



La Prensa del Béisbol Latino

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Baseball Increases Latino Marketing Efforts

by Anthony Salazar

As the 2006 season opened, Major League Baseball (MLB) proudly announced that 223 of the 813 players on club rosters (both active and disabled) are foreign-born. Of that, 189 hail from Latin American countries.

For the past several years, the number of foreign-born players has increased to a certain degree, especially Latin-born players. As Latino players comprise a fair number on rosters of clubs in Latino-rich cities, clubs have leveraged the popularity of these players to the Latino community.

Teams have enhanced their websites to include Spanish, with more in-depth coverage on Latino players, or added Spanish broadcasts, or formulated new marketing programs to reach out to the Latino community for the very first time. Even minor league teams have realized the potential of the Latino buying power in their communities. This movement makes sense, as nearly half of all minor leaguers are Latino.

The Houston Astros, one of baseball's vanguards in this arena, re-launched Astrosdehouston.com to cover current Astro news and information, providing a host of writers from Nicaragua and Venezuela. Other Latino-rich marketing platforms have bode well for the Spanish-speaking fanbase.

Teams such as the Minnesota Twins and Tampa Bay Devil Rays have added either Spanish radio broadcasts for the first time, or have enhanced

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Latinos Enter Baseball Hall of Fame

by Anthony Salazar

They are called "Legends of Negro League Baseball." They were also Latino pioneers. Inducted in to the National Baseball Hall of Fame this past summer were **Jose Mendez, Alex Pompey and Cristobal Torriente.**

These men were inducted along with others, as a recognition for their efforts and contributions to black baseball. This group had been among an original list of 39 candidates put together by baseball researchers and historians, including several SABR members as part of \$250,000 project funded by Major League Baseball.

In Tampa, earlier this year, A smaller group, former baseball Commissioner Fay Vincent chaired the committee that scrutinized each candidate's credentials. In a secret balloting process, the group then selected 17 from the final list to be honored as Hall of Fame inductees.

See the Hall of Fame's website for more details.

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Olympic Trials Open with Americans Still Standing on Outside Looking In

By Peter Bjarkman

The honchos that run USA Baseball were supposed to have received a wake-up call from the shocking results of last spring's World Baseball Classic that left an American major league Dream Team of Alex Rodriguez and company sitting on the sidelines. But less than six months later the Americans still don't seem to be taking international baseball very seriously.

With the Western Hemisphere Olympic trials scheduled for Havana during the last week of August and first week of September, the directors of USA Baseball have yet to name a roster to compete against a field that will include Canada, Colombia, Ecuador, Nicaragua, Panama, the Dominicans, Aruba, Brazil, Puerto Rico, Venezuela, and of course the heavily favored host Cubans. From this twelve-team group only two pretenders will make the trip to Beijing in September 2008 for what might likely be the final Olympic baseball tournament.

If there was any doubt that Cuba would be an overwhelming favorite at the Havana tournament next month, that doubt was put to rest with the recent baseball competitions at the just-concluded Central American and Caribbean Games in Cartagena.

Still featuring most of their regular WBC lineup, the fearsome Cubans breezed to seven straight wins to come away with a fourteenth CAG crown in the 17 tournaments they have entered since 1926. Defeating Mexico 7-5 in the semis and the Dominicans 7-1 in the finals, the Cubans also found a new star in Industriales first sacker Alex Mayeta, who walked off with tournament MVP honors. At the very same time, a talented Cuban B Squad featuring no starters from the second-place WBC club was also ripping through the field at the Haarlem Baseball Week tournament in the Netherlands.

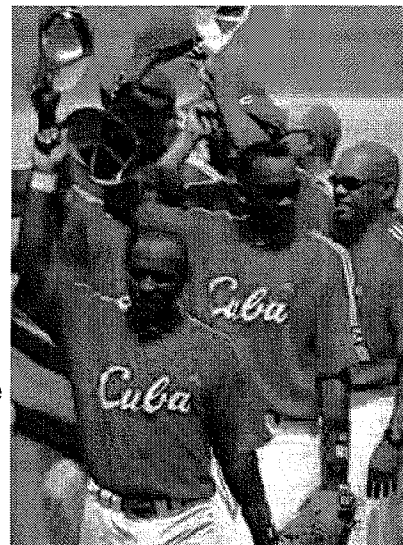
The battle in Havana next month will seemingly be for the one remaining Olympic slot alongside the shoo-in Cubans, and the prospects for the

Americans do not seem very good. The Team USA roster still remains a mystery as MLB clubs have refused to name possible AAA candidates for the American roster until after the July 31 trade deadline passes.

Whatever USA nine is finally fielded it will be one with little if any cohesion. The USA university all-star squad playing in Haarlem in late July was able to win only two of its five outings and was walloped 9-0 by the Cubans, behind Industriales ace Denys Suarez, a second-level hurler who didn't even make his country's WBC roster.

Olympic baseball is in serious peril with only two years remaining before what might be the final Olympic tournament in Beijing. Little progress has been made in recent months to overturn a Summer 2005 IOC vote removing baseball and softball from the 2012 London Games. Worse still, the Olympic baseball movement has recently lost its most eloquent champion with the unexpected death earlier this month of Italian IBAF president Aldo Notari.

One thing alone seems to be a safe bet for the 2008 Beijing Games and it is that Cuba will almost certainly be there to defend its crown won in Athens. If there is any other safe bet it is that with no American team on the field in Beijing there will be few North American fans who will much care or likely even know that Olympic baseball is still being played.



CAGC champs, 2006. Photo courtesy author.



BÉISBOL TRIVIA CHALLENGE

1. Who hit a World Series grand slam?

a. Orlando Cepeda	c. Jose Canseco
b. Tony Perez	d. Julio Franco

2. Aside from Bert Campaneris, who played all nine positions in one game?

a. Moises Alou	c. Jose Pagan
b. Cesar Tovar	d. Rod Carew

3. Damaso Garcia & Alfredo Griffin comprised a double play combination for?

a. Toronto Blue Jays	c. Oakland A's
b. Los Angeles Dodgers	d. Seattle Mariners

4. He led the American League in losses for four consecutive seasons?

a. Aurelio Lopez	c. Tippy Martinez
b. Connie Marrero	d. Pedro Ramos

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

MARKETING, from page 1

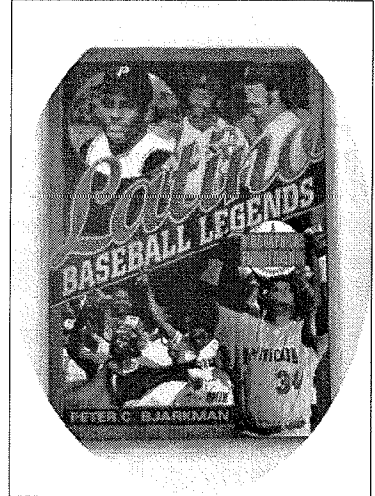
their Spanish-language capabilities. The Twins hired Tony Oliva to provide color commentary for the eight games the club is providing in Spanish, reaching out to Minnesota rapidly growing Latino population. Meanwhile in Tampa, the club has added a Secondary Audio Programming (SAP) to their televised broadcasts in partnership with a local Spanish-language radio station.

In looking to increase their online viewership, MLB announced initiatives to double the number of clubs offering Spanish websites. While clubs such as the San Francisco Giants, Los Angeles Dodgers and Astros have had their Spanish websites up and running for some time, *Los Mets* debuted earlier this year, and by the end of this season, baseball will have seen the creation of Spanish-language sites for the New York Yankees, Chicago White Sox, San Diego Padres and Arizona Diamondbacks. The central MLB website offers a translation of their pages in several languages, including Spanish.

The Milwaukee Brewers launched an interesting, yet entertaining initiative earlier this summer. The club introduced, "El Picante," a mascot chorizo to race against their existing sausage mascots as part of the club's in-game entertainment. The chorizo's debut coincided with a Latino-themed game, where the

Research Needs & Announcements

Peter Bjarkman announces the upcoming release of his latest book, **LATINO BASEBALL LEGENDS: A BIOGRAPHICAL ENCYCLOPEDIA**. The book is slated for a Spring 2007 release date by Greenwood Press. Sometime around April 2007, Bjarkman reports. It is the follow-up to Bjarkman's 2005 book, **DIAMONDS AROUND THE GLOBE: THE ENCYCLOPEDIA OF INTERNATIONAL BASEBALL**, also published by Greenwood Press.



team took the field wearing uniforms as the "Cervecedores," Brewers in Spanish. The event aimed to reach out the Milwaukee's growing Latino community.

In an effort to create a vertical Latino marketing plan for their minor league affiliates, the Padres have encouraged the clubs in their system to reach out to Latinos in their communities. As a result, the Fort Wayne Wizards (Class A - Midwest League) found potential customers in the area's Latino community. Dinger the Dragon, the club's mascot and the parent club's mascot, the Swingin' Friar, played with children and parents at community events, in attempts to forge strong relationships and bring Latinos into the ballpark. The Padres hope to develop such relationships in their affiliate cities, Eugene, and Portland, Ore., and Mobile, Ala., where they see potential for a fanbase growth.

As the Latino demographic grows in the United States, so too, does the Latino player population. Teams in the majors and minors will always be in search new sources of revenue streams. Finding that they can leverage Latino players in their local Latino community is smart business sense. Their investment will take time, but will prove fruitful in the long run. These marketing initiatives are a great commitment to the Latino community and should continue to thrive.

Latino No-Hitters

By Tony Menéndez

In a recent contest, rookie Anibal Sanchez from the Florida Marlins threw a no-hit no run game against the Arizona Diamondbacks. The Venezuelan becomes the 9th Latino to hurl a no-hitter. In case you're wondering, here are the Latinos who have accomplished this feat:

JUEGOS "NO HIT - NO RUN"

- **1963** Juan Marichal (República Dominicana), San Francisco Giants vs. Houston Astros, 1-0, NL
- **1976** John Candelaria (Puerto Rico), Pittsburgh Pirates vs. Los Angeles, 2-0, NL
- **1987** Juan Nieves (Puerto Rico), Milwaukee Brewers vs. Baltimore Orioles, 7-0, AL
- **1990** Fernando Valenzuela (México), Los Angeles Dodgers vs. St. Louis Cardinals 6-0 NL
- **1991** Wilson Alvarez (Venezuela), Chicago White Sox vs. Baltimore Orioles, 7-0, AL

- **1995** Ramón Martínez (República Dominicana), Los Angeles Dodgers vs. Florida Marlins, 7-0, NL
- **1997** Francisco Cordova-Ricardo Rincón (México), Pittsburgh Pirates vs. Houston Astros, 3-0, NL
- **1999** José Jimenez (República Dominicana), St. Louis Cardinals vs. Arizona Diamondbacks, 1-0, NL
- **2006** Anibal Sánchez (Venezuela), Florida Marlins vs. Arizona Diamondbacks, 2-0, NL

JUEGO PERFECTO "NO HIT - NO RUN" (Perfect Game)

- **1991** Dennis Martínez (Nicaragua), Montreal Expos vs. Houston Astros, 2-0, NL

CubaBall Tours Now Registering for 2007 Adventure

From CubaBallTours.com

You are invited to join the annual CubaBall Tour from **Friday 9th to Saturday 17th, February, 2007.**

The success of the World Baseball Classic placed international baseball in the spotlight. It can no longer be claimed that the World Series represents baseball at its best.



CubaBall participants in the dugout in Pinar del Rio's ballpark.

Cuba's national team, winner of countless international amateur and Olympic medals, was untested against top-flight profes-

sional teams. Cuban stars, such as **Pedro Luis Lazo**, **Yuleski Gouriel**, and **Frederich Cepeda**, known to all Cuban fans, were unknown to even the most avid fans. Now, they are known to the larger baseball world and must be considered among the top players in the world.

CubaBall Tours gives baseball fans an opportunity to see games of the Cuban National Series and to observe the high caliber game that captivated everyone during the WBC. In addition attending games and meeting players and ranking officials of Cuban baseball, CubaBall explores Cuba's rich baseball past, visiting monuments and historic parks that hosted legendary figures of Latin and Negro League baseball.

For more information on the trip, visit www.CubaBallTours.com

Study Looks at Baseball's Racial and Gender Issues

By Anthony Salazar

The Annual Racial and Gender Report Card, published by Central Florida University's Institute for Diversity and Ethics in Sport, examined baseball's issues in diversity. The 2005 update was released earlier this season, and for purposes of this discussion, we will look at the report as it pertains to Latinos in baseball.

The report highlighted certain areas from the past 2005 season, including:

- Ozzie Guillen became the first Latino to win a World Series
- Arturo Moreno remains the only Latino owner (Los Angeles Angels of Anaheim)
- Baseball has two Latino managers (Guillen & Felipe Alou)
- 29% of MLB coaches are either black or Latino
- 28.7% of players are Latino

- Omar Minaya is baseball's only Latino general manager
- There are 12 Latino VPs on baseball clubs (the Diamondback employ 3 Latino VPs)
- Latino broadcasters increased from 15% to 17%

The number of Latino players increased to 29% of all baseball players in 2005. This figure has not grown too steadily during the past several years: 26% in 2004; 28% in 2003; 28% in 2002; 26% in 2001; 26% in 2000; and 26% in 1999.

However, in looking at the percentage in 1991, we see that 14% of all players were Latino. Conversely, while the number of Latinos grew during this period, the number of African American players has steadily decreased. That, however, is a separate discussion. The entire report can be found within the website: www.bus.ucf.edu/sport.

Notas de Béisbol

Earlier this season, the Baseball Reliquary in conjunction with the John F. Kennedy Library at Cal State LA, presented, "Mexican-American Baseball in Los Angeles: From the Barrios to the Big Leagues." Components included exhibitions, oral histories and archives that chronicled the impact of baseball in the Mexican-American community, featuring the controversial battle for Chavez Ravine, and the rise of 'Fernandomania.'

Making the rounds at Latino film festivals nationwide is, "The Republic of Baseball: The Dominican Giants of the American Game." The film takes a look at Dominican pioneers who made their way from the Caribbean island to the San Francisco Giants of the early 1960s. Profiles include Juan Marichal, the Alou brothers, Manny Mota and Ozzie Vigil.

This year's All-Star Game in Pittsburgh highlighted the many contributions of Roberto Clemente and his impact on baseball and the Latino community. A Latino organization called on Major League Baseball to universally retire Clemente's number, "21." Though the movement has gained some traction,

fans and experts are divided on the issue, asking whether or not this type of honor is comparable to the impact Jackie Robinson played on baseball, as the player who integrated the game in 1947. Clemente has been honored with an award in his name by baseball and a bridge in Pittsburgh.

This past season, the Hall of Fame, teamed up with CITGO to bring a traveling exhibition on the contributions of Latinos in baseball. Throughout the 2006 season, the exhibit visited ten major league ballparks, featuring images, displays and related educational profiles on baseball's Latino heroes past and present.

The Hall of Fame had hoped to bridge relationships between the museum and its counterparts in Latin America. Other initiatives include the creation of Spanish translations of key materials found at the Hall of Fame, as well as translations of Hall of Fame plaques on their website.

This past season, the tour visited: Minute Maid Park; Miller Park; Petco Park; Dolphin Stadium; Camden Yards; Chase Field; Fenway Park; Comerica Park; Turner Field; and Tropicana Field.

— Anthony Salazar

A note from the Editor

by Anthony Salazar

This publication issue marks its third anniversary. Over the course of these past few years, we have had great contributions from stalwart members of SABR's Latino baseball committee. I have sincerely appreciated your efforts and encouragement.

At the recent meeting with Latino committee at SABR36 in Seattle, Washington. We paid tribute to our past chair, Eduardo Valero, who passed away several months. As we move forward, we look to our committee's future, wondering how we can improve it, and make it a stronger and more productive arm of the SABR mission.

First, we are going to build a website, and make it a valued resource to historians and researchers interested in telling the Latino story in baseball. To that end, we should also look to become a more visible resource to the media, as well Major League Baseball and Minor League Baseball.

We should also look to build our committee, not only among our SABRen, but we should look to bring in those interested in the Latino baseball experience, to share their enthusiasm and passion. We have much to offer other committees as well, as they have much to share with us.

We are the committee. Let's make it stronger.



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