



Hubbard Broadcasting, Inc.

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STANLEY S. HUBBARD
President and Chief Executive Officer

Done

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January 12, 1993

JAMES H. QUELLO

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The Honorable James H. Quello
Federal Communications Commission
1919 M Street, N.W.
Washington, D. C. 20054

Dear Jim:

Thank you very much for your thoughtful remembrance of the passing of my dear dad. Karen, the kids and I greatly appreciate your expression of sympathy.

I hope you already know it; but if not, I would like to tell you that my dear dad had the greatest respect for you, both as a broadcaster and as a Commissioner. He was so very pleased when you decided to stay on at the Commission and not retire, especially so because he liked to think that he played some part in advising you.

Jim, I was a very lucky guy to have had the kind of dad that Stanley E. Hubbard was. He was a straight-shooter who told it like it was. He always taught my brother, my sister, his associates and me that the greatest and most important part of a person's character was integrity. He used to preach that in broadcasting, "If you serve the public, profits will take care of themselves." He first publicly made that statement at a hearing for Channel 5 before television began. If I have the story right, and I think I have most, if not all, of it right, then I think you would be interested. My dear dad operated KSTP Radio for many years, and all during those years, his bank was the First National Bank of St. Paul—the Lilly family. As you may know, in 1938 he bought the first TV camera that RCA ever sold and did his first demonstration of television via a closed circuit broadcast of an American Legion parade in the summer of 1938 to television sets in the old Radisson Hotel in Minneapolis. So you see, he was not only a radio visionary, but he was also a television visionary.

When the time came to build KSTP-TV, my dad applied for a license; and when he applied for a license, it turned out that the First National Bank refused to go along with him. Rather than helping him, the principals of the First National Bank here in St. Paul applied for the same license themselves. My dad did not know where to turn. He could not get money from the bank, and his bank was going to go after the license which he wanted and which he needed to continue and expand his business. (Interestingly, Warren Burger was a lawyer for the First Bank group.) My dad went to Washington; and while staying at the Mayflower Hotel, he decided he might try to call President Truman. It seems that in 1944 Vice President Truman had come to St. Paul in connection with a war bond drive. My dad was the head of the war bond drive in St. Paul, and he had a breakfast at the St. Paul Athletic Club where Vice President Truman spoke. So, Jim, my dad called The White House and asked if he could speak to the President. To his surprise, the President came on the line very quickly and said, "Stanley, how are you? I remember having

The Honorable James H. Quello
January 12, 1993
Page 2

had breakfast with you at the St. Paul Athletic Club. What is your problem?" My dad started to tell President Truman what the problem was. The President said, "What are you doing? Can you come to The White House?" Of course, my dad went right to The White House where he visited with President Truman. After hearing the story, I believe the President called the Chairman of the FCC who, at that time was, I think, Lawrence Fly. He talked to the Chairman, and the Chairman explained there would have to be a hearing. The President said, "Well, then let's schedule a hearing." The Chairman explained that the hearing dates were all booked up, whereupon the President said, "Well, then have a night hearing." If I am not mistaken, the only night hearing ever held at the FCC was for Channel 5 in St. Paul, Minnesota. It was during that hearing that my dad first said publicly, "If you serve the public, profits will take care of themselves." That was our motto in the beginning, and that will continue to be our motto; and I like to think that in some way we are doing credit to that great broadcast pioneer, Stanley E. Hubbard as my wife Karen, our sons and daughters, and I move forward to be the first with high-power Direct Broadcast Satellite.

((Jim, once again, thank you. You were very kind to write such a thoughtful letter, and I want you to know I will always keep your letter on hand as one of my prized possessions.

Warm best wishes,



Stanley S. Hubbard

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