

Pierce Allman '50

Distinguished Alumni Award



Photograph courtesy of Haynsworth Photography

Pierce Morriss Allman '50 was born and raised in the Park Cities. While at HPHS, he was a member of the swim team, played trumpet in the band, won the Drama Award, received the Linz pin, and graduated in 1950. He was an active Boy Scout, earning the rank of Eagle and, at one time, was the highest ranking Scout in the country. Pierce graduated from SMU in 1954 with a B.A. in Radio and TV. At SMU he was head cheerleader, "M" award winner and was the Voice of the Mustang Band. After SMU, Pierce joined the Strategic Air Command at Bergstrom Air Force Base, then he returned to Dallas as a disk jockey for KGKO, eventually being promoted to Manager of WFAA Programming and Production. While at WFAA he met and married his wife of nearly 49 years, Allie Beth. As a young newscaster he was the first on-site broadcaster to report the assassination of John F. Kennedy from the lobby of the Texas School Depository. Pierce established his own marketing firm and coordinated many events in the Dallas area including those for the Cotton Bowl Athletic Association and the opening of the Bob Hope Theater at SMU. Among his many activities in the community, he co-founded the Park Cities Historical and Preservation Society, and La Fiesta de las Seis Banderas, and is a member of the Dallas Center for the Performing Arts Cornerstone Committee. He is on the Baylor Medical System Foundation Marketing Board and a life-member of both the HPHS and SMU Alumni Associations. For his love and commitment to the community and his willingness to support so very many worthy causes, it is a privilege to honor Pierce Morriss Allman with the 2012 Distinguished Alumni Award.