

HALL OF FAME ADDS 11



Top row, l-r: Tom Brokaw, Dan Burke, Bob Johnson, Peter Lund; bottom row, l-r: Lowry Mays, Akio Morita, Marlo Thomas, John Chancellor, William Conrad, Sheldon Leonard, Danny Thomas



Eleven media luminaries, including a father/daughter team, will be inducted into BROADCASTING & CABLE'S Hall of Fame this November, bringing the total to 161 so honored.

The newest names on the honor roll of the Fifth Estate: Tom Brokaw, *NBC Nightly News* anchor; Dan Burke, former Capital Cities/ABC president; Bcb Johnson, Black Entertainment Television founder and president; Peter Lund, former CBS president; Lowry Mays, chairman, Clear Channel Communications; Sony founder Akio Morita, and four-time Emmy-winning actress and producer Marlo Thomas. To be honored posthumously are John Chancellor, whose career as reporter, anchor and commentator with NBC spanned

nearly 50 years; William Conrad, radio and television actor, producer and director, whose roles included TV's *Cannon* and radio's *Gunsmoke*, and Sheldon Leonard, prolific actor, director, writer and producer, whose credits include *The Dick Van Dyke Show* and *I Spy*. Leonard collaborated with the fourth posthumous inductee, singer, comedian, actor and producer Danny Thomas (father of Marlo), on such shows as *Make Room for Daddy/The Danny Thomas Show* (for which Leonard won two directing Emmys and Danny Thomas an acting Emmy) and *The Andy Griffith Show*.

The seventh annual Hall of Fame induction will be celebrated with a black-tie dinner at New York's Marriott Marquis Hotel Nov. 10. —SB

NBC, Paramount swap stations

In trade, wvtt(TV) goes for cash plus rights to two other players

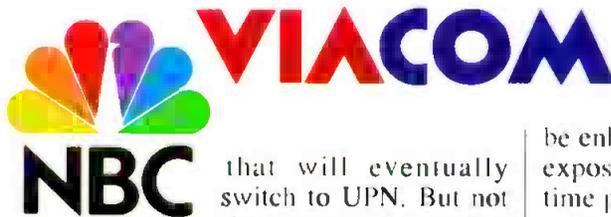
By Steve McClellan

NBC and Viacom's Paramount Stations group confirmed last week that they would swap stations. NBC acquires wvtt(TV) Hartford, Conn. Viacom gets cash plus the rights to acquire LMA stations wwho(TV) Columbus, Ohio, and wlwc(TV) Providence, R.I.

The cash amount that NBC will pay Viacom was not disclosed, but Viacom said it would put it toward the purchase of KPWB-TV Sacramento, Calif., the Pappas-owned WB affiliate that Paramount agreed to acquire three weeks ago.

wvtt generates about \$37 million in annual revenue, while wwho does about \$5 million in revenue. wlwc has been on the air only since April 15.

Both LMA stations are WB affiliates



that will eventually switch to UPN. But not right away—the current WB affiliate contracts run another two and a half years, to the end of 1999.

WB chief Jamie Kellner, who says he will expect Paramount to abide by the agreements, also says that he has no problem with the fact that the stations will be owned and operated by the competition.

Paramount Stations Group President Tony Cassara says the group will honor the WB affiliate agreements. He also says that both the Columbus and the Providence stations will serve

as secondary UPN affiliates through the end of 1999. Cassara says that in both cases the UPN position will be enhanced: The network has had no exposure in Providence and will get a time period upgrade in Columbus.

In Sacramento, KPWB-TV will become a UPN affiliate no later than January 1998. Sources in the market say Paramount went after the Pappas station because its own affiliate there, KQCA(TV), controlled by Kelly-owned KCRA-TV through an LMA, was not renewing its UPN affiliation. Cassara couldn't confirm that, and says he sought Sacramento without knowing the network's long-term position there. Kelly Broadcasting head John Kelly couldn't be reached for comment, but is expected to sign KQCA as a WB affiliate. ■