

THE VOICE

NATIONAL ASSOCIATION OF SPORTS PUBLIC ADDRESS ANNOUNCERS

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NFHS Learning Center Launches Course for Public Address Announcers



Dan Schuster

he National Federation of State High School Associations (NFHS) has announced its newest addition to the online NFHS Learning Center platform – a free course on the role of public address (P.A.) announcers

at high school sporting events entitled "P.A. Announcing."

"P.A. Announcing" conveys proper practices for public address announcers and expectations of school administration. It also addresses appropriate behavior of the announcer before and during competition and the specific times during an event when an announcer should be active. The course also covers topics such as the importance of class, professionalism and respect, and features multiple audio examples of proper and improper announcements.

"This course will be a wonderful resource for P.A. Announcers," said NFHS Director of Educational Services Dan Schuster.
"P.A. Announcers are the voices of our events, and it is important that they have access to professional development like our coaches, administrators, parents, students and officials."

The course was developed through a partnership with the National Association of Sports Public Address Announcers (NASPAA), an organization dedicated to raising the level of professionalism, competency and consistency of public address announcers and a recognized resource for best practices.

"It goes without saying how much the NASPAA appreciates the opportunity to partner with the NFHS on a course for individuals who are new to P.A. Announcing," commented Brad Rumble, NASPAA executive director and former NFHS administrator. "Being a P.A. Announcer is more than just talking into a microphone. There are expectations for P.A. Announcers that include being

professional, competent and promoting good sportsmanship and a positive environment, just to mention a few that are covered in the course. We could not be more excited about the course and what it will do for P.A. Announcing."



Brad Rumble

For more information and to order the "P.A. Announcing" course, please visit: nfhslearn.com/courses/p-a-announcing.

To learn more about the NASPAA, visit: www.naspaa.net.

About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support,

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GAME OPERATIONS
Sponsored by SOUND IRECTOR

improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17



sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,500 high schools and 12 million participants in high school activity programs, including more than 7.9 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at www.nfhs.org.

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I Miss Mic

THE VOICE



Glen Waddle

supposed to be the time when sports move back outside, giving athletes one more opportunity to compete before going their separate ways for the summer. It's always been that way. Then suddenly it wasn't, thanks to COVID-19.

Like many winter sports, spring sports were cancelled or put on hold. There was shock, confusion, disappointment, despair and anger. Athletes, coaches, officials, administrators and fans weren't the only ones affected.

When asked to share how they felt about not being able to announce this spring, Glen Waddle, CPAA, Ole Miss P.A. Announcer and Roy Lamberton, high school, American Legion Baseball and Little League Baseball and Softball P.A. Announcer, had these comments.

On the morning of Thursday, March 12, 2020, the LSU Tigers baseball team was boarding its bus to travel to Oxford (MS) for the first SEC clash of the season against the Ole Miss Rebels. Suddenly, the players were told to get off the bus because the series had been cancelled due to the COVID-19 pandemic. Minutes later, I received a phone call from Alex Sims, the baseball SID for Ole Miss, confirming that the series had indeed been cancelled.

My heart sank. The Ole Miss Rebels baseball team's record was 16-1. Its only loss was the home opener against Louisville, the number one ranked team in the country. Ole Miss was leading the nation in home runs and was off to one of its best starts in recent years. The realization that the series and then the season had been wiped out was devastating.

Interestingly enough, I was not scheduled to announce that game because I was

scheduled to announce the Mississippi/ Alabama All Star basketball games that night. As it turns out, the basketball games would be the last games that I would work for this spring.

If that wasn't bad enough, a couple of weeks later, the Grove Bowl (the Ole Miss spring football game) was also cancelled. That game would have been the first opportunity for Ole Miss fans to watch the team in action under Lane Kiffin, the Rebels' new head football coach. With a baseball game scheduled for the same day against defending NCAA national champion Vanderbilt, the weekend was shaping up to be a crowd-filled fun fest.

While working the games is always a blast, another thing that I miss while not being able to announce is the folks I work with, like Dr. Suave Sovent, music director at Swayze Field; Janice Ruppert, marketing director; Emily Harral of marketing; and Alex Sims, Ole Miss baseball SID. There's nothing like the interactions that take place to make baseball at Ole Miss possible, or for that matter sports at any level.

Hopefully, we can all get back soon to the press boxes we call our second home to do the thing we really enjoy—announcing! I really miss it!

Glen Waddle, CPAA, from Jackson, MS, has been announcing since 1982. He is the P.A. Announcer for the Ole Miss Rebel football, basketball, volleyball, and baseball teams, the Mississippi College Choctaw basketball and volleyball teams, the Mississippi Association of Coaches All-Star games, the Mississippi High School Activities Association basketball championships, and the Lending Tree Bowl in Mobile, AL. On the professional level, he has been the announcer for the Jackson Mets, Jackson Generals, and Jackson Senators baseball teams and the Jackson Bandits ECHL hockey team. He received the All American Football Foundation Lindsey Nelson Award in 2001, the All American Football Foundation Outstanding Public Address Announcer Award in 2010, the All American Football Foundation Outstanding Sportscaster Award in 2014, and AP Mississippi Sportscaster Awards in 1988,

1989 and 1991. He was also recognized as the 2010-11 NASPAA College (NCAA level) P.A. Announcer of the Year.



Roy Lamberton

If you are a spring sports guy or gal, this March and April (and maybe May) have been a form of torture, sitting at home with no games to announce. Not being able to announce the game I love to announce has been unbearable.

Here in Delaware, our season was about to get underway. The grass was green. The field was in top shape. My team, the Seaford High School Bluejays, a Southern Delaware powerhouse for many years, was practicing. With four or five decent pitchers, three of them lefties, things were looking good!

My son Andrew, Seaford's head coach, had lined up a couple of assistant coaches who he was really excited about. One was a former NCAA Division I softball infielder, who may have been the first female coach in Delaware high school baseball history. Another was a very successful amateur coach was going to make the jump to high school baseball. We all had a sense of turning the corner and returning the Jays to former glory.

Then came the announcement: "Because of the threat of COVID-19, schools will be closed until mid-May, all of the games are postponed." If Delaware reopens schools in May, we'll get to play ball three games a week for four weeks.

Besides announcing for Seaford High School, I announce Delaware American Legion Baseball.

Its season has not been cancelled, but is on hold. It looks like the season could be four weeks with a state championship. Should that happen, many of our players

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will still get a full two months of baseball!

Personally, for me to feel normal, I would need the sights and sounds of a ballgame and 18 kids in uniform ready to play. Being able to see our team attempt to realize the promise that it had in March is something that would be really special. Watching the Bluejays take the field for their first home game to the strains of Ozzie Osborne's

Crazy Train is something that I would appreciate now more than ever!

Roy Lamberton is in his 23rd year of announcing. In addition to announcing baseball for Seaford High School, he also announces football. At the summer youth level, he announces Little League Baseball (Senior and Big League), and the Little League International World Series. For 17 years, he has announced the Little League

Softball World Series. He also announces Seaford American Legion Baseball and the Delaware American Legion Baseball State Tournament.

Since 2004, he has been the chairman of Delaware American Legion Baseball and acts as commissioner. He is a former radio announcer turned computer geek, who became involved with sports P.A. Announcing by working in the press box keeping the scorebook at his three sons' Little League games.



Avoid Foul Tips: Key Factors for Announcing Baseball

By Mike McCartneyStadium Announcer, Kansas City Royals

THE VOICE



Mike McCartney

his article, which has appeared in a past NASPAA newsletter, is one of our most popular articles about announcing baseball. Even though the article specifies baseball, the information presented also applies to softball.

It really doesn't make any difference what sport you announce in that there are certain things that apply to them all. For me, I want to be dead on with everything that I do. If I had to pick some areas that I always make a priority, they would be the following:

Pronunciations

This is something that we hear all the time as P.A. Announcers. But it is the most important. Do you know the correct pronunciation of each player's name? The coaches? What about the person or persons who will sing the National Anthem? The guy throwing out the first pitch? The umpires?

Spend time before each game asking how to pronounce their names. Ask the visiting play-by-play announcers, traveling secretary, newspaper reporters, athletic director or someone in authority from the opposing team. I've even asked coaches or the players themselves--although use caution with approaching players or coaches. When they are warming up, they're "working," and most don't want to be approached by off-field personnel.

Here's a fun test. How would you pronounce these names?

Albert CASTILLO

Frank CASTILLO

Jose CASTILLO

Luis CASTILLO

How about?

Jovanny CEDENO

Juan CEDENO

Roger CEDENO

I'll give you the answers at the end. (Hint: One size does NOT fit all.)

Scripts

Read over all scripts and in-game announcements, and read them aloud. Do this even if they are the same announcements you read day after day. This accomplishes two things. First, it helps you get mentally prepared. Secondly, it allows you to see if any changes have been made to the script. The person (if it's not you) who writes the script may have changed it by adding or deleting something. Chances are they won't tell you of that change before game time. Again, ask for pronunciations. If no one is sure of how to pronounce a company name, pick up the phone and call them. If it is truly unusual, then it won't be the first time the receptionist will have been asked.

Music

On the professional level, very few P.A. Announcers are in charge of audio or music. I know of two--Chuck Morgan of the Texas Rangers and me. If you are in charge of your team's audio, then you are also responsible for the content. Many a P.A. Announcer has lost his or her job for not auditioning a piece of music they played. As batters approach the plate, do you play walk up music? In Major League Baseball it is very common. Some players have used the same walk up music since they came to the big leagues. Others have you change it weekly, if not daily.

AUDITION THIS MUSIC! No one wants to explain to a team exec who just got an

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earful from a paying father of three why the song he heard over the P.A. loud speakers just blared an F-bomb. If you can't edit the song, then don't play it. I can usually edit objectionable words out of a song, but if the entire song is about objectionable material, then you must pull the plug.

Here is an example of something that happened to yours truly a few years ago. I had been playing a song that was given to me by a staff member who told me it was a pretty big hit at the time. Not being familiar with current hit music, I gladly played the song on a couple of occasions between innings. It was a song performed by a well-known artist, and it had the tempo and energy we require. The next thing I know, a cameraman on our staff keyed his mic on our internal intercom and this is the dialogue that transpired:

Cameraman: "Mike...do you know what he's talking about in this song?"

Me: "Uh...no!"

Cameraman: "He's talking about killing a cop."

Me: (the sound of stunned silence)

My boss: "Mike...did you audition that song before you played it?"

You get the rest.

Audition EVERYTHING--even if you are presented with music from trusted and loyal staff and friends. Ultimately, you're the one who's responsible if there's a problem.

Anticipate

Anticipate changes in a game. Here are a couple of examples:

Pinch runners--When a team is behind and one of their slow-footed guys gets on base in the late innings, look for a pinch runner. I have sometimes confused guys bolting out of the dugout with the batboy going to retrieve a bat.

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Pitching changes--Get your pitching change music or scripts ready before the inning. In late innings, always check the field for subs. And be prepared to announce them when the umpire gives you the signal.

Many times I've been reading a script or been involved in a fan interaction that takes my eyes off the field between innings. Have a member of your staff assist you with these changes. We have 12-15 folks working a game. You may not be so lucky, and umpires don't generally wait for you to finish your announcement before they signal in a player. Check with the official scorekeeper or other press box personnel about substitutions. Do the same for them. Hey, what goes around...

Finally, remember, you are not the star of the game. You are simply part of the atmosphere. Get the information out in a natural and audible way. When you sit in your seat for the first time this year, notice the seats around the stadium. There is a reason they face towards the field and not the P.A. Announcing booth!

And now for the answers to the test:

Albert CASTILLO (ca-STEE-yo)

Frank CASTILLO (cas-TEE-yoh)

Jose CASTILLO (cass-TEE-oh)

Luis CASTILLO (ca-STEE-yo)

Jovanny CEDENO (Joe-VAH-knee) (SUH-dane-yo)

Juan CEDENO (She-DAYN-yoh)

Roger CEDENO (Sid-AIN-yo)

Big diff, huh?

Mike McCartney began as the Kansas City Royals backup stadium announcer during the 1997 season. He worked in that role until 2000, when he became the primary announcer. After 2001 he left, but returned in the 2004 season, and has held the job ever since. A highlight of his announcing career was being behind the mic when Royals won the 2015 World Series. He has also been the P.A. Announcer for Big 12 and NAIA Basketball Championships since 2014.



Kansas City Royals fans and Mike McCartney, stadium announcer, enjoy the World Series experience.

National Anthem Introduction Announcement Is an Honor

By Richard Keller, CPAA

Baltimore, MD





THE VOICE



Richard Kelle

confess that I have a peculiar relationship with the National Anthem. I never served in the military (since I became draft eligible at the end of the Vietnam War), but have great respect for the men and women who have served. Even

though I am a part-time pastor, I consider the anthem close to religion.

Some sports events do not play the National Anthem. I think it should be played at them all, if possible. Personally, I am big fan of it being sung. Anyone who can do that, and do it well, deserves much respect. For major events, I would recommend hiring an experienced vocalist. Anything less would be a disservice.

There is an expectation that everyone knows what do when the National Anthem is played. However, that is not always the case. At games and events, I have observed people looking at their phone, talking, not standing or facing the flag and not placing their hand over their heart. Some do not know the protocol, and others simply do not care. For those who care, there's hope.

As P.A. Announcers, we can help promote proper respect through our National Anthem introduction announcement. My goal is to provide information that will help everyone understand what they should do and to realize and appreciate the purpose of the National Anthem. Like many announcers, I started with a standard announcement. Over the years, I have refined my introduction below, and am proud to say that I have received numerous compliments on it.

LADIES AND GENTLEMEN, WE ASK EVERYONE WHO IS ABLE TO PLEASE RISE.

WE ASK OUR GENTLEMEN TO PLEASE REMOVE YOUR CAPS. PLEASE DIRECT YOUR ATTENTION TO THE FLAG TO THE LEFT OF THE SEATING AREA (STADIUM)/RIGHT OF THE SEATING AREA (GYM), AS WE HONOR ALL OF OUR VETERANS, ALL OF THOSE SERVING OUR NATION BOTH AT HOME AND ABROAD, ALL OF THOSE WHO HAVE GIVEN THEIR LIVES IN DEFENSE OF OUR LIBERTY AND FREEDOM AND WE HONOR AMERICA THIS AFTERNOON (EVENING), AS WE PRESENT, WITH PRIDE, OUR NATIONAL ANTHEM.

Here is some perspective on the wording and phrases that I have chosen to use.

"We ask everyone who is able . . ."
Since some people may not be able to physically stand for the anthem, I now realize that asking them to stand would be inconsiderate.

"We ask our gentlemen . . . to please remove your caps ..." Proper etiquette is for men (not in uniform) to remove their hats

"Please direct your attention . . ." Not everyone, especially visitors, may know

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where the flag is located in the stadium or gym.

"... All of our veterans, all of those serving our nation both at home and abroad ..." I believe that the anthem is especially important to recognize the men and women, past and present, who have served in the military. I used to only mention those who served overseas, but I have changed to include those serving our nation at home. They, too, deserve the same respect.

"All of those who have given their lives . . ." I recall borrowing this phrase from another script. We should pay tribute to the men and women who have made the ultimate sacrifice for our liberty and freedom.

"As we present, with pride . . ." There is more to presenting the National Anthem than simply saying words. It is about exuding pride for it and for what it stands for

Announcers, often with the cooperation of their administration, craft their own National Anthem introduction.



Paying tribute to the individuals to whom the National Anthem honors is the most important announcement a P.A. Announcer makes.

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The language that is chosen for the announcement should show respect for the National Anthem and its purpose and the people it represents, in addition to providing some direction for those who would like to show their respect. Even though we may have a different

announcement for the National Anthem, if there is one thing that we can agree on, it is that it is an honor to make it.

Keller, CPAA, is in his 24th season behind the microphone. He has announced more than 2,300 athletic events in baseball, men's and women's basketball, field hockey, football, gymnastics, ice

hockey, men's and women's lacrosse, men's and women's soccer, softball, volleyball, wrestling and marching band. He has also announced five NJCAA Lacrosse National Championships (4 men's and 1 women's), and three NCAA Field Hockey National Championships. His P.A. Announcing resume also includes being named the 2009-10 NASPAA Junior College P.A. Announcer of the Year.

P.A. ANNOUNCERS: THE VOICES OF SCHOOL SPORTS

Key members of every school's athletic event staffs are its P.A. Announcers. Now Athletic Administrators can show these individuals the appreciation they deserve by nominating them for the National P.A.

Announcer of the Year Award.

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When the Time Comes, Will You be Ready?

By Mike Jansen, Stadium Announcer Indianapolis Colts

THE VOICE



Mike Jansen

n 1998, the Indianapolis
Colts drafted
Peyton Manning, and the new marketing director held a promotional contest allowing the public to try out for the Public Address Announcer position. More than 350 people

showed up, and I was one of them. They invited back the top 16 and then it came down to me and one other guy. He and I alternated announcing quarters of a preseason Colts game. The following Tuesday I was called and offered the position.

I was later told that out of all of those who tried out, they liked the energy, exuberance and excitement that projected through my voice. I have been involved in announcing and commercial voiceover talent since 1988 and have learned that the selection process for these jobs can be very subjective. The judges for that contest were members of the Colts marketing staff, and their positive opinions of my voice and tone were prominent examples of the subjective nature of these jobs, because there were numerous others with great voices.

In addition to announcing for the Colts, I am also the Public Address Announcer for the Big Ten Football Championship. With the inception of that game in 2011, I was contacted by the Big Ten and told they were considering me for the position of the newly created championship game. They informed me that they were considering several other announcers for the game. A group from the Big Ten came to Lucas Oil Stadium to observe how the Colts production staff produced the game. About a month later, they contacted me

and offered me the position, since it was the first year for the championship game. They wanted the entire production crew on the job.

In my observations over the years, professional sports teams seem to choose their P.A. Announcer in a contest or a more private selection. In addition, I have noticed that most local announcers and talk radio personalities are the ones getting work with high level sports teams. The longtime Indiana Pacers Public Address Announcer Reb Porter started out as a radio personality for a local station, and local WTHR sports director Dave Calabro now announces for the Indianapolis 500.

I know many P.A. Announcers dream of announcing for the highest level of pro sports teams, and working with well-known industry professionals. Many people might have misconceptions about the pay and hours put in. My role with the Colts is part time. I do video production full time, with some occasional contract work for the Colts video department. If you are passionate about announcing and have a strong desire to advance and develop your career, my suggestion is to keep working on your craft and do as much networking as possible within the organizations you wish to pursue.



Announcing for professional sports teams, a dream of many P.A. Announcers, requires hard work and networking.

To Be or Not to Be

By Chris Bovitz, CPAA
Lakeville South High School, Lakeville, MN

THE VOICE



Chris Bovitz

've been announcing for about five years at the high school level, and have been a member of the NASPAA for the last couple of them. In that time, I've been able to read the experiences and great advice from more experienced announcers. From

them, and my own experiences, I've come up with guidelines that I call the "Five Bes." They have served me well. I know that if I do as they say that I will always put myself in a position to do a good job.

Be prepared: Understand the sport. Learn who's playing and how to pronounce names. Get rosters ahead of time. Find out about any history between the two teams/schools. Understand the venue. Know what to do in emergencies, and

potential emergencies that might happen during the event. And if you need to, get to the place soon enough to find out from people who know. Assemble appropriate music playlists, if that's something you do. Get information about any special happenings that will occur before or during the game/match.

Be respectful: Confirm the pronunciations of all the people you might announce: players, coaches, game officials, anthem singer, halftime/intermission entertainment. Don't encourage cheering or jeering. Treat as equally as possible both teams in enthusiasm and what's announced. Dress better than you think you have to.

Be humble: It's not about you. It's about the show on the floor or field. You're simply helping the audience understand the event better.

Be present: Keep the social media hidden. Save conversations with the other

score table/booth people for non-play time. Focus on the game or match now. That's why you're there. And if things start go sideways, stay calm.

Be flexible: Don't be so locked into your routine that you can't work changes into the program. Be open to offering your assistance in special things before or after the game, or even at other times.

Ensuring all these things happen helps me to give a good game-day experience, and that, I hope, helps the teams, officials, and crowd enjoy the contest more. It also generates good will between me and the various athletic booster groups and activities directors.

Chris Bovitz, CPAA, has been announcing for five years. At Lakeville South High School, he is the primary announcer for girls' basketball, girls' volleyball and boys' volleyball. He is also the back-up announcer for boys' basketball, and fills in for lacrosse, wrestling and ice hockey.



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Sticking with It Leads to National Records

THE VOICE

or P.A. Announcers who have announced a national record-setting achievement, the experience is something special. However, many announcers will never realize what it is like to announce an achievement worthy of national status, much less know what those achievements are.

In each newsletter, the NASPAA features a record as a tribute to the announcers who announced a particular record-setting

achievement. For this month's newsletter, the NASPAA has chosen to highlight two national high school lacrosse records. Even though the records were set by one individual, they provided multiple announcers the opportunity to share in the records.

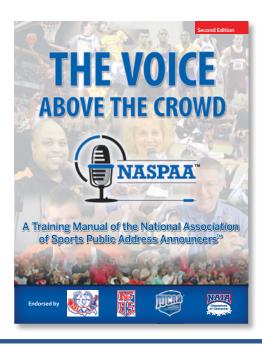
From 2009-13, Zed Williams of Silver Creek High School (Silver Creek, NY) scored 444 goals and 729 points. Williams's record-setting achievements began in the eighth grade when playing varsity on his high school lacrosse team. As an eighth grader, he scored 74 goals. While playing for the Black Knights, he was part of five consecutive Class C Sectional titles, and was a three-time All-American. He continued his lacrosse career at the University of Virginia where he was a USILA honorable mention All-American his junior and senior years (2016 and 2017) and All-ACC in 2017.



Zed Williams

The Voice Above the Crowd

The Voice Above the Crowd (2nd edition) is the nation's foremost P.A. announcing manual, and is the only P.A. announcing manual endorsed by the NFHS, NIAAA, NJCAA and NAIA.



About The Voice Above the Crowd

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Dr. Mike Blackburn, CMAA
NIAAA Executive Director



NASPAA Member Logo Available

THE VOICE

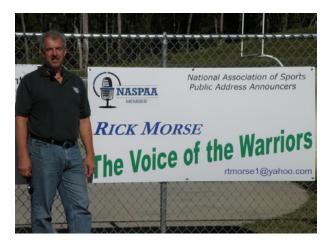
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the logo in ways other than those that are listed or would

like to use it on items other than the ones listed, please contact Brad Rumble,

NASPAA Executive Director

at brumble@naspaa.net.





The NASPAA Member Logo is the only NASPAA logo allowed for use by members. Use of the NASPAA logo is prohibited.



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The following associations and organizations are NASPAA Affiliate Members. NASPAA Affiliate Members share the same core values and similar P.A. announcing philosophy as the NASPAA. The NASPAA serves as the P.A. announcing resource for NASPAA Affiliate Members.



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North Carolina High School Athletic Association



Illinois High School Association



PONY Baseball and Softball



California Interscholastic Federation



of Sports Officials



Oregon Athletic Directors Association



Association





Football Writers Association of America



Cotton Bowl Athletic Association



U.S. Basketball Writers Association



ball Iowa High School iation Athletic Association