

ACTION ITEM #2

WSU Pullman, Facilities Names Recommendation "Keith M. Jackson Hall" (Elson S. Floyd)

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: WSU Pullman, Facilities Names Recommendation,
Keith M. Jackson Hall

PROPOSED: That the Board of Regents approve the recommendation to rename Murrow West on the WSU Pullman Campus, as "Keith M. Jackson Hall".

SUBMITTED BY: Elson S. Floyd, President

**SUPPORTING
INFORMATION:**

The University Administration proposes that the building currently known as Murrow West be renamed in honor of WSU alumni Keith Jackson. Murrow West is part of a set of two connected buildings consisting of Murrow East and Murrow West, referred to as "the Murrow Complex". The Murrow complex was so named prior to the naming of The Edward R. Murrow School of Communications within the College of Liberal Arts and long before the school became a college bearing the Murrow name. There was no financial commitment tied to the naming. The name "Murrow Complex" is no longer relevant, given that the college is now named for Murrow. In fact, this renaming would help relieve confusion on the part of students, faculty and staff about Murrow East and West. If approved, the buildings serving the Murrow students and faculty, would consist of Goertzen Hall, Murrow Hall (previously Murrow Hall - East) and Jackson Hall (previously Murrow Hall - West). **[See Attachment A.]**

Keith Jackson is currently celebrating his Diamond anniversary as a WSU grad. Keith and his wife Turi Ann, also an active WSU alum, are Crimson Benefactors to WSU. Keith has been extremely supportive of The Murrow College and has a long track record as one of WSU's most influential alumni, including his role as chair of the committee that raised money to build the Alumni Center, now celebrating its 25th anniversary, serving on the WSU Board of Trustees and receiving the Regents Distinguished Alumnus Award, among many other honors. A bequest to Murrow College currently being finalized by the WSU

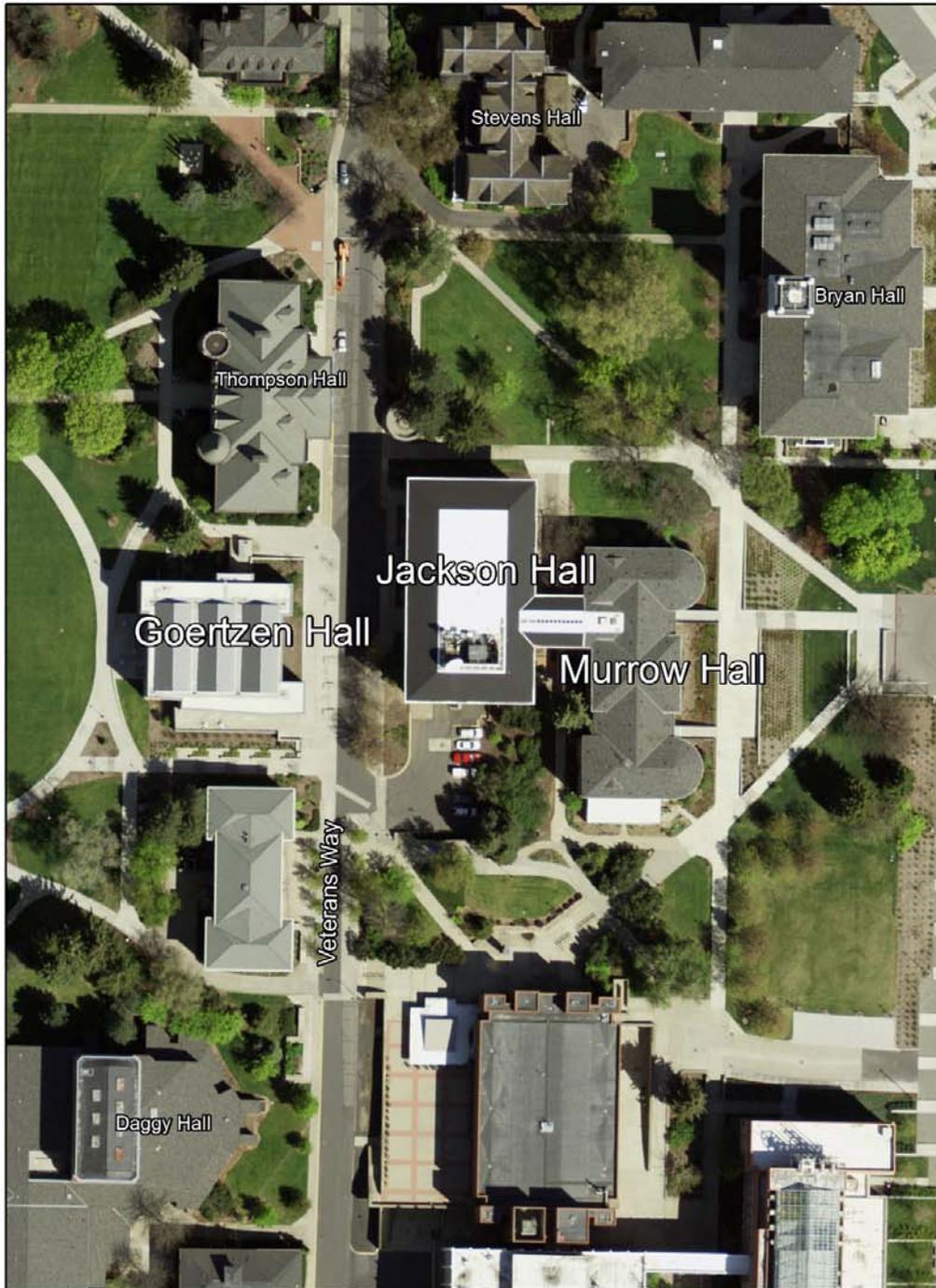
Foundation will bring to \$1.0 million his lifetime financial contributions to WSU.

Keith Jackson is a WSU icon and a national treasure. Jackson played an important and influential role at WSU, where he began his broadcasting career as a student calling a 1952 game between WSU and Stanford. Jackson is a 1954 graduate of what was then WSU's speech program, the same department from which Murrow graduated and part of what is now The Edward R. Murrow College. It is therefore appropriate that *Sporting News* said his sports commentary was "like Edward R. Murrow reporting on World War II, the voice of ultimate authority in college football."

At the national level, there are few sports events Jackson has not anchored and few national sports and broadcasting awards he has not received: the NFL's Gold Medal Award, its highest honor; the Rose Bowl Hall of Fame; the American Sportscasters Association Hall of Fame; and he was the first recipient of the American Football Coaches Association Amos Alonzo Staff Award. Penn State Head Coach Joe Paterno once said of Jackson, "I don't think you could say there is any one person who is not a coach, athletic director or administrator who has done more for college football than Keith Jackson." Jackson coined the term "The Big House" for Michigan's stadium and christened the Rose Bowl "the granddaddy of them all." He was the first American announcer to broadcast an event from the then-Soviet Union and covered the massacre at the 1972 Munich Olympics. He has broadcast most of the major sporting events for a generation and was a fixture on ABC's *Wide World of Sports*.

A vote of the Murrow College of Communication faculty on the proposed naming was unanimously in favor. The request to name the facility was forwarded by Dean Pintak to the WSU Facilities Names Committee, chaired by Roger Patterson. The Committee concurs with the request to rename Murrow West as "Keith M. Jackson Hall."

PULLMAN CAMPUS



8/4/2014

