June 6, 2025

**Letter of Recommendation for Brian Baublitz Jr.**

Brian Baublitz Jr. impressed me with the work he did as the sports information director at Louisiana Christian University.

As a veteran sportswriter from Alexandria, having started such work in 1976 with the Town Talk of Alexandria, I can tell you that no previous SID at LCU (formerly Louisiana College) has produced such a volume of work promoting the nine competitive sports programs at the school.

Even more remarkable is that he is a one-man show in the SID office. Yet, he produces game notes for each game in each sport, and they provide exhaustive information – a digital production with photos, graphics, lengthy table of contents, quick facts, history highlights of that sport, season schedule/game scores, etc.

Brian provides graphics, in softball, for example, showing the years when the team won regular season championships, tournament championships, NCAA Regional appearances, and World Series finishes including the 2003 National Championship.

Thanks to his research work – made tougher by the lack of some history provided by previous SID workers – he provides a comprehensive yearly summary of records with respective head coaches, for each season.

I could go on and on, but Brian’s work is as good and prolific as any at schools of comparable size and even as good as others with multiple people on the staff.

I also must mention that he has produced some excellent on-deadline game stories, capturing both the facts and the emotions/atmosphere/what’s-at-stake components of that event in coherent, concise, captivating fashion.

It’s hard to fathom how he can produce as much work as he does and do it well.

He’s blessed with an incredible memory for recalling facts and numbers and dates and names, which suits him perfectly for this kind of job.

To top it off, he has a special way of making the most of limited resources and doing so in a humble and yet witty fashion that makes the athletes love him.

Although I retired near the end of 2015, my exposure to Brian has been through some part-time work I have done the last two years as a weekly columnist for the Rapides Parish Journal, an online weekday publication. He possesses the work ethic, loyalty and commitment to excellence any employer would want from an employee.