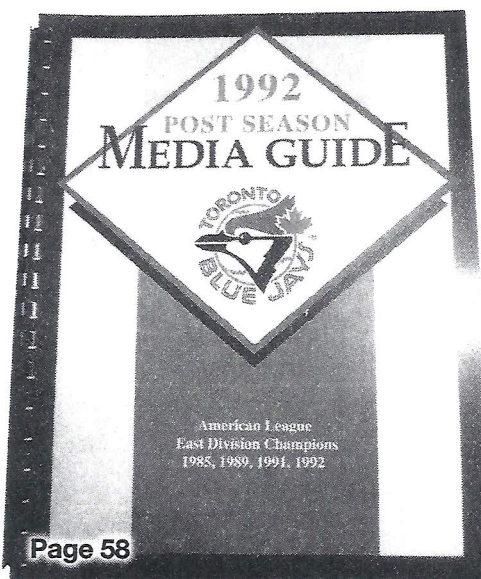




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Paragon Auctions, Huggins and Scott and SportsCardLink feature top-of-the-line items.

34 Dirk downs LeBron in signing, too

No NBA player is better in regard to signing than the Mavs' champion, Dirk Nowitzki.

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Fifty-one of the 65 living Hall of Famers were present during the 2011 HOF event.

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Part of a baseball family, Roberto Alomar stands alone as a member of the HOF.

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On his 14th try, pitcher Bert Blyleven gets to perch among the greatest of all time.

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Alan Briskin only collects items related to the 1955 Dodgers – not a bad team to pick.

58 Media guides: Pieces of baseball history

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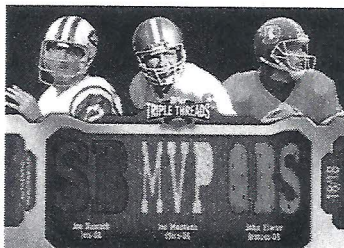
20 Tom Bartsch: Cooperstown is a special place, and this year's induction rekindles memories of this editor's visit in 1999.

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EDITORIAL/ADVERTISING OFFICE
700 East State St., Iola, WI 54990-0001
www.sportscollectorsdigest.com
e-mail: scd@krause.com
715-445-4612 + 5-digit ext.
FAX: 715-445-4087

Editor:
Tom Bartsch, ext. 13815,
tom.bartsch@fwmedia.com

Editor-at-Large:
T.J. Schwartz
porkyssports@aol.com

Senior Graphic Designer:
Kevin Ulrich, ext. 13434,
kevin.ulrich@fwmedia.com

ADVERTISING SALES:
Steve Madson, ext. 13441,
steve.madson@fwmedia.com

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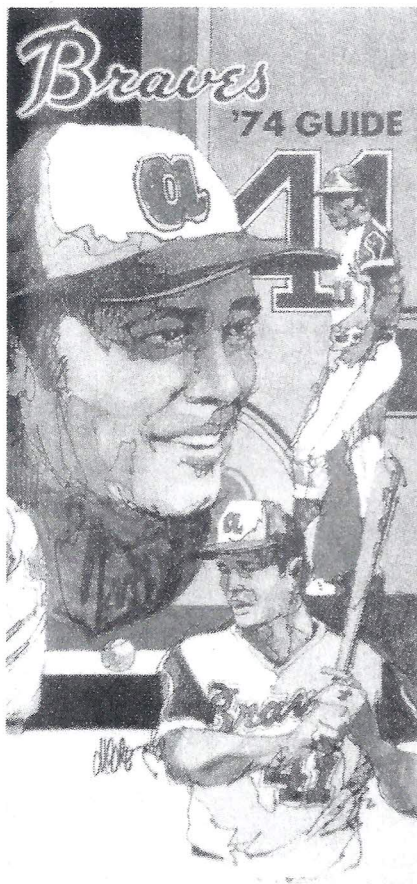
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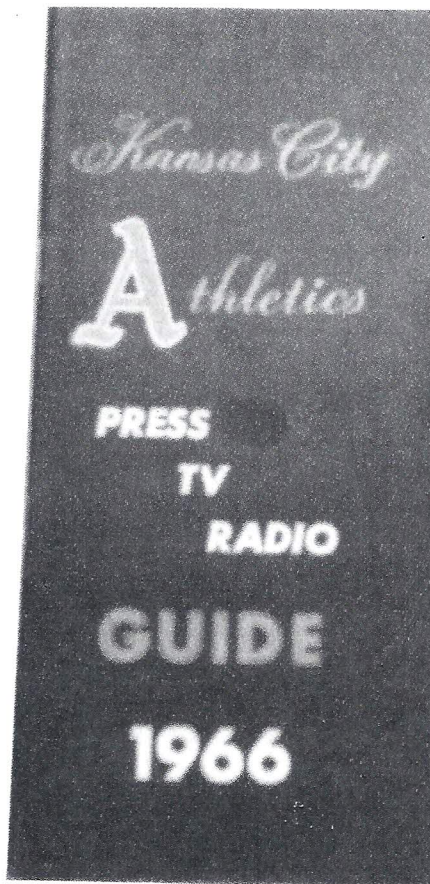


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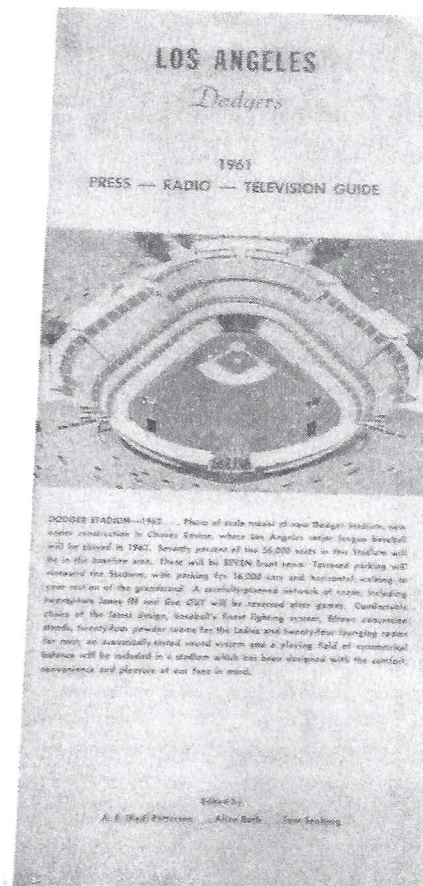




As the years went on, some media guides dressed up their cover, as seen with the watercolor artwork on this 1974 Atlanta Braves guide.



Many of the early guides were fairly plain with the intended audience clearly on display, such as with this 1966 Kansas City A's example.



The L.A. Dodgers got a new stadium in 1961, which made the cover of the team's press-radio-television guide.

A 'guide' to baseball

Media guides have a challenge in this digital media world, but collectors and fans continue to flip through the pages

By Richard Cuicchi

Once an essential tool of baseball media personnel, will major league club media guides eventually follow the path of other printed material? Printed newspapers, magazines and books appear to be on a course for extinction, given the predominance of digital information sources and information distribution technologies nowadays. These historically reliable methods of infor-

mation are rapidly being replaced by websites that contain or provide access to online, up-to-the-minute versions.

Many would now say printed media is an archaic method of information dissemination. It seems to reason the baseball media guides will ultimately follow suit. However, before we doom them for extinction, let's take a look at the evolution of media guides over the years.

As indicated by their original titles, "Press-TV-Radio Guides," these books were intended to address the audience of radio and TV broadcasters and newspaper sportswriters who routinely covered major league teams. Media

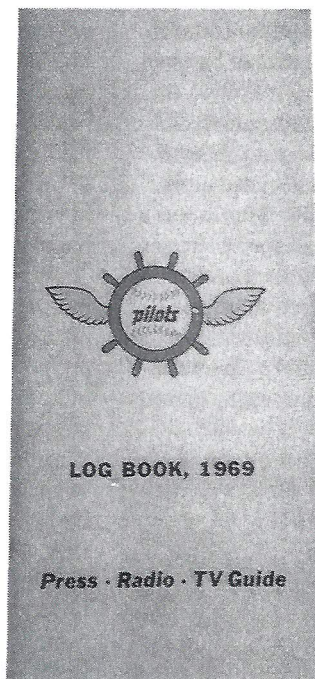
personnel used the guides as their primary source of the players' vital and personal information and other interesting facts, such as player name pronunciations (Ojeda = O-HEED-A). However, "Media Guide" eventually became the predominant name for the book by most teams. The Yankees, Orioles and Pirates used "Information Guide" starting in the late 1970s/early 1980s. However, as late as 1986, the Detroit Tigers' guide was still billed as "prepared expressly for Press/TV/Radio."

Dawn of the guides

The guides came into common use in the late 1950s and early 1960s as an evolution of team "roster cards" that many clubs produced in prior years. The roster cards usually consisted of a three-page foldout card that contained the basic biographical information about the club's player (e.g., full name, birthdate, birth city, hometown, height, weight) and last year's hitting or pitching statistics. It wasn't until the mid-to-late 1970s that the major league clubs began to target the guides to the general baseball fan, as well, as evidenced by some teams printing sales prices on the cover of the guides.

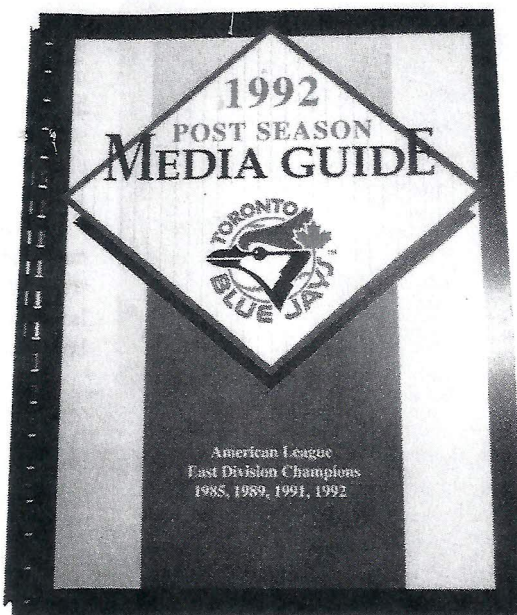
The media guides were usually prepared prior to spring training, but some clubs, such as the Chicago Cubs, produced multiple versions in the late 1950s through mid-1960s to account for changes in the roster. For late signees, other clubs sometimes issued loose-leaf inserts to the bound guides after they were sent to press.

From the beginning, the guides contained biographical and statistical information about a team's manager, coaches and the players on the 40-man rosters. They expanded on the roster card model by presenting player entries that were usually comprised of their personal

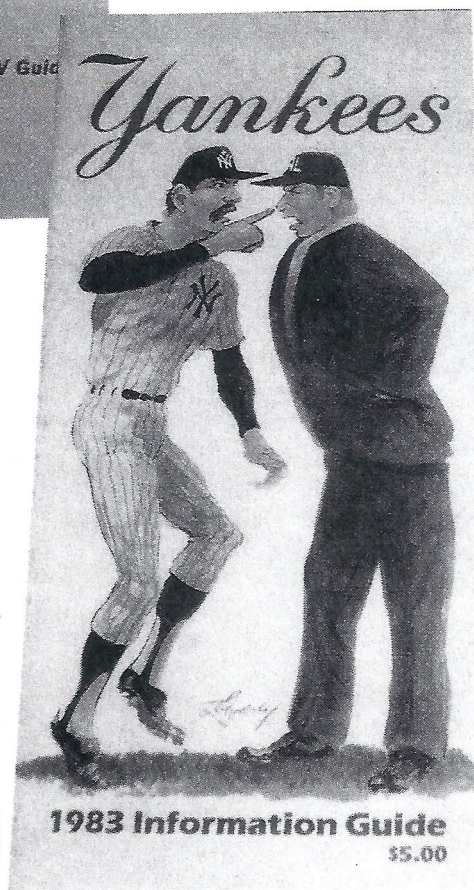


This is the media guide for the only year the Seattle Pilots were in existence (far left). By 1970, the team was headed to Milwaukee, although the guide still called the team the Pilots.

Below: Calling them like they see them: Billy Martin stating his case in a caricature drawing, and the Yankees using the term "information guide" in 1983.



This is the type of media guide fans want to see, because it means the team, in this case the 1992 Toronto Blue Jays, have a shot at the World Series.



biographical data; the scout who signed the player; yearly hitting or pitching statistics, including both minor and major league clubs; player transactions, including signings, trades and appearances on disabled lists; and postseason and All-Star appearances.

Most teams started presenting brief biographies of each player by the mid-1960s. The biographies contained personal background information for players,

Like reading a telephone book

How big did some of the Major League Baseball media guides get? The 2006 Boston Red Sox media guide hit 663 pages. And that was before they won the World Series.

The 2009 N.Y. Mets produced a guide that resulted in 659 pages.

