

SENATE RESOLUTION NO. 32

BY SENATORS BERNARD AND PEACOCK

A RESOLUTION

To commend Shreveport-based sports broadcaster Tim Brando upon being the first recipient of the Louisiana Sports Hall of Fame Ambassador Award.

WHEREAS, Tim Brando, a native of Shreveport, Louisiana, and University of Louisiana at Monroe alumnus, knew that he wanted to be a sports broadcaster when he was fourteen and called his first game with his father at his side; and

WHEREAS, he was focused on that singular goal, took advantage of every opportunity in pursuit of that goal, built an exceptional career, never forgetting to promote his hometown and his native state; and

WHEREAS, the chronology of Tim Brando's career in sports broadcasting, both in the studio and the broadcast booth, is impressive and mimics the expansion of sports journalism, especially on television and streaming platforms; and

WHEREAS, at ESPN, Mr. Brando was a *Sports Center* anchor from 1986 to 1994 and he was the first host of the celebrated *College Gameday*, which has become a cultural phenomenon, for the network's college football package, as well as the National Collegiate Athletic Association (NCAA) basketball tournament games, known as "March Madness"; and

WHEREAS, Tim Brando moved to Turner Sports where he stayed for eighteen seasons, and in the mid-1990s, called both National Basketball Association and selected Atlanta Braves' games; and

WHEREAS, next stop on this exceptional career journey was CBS, where Tim began calling NCAA Basketball Tournament games, and, then, in 1998, he took over as the host of the network's studio show, *College Football Today*; and

WHEREAS, Brando called National Football League (NFL) games for CBS from 1998 to 2003, and in 2014 he began broadcasting college football and basketball games for FOX television and continued working on NFL games; and

WHEREAS, through most of these network jobs, Tim Brando teamed with Spencer Tillman, a former NFL running back for the Houston Oilers and the San Francisco 49ers from the University of Oklahoma to broadcast games for CBS sports, then reunited with him at FOX Sports in 2015; and

WHEREAS, in 1990, in the midst of his years with ESPN, and at a time when most of ESPN's broadcasting was being done from their headquarters in Bristol, Connecticut, Tim Brando moved back home to Shreveport to raise his family, being true to his support of his hometown and his native state; and

WHEREAS, along the way in this amazing journey, he has garnered four regional Emmy Awards, as well as critical acclaim from national media writers and operations; and

WHEREAS, Brando has received numerous awards for his work, among them, the Jake Ward Award in 2009, given by the College Sports Information Directors of America for outstanding promotion of intercollegiate athletics, the 2014 Lindsey Nelson Award, given by the Knoxville Quarterback Club, the Broadcast Legend Award in 2018, presented by the Lombardi Honors, and the Richard M. Uray-Alpha Epsilon Rho Award for Lifetime Achievement from the National Broadcasting Society-Alpha Epsilon Rho, awarded to an individual, company, or organization that best represents excellence in the field of electronic media; and

WHEREAS, Tim Brando has covered twenty-six different sports, twenty-five of them while he was at ESPN, which is still considered the most ever by anyone at that network; and

WHEREAS, Brando has covered football and basketball, and sometimes both, in the Southeastern Conference, the Big 10, the PAC 12, Big XII, the Big East, the Atlantic Coast Conference, and the American Athletic Conference; and

WHEREAS, originally encouraged by his father with whom he called his first game, a football game between Neville High School and Captain Shreve, to focus on his goal of being a broadcaster, along the way, Tim Brando was also encouraged in his career path by none other than Dick Vitale and Dale Brown; and

WHEREAS, the Louisiana Sports Hall of Fame Ambassador Award is being given for the first time and its focus is to recognize a person who promotes Louisiana and Louisiana athletes on a national stage and whose pride in and love for Louisiana are evident and openly shared with all; and

WHEREAS, Tim Brando has built a more than forty-year stellar career as a broadcaster and a studio host of American athletics and he has traveled that road promoting his hometown and native state.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby commend Shreveport-based sports broadcaster Tim Brando for being the first recipient of the Louisiana Sports Hall of Fame Ambassador Award.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to Tim Brando.

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PRESIDENT OF THE SENATE