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Local Businessman and Philanthropist Featured in National TV Broadcast of Bayou Classic

BATON ROUGE, LA — Local businessman and East Baton Rouge Parish Housing Authority Commissioner Al Barron was featured in NBC Sport’s national broadcast of the 50th Bayou Classic football game between Southern University and Grambling University recently.

Barron is a Southern alum and member of the university’s Sports Hall of Fame. He played football for the Jags from 1977-1980 and was featured in NBC’s opening segment for the game alongside former Southern players Eric Randall and Chris Scott. Grambling was represented in the pre-game feature by notable alums including NFL quarterback, Super Bowl XXII Champion, and Super Bowl XXII MVP Doug Williams, and former NFL Head Coach (Browns and Bengals) Hue Jackson. The pre-game build up also included current Southern punter Robens Beauplan and Grambling defensive lineman Sundiata Anderson. Award-winning musician and actor Common hosted the segment.

“I am honored to have been included in this slate of sports legends,” said Barron. “The Bayou Classic is the premier showcase for HBCU football, and I am proud to be able to represent the Jags on national television. The Bayou Classic is a game like no other, featuring some of the best HBCU athletes in the country and the Battle of the Bands, which means almost as much as the game itself.”

Southern came out on top in this year’s matchup 27-23, moving the all-time record to 26-24 in favor of Southern.

“We’ve been playing this game for 50 years,” said Barron. “And it’s just as exciting now as when I played.”

Barron, who celebrated his birthday on the day of this year’s Bayou Classic, also noted the great significance of some of those early matchups. “The first Bayou Classic in 1974 was actually played in Tulane Stadium,” Barron explained. “We moved to the Superdome in 1975 and things really took off. In 1979 we drew 79,000 fans and that really showed corporate America this was a sellable product.

“Of course Southern was 0-5 and did not pick up a win until 1979 which was one of the few night games ever played in the series,” Barron continued, “but overall it has been a great rivalry. The game is a great economic benefit to both universities, and we have our position set as a prime afternoon game on one of the most-watched football Saturdays of the year.

After his playing days at Southern, Barron went on to earn bachelor’s and master’s degrees from Southern and a Doctorate degree from Summit University. He served as the Director of Career Services for Southern for a number of years and built a successful track record of educating, advising, and helping thousands of students develop interpersonal skills as they moved from university life into the real world.

Barron is currently the Project Manager for the TJC Group where he helps organizations and corporations connect more closely to and communicate more clearly with their communities and individual stakeholders. He serves on the boards of directors of a number of business and non-profit organizations including EBRPHA which serves the needs of more than 13,000 individuals and families in East Baton Rouge Parish.

EBRPHA CEO J. Wesley Daniels, Jr. called Barron a true community leader whose talents and skills positively affect every organization with which he is associated.

“Al brings professionalism, leadership, energy, and results to every organization he represents,” Daniels said. “He inspires others to achieve greater things and he is always seeking ways to better our community. We look forward to his continued role as a Board Commissioner of the East Baton Rouge Parish Housing Authority.”

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East Baton Rouge Parish Housing Authority positively impacts over 13,000 individuals and families including seniors, disabled citizens, and military veterans. More information can be found at www.ebrpha.org. The agency can be reached at 225.923.8100.