FOUNDATION LAUNCHES LUNDQUIST SPORTS JOURNALISM INITIATIVE

AUSTIN (January 8, 2019) -- The Headliners Foundation of Texas and sportscaster Verne Lundquist are teaming up to establish an institute in Lundquist’s name to promote excellence in Texas sports journalism.

The Verne Lundquist Institute for Sports Media will be launched with a fundraising dinner Feb. 26 at the Headliners Club in Austin that will feature many of Verne’s friends including celebrity sports stars and broadcast greats.

“I’m thrilled to be working on this effort with the Headliners Foundation to make a lasting impact on journalism education,” said Lundquist.

Lundquist, a longtime Headliners Club member, has been at the center of covering major sporting events for more than 50 years. He began his career at KTBC-TV in Austin, then owned by Lady Bird and President Lyndon Baines Johnson. Later in Dallas, he was the longtime voice of the Dallas Cowboys.

Lundquist joined CBS Sports in 1982 and broadcast more than 20 sports for the network including national and international coverage of football, basketball, Olympic figure skating, and golf. He retired from covering SEC football in 2016 and continues to cover the Master’s and other golf tournaments for the network.

Lundquist’s book Play by Play was published in October by HarperCollins. In an endorsement, Alabama Head Coach Nick Saban said that Lundquist “is a timeless storyteller with a unique ability to make fans feel like they are sitting right next to him watching history” and the “soundtrack for so many moments in sports history.”

“Partnering with Verne is an amazing opportunity for the Foundation to expand its role in supporting journalism education and to put a spotlight on the work of outstanding professionals,” said Mark Morrison, chair of the Foundation.

Plans for the Institute include support of scholarships and sports journalism camps for high school and college students, online instruction how-to seminars, and internships.

“We want to expose Texas students to the high standards of journalism that Verne epitomizes and to help them experience the excitement of reporting and storytelling,” said Morrison. “We are especially pleased to be working closely with the University of Texas Moody College of Communication and their Center for Sports Communication and Media to provide resources
that will complement their major commitment to sports journalism and sports media education—and to be a catalyst for sports journalism education statewide.”

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About The Headliners Foundation of Texas Founded in 1983, the Headliners Foundation of Texas is a 501(c)(3) that promotes excellence in journalism by providing scholarships to promising communications students; recognizing outstanding works of journalism and leaders in the industry; and sponsoring special projects that promote journalistic excellence and preserve history.