

PEPPERDINE UNIVERSITY

DUBIN ENDOWED SCHOLARSHIP IN JOURNALISM

Established 2006



Tom and Lora Dubin

THE DUBIN FAMILY

The name Dubin has long been respected in the field of professional journalism. In 1942 the Dubin family took ownership of Manufacturers' News, Inc. (MNI) in Evanston, Illinois, the nation's leading compiler of manufacturers' directories and databases. The company, run by the father-son tandem of Howard and Tom Dubin, compiles and maintains detailed profiles of the country's 400,000 manufacturing companies, and hosts the industrial search engine mniguide.com. Howard Dubin has held various leadership roles in the Society of Professional Journalists for more than 30 years. He was married to the late Ursula Dubin for 45 years.

In 1979 Tom Dubin left the cold and snow of the Chicago area to attend Pepperdine, and he quickly discovered the advantages of going to a smaller school. At the Seaver campus, Tom became disc jockey of a weekly radio music program and actively participated in the music, news, and sports departments of the campus radio station. By his sophomore year, Tom was sports director at the station and became station manager by his senior year.

During the 1981-82 academic year Tom met native Californian Lora Noble, who was also a journalism major and shared Tom's interest in broadcasting. The two were part of an informal "broadcast journalism fraternity" that existed at Pepperdine during the tenures of Drs. Don Shores and Ron Whittaker. Lora and Tom both interned with Los Angeles television stations during their senior years, which led to Tom's first job in 1983 as sports producer for KHJ-TV (now KCAL).

Lora and Tom married in 1985 and returned to Illinois, where Tom joined his father at Manufacturers' News. Tom found that the journalism and research skills he learned at Pepperdine were useful in the data gathering world as well.

"My experience in the TV and radio newsrooms at Pepperdine taught me to have an attention to detail and getting the facts compiled and presented in a clear, efficient manner," Tom explains. "The same fact-gathering skills that I learned at Pepperdine—rushing out to Malibu Canyon Road to cover a rockslide or a fire—come into play now when we seek information about U.S. businesses," Tom observes.

Tom and Lora have three children: Jennifer, Stephanie, and Christopher. Lora fills her days as a mom, certified fitness instructor, and personal trainer.

Howard Dubin remains active in the Society of Professional Journalists and the Dubin Family Foundation, which contributes to various charitable and journalistic causes. The elder Mr. Dubin is particularly interested in First Amendment issues.

Tom has advice for recipients of the Dubin Scholarship. "Being a smaller university, Pepperdine gives you a unique opportunity to get hands-on experience in many different areas of broadcasting and journalism. Spend some time finding which role you enjoy most and what you do best. Most importantly, step forward and assume responsibility. Fill a need where you see an opening. Take advantage of all the tremendous facilities, professors, and resources that Pepperdine is able to provide."



SCHOLARSHIP QUALIFICATIONS

The Dubin Scholarship in Journalism is awarded annually to an undergraduate student selected for the position of Online Graphic Multimedia Editor/Producer, or its equivalent as decided by the appropriate faculty committee, and is in good standing in all areas of the University.