

## Motorola NFL-style Headset Helps Take Another Championship

"It's a big deal. Some say it's religion, some say it's more than that," said Hugh Sandifer, long-time coach of the Abilene, TX Wylie Bulldogs. Of course, he was talking about the love affair between Texans and football, especially of the high school variety.

Sandifer has been living the "Friday Night Lights" life for 26 years...the last 19 as Head Coach at Wylie High. But the 2004 season capped his career with the Bulldogs taking the Class 3A Division I state title by besting Cuero 17-14 in that shrine to football, Texas Stadium, home of the Dallas Cowboys. This success was no fluke. Football runs deep in the culture of the school.

"We have a lot of tradition. We have been in the playoffs 12 years in a row. This is the second time in five years that we have played for the state championship. Plus, we have a lot of good kids who like to play the game," Sandifer noted.

Besides winning the state ring, Sandifer has also been honored by his peers. He was named Coach of the Year, received the Tom Landry Award for Outstanding High School Coach in Texas, and he was elected President of the Texas High School Coaches Association. Receiving these awards and chairing the organization has added another, even more hectic, dimension to an already busy life.

"I've been to the University of Texas to speak at a clinic. I'm scheduled to head up to Purdue to do the same. It gives me a chance to talk about the school and my experiences as a coach," he continued.

And, to talk about some of the tricks of the trade. One of those has been Coach Sandifer's use over the years of Motorola Two-Way radios and headsets to bring his press box coaches into the game. Jay Evans of Texas Communications, a Motorola Authorized Two-Way Radio dealer in Abilene, provided some background on the way the Bulldogs have used Motorola radios over the years.



"They were using Radius SP50s with a standard headset and boom microphone for a long time to communicate back-and-forth between the press box and the field."

Coach Sandifer likes to use every tool in the box, so to speak, and he says that those press box coaches have a completely different perspective that can make a difference in the game. "Without good communication you are just not utilizing them." But, by the middle of the 2004 season, it became obvious that the old radios were getting a little tired and it was time to upgrade.

"We showed him the CP200 portable using the Motorola NFL-style headset. He signed off on six sets—three for the field and three for the press box-- for the balance of the season," Evans said.

According to Coach Sandifer, a number of features of the CP200 radio with the NFL-style headset appealed to him.

"Jay told us he would get us headsets that would do the job. He was right. We really liked the way the headsets fit. They were not cumbersome, not in the way. And, the clarity of the radios was unbelievable," Sandifer stated.

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He continued talking about the NFL-style headset by saying, "The headset looks really clean. Now, I personally like the single-muff style because I can still carry on conversations with the coaches on the field. It's hard to get a good fit with a single-muff headset, but there was no problem with the Motorola headset. They were the best we have worn."

"And, the single muff really drowns out the noise in the stadium, whether it's our home field seating 7,000 or Texas Stadium with 60,000," the coach added.

Tough, demanding strategic situations like championship football demand instant decision-making. A winning coach like Hugh Sandifer knows this all too well. He's learned the value of keeping in touch with his team on the field and his extra sets of eyes in the press box. While it was the Wylie Bulldogs that fought the battle with Cuero to win the trophy in 2004, it was Motorola CP200s and Motorola NFL-style headsets that gave Sandifer those all important perspectives from high atop Texas Stadium. And, that made Motorola a winner in the Coach's book, too.

For more information, contact:



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