



For Immediate Release

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16-Year-Old Norton High School Junior Set to Broadcast 100th Sporting Event!

Norton MA: Javik Blake, a 16-year-old Norton High School Junior, will broadcast his 100th sporting event on Saturday January 20th, as Norton High School Hockey takes on Foxboro at the Foxboro Sports Center, 7:40 PM. Javik, the founder, lead broadcaster and producer of the Lancer Sports Network has been broadcasting play-by-play for a variety of Norton sports since he was in 8th grade. A lover of sports, and more importantly sports broadcasting, Javik has covered virtually every sport at Norton High including, middle school hockey and youth baseball. Over the course of the 100 games, he has had the opportunity to call some very memorable moments in Norton sports history, including a regional final for basketball in 2014, a state championship for soccer in 2015 and a sectional final for softball in 2016.

Dr. Joseph Baeta, Superintendent of Schools in Norton, noted on Javik's 100 game milestone, "It is amazing to see the dedication, professionalism, and service Javik has provided the Norton Lancer community. To watch him develop and hone his skills over 100 games is quite amazing. The quality of his work and knowing he is doing it all on his own is truly an achievement that should be celebrated. I know one day I'll be watching him broadcast the World Series or Super Bowl."

Eric Grasso, Norton Math Teacher and the Norton High School hockey coach added, "Javik is one of the few students who has passion on par with the great broadcasters. He is as passionate as any of today's sports broadcasters, except he is only a teenager in high school. Javik has more experience and is more professional than anyone his age and he is only getting better. In my opinion he is better than many of those on TV and radio now."



In addition to broadcasting for the Norton Lancers, in 2016 Javik was selected as the first ever Pawtucket Red Sox's official junior announcer where he called a few innings of AAA baseball over the PawSox radio network 920 AM WHJJ where his [homerun call was picked up by MILB.com](#). "Javik is a serious broadcaster, particularly for a 15-year-old," said PawSox President Dr. Charles Steinberg. "Having listened to the recordings he submitted, I would not be surprised if he pursued a career in baseball play by play. He is an awfully accomplished young man."



To prepare for each of the broadcasts, Javik does in-depth research by contacting the opposing coach so he can have content to make the broadcasts interesting. Once the broadcast is complete, he spends several hours editing the games and publishes them on the [Lancer Sports Network YouTube channel](#) and [website](#) for the Norton community to enjoy. Once published, he leverages social media ([Twitter](#) and [Facebook](#)) to promote the broadcasts. Javik and the Lancer Sports Network has quite a following too, with an average broadcast receiving a couple hundred views and the more popular ones receiving over 1,000 views.

To promote the broadcasts and display his work, Javik created and now manages the Lancer Sports Network where he relies on classmates, family and friends to help with the camera and color analyst duties. His partner in the booth for hockey Greg Brunault was honored to join Javik and the Lancer Sports Network team. "Javik is a natural, and it is amazing to watch him develop his craft with each broadcast. Though I have only been with him for 20 of his 100 broadcasts knowing the effort he puts into each broadcast and that is it ALL him, is truly amazing."

In addition to his dedication to Lancer Sports Network, Javik is an honor roll student who was recently inducted to the school's History and English honor societies, a catcher for the high school baseball team, contributor to the school newspaper, and is a base buddy for Norton's Little Whiffle program for differently abled youth in the area.

After graduation, Javik plans to attend a four-year university to focus on communications and sports broadcasting.

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