

# Palm Beach Daily News

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## Radio and TV entrepreneur Bud Paxson dies

By SHANNON DONNELLY

Daily News Society Editor

Lowell "Bud" Paxson, a lifelong radio and television entrepreneur who launched the shop-by-TV industry, died Friday, Jan. 9, 2015, at his home in Montana. The former resident was 79.

Born April 17, 1935, in Rochester, N.Y., he was the son of Donald and Maybelle Paxson.

His affinity for the entertainment business made itself known early in his life.

He was the star of Kiddie-Go-Round, a



**Mr. Paxson**  
Moved to Palm Beach in 1990s.

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## MR. PAXSON Founded Home Shopping Network

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local radio show, at 14. Not long after his graduation from Syracuse University, when he was still in his early 20s, he acquired his first radio station, WACK. He would go on to acquire scores more.

In 1977, a client at Mr. Paxson's WWQT AM station in Clearwater, unable to pay his advertising bill, offered 118 avocado-green electric can openers as payment. Mr. Paxson, who had a payroll to meet the next day, went on the air to announce that he would sell a \$30 can opener for \$10 to anyone who would come to the station with cash in hand. He sold all 118 in three hours and sparked the idea for direct-to-consumer on-air marketing.

In 1982, Mr. Paxson

and business partner Roy Speer launched The Home Shopping Club, later renamed the Home Shopping Network. By 1985, HSN was grossing \$1 billion annually. Mr. Paxson left HSN in 1991 to form Paxson Communications. Barry Diller purchased HSN in 1996.

HSN's Twitter feed noted Mr. Paxson's passing by posting "We are deeply saddened by the death of HSN founder Lowell 'Bud' Paxson — a true retail pioneer. Our thoughts and prayers are with his family."

After leaving HSN, he founded Paxson Communications and acquired more radio, television and media properties.

The National Association of Broadcasters announced Paxson's death in a statement Monday morning.

Mr. Paxson sold his radio stations to Clear Channel for \$700 million and used the money to establish, with Dean Good-

man, PAX-TV, with headquarters in West Palm Beach. It later became the ION network.

Mr. Paxson moved to Palm Beach with his wife and family in the early 1990s. The bought Casa Nana, the former Woolworth Donahue home on South Ocean Boulevard, which was originally built for tea heir George Rasmussen by Addison Mizner.

Mr. Paxson, a devout Christian, was a supporter of Place of Hope and the Lupus Foundation. In 2004, the Paxsons hosted a reception for George W. Bush that raised more than \$1 million for the GOP.

In addition to wife Marla, Mr. Paxson is survived by his children, Todd, Devon, Julie, and Nicole; a daughter-in-law, Dorian; and grandchildren Riley, Talon, Levi, Dakota, Austin, and Colton.

Services, conducted by the Rev. Tom Mullins, will take place at 4 p.m. Jan.

22 at Christ Fellowship church, 5342 Northlake Blvd., Palm Beach Gardens. A reception will follow at 6 p.m. at The Breakers.

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