetter | Robert Rosencrans |
| Steven Bochco | Harold Verne Hough | Elton Rule |
| David Brinkley | Stanley E. Hubbard | Dick Salant |
| Dean Burch | Stanley S. Hubbard | Lucie Sahlany |
| George Burns | Chet Huntley | David Sarnoff |
| Raymond Burr | Robert Hyland | Diane Sawyer |
| Sid Caesar | Peter Jennings | Rod Serling |
| Louis G. Caldwell | Glenn Jones | Eric Sevareid |
| Marcy Carsey | H. V. Kaltenborn | Dinah Shore |
| Johnny Carson | Mel Karmazin | Frank Smith |
| Dick Clark | Gene Katz | Bill Smullin |
| Imogene Coca | Larry King | Aaron Spelling |
| Fred Coe | Michael King | Lesley Stahl |
| Frank Conrad | Roger King | Susan Stamberg |
| Joan Ganz Cooney | Robert Kintner | Frank Stanton |
| Don Cornelius | John Kluge | George Storer |
| Howard Cosell | Kay Koplovitz | Todd Storz |
| Walter Cronkite | Ernie Kovacs | Howard Stringer |
| Bing Crosby | Brian Lamb | Ed Sullivan |
| Bill Daniels | Michael Landon | Sol Taishoff |
| Lee De Forest | Geraldine Laybourne | Lowell Thomas |
| John DeWitt | Norman Lear | Grant Tinker |
| Barry Diller | Bill Leonard | Ted Turner |
| Charles Dolan | Gerald Levin | John Walson |
| Phil Donahue | Fulton Lewis Jr. | Barbara Walters |
| Sam Donaldson | Phillips H. Lord | Pat Weaver |
| Jim Dowdle | Robert Magness | Orson Welles |
| Hugh Downs | John Malone | Tom Werner |
| Allen DuMont | Guglielmo Marconi | Paul White |
| Jimmy Durante | Garry Marshall | Richard E. Wiley |
| John Fetzer | Al Masini | Robert C. Wright |
| Joe Flaherty | Don McGannon | Frederic Ziv |
| Michael Fuchs | Gordon McLendon | |