



La Prensa del Béisbol Latino

A publication of the Society for American Baseball Research (SABR) Latin American committee

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Winter 2005

A New Season to Ponder and Anticipate

by Anthony Salazar

At this writing, the 2005 baseball season is upon us. Never before has there been so much attention on Latino players, both negative and positive publicity.

The recent steroid allegations made by Jose Canesco resulted in Congressional testimony that included fellow Latino players Sammy Sosa and Rafael Palmeiro. The self-acclaimed, "Chemist" of the major leagues has called into question the various batting achievements held by his baseball brethren. His 462-home run mark (26th on the all-time list) will be forever tarnished. We could only hope that Palmeiro's 551 home runs (10th on the all-time list) and Sosa's 574 homers (7th on the all-time list) will remain unblemished. Unfortunately, the questions will linger.

As mentioned elsewhere in this publication, Latino names on major rosters continue to increase. It's hovering at or around 30 percent this season. It's a great testimony to baseball's global outreach in the past several decades, considering the fact that Latinos made

up 10 percent of baseball's rosters in 1970. More encouraging for us is that over half of minor league rosters are Latino. That means more Latinos are heading for the majors in the years to come.

With the help of baseball's US Hispanic/Latin American marketing division, Latino fans are able to follow along in increasing numbers as clubs develop Latino outreach programs and Spanish language websites, and broadcast more games in Spanish.

We will ponder our baseball future and hope for the best, as we anticipate another stellar year for Latino players in 2005. *iVamonos!*

Latino Baseball Anthology under Consideration

by Anthony Salazar

For perhaps the first time, SABR has agreed to explore the possibility of publishing an anthology of topics relating to Latinos in baseball and Latino baseball history.

As Latinos become more a part of the baseball landscape, now more than ever, it is time for such a study to be documented on a more serious level on a variety of topics that may transcend mainstream media.

A tentative release date of 2007 has been discussed with SABR's Director of Publications, James Charleton.

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See **ANTHOLOGY**, page 3

The Top Ten Latinos to Watch: 2005 Seasons

By Tony Menendez

THE TOP 10

1) Ivan Rodriguez, Detroit Tigers

As he did with the 2003 World Champions Florida Marlins, Pudge wants to prove that he can be the main event man to take it up a notch for his Detroit Tigers and win at least the American League Central Division pennant.

2) Rafael Palmeiro, Baltimore Orioles

"Raffy" wants to demonstrate his credentials as the best Latin American ever to play in the majors and secure his Hall of Fame status. Among feats this year to conquer: get 78 hits to reach the 3,000-hit plateau and become only the fourth player in history to bang out 500 HR & 3,000 hits.

3) Albert Pujols, St. Louis Cardinals

Will 2005 be his National League MVP year?

4) Miguel Tejada, Baltimore Orioles

Power numbers in HRs and RBIs will cement him as the best offensive shortstop in all the major leagues and make fans and the media forget names like Jeter and Garciparra.

5) Adrian Beltre, Seattle Mariners

All Pacific Northwest baseball fans really want to know is if the 2004 Los Angeles Dodgers MVP-caliber year was for real, or just a wonder season.

6) Carlos Beltran, New York Mets

His signing meant Big Apple baseball is synonymous with the Mets. Bye, Bye Yankees.

7) Vladimir Guerrero, Los Angeles Angels of Anaheim

Vladi once again will have to demonstrate an MVP season in order to take Arturo Moreno's Angels all the way to the Fall Classic.

8) Sammy Sosa, Baltimore Orioles

Sammy, after years of declining numbers, will have to demonstrate in a new venue that he's still the most wanted home run hitter in the majors (after Barry Bonds) and punctuate his Hall of Fame credentials.

9) Carlos Delgado, Florida Marlins

Carlos signing with the Marlins made all South Florida *béisbol* fans to start storing and chilling lots of champagne en route to a third World Series victory. That's called pressure!

10) Pedro Martínez, New Mets

See Carlos Beltran.

AND NOT-TO-BE-FORGOTTEN THE 11 — 20 NAMES TO WATCH:

- 11-12) Manny Ramirez & David Ortiz, Boston Red Sox
- 13-14) Vinny Castilla & Livan Hernandez, Washington Nationals
- 15) Johan Santana, Minnesota Twins
- 16) Armando Benitez, San Francisco Giants
- 17) Alex Rodriguez, New York Yankees
- 18) Miguel Cabrera, Florida Marlins
- 19) Juan Gonzalez, Cleveland
- 20) Bernie Williams, New York Yankees



BÉISBOL TRIVIA CHALLENGE

1. Béisbol in Mexico currently features

- 16 summer and 8 winter league teams
- 12 summer and 8 winter league teams
- 12 summer and 12 winter league teams
- 14 summer and 10 winter league teams

2. Who was known as "El Immortal?"

- Roberto Clemente
- Martin Dihigo
- Adolfo Luque
- Luis Tiant, Sr.

3. Who won the 2002 AL MVP?

- Alex Rodriguez
- Pedro Martinez
- Miguel Tejada
- Juan Gonzalez

4. In 2004, almost 27 percent of MLB players were foreign born. In 1970, the number was:

- 12 percent
- 15 percent
- 10 percent
- 7 percent

5. MLB currently has academies in each of these Latin American countries except:

- Columbia
- Nicaragua
- Venezuela
- Dominican Republic

Trivia answers: 1) a; 2) b; 3) c; 4) d; 5) a

RESOURCES TO CHECK OUT

<http://www.planeta.com/ecotravel/sports/baseball.html>

http://www.mitchelllane.com/latinos_baseball/lib.html

<http://baseballguru.com/bblatin1.html>

"Class at Bat, Gender on Deck and Race in the Hole: A Line-up of Essays on Twentieth-Century Culture and America's Game," by Ron Briley

"Diamonds Around the Globe: The Encyclopedia of International Baseball," by Peter C. Bjarkman

ANTHOLOGY, from p. 1

A working list of topics include the following:

- Juan Marichal, the 1960 Tacoma Giant*
- Latino Ballplayers and WWII*
- Latino coaches and managers*
- Latino Giants*
- Latino impact on Canadian baseball*
- Latino Senators*
- Latinos in the 1950s, 1960s, 1970s*
- Marketing the Latino Player*
- Negro Leaguers in the Caribbean Leagues*
- Roberto Clemente as Latino advocate*
- The Caribbean World Series*
- The Cuban Connection*
- Latino All-Stars*
- The Politics of Béisbol*
- Unsung Latino Players*

These are just a few ideas. There are, of course, a whole host of other topics that we would enjoy exploring. Got a topic, send me an email.

Member Spotlight: ALAN KLEIN

by Anthony Salazar

NAME: Alan Klein

SABR CHAPTER: Boston

AREAS OF EXPERTISE: International baseball, cultural anthropology, political-economy economy

FAVORITE BASEBALL MOMENT: watching McGwire's 62nd home run

FAVORITE LATINO PLAYERS: Felipe Alou, Roberto Clemente, Martin Dihigo

RECENT BOOKS PUBLISHED: "Sugarball: The American Game, the Dominican Dream" and "Baseball on the Border: A Tale of Two Laredos"

Alan Klein was the keynote speaker at the 2005 NINE Conference in Tucson, Arizona.

Business News to Use in Latino Baseball

By Anthony Salazar

The A's Go Español

The Oakland Athletics put deal into place to place to air their games on Spanish radio. Hoping to increase fan avidity among Latino fans, the A's announced a two-year deal with a Spanish radio network. The team will broadcast 48 games, just about one-third of the total games this season. The game will be heard on six Spanish language stations broadcast in the San Francisco Bay Area and throughout the California Central Valley.

St. Louis Cardinals Open Dominican Academy

St. Louis Cardinals announced the opening of a baseball academy in the Dominican Republic. The academy, located near Villa Mella, is close to the international airport in Santo Domingo, not far from the urban sprawl of the city. According to the club, the Cardinals plan to utilize the facility as a base for international player development.

MLB Come to Terms with TV networks in Venezuela

Major League Baseball's division of international baseball recently completed agreements with three TV networks in Venezuela. According to reports, the deal, which will increase fees from broadcast rights, divides the rights for the upcoming 2005 regular season among Venezuelan broadcasters Meridiano, RCTV and Televen. Though, the financial terms of the one-year deals are not known, the agreements will no doubt increase MLB's exposure in Venezuela, where the country is Latin America's most lucrative TV market.

Local Mexican Restaurant Chain to Sponsor Seattle Mariners Latino Night

The Seattle Mariners and Azteca Mexican Family-Style Restaurant have announced a sponsorship deal to celebrate the team's third annual

"Salute to Latin American Baseball Night" slated for Tuesday, September 13th.

Azteca Mexican Restaurants is joining with the Seattle Mariners for the 2005 season. The one-year deal calls for Azteca to operate a family-style pre-game hospitality area adjacent to Safeco Field at the corner of First Avenue South and South Atlantic Street. The "Azteca Caliente Corner" will open three hours before home games and will feature a limited number of favorite menu items from Azteca restaurant. The agreement also includes signage along the third base line inside Safeco Field. The restaurant will also be the event's naming sponsor.

Spanish Béisbol Network Lands Phillies Deal

The Boston-based Spanish Béisbol Network will broadcast all Phillies games though flagship station, WPWA (1590-AM) in Chester, PA. WMIZ (1270-AM) in Vineland, N.J., also has signed up to carry games. SBN is currently in negotiation with other stations. There additional plans to make the games available on the Internet. Danny Martinez, formerly the announcer for the Tampa Bay Devil Rays, will call the play-by-play. According to reports, the Latino community is comprised of 80 percent Puerto Ricans.

Banco Popular Banks on the Mets

For the next five years, Banco Popular, the financial holding company with over \$44 million in assets, will become the 'official bank' of the New York Mets. In the bank's 112-year history, the deal is their largest sports marketing partnership. Banco Popular will have signage and ATMs at Shea Stadium, along with substantial community outreach opportunities that include transportation to games from community locations. The bank and the Mets will also co-sponsor literacy programs in partnership with the New York Public Library.



Ability + Dedication + Attitude = Success

By Henry Martínó

Today the opportunity to play organized baseball for Latinos is relatively easy, and is very different than many years ago, primarily because of raise barriers. Reaching the majors, then, was more than a dream.

Since our first player in the majors the Cuban Esteban Bellan, over 1,200 Latin American and Caribbean players have reached that dream.

Let's take a look at significant achievements that provided the opportunity to four Latinos to make it to the majors. It was because of their ability to play the game, dedication to overcome obstacles and the most important ingredient, attitude. This is something you don't learn in school – you have it or you don't.

Beto Ávila (Mexico): First Latin American to win a batting title in the majors. Was also the first in the minors. In 1947, he played for Puebla in the Mexican Independent League with an average of .347.

Victor Pellot Power (Puerto Rico): In my opinion the best defensive first basemen in histo-

ry. Power and Roberto Alomar are the only big league players to win Gold Gloves with three different teams. In Power's case he won the award twice, playing for different teams in the year. In the minor leagues, Vic Power as he was known, won the batting title with Kansas City (AAA), hitting .349, and was also the leader in hits with 217.

Orlando Cepeda (Puerto Rico): Rookie of the Year and Most Valuable Player, both awards, unanimously. In 1955, with Kokomo (Class D), Cepeda won the batting title, hitting .393. The following year in St. Cloud, he became the first Latino to win the Triple Crown, hitting .355, slugging 26 home runs while compiling 112 RBIs. That year, he was also the hits leader with 177.

Juan Marichal (Dominican Republic): The best Latino pitcher in history. He was the first Latino to win the Triple Crown for pitchers in the minors. In Class A in 1959 playing for Springfield, he amassed 18 victories, threw 208 strike outs and compiled an ERA of 2.39.



Research Needs and Announcements

Peter Bjarkman announces the release of his latest book, "Diamonds around the Globe: The Encyclopedia of International Baseball." The publication is a reference book, which provides narrative chapters tracing baseball history around the world, and includes coverage of international tournament play. To order, visit Greenwood Press at www.greenwood.com.

FOOTAGE NEEDED: A NYC-based film company is looking for archives or collections - private or otherwise - that may exist containing footage of the Mexican Baseball League, and the Caribbean World Series. The company is also looking for archival baseball footage from Puerto Rico, the Dominican Republic, Cuba, Venezuela, Panama and Nicaragua. Also, does anyone have any knowledge of Winter Television Baseball or Winter Baseball Television that might have shown winter ball games during the late 1950s? They are also looking for footage/home movies involving Alomar bros. playing together for Padres ('88-89), Indians ('99-2000), White Sox ('03-04). And Alou bros. playing for Giants (particularly 1963). Footage needed for Marichal-Rosoboro brawl (8/22/65) and Ruben Gomez beaning of Joe Bill Adcock (7/18/56).

Please contact John Miller-Monzon by email at: miller_monzon@yahoo.com.

A Note from the Editor

by Anthony Salazar

Now is the perfect time to get more involved with the Latino baseball committee. Whether it's writing a story, or contributing a memory of your favorite Latino player, get involved.

We expect there to be Latino baseball committee contributions to the upcoming national SABR convention in Toronto, where the impact of Latino players in Toronto will be displayed and discussed.

We want you to engage with us. We would like to extend special thanks to Henry Martino for his contribution to this month's publication. As always, you can join our user group by emailing the address below. There is always a good deal of information and news to use. We look forward to your contributions.

If you followed the Hot Stove League, you know that a number of high-caliber Latinos

have new homes. Those include Sammy Sosa, Pedro Martinez, Adrian Beltre and Carlos Delgado and others. These players are included on the ones to watch this season in a piece inside by Tony Menendez.

If you have ideas for making this a better publication, let us. We're eager to make this a better resource for you.

Latin American Baseball Committee

Eduardo Valero	Chair
Edwin Fernandez	Co-Vice Chair
Anthony Salazar	Co-Vice Chair, Editor

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