

Tribute to Dr. Bob Laubach:

"Mr. Literacy"

By Larry W. Hayes

My long time friendship with Dr. Bob Laubach began 45 years ago while studying literacy journalism under him at Syracuse University.

Dr. Bob is the son of the late Dr. Frank C. Laubach who developed the famous "Each One Teach One" volunteer method helping 100 million people to read in 103 countries.

It was Frank's non-profit organization, Laubach Literacy, that offered me a scholarship to study at the Newhouse School of Public Communications—the top journalism school in the country. Upon graduation in 1970, I couldn't find a job in literacy journalism and felt guilty about it.

Dr. Bob said, "Don't worry about it Larry. Someday, you will make a contribution to literacy."

Fast forward—in 2000, my marketing firm Hayes Marketing Communications, Inc., created a pro bono branding program for Vision Literacy, a Bay Area nonprofit, helping adults learn to read and write. Later, I served on their Board of Directors and continue today as an advisor.



Dr. Bob Laubach and publisher Larry W. Hayes

It took me awhile to "give back" to literacy but I never forgot my professor...and friend...Dr. Bob who helped me become the person I am today.

In April this year, I had the honor of hosting and personally thanking "Mr. Literacy" at a special luncheon honoring his lifetime crusade against illiteracy.

Dr. Bob turns 95 in October and serves on the board of ProLiteracy (formerly Laubach Literacy). The Laubach legacy lives on.

Want to help win the war on illiteracy? Learn how by visiting visionliteracy.org and ProLiteracy.org.



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