

Long Bio

My Story...

James Jones

Here's the thing about my origin story: it starts with me forgetting the words.

May 2010. I'm almost twelve years old, standing on a stage in Austin, Texas, singing Michael Jackson's Beat It in front of an actual audience. And then, right in the middle of the song, I go completely blank. Just. Nothing. So I did the only thing that made any sense to me in that moment: I looked out at everyone, grinned, and announced with total confidence, "I forgot this part."

The crowd laughed. I laughed. And something in my brain went, "Oh! This is the thing!"

After that, I threw myself at every performance opportunity I could find. Show choir, concert choir, musicals, district-wide talent shows, all of it. I was one of only a few students to receive the Outstanding Performance honor in 2016, which honestly didn't feel that special at the time.



Then came college at the University of Mary Hardin-Baylor, where I made what is probably the most chaotic and correct decision of my life: I became the school mascot, which I stayed for four years. People underestimate what that job actually is, especially at a small school like UMHB.



You're performing for thousands of people without being able to speak, which means your whole body has to do the talking. All of it I had to learn by myself without much, if any, help from others. In 2017, I was ranked the 8th-best mascot in the country in the Open Mascot division of the UCA College Cheerleading & Dance Team Competition. What I got out of it was something way more valuable than a ranking. I learned how sports entertainment actually works. How to read

a crowd that isn't even looking at you. How to make a moment happen in a stadium full of people who are mostly thinking about nachos.

My actual break, though? That happened at the YMCA. I was working as a camp counselor — running a free throw competition the Austin Spurs were doing in partnership with the Y — just doing my thing, getting the kids hyped, making it fun. And an Austin Spurs employee was watching.

A few months later, I had a microphone and an NBA G League crowd.

Since then, I've built something real. I emcee for the Austin Spurs, the Round Rock Express, and the AUSL affiliate the Texas Volts. Every event, every crowd, every weird in-game moment where you have to just figure it out in real time, I was born to be in front of a crowd!

What I bring to a room isn't complicated to explain. It's energy — real, abundant, kind of embarrassingly infectious energy — and a lifetime of actually being in front of people. From a twelve-year-old who forgot the words and laughed about it, to a guy who gets to do this for a living: I've always known that the moment you stop fighting the room and start talking to it, everything changes.

