

Jeffrey Herbst

February 16, 2017

Dear Committee Members,

As president and CEO of the Newseum in Washington, DC, I have been asked to 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*. I am delighted to do so.

Hubbard Broadcasting and the Hubbard family have made important and sustained contributions to the world of news and technology. From the printing press to the satellite dish to the smart phone, technology has played a critical role in accelerating the speed of news and Hubbard Broadcasting has long stood in the intersection of news and innovation.

As a pioneer in radio and television, Hubbard Broadcasting has a history of leadership, having been among the first with regularly scheduled radio and TV newscasts, all-color television stations and other journalistic and technological improvements. Hubbard launched the first satellite newsgathering truck and SNG operation with CONUS 1, and was the first in satellite TV with its U.S. Satellite Broadcasting.

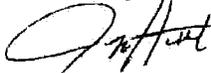
In May 2016, the Newseum announced a \$5 million gift from Hubbard Broadcasting in support our mission to champion free expression and the five freedoms of the First Amendment. With this gift, Hubbard Broadcasting became the Newseum's 16th Founding Partner, joining a long list of families, foundations and corporations that have made extraordinary contributions to our building. To recognize this generous support, the Newseum's Concourse Level was named the Hubbard Broadcasting Concourse. We are honored at the Newseum to have the CONUS 1 truck in the Hubbard Broadcasting Concourse.

Stan Hubbard II is currently a member of the Newseum's Board of Trustees. Continuing his family's tradition of service, he is an important voice in deliberations and a great supporter of our mission.

As a former provost (Miami University) and university president (Colgate), I know how careful institutions must be in naming schools. I think, frankly, that any university would be honored to have the Hubbard name attached to a school of journalism and mass communications.

Please contact me if you require any additional information.

Thank you,



Jeffrey Herbst
President and CEO, Newseum

Nomination Summary

Led today by a third generation of the family that launched it, Hubbard Broadcasting introduced investigative reporting to television, invented satellite news gathering and operates top-performing radio brands. Hubbard stations, now seen and heard coast to coast, stand as a unique and admired exception in an era of industry consolidation.

Hubbard History: Achievements and Contributions to the Field of Journalism and Mass Communication and to the University of Minnesota

Minnesota tuned in to Hubbard Broadcasting for the first time in 1923, when Stanley E. Hubbard put the family's first station on the air. WAMD, "Where All Minneapolis Dances," brought listeners live music from Twin Cities ballrooms. The station's business model was pioneering: It supported itself solely on advertising, which turned out to be a pretty good concept.

Five years later, WAMD merged with St. Paul's KFOY to create KSTP. Its full-power signal serves listeners still, alongside two other Twin Cities radio stations, KS95 and myTalk 107.1, and stations in seven other markets across the country. Still to this day, Hubbard Radio Group has grown into one of the industry's top companies and operates some of the most successful brands in the business.

In 1939, Hubbard made a novel purchase from the Radio Corporation of America. Today we'd call the device "disruptive." It was a camera designed for something called television -- the first ever sold by RCA. Nine years later, KSTP-TV broadcast its first programming to Twin Cities viewers, becoming NBC's first non-owned television affiliate. The station soon set other industry standards, as the first ever to air regularly scheduled daily newscasts and to broadcast in full color. The station was an early practitioner of investigative journalism, which remains a major element of the 5 Eyewitness News brand. Through enterprise reporting, KSTP regularly breaks major stories and uncovers important and exclusive information.

In 1957, Hubbard Broadcasting bought its first station outside the Twin Cities, KOB-TV in Albuquerque, New Mexico. In 1968, the company established another new business model, building the successful independent UHF station WTOG-TV in St. Petersburg, Florida.

After all of this success, the Hubbards could have stopped right there. Instead, their explorations were just beginning.

In 1981, the Federal Communications Commission granted Hubbard Broadcasting a permit for direct broadcast satellite operations. The new endeavor, United States Satellite Broadcasting or USSB, later sold to DirectTV.

Although the company had primarily been a television and radio business, they started to work on DBS, direct broadcast satellite. Local television newsrooms throughout the nation had their first opportunity to practice satellite newsgathering in 1984, when Hubbard Broadcasting launched CONUS. Members of the consortium were able to report from anywhere in the United States using technology invented and developed by Hubbard Broadcasting. Today, CONUS 1, the industry's first SNG vehicle, sits in the Hubbard Broadcasting Concourse at the Newseum in Washington, D.C. Hubbard Broadcasting is a major supporter of the Newseum's mission to champion free expression and the five freedoms of the First Amendment. Stan was also involved with the launch of the nation's first Direct Broadcast Satellite service in 1994. He was previously president and CEO of U.S. Satellite Broadcasting, which collaborated with DIRECTV and worked with Thomson/RCA on the project.

Hubbard Broadcasting's pioneering has not all occurred at such a stratospheric level. KSTP was the first Twin Cities TV station to pay interns. In 2000, the station became part of Minnesota's first television duopoly with the launch of KSTC-TV, Channel 45, which broadcasts local news and an extensive lineup of prep sporting events. The Hubbard TV group includes stations in Duluth and Rochester, Minnesota, as well as in Albany and Rochester, New York, and Albuquerque. The company has become a major player in the expanding podcast industry. Its Reelz Channel is a consistent innovator in the world of cable television.

Not only did the Hubbards upend the fields of journalism and mass communication, but they also positively impacted the University of Minnesota in a big way. Through their personal philanthropy and through gifts from Hubbard Broadcasting, the Hubbard Broadcasting Foundation, KSTP AM/FM, and KSTP TV, the Hubbards have given about \$25,000,000 to 31 different units at the University of Minnesota.

Their impact on the School of Journalism and Mass Communication has been and will continue to be transformative. Hubbard Broadcasting's \$10 million commitment to SJMC in 2000 remains the largest single gift to the School. The endowment it established continues to impact virtually every aspect of the School's mission, with focus largely centered on supporting and strengthening the caliber of the student experience.

The Hubbard scholarships and fellowships allow the School to successfully compete with the nation's leading journalism programs for exceptional students. Hubbard support has allowed us to implement new ways of using technology in teaching, research and new media studies, to attract and retain top faculty and graduate students, and to take full advantage of the U of M's location in a vibrant market. With major help from the Hubbard's support, SJMC continues to be nationally recognized for excellence and is one of the largest majors in the College of Liberal Arts and the University of Minnesota, currently serving more than 1,000 undergraduate and graduate students.

Since the Hubbard endowment was established, the School has undergone two national accrediting reviews. In large measure because of the Hubbard resources, the School has achieved stellar evaluations and is looked at as one of the nation's finest programs. The School was praised for having a forward-looking and ambitious vision for preparing students for careers in a volatile field, for offering a creative and flexible curriculum that enables students to develop knowledge and skills across media platforms, for exceptional teaching and learning resources, and for engaging in robust exchanges between the School and professionals in the industry.

Initiatives made possible by the Hubbard gift include the following:

- Student support through the Hubbard Graduate Fellowships (now awarded to 10-12 graduate students each year); the Hubbard Broadcast Scholarships (supporting up to three students each year); and the Hubbard Radio Scholarships (offered to one student per year). Over 140 talented students have received support totaling more than \$500,000. Many of these talented individuals have gone on to pursue successful careers in broadcast journalism, academia and related fields. There is no higher honor in the School than to receive a Hubbard Scholarship or Fellowship.
- \$1 million of the Hubbard gift was designated for use as a challenge grant to leverage additional private support for the school. The Hubbard matches helped create 23 new permanent endowment gifts totaling nearly \$3,500,000 in new endowments supporting students. To date, these funds have awarded an additional 190 scholarships. Four of these funds are 21st Century Matches and one is a Presidential Scholarship Match, further enhancing the impact that the Hubbard Fund has had.
- Hubbard support for new technology development and implementation came at a critical time in the journalism and communications industry's history, helping SJMC to keep pace with rapidly evolving platforms and to prepare its students for careers in the increasingly high-tech, media-rich environment of the digital age. \$90,000 of the Hubbard Fund went to infrastructure and equipment, as well as \$170,000 to faculty support.

The School has made it a priority to maintain the precious investment that the Hubbards have made, through economic downturn and volatile markets. Often times the income from the endowment is

reinvested in the principal to increase value and accelerate the restoration of the corpus, so that it will continue to have an ongoing, transformative impact. With that goal achieved, current investments include the innovative five-year B.A./M.A. degree program in the growing field of Health Communication, as well as a multidisciplinary Center to support it. The BA/MA in Health Communication program is designed around a curriculum of academic and professional skills courses from strategic communication, public health, and other relevant disciplines. Core courses will connect mass communication messaging to the field of public health, and will introduce students to factors influencing health-related behavior. Students will choose electives that will further their understanding of public health and the social and behavioral sciences, as they relate to strategic health messaging. The practicum and capstone courses will allow students to apply their knowledge to real-world contexts. The program design is unique preparation for careers in the healthcare domain that rely on the strategic use of health communication to improve people's health. This ranges from designing health promotion materials to informing administrators, from research to policy development, from communicating with patient publics to non-patient publics, from marketing to public health settings. Through the integrated curriculum, students will receive both a bachelor's degree and master's degree in five years. By moving from their undergraduate experience directly into a graduate classroom, they will enjoy a seamless curriculum with a group of core faculty. The 2016-2017 academic year is the first year of the program.

A Family of Success

The Hubbard family will continue to be transformative figures in the journalism and mass communication industry for years to come. In fact, two of the five third-generation children have attended the University, as have two of their spouses. To date, three grandchildren have also attended or are attending the university.

Stanley E. Hubbard was the founder of the family business. He was a man that had always enjoyed radio. In the 1920's, he spent large chunks of time tinkering with radio equipment and believed that the relatively new medium was going to make a huge splash on the world. At that time, the only entertainment to be found on a local station was opera singers.

Stanley, at that time, was only 26. He had no media connections or money, but he did have an idea. He went over to the Marigold Ballroom in Minneapolis and offered to make a deal with them. If they permitted him to have a studio in their building, he would build his own transmitter and broadcast the live music from the ballroom. The owners agreed, and in 1923, Where All Minneapolis Dances (WAMD) was born.

His son, Stanley Stub Hubbard, became President and CEO of the company in 1983, and was a 1955 University of Minnesota General College graduate. He graduated with his Bachelor of Arts in Sociology. One of the big drivers that brought him to the University of Minnesota was his love of hockey. He always dreamed of playing at the college level, and when he got to the U, he put everything he had into the sport. He has readily admitted that his drive outweighed his talent, but Coach John Mariucci had told him that as long as he was the hardest working guy on the team, that he had a place there. His love of hockey has carried over to present day. He has contributed to the development of youth hockey and has devoted his time and money to building and maintaining the foundation for hockey in Minnesota. Stan purchased the land and built the indoor and outdoor rink on St Mary's Point in the 1970's He has since maintained the facility for the past 30 years by providing all the funding for maintenance, repairs, utilities.

Stan's wife, Karen Hubbard, a Gustavus Adolphus College graduate, has always been very active in the Minneapolis community. She was a member of the Gustavus Adolphus College campus beautification committee, and co-chaired a "tree party" after the tornado in 1999, which raised more than \$75,000.

A humble man, Stan never takes any credit for the family business. He claims that his father was the mastermind of the company and that his children are also the brains. A quote he has famously said- "The secret to success is to have kids who are smarter than you."

Ginny Morris, a third generation broadcaster, has made a name for herself in radio. She is the Chair and Chief Executive Officer of Hubbard Radio, LLC. Hubbard Radio operates 30 radio stations in Chicago, Washington DC, Seattle, Phoenix, Minneapolis-St. Paul, St. Louis, and Cincinnati.

Ginny began working in the promotion department of their flagship TV station, KSTP-TV while she was still in college in 1982. She started with special projects and promotional events and eventually became the manager of that department in 1985.

In July 1990, she was asked to take on the challenge of managing KSTP- AM, the original holding of the Hubbard Family's broadcasting business (originally licensed as WAMD in 1923). In that role, Ginny developed a true calling and passion for the radio business. In May 1995, she added KSTP-FM (KS95) to her list of responsibilities and became President and General Manager of both KSTP radio properties.

Having had success with developing local talent for KSTP-AM, the company began syndicating its talent on a regional basis and formed a new company, the Hubbard Radio Network in August 1999. The Hubbard Radio Network works with 26 affiliates throughout the Upper Midwest and continues to add stations.

In December 2000, Hubbard Radio purchased WIXK-AM/FM in New Richmond, Wisconsin. In June 2002, WIXK-FM was moved to the Twin Cities metropolitan area. The format changed to a new type of Talk Radio, and is now referred to as myTalk107.1. MyTalk107.1 is one of the first, if not the only, FM talk station in the country building talk programming for women.

A former Chair of the NAB Radio Board, Ginny currently serves on the Executive Committee of the RAB (Radio Advertisers Bureau) and serves on the board of BMI (Broadcast Music Inc.) and the Library of American Broadcasting.

An active member of the Twin City community, her current and former civic board experience includes Chairing the Minnesota Chamber of Commerce. Ginny also currently serves on the boards of MinnCann and St. Thomas Academy.

In 2000, Ginny was named President of Hubbard Radio, delegating much of the day-to-day operations to others in the growing organization. Ginny and her two children live in St. Paul, Minnesota.

Ginny's brother, Stanley E. Hubbard II, is one of the media moguls of the family. He is the CEO of Reelz TV network, based in Albuquerque, New Mexico. The network beams into an average of 70 million households. He is also the Vice President of Hubbard Broadcasting Inc. and a board member for Carrie Tingley Children's Hospital Foundation and Greater Albuquerque Chamber of Commerce. Stan E. has grown Reelz's profile in the TV industry. His immediate focus has been improving its channel position on key distributors. Stan has taken risks in the TV industry, and he gambled on showing a controversial mini-series called "The Kennedys." The show ended up winning four Emmy Awards and was nominated for ten. Many networks thought the show was a huge gamble, but once it aired, the controversy quickly dissipated. Reelz is one of the few remaining independent stations in the era of media consolidation. It has gained a reputation within its industry for taking chances its peers would not.

The first job Stan ever had dealt with responsibilities at home. He was tasked with cutting the grass, cleaning boats and shoveling snow. When he was in high school he would often work at Hubbard Broadcasting where he would clean news cars, gas them and make deliveries around the buildings, and do general maintenance work. He also worked at the state fair in Minnesota where the news station had a major display or experience available.

Much like his father, Stan loves hockey and the Minnesota Wild. He played ice hockey growing up and graduated in 1983 from the College of Liberal Arts with a Bachelor of Arts in Journalism and an English Minor. He has been married to Jennifer Hubbard since 2002 and has three sons: Stanley, 10; Ryan, 8; and Connor, 6; and one dog, a Weimaraner named Jersey.

In his spare time, Stan enjoys flying small airplanes and has been doing that since he was 18 years old. He flies everything from prop planes to jets. He got this love from his grandfather, the original Stanley E. Hubbard. Stan E. II also has a love for boats and the sea and spent months training with a Norwegian merchant marine on a square-rig sailing ship.

Robert W. "Rob" Hubbard is the President and Chief Executive Officer of Hubbard Television Group and Vice President of Hubbard Broadcasting, Inc. He has served or is serving in the following capacities: on the Board of Trustees of William Mitchell College of Law; as a Member of the board of director's executive committee National Association of Broadcasters, Chairman of the board Association for Maximum Service Television. Rob has a Bachelor of Arts degree in Psychology from the University of Minnesota. Rob's wife, Heidi, is a Physician in pediatrics, HealthEast Clinic – Woodwinds. In 1998, Rob also won the Alumni of Notable Achievement award through the College of Liberal Arts.

Kathryn "Kari" Hubbard Rominski, is the Executive Director of the Hubbard Broadcasting Foundation and Executive Vice President of Community Affairs for Hubbard Broadcasting, Inc.

Julia Hubbard Coyte, the youngest of the Hubbard siblings, lives in Albuquerque, New Mexico, and was previously involved in the family's former bookstore endeavor, *Bound To Be Read*. She is also involved with the family foundation.

It is no secret that the Hubbard family are a family of big dreamers. They turned a single, tiny radio station into a nationwide network of television and radio stations, and they continue to see the next biggest trends and capitalize on those. Without question, the University of Minnesota's School of Journalism and Mass Communication would not flourish as it does today if it were not for the extraordinary vision and generosity of Stan and the Hubbard family. Their philanthropy is having a profoundly important and lasting impact on the School of Journalism and Mass Communication. The family is exemplary and fully deserving of having their name associated with the School.

Hubbard Family Achievements in Communications: A Timeline

Below is an overview of notable achievements beginning with Stanley E Hubbard (now deceased).

1923: Stanley E. Hubbard created the first Minnesota radio station, WAMD— "Where All Minneapolis Dances." Believed to be the first-ever radio station supported solely by advertising.

1925: Stanley received an operating license to Hubbard and Company in February. Hubbard merged WAMD with St. Paul's KFOY to create KSTP, a 50,000-watt powerhouse station. They expanded into the news business and established the first radio news bureau in the country, setting up a radio network (via rented postal telegraph lines) between Duluth, Minneapolis, and Chicago.

1927: On December 3rd, Stanley Hubbard is officially named station Director.

1938: Hubbard purchased the first TV cameras and set up a closed circuit telecast, a year before TV is officially presented at the New York World's Fair.

1948: KSTP-TV, NBC's first non-owned television affiliate, began broadcasting. Later, KSTP-TV was the first full color TV station as well as the first station to present late night news seven nights a week.

1951: Stanley S. Hubbard joins the company.

1957: Hubbard Broadcasting bought its first television station outside the Twin Cities market, in Albuquerque, New Mexico.

1960's- 70's: Hubbard Broadcasting expanded their television holdings to include Kansas City, Palm Beach and San Diego.

1981: Hubbard established the United States Satellite Broadcasting (USSB). Federal Communications Commission (FCC) granted Hubbard Broadcasting the first successful permit for direct broadcast satellite, HUBTB, which later became US Satellite Broadcasting (USSB). This was the beginning of satellite TV as we know it today- a brand new industry employing literally thousands of people.

1984: Hubbard launched CONUS Communication, a small dish satellite national newsgathering service.

1991: For a reported \$100 million, Hubbard purchased five of the 16 responders aboard a planned Hughes DBS satellite. By 1995, they have over 500,000 subscribers to the new satellite service.

1999: Hubbard Broadcasting sold USSB to DirecTV.

Currently, Hubbard company holdings include:

- Hubbard Radio Group (over 30 stations throughout the country, including 2060 Digital which serves nine national communities providing website and mobile site build out, SEO, SEM retargeting, social media management, content and video).

- Hubbard Media Group (Reelz Channel, F&F Productions in Tampa/St. Petersburg and controlling interest in Ovation TV, engaging in leasing high definition and digital mobile production units for sports, entertainment and corporate productions).

- Hubbard Television Group (ten stations throughout the country), along with the 2015 acquisition of a 30 percent stake in PodcastOne, the leading podcast network, whose 200 shows deliver more than 400 million impressions every month.

Contact Information

Nominee

Stanley S. Hubbard
Hubbard Broadcasting, Inc.

[REDACTED]
[REDACTED]
[REDACTED]

cblaha@[REDACTED]

Nominator

Albert Tims

[REDACTED]
[REDACTED]
[REDACTED]

timsx001@[REDACTED]

Letter from the Dean

Dean John Coleman
College of Liberal Arts

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

coleman@[REDACTED]

Letters of Support

Deborah Hopp

[REDACTED]
[REDACTED]
[REDACTED]

dhopp@[REDACTED]

Samuel Donaldson

[REDACTED]
[REDACTED]
[REDACTED]

Samuel031134@[REDACTED]

Jeffrey Herbst

[REDACTED]
[REDACTED]
[REDACTED]

jherbst@[REDACTED]