

All University Honors Committee
February 22, 2017

Dear Committee Members,

I write to wholeheartedly endorse the proposal to rename the University of Minnesota's School of Journalism and Mass Communication (SJMC) the *Hubbard School of Journalism and Mass Communication*.

Others have listed the enormous accomplishments this remarkable family has made in building a large and respected communications empire.

Furthermore, their great support for the Minnesota community in which they live and work, their significant financial aid for worthy causes and other ways in which they contribute as good citizens of the Nation are well known.

All this supports the proposal for renaming the school. But it is the Hubbards' commitment to the best principles of Journalism that, for me, lifts this proposal into the "five star" category.

Students of Mass Communication must learn the technical ways we communicate in this modern age, but whether it is by radio, television, the World Wide Web on the Internet, direct satellite or whatever tomorrow may bring, all that is just the "lights and wires in a box" of which Edward R. Murrow once spoke when he pointed out that what we communicate, how we use the means of communication is the important thing.

In 52 years as a working reporter, I had the opportunity to watch local broadcasting outlets in this country and whether it is in the Twin Cities, Albuquerque, Austin or elsewhere, the news departments of Hubbard stations exhibit the highest standards of fair and factually based journalism.

What's more is that the Hubbards believe in the importance of the First Amendment and the five freedoms it guarantees, including, of course, freedom of speech and of the press.

It is particularly noteworthy that while Stanley S. Hubbard, the Chairman and CEO of Hubbard Broadcasting since 1983, has strong personal views, the broadcast outlets he controls do not censor or shut out opposing views.

There are broadcast stations and groups in the United States whose owners use their properties to advance a particular political ideology, but Stanley S. Hubbard believes, as did his father, Stanley E. Hubbard, that the airways belong to the people, and all relevant sides of a story should be told.

I hope the Committee will approve the recommendation to change the name of the School.

Sincerely,

Sam Donaldson
ABC News (Retired)