

February 22, 2017

Dear Honors Committee Members,

We cannot think of a more worthy name for the School of Journalism and Mass Communications than that of Hubbard, a name synonymous with media innovation, creative risk and service. Hubbard Broadcasting has always been a step ahead of the industry. And while their story is well known to media people, it certainly begs memorialization to new and aspiring students of SJMC - and the whole State of Minnesota – with this honor. It is especially noteworthy that their stations remain among the few locally owned and operated major media of any kind in our community.

Beginning with Stanley S. Hubbard's ingenious partnership with the Marigold Ballroom to create WAMD radio in 1928 and then KSTP-TV 20 years later, to Stanley E. Hubbard's financial and intuitive bet on satellite TV in the 1980's, a passion for news, ingenuity, integrity and talent has driven the Hubbard family's success. Who bought the very first TV camera ever sold by RCA? The Hubbard family. Who designed and built the first-ever local satellite news truck? The Hubbard family. And who mortgaged the company to bet on satellite TV when everyone in the industry thought it was downright crazy? The Hubbard family of course.

Today Hubbard Broadcasting successfully manages two dozen radio and TV stations in 10 states plus the District of Columbia, as well as cable properties REELZ, Ovation and the F&F Production company. They remain the largest shareholder of Direct TV, after selling the satellite company USSB assets to them in 1998 for profits in excess of \$1 billion. Meanwhile the Hubbard Broadcasting Foundation quietly supports charitable endeavors across their markets but especially in the company's beloved hometown.

It is difficult not to argue that Hubbard Broadcasting's secret is the family itself. Stanley S. brought his son into the business early and instilled his remarkable knowledge, passion and drive. He also knew how important it was to pass on both the authority and responsibility to his son at all the appropriate junctures. Stanley E. has taken the same care with the next generation. Four of his children each run different branches of the family business, growing each one while maintaining the same legacy of commitment to community the family has nurtured from the beginning. And you simply cannot find a more lovely and generous group of people.

We have known and respected the Hubbard family for over 40 years. Their continuing service to the University would never be contingent on the honor you contemplate but, speaking for two longtime media folks like us, that only makes it more appealing.

Sincerely,

Deborah Hopp, Vice President, MSP Communications, SJMC, 1975

Christopher T Dahl, CEO, Forum Investments, CLA, 1965