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MEMORIES and Dreams

The Official Magazine of the Hall of Fame

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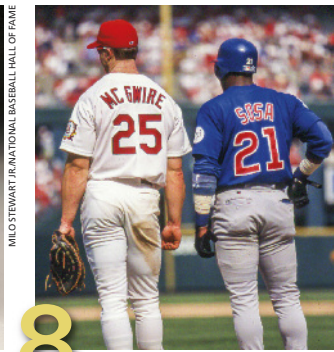
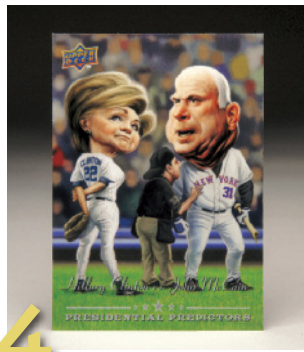
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Hall of Famer Carlton Fisk pauses during his visit to the Museum's *Whole New Ballgame* exhibit to watch video of his game-winning home run in Game 6 of the 1975 World Series.

MILO STEWART JR./NATIONAL BASEBALL HALL OF FAME

FROM THE PRESIDENT > JEFF IDELSON



As the adage goes, “The more things change, the more they stay the same.” However, how we learn about these “things” changes with the times.

Baseball has been part of our nation’s fabric since the Civil War. It’s still a bat and ball game. Contests are still measured in outs, not with a clock. And the stories amassed over the decades explain how the game has helped shape American culture and values, and become our National Pastime.

We’re cruising through what once was called “the new millennium,” and we’ve turned the corner on the second half of the decade. With that comes new and exciting ways to

enjoy baseball history, both in Cooperstown and throughout our communities. How baseball’s vast history is shared, absorbed and enjoyed is truly a *Whole New Ballgame*.

The Museum is currently engaged in three projects that are revolutionary in documenting the way we as a populace consume content.

In November, we opened *Whole New Ballgame* in the Janetschek Gallery. The exhibit takes a holistic approach to baseball history from 1970 through today, opening a wide lens to examine our game in a comprehensive way. We explore changes on the field – the advent of the designated hitter, the changing roles of relievers, stat-based defensive shifts – as well as social and cultural developments off the

field, such as Tommy John surgery, labor, performance-enhancing substances, emerging technologies for watching games, fads, fantasy baseball and economics, just to name a few.

All of our visitors lived through and witnessed some or all of this era first-hand. We have our own stories, feelings and memories. By using many types of storytelling, from artifacts and photographs to technological interactives and audio-visual presentations, the new exhibit shows how baseball has adapted and overcome challenges, and how we as fans experience it. The social media applications engage visitors in an unprecedented way, allowing opinions to be shared within the Museum and at our website.

In Cooperstown, on the Museum’s second floor, a new introductory film will welcome visitors to the Grandstand Theater later this year. Legendary Entertainment founder and Hall of Fame Board member Thomas Tull, who counts *42* among his impressive list of production credentials, and nine-time Emmy Award-winning producer, director, writer and editor Jonathan Hock are producing the film. Dolby Sound will provide the audio and visual technology.

And away from Cooperstown, it’s also a whole new ballgame. Beginning this summer, the Museum will be featured as part of a state-of-the-art traveling exhibition called *We Are Baseball*. Both the content and traveling methodology are revolutionary, as a portable museum experience will feature some of the most compelling artifacts from our collection, the latest and greatest technologies, virtual reality and an IMAX film. Presented by Major League Baseball Advanced Media, the concept is the brainchild of Creative Artists Agency and Red Sox Chairman Tom Werner. They turned to the Hall of Fame to develop the content and share the stories.

Over the next five years, *We Are Baseball* will travel to every major league city, Spring Training sites, jewel events and select minor league ballparks. It will showcase baseball and its glorious history in new ways.

Baseball history is alive and well, both in Cooperstown and on the road. How it is presented is a “whole new ballgame,” and very exciting.



Hall of Fame supporter Bill Janetschek Jr. views the Museum’s *Whole New Ballgame* exhibit at its November opening. Janetschek’s generous donation fueled the second-floor exhibit, which examines on-the field and off-the-field trends in baseball dating from 1970 through the present day.

SHORT HOPS

@BaseballHall

For more information and news from the Hall of Fame, visit baseballhall.org.

A night among the legends

Spend a night with baseball's legends in Cooperstown as part of the Museum's Extra Innings Overnights program. Children ages 7-12 and their adult guardians will sleep in the Hall of Fame Gallery among the plaques honoring Babe Ruth, Ted Williams, Jackie Robinson and other greats.

The evening also includes an all-access pass to the Museum's public areas after hours, special hands-on programs and a late-night snack and movie in the Bullpen Theater. Upcoming dates include: April 23, Sept. 17, Oct. 22 and Nov. 5.

For more info and to make a reservation, call (607) 547-0329.

Experience the Museum as a VIP

Fans have the opportunity to explore the Hall of Fame through a special program designed to give Cooperstown visitors a VIP Experience.

The Museum has partnered with Cooperstown accommodations to offer this unique package, which includes behind-the-scenes experiences at the Museum, exclusive after-hours access to the Museum on Thursday evening, a Library archive tour, a Museum collections artifact presentation and concludes with a private late-afternoon reception with light refreshments.

This special package, which includes a Hall of Fame Sustaining Membership (\$100 value), is a great way to learn more about the Museum and baseball history, whether this is your first or your 50th visit to Cooperstown. The VIP Experience is available for purchase through select Cooperstown Chamber of Commerce accommodations. Dates for upcoming packages include: May 12-13, Sept. 8-9, Oct. 13-14, and Nov. 17-18.

Learn more about these VIP Experiences and get a list of participating accommodations at baseballhall.org/vipexperience.

STAFF SELECTIONS



Name: Nathan Tweedie

Position: Manager of On-Site Learning

Hall of Fame Experience:
Debuted October 2015

Hometown: Walton, N.Y.

Favorite Museum Artifact:

Morris (Moe) Berg's 1934 jacket is my favorite piece in the collection because it is about more than baseball. Berg had earned degrees from Princeton and Columbia Law, spoke several languages fluently, and was a member of the OSS (today's CIA) during World War II. Yet, he decided to make a living playing baseball. Additionally, while in Japan for the tour that this jacket is from, Berg skipped a game, went to the roof of a hospital and recorded images of Tokyo's skyline. Several years later during early 1942, those photos would be viewed by Gen. Doolittle and his men before their famous raid on Tokyo.

Memorable Museum Moment:

Watching the 2015 NLDS in the Museum's Bullpen Theater and sleeping under 1869 Cincinnati Red Stockings captain George Wright's plaque during an Extra Innings Overnight in October.

MEMORIAL AND HONORARY GIFTS

THANK YOU to the National Baseball Hall of Fame and Museum donors for their recent gifts to support our mission to preserve history, honor excellence and connect generations. Memorial and honorary gifts are listed below.

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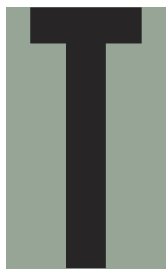
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TOUCHING ALL THE BASES

MUSEUM'S NEW *WHOLE NEW BALLGAME* EXHIBIT SHOWCASES
MUCH MORE THAN ON-THE-FIELD MOMENTS.

BY JOHN ODELL



There is no denying that baseball has grown up right alongside America, and in doing so has incorporated itself into countless aspects of our everyday lives.

Followers of the 2016 U.S. Presidential campaign, for instance, might hear the phrases “inside baseball” and “playing hardball” tossed about by pundits. Great ideas are labeled as “home runs,” and the late Yogi Berra’s phrase, “It ain’t over ‘til it’s over,” has been repeated or paraphrased in popular films ranging from *Love Actually* to *Animal House* to *Rocky Balboa*. Last November, Berra and fellow Hall of Famer Willie Mays were two of just 17 recipients of the Presidential Medal of Freedom, considered the nation’s highest civilian award.

Whole New Ballgame, the Museum’s newest exhibit, presents baseball’s impact on the world around it. While it’s technically an extension of the Museum’s second-floor historical timeline, the exhibit goes way beyond evaluating the stars, champions and artifacts from the field.

“One of the great elements of this exhibit is that it doesn’t create a barrier between baseball and our daily lives,” said Erik Strohl, the Museum’s vice president of exhibitions and collections. “We see baseball everywhere outside the stadium, too.”

Whole New Ballgame has pulled artifacts from the country’s grandstands, living rooms, grocery stores and more to show the true importance of baseball’s fans and how they have interacted with the game – especially in modern times. Visitors may see a soda can with Hall of Famer Tony Pérez’s face on it, for instance, and remember asking their parents to buy them that same special-edition can when they were a kid.

This exhibit is one of the first in the Museum’s recent history that has the ability to almost physically pull the visitor back in time, since they actually experienced many of these featured moments either at the ballpark or watching on television.

Here is just a small sampling of the “pop culture” items found in *Whole New Ballgame* that illustrate the extended reach of our National Pastime.

Cardboard Connectors

The first display that visitors encounter in *Whole New Ballgame* contains a grid of nine baseball cards. By themselves, they may not mean much to anyone other than “completist” collectors or fans of those specific players. Put together, however, these nine Pittsburgh Pirates cards carry a much larger significance, as they constitute the first all-minority major league lineup ever to take the field – on Sept. 1, 1971, at Three Rivers Stadium.

“Words alone cannot tell that story,” Strohl said, “and we use more than 70 baseball cards throughout the exhibit to help illustrate stories in a different way than our past baseball card exhibits have done.”

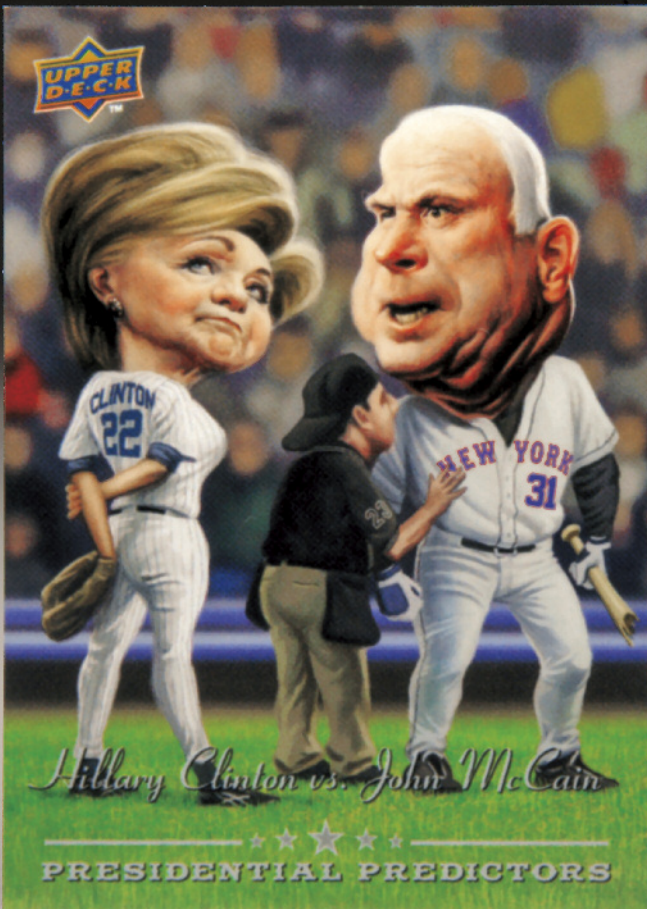
Visitors may recognize some of the cards from their own collection, such as the famous 1975 Herb Washington “Pinch Runner” Topps card that illustrates just how specialized teams like Charlie Finley’s A’s had become during that time. Other cards in the exhibit touch on politics in both baseball and beyond, including a 1970 Curt Flood Topps card (featuring Flood in a Phillies cap he would never actually don on the field) and a set of “Presidential Predictor Cards” from the 2008 campaign featuring caricatures of Hillary Clinton, John McCain, Sarah Palin and Barack Obama.

Making it Possible

Whole New Ballgame was made possible by a donation from Museum supporter Bill Janetschek Jr., who sought to honor the baseball connection that was at the center of his relationship with his late father, Bill Sr.

“It was one of the easiest things I’ve ever done,” Janetschek told the Hall of Fame of his donation. “When the Museum came to me with the

1. RC Cola produced a series of soda cans featuring baseball stars during the 1970s, including future Hall of Famer Tony Pérez. **2.** Pitcher Fernando Valenzuela became a sensation for the Dodgers in 1981, inspiring this special “Fernando-mania” box of Kellogg’s Corn Flakes. **3.** This card from Topps’ “Presidential Predictors” series in 2008 featured Democrat Hillary Clinton and Republican John McCain re-enacting a famous incident from the 2000 World Series. **4.** Big-brand doll manufacturers have turned to baseball to broaden their appeal to fans. American Girl partnered with the Cincinnati Reds for a giveaway featuring specially made Reds apparel for the popular dolls.



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MILO STEWART JR./NATIONAL BASEBALL HALL OF FAME

idea of doing something around the era of 1970 through today, which is when I grew up, everything I did away from the game and through the game was during that period. And so to crystalize something like that in honor of my dad, who raised me through those years, was an easy decision to make.”

The Janetscheks have shared a passion for baseball dating back to Bill Sr.’s first Dodgers games at Ebbets Field in the 1940s, and that passion created numerous family traditions and priceless memories together. Now, that connection will be shared by Museum visitors as they relive their memories of some of the greatest seasons baseball has ever known.

Signature Souvenir

The Museum is just like a baseball fan in that it treasures the signatures of Hall of Famers.

So each year, the Hall makes a simple request to the new inductees when they arrive in Cooperstown: That they grace two dozen baseballs with their “John Hancock” to be preserved in the Museum’s collection. The “Making the Game Your Own” display in *Whole New Ballgame* features a half-dozen autographed balls that the curatorial staff will rotate on a regular basis. On display right now are the signatures of Bert Blyleven, Paul Molitor, Phil Niekro, Jim Rice, Earl Weaver and Dick Williams.

“Almost everyone wants to see their team win when they go to the

Dr. Neal ElAttrache, one of the world’s leading surgeons for ulnar collateral ligament replacement surgery, visited Cooperstown during the opening of *Whole New Ballgame*, which features a case on the medical advancements in baseball. For the last 40 years, Tommy John surgery has extended the careers of hundreds of pitchers.

ballpark, first and foremost,” Strohl said, “but another thing they want is to catch a foul ball and maybe even get it signed after the game by their favorite player. A signed baseball establishes that personal connection that very few can claim. It proves that you were there.”

One of the Museum’s aims throughout the new exhibit is to inspire visitors to say, “I was there,” for a certain moment, and hopefully connect generations through that shared experience. Millennials, for example, may get a visceral kick out of seeing the Babe Ruth-signed baseball from *The Sandlot* (complete with chew marks from “The Beast”), while slightly older visitors may remember seeing a newspaper ad for a “roisserie” league similar to the one displayed in *Whole New Ballgame*.

“Whether or not you’re a baseball fan, there should be something in here that everyone recognizes,” Strohl said. “We’re hoping this exhibit creates a lot of ‘remember when’ moments, and reminds visitors that baseball can be seen everywhere in our daily lives.”

John Odell is the curator of history and research at the National Baseball Hall of Fame and Museum, and lead curator for Whole New Ballgame.

CONGRATULATIONS

KEN GRIFFEY JR.

2016 NATIONAL BASEBALL
HALL OF FAME INDUCTEE



FROM THE CINCINNATI REDS AND
YOUR FANS THROUGHOUT REDS COUNTRY

THE FANS SPEAK OUT

NEW TOUCHSCREEN INTERACTIVES WILL MAKE FANS AN ACTIVE PART OF *WHOLE NEW BALLGAME* EXHIBIT.

BY MATT KELLY

W

hen a visitor to the National Baseball Hall of Fame stands just a few paces to the right of the second floor stairway landing, he or she can peek through the doorways at either end of the Museum's historical timeline.

And with just that one look, from baseball's origins to the left to its most

current form on the right, it's clear just how much the game has progressed – and how the Museum's ways of portraying these changes has evolved.

Indeed, when the Cooperstown shrine was dedicated on June 12, 1939, visitors would have been hard-pressed to imagine that they themselves might one day become part of the exhibits. But that is exactly what is taking place in the Museum's newest venture, *Whole New Ballgame*, which features more interactivity and a greater focus on the fans than any prior exhibit at the Hall.

Trading opinions has always been a big part of watching and following baseball, and that chatter has continued into the new millennium – and is being expressed in new, different and exciting ways. Fans can now engage in real-time debates about something that just happened on the field in front of them, or something that took place 30 years ago. As part of its launch of *Whole New Ballgame*, the Museum is stepping into these virtual discussions and incorporating them into its physical space with new interactive displays.

“We want to promote conversation with this new exhibit; that's how

we'll measure success,” said John Odell, lead curator for *Whole New Ballgame*. “Baseball fans love to talk about the game, and we want to know what they're thinking.”

The exhibit features five interactive touchscreens that address central talking points in modern-day baseball: The Designated Hitter, Pete Rose, Labor and Management, Performance-Enhancing Drugs (PEDs) and

The Future of the Game. The screens, which officially launched this spring, invite Museum visitors to answer a series of questions to gauge their opinions on these issues. Each question may include quotes from a variety of different figures in baseball, including players, managers, executives, writers and fans themselves.

Participants will then indicate whether they strongly agree or disagree with the quote or statement on the screen.

The questionnaires resemble popular Internet quizzes on sites like Facebook and BuzzFeed. But instead of pop culture queries – such as finding out which character on *Friends* one most resembles – these quizzes show the participants where their opinions sit in relation to other fans.

Rather than just having visitors read about moments in baseball history, these new interactives will help them become a part of

current history. Odell added that he and his fellow curators will be regularly checking the results.

“We will be reading this feedback and using it to populate the exhibit in the future,” he said.

Once the visitor has finished answering questions, there is still another step he or she can take to voice their opinion. Fans are encouraged to



MIC STEWART, JR./NATIONAL BASEBALL HALL OF FAME

This headset, used on March 31, 2014, for the first challenged call under Major League Baseball's expanded instant replay rules, is on display in *Whole New Ballgame*. Museum visitors will now be able to sound off on recent baseball innovations and topics at one of the exhibit's five interactive kiosks.

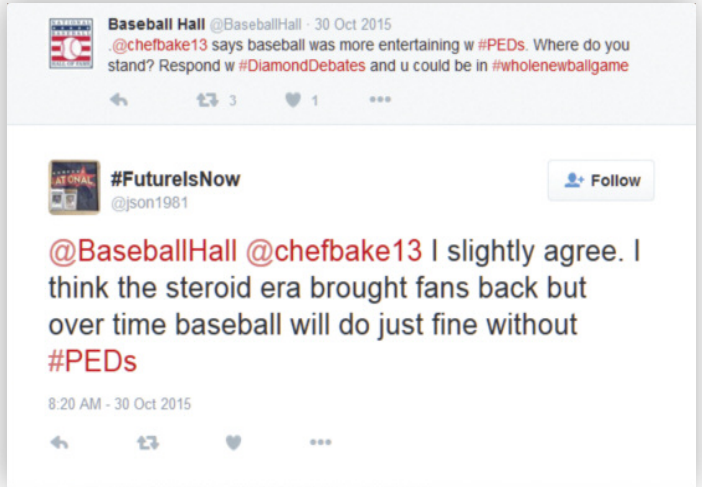


Fans began taking a different view of the home run chases by Mark McGwire and Sammy Sosa (above) in 1998 and Barry Bonds (right) in 2001 when all three players were suspected of using performance-enhancing drugs. These emotional debates – both in defense of and against alleged steroid users – have carried on in regard to their candidacies for Hall of Fame election.

tweet their opinions using pre-existing hashtags, such as #IThinkTheDH and #PEDs. The Museum’s curators will collect these tweets and use them to both track the conversation and re-populate the interactives with fresh perspectives.

For instance, the following tweet could be used to gauge whether the participant is for or against the designated hitter.

Pitchers batting is boring, a waste of DH talent, predictable, and a huge injury risk. - @PeteTheRN
 So in other words, yes, your tweet could make it into the Hall of Fame.
 “Every story you see online now has a comment section,” Odell said.
 “But really, fans have been commenting about baseball in bars, stadiums,



living rooms and everywhere else since perhaps the 1850s. The Internet and social media may be the next wave we’re in, but the story is the same.

“Baseball fans will always have ideas about the game and ways to change it or improve it. And we want to show that the Hall of Fame is in the idea marketplace, too.”

The Museum’s curatorial staff is hoping that the interactives – in combination with *Whole New Ballgame’s* video highlight walls – will encourage visitors to stay and engage with their surroundings in a way that goes beyond simply reading labels and looking at artifacts.



JOE ROBINSON/GETTY IMAGES

The Hall of Fame candidacies of standout designated hitters such as Edgar Martinez have sparked debate over whether players who do not play defense should earn election to the Hall of Fame.

But aside from the introduction of new technology, *Whole New Ballgame* is a break from the past for the Hall in the way it acknowledges topics that have historically sparked the most debate about the institution. Odell said these new displays will hopefully encourage healthy dialogue at the place where these discussions should be taking place: The home of baseball history.



USE #PEDs TO SHARE YOUR THOUGHTS ON STEROIDS IN THE GAME.

Use the following hashtags and tag @baseballhall on Twitter to join the fluid conversations on some of baseball's most relevant issues.

The Designated Hitter

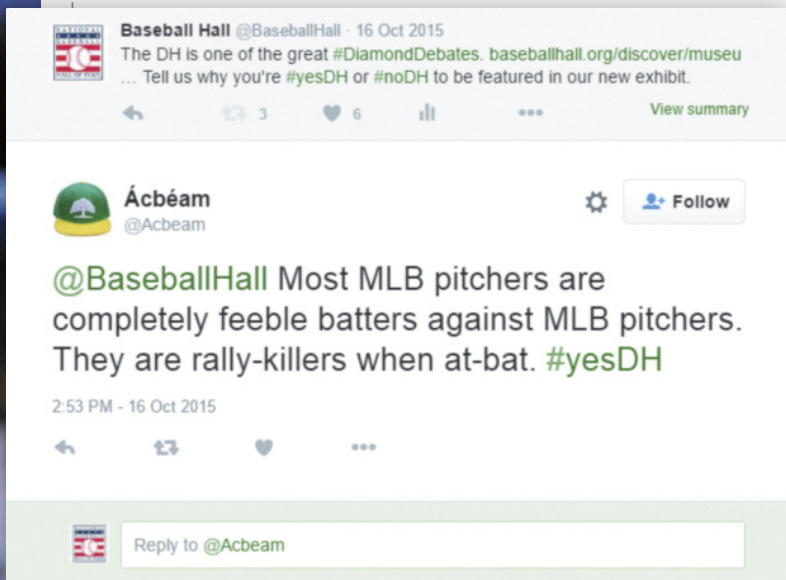
Use #IThinkTheDH, #yesDH or #noDH to tell us why the DH is good or bad for the major leagues.

Performance-Enhancing Drugs

Use #PEDs to share your thoughts on steroids in the game.

The Future of Baseball

Use #MLBMyIdea to tell us your innovation that would improve Major League Baseball games.



“These interactives will help bring us into the mainstream,” he said. “Fans are having discussions about Pete Rose and steroids regardless, and so what better place is there to have these discussions than the place where all the artifacts concerning these issues are housed?”

Above all, Odell hopes these new displays will continue to encourage the public’s interest in the game.

“The fact is that there are a lot of fans who take a different position from what the BBWAA has taken historically,” Odell said. “But we’re looking to provide a variety of sides to every story, to hear everything that’s coming in.

“Without the passion of the fans, baseball doesn’t exist. We want to recognize that and foster that discussion.”

Matt Kelly is the communications specialist at the National Baseball Hall of Fame and Museum.

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WATCHING HISTORY

VIDEO ELEMENT OF *WHOLE NEW BALLGAME* CONNECTS VISITORS TO PRECIOUS MEMORIES.

BY CRAIG MUDER

For Michealene Redemske and thousands of other Hall of Fame visitors over the last six months, the Museum experience truly is a *Whole New Ballgame*. The reason? The Museum's newest exhibit takes fans on an interactive journey through their own memories – a process that begins with a video component never before seen at the Cooperstown shrine.

“As soon as I entered the exhibit, the video element brought me back to watching games with my dad,” said Redemske, a Museum Benefactor Member from Frankfort, Ill. “My father passed away in 2006, but when I see the video of Carlton Fisk tagging out two runners at the plate on the same play, it brought me right back to my dad.

“You remember those moments in an exhibit like that.”

Whole New Ballgame is unique among Museum exhibits in that most visitors have personal memories of the stories within. And with the advent of mass television broadcasts of games starting in the 1970s, video of the actual moments – whether it's Kirk Gibson's World Series home run in 1988 or the Pine Tar Game of 1983 – is preserved for all to enjoy.

More than 80 videos are featured in *Whole New Ballgame*, with interactive monitors delivering the pictures and sound to Museum visitors. The exhibit also features more than 300 three-dimensional artifacts telling the story of the last 45-plus years of the National Pastime.

“We knew we wanted to do something very different and contemporary

and immediate for the visitor experience with this exhibit,” said John Odell, the Museum's curator of history and research and the lead curator on *Whole New Ballgame*. “And from Day 1, we knew we wanted to incorporate video in a way that would be immersive.

“When we were planning the exhibit, we'd walk through the Museum and watch parents trying to tell their children about a moment, then literally calling up video of that moment on their mobile phones. We wanted to bring that immediacy right to the exhibit.”

With access to Major League Baseball's library of on-field action, Museum curators were able to find seminal moments that showcased excellent performances and iconic heroes. And with HD-quality cameras gathering footage across MLB stadiums, the video element of *Whole New Ballgame* can evolve and expand every year.

“Video gives us a direct connection to the history of the game we love,” Odell said. “As a fan, I was actually at the game in 1995 when Cal Ripken Jr. broke Lou Gehrig's consecutive games played record. But to watch the video of that moment in the exhibit gives you a totally different perspective – and yet brings you right back to that moment in time.

“From a historian's perspective, the opportunity to share primary source material, like video, with Museum visitors is a thrill.”

And for Museum visitors, the chance to re-live their cherished memories in Cooperstown is an experience like no other.

“It brings the Museum to life,” said Jerry Tingle of Winchester, Va., who came to the Nov. 7 exhibit opening with his wife, Paula, and has been a Member for several years. “You see clips you have never seen, and it's like a big cell phone. You just scroll down and find the video you want.

“The whole exhibit is amazing.”

Craig Muder is the director of communications for the National Baseball Hall of Fame and Museum.



▶ NOW PLAYING

October 26, 1991

PUCKETT BLASTS A WORLD SERIES HOME RUN

0:31

✓ SCROLL TO EXPLORE VIDEOS



July 12, 1993

GRIFFEY LAUNCHES A MAMMOTH HOME RUN



July 14, 1993

RANDY JOHNSON, INTIMIDATOR



October 23, 1993

JOE CARTER WALKS OFF WITH A WORLD CHAMPIONSHIP



Apr 18, 1987

MIKE SCHMIDT LOGS A MILESTONE HOME RUN



October 15, 1988

KIRK GIBSON'S 1988 WORL HOME RUN



April 1988

HOME RUN



Visitors to *Whole New Ballgame* are able to search through more than 80 videos on the exhibit's interactive monitors that bring the game's recent history to life.



An Honest Look

Whole New Ballgame examines the role of performance-enhancing substances.

BY BRAD HORN

Since the early part of the 2000s, the National Baseball Hall of Fame and Museum has addressed the public's inquiry of issues about performance-enhancing substances, with a promise to one day document the era and the impact these substances have had on the game.

Today, through a presentation in *Whole New Ballgame*, the Museum's new exhibit chronicling the evolution of the game over the last 45 years, the storylines of performance-enhancing drugs on the game are front and center – for visitors to learn about, to remember and to understand their implications on the sport and impact on the game's milestones.

For nearly a decade, the Museum featured language associated with its Today's Game Gallery, where artifacts from accomplishments of players in recent years have been showcased, stating the Museum's position on the presentation of artifacts from the PED era.

"In this Museum, you will find artifacts, images, and stories of players who have either admitted to or have been suspected of using banned substances," the statement located in the Museum since 2007 reads. "Even though you will not always find specific references to this issue, the Museum is committed to telling the story of PEDs within the game's historical context."

That language now has a narrative and accompanying artifacts, starting with artifacts from the great home run chase of 1998, which detail and document how steroids altered the landscape of the National Pastime.

Titled "In the Shadows of Homers," this exhibit case in *Whole New Ballgame* leads the

visitor from the strike impact of 1994 to the home run barrage of 1998, highlighted by the chase between Mark McGwire and Sammy Sosa that helped entice fans back to the game. Visitors first see the jerseys of McGwire and Sosa – worn during the record chase – that explain the storyline of the home runs, and the scandal and skepticism of the American public that soon followed.

"When you transition away from the strike era, the striking visual of the Sosa and McGwire jerseys, accompanied by the news of the home

run chase, begins a process of excitement for the visitor," said John Odell, the Museum's curator of history and research and the lead curator on *Whole New Ballgame*. "A vast majority of our visitors lived through that 1998 season, and as you get closer to the case, you begin to see other materials underneath take focus, where artifacts start to explain the context of steroids on the home run chase."

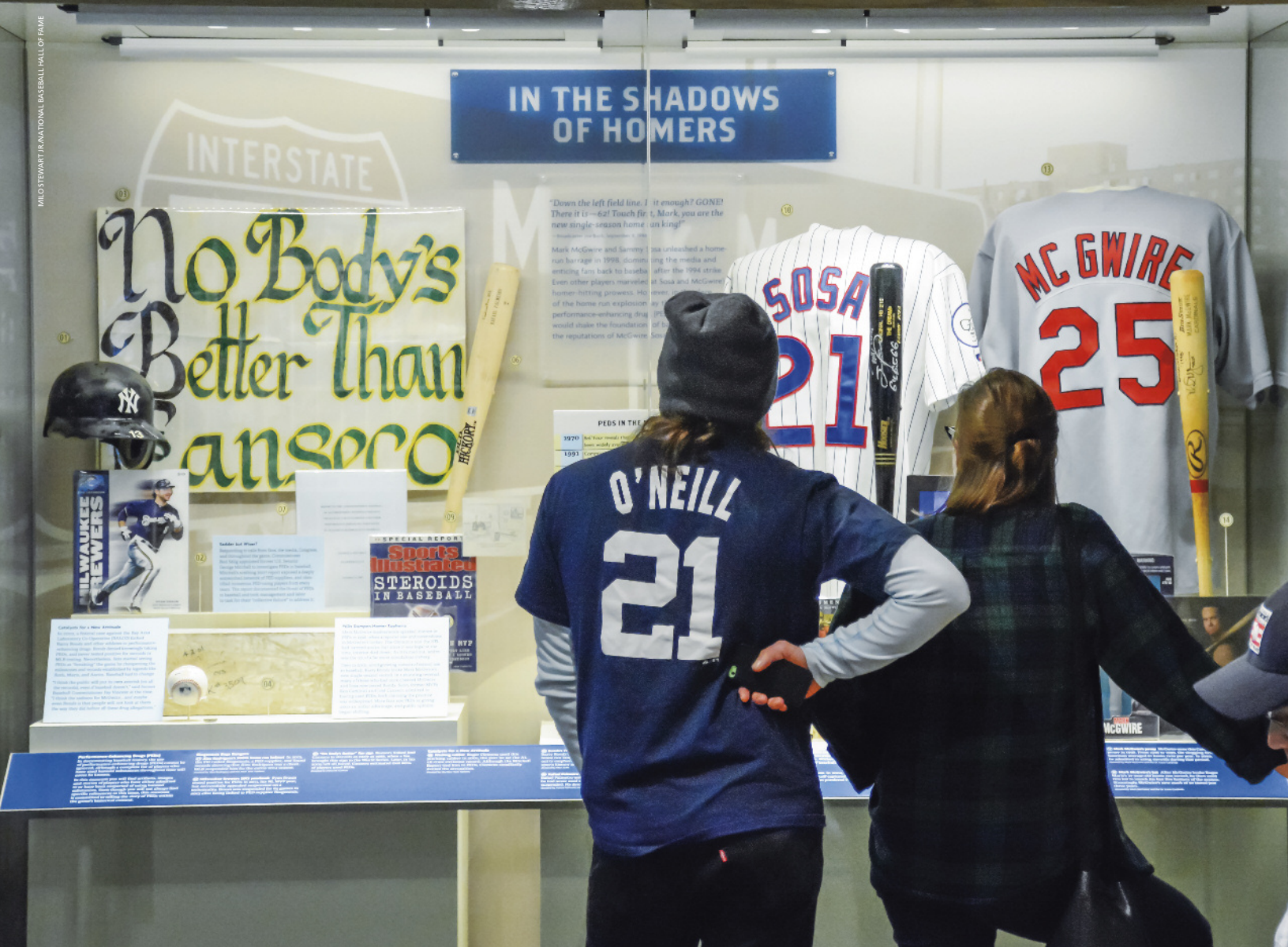
A *Sports Illustrated* cover story from June 3, 2002, written by Tom Verducci, quotes former National League Most Valuable Player Ken Caminiti admitting to steroid use, claiming that "half of baseball" used these dangerous drugs. Explorations of home run record-holder Barry Bonds in the BALCO scandal further immerses the visitor into the controversy surrounding stars and the records of the early 2000s, while the bat used by Rafael Palmeiro to hit his 500th home run and the pitching rubber used when Roger Clemens set the American League strikeout record show context for the era.

"In creating this case, the curatorial team had to be careful to be factually correct about what is presented," said Odell. "We are not implying guilt of using steroids in this exhibit. We don't know who used what and when, if at



The great home run chase of 1998 created excitement in the game and led to merchandise that included these Sammy Sosa and Mark McGwire figurines. The lens of time, however, has changed how some fans view this chapter in baseball history.

MILO STEWART / NATIONAL BASEBALL HALL OF FAME



The Museum's new *Whole New Ballgame* exhibit covers the history of baseball from the 1970s through today, tackling topics that include the impact of performance-enhancing drugs on statistics, records that were set and, most importantly, the game's reputation.

all. We are presenting the history of those who have been under scrutiny based on the evidence then and now."

From there, the exhibit introduces how Major League Baseball, through the appointment of U.S. Senator George Mitchell to investigate PEDs, issued the "Mitchell Report" in 2007 to expose the network of PED suppliers – identifying numerous PED-using players, setting the stage for further controversy.

Subsequent scandals involving a few of the game's stars, including Alex Rodriguez and Ryan Braun, are noted through both game-used artifacts from players and ephemera and other two-dimensional documents showing the impact of accusations and suspicion.

"Most often, we acquire objects based

specifically on the importance of an event between the lines in the game of baseball," Odell said. "As curators, we know there are many different stories that can be told through one item. Players like Jackie Robinson and Juan Marichal, whose contributions crossed lines of cultural relevance, for instance.

"Historical perspective allows us to weave artifacts into context that we didn't even know existed when we collected an item. That demonstrates how interwoven baseball is with our culture and society."

While the story of PEDs is now featured in Cooperstown, the Museum remains committed to documenting new developments and storylines that may arise and lend further insight into the impact on the game. Shortly after

Whole New Ballgame opened this winter, for instance, New York Mets pitcher Jenry Mejia became the first player to receive a lifetime ban from the sport for three positive tests for performance-enhancing substances.

"As a way of remaining relevant for visitors, we are always looking for authentic and accurate stories," Odell said. "Sometimes those stories inspire, sometimes they offer cautionary tales and sometimes they are just sad. In order to tell all of our stories, we have obligations to exhibit and detail baseball history as it unfolds – both the good and the bad." ❁

Brad Horn is the vice president of communications and education at the National Baseball Hall of Fame and Museum.



Hall of Fame catcher Roy Campanella played 10 seasons with the Brooklyn Dodgers following a career in the Negro Leagues. Campanella won three National League Most Valuable Player Awards and was elected to the Hall of Fame in 1969.

CAMPY AND COLLEGE

FORMER NEGRO LEAGUER JIM ROBINSON TURNED A FRIENDSHIP WITH ROY CAMPANELLA INTO THE OPPORTUNITY OF A LIFETIME.

BY DANNY TORRES

Buck O'Neil spoke on behalf of 17 new Hall of Famers in Cooperstown in 2006 with a speech that honored the tradition and excellence of the Negro Leagues. But buried in the text was a revelation about many Negro Leaguers – and how the organized leagues for African Americans helped further the education of hundreds of players.

“Forty percent of Negro Leaguers were college men,” said O'Neil from the Clark Sports Center stage. “The reason was because we were always (at) Spring Training at a black college. When school was out, they played baseball. When the baseball season was over, they would go back to teaching, to coaching or to classes. That was Negro League baseball.”

It was against that backdrop that another Negro League player and lifelong New Yorker, Jim Robinson, received the opportunity to attend college under an unconventional set of circumstances. And it was a former Negro Leaguer, Roy Campanella, who made it possible.

Born in 1930 to parents from the South who relocated to New York City, Robinson



Former Negro Leagues player Jim Robinson was one of many African-American baseball players who used their baseball ability to further their education. As a teenager, Robinson was mentored by future Hall of Famer Roy Campanella.

credits his beloved father and namesake, James, for introducing him to baseball.

“He took me to baseball games because he was a huge fan of the New York Giants,”

Robinson said. “Most of the time, we went to the Polo Grounds, and on Sundays, we went to Yankee Stadium to watch Negro League games.”

Robinson grew up a fan of the Yankees and Joe DiMaggio. But it was Campanella, who starred for the Brooklyn Dodgers for 10 seasons en route to the Hall of Fame, who changed Robinson's life path.

A child of an Italian father and African-American mother, Campanella played for the Baltimore Elite Giants of the Negro National League and the Monterrey Industriales in Mexico while honing his craft at a young age. By 1948, “Campy” had joined the Dodgers – just one season after Jackie Robinson integrated the game in 1947.

The year Campanella debuted with the Dodgers, Jim Robinson met his future mentor.

“I met Roy Campanella in 1948. He and Jackie Robinson were working with younger kids at the Harlem YMCA during the off-season,” Robinson recalled. “My basketball coach, Wardy Davis, who worked at the YMCA, had a good relationship with Roy.”

Davis introduced the youngster to Campanella, and this led to conversations about baseball and college.

“I was out of school for about a year,” Robinson said. “[Roy] told me he had a close contact at North Carolina A&T State University. He decided to call his brother-in-law, Colonel Johnson, and said, ‘I got a guy in New York that's a friend of mine.’ Colonel Johnson then spoke to the athletic department to discuss my potential scholarship.”

While the Dodgers were in Spring Training in 1949 in Vero Beach, Fla., Robinson wrote to Campanella to tell him that he hadn't received any additional news from the college.

Campanella took the time to write back personally. The letter read: “I will do all I possibly can in the next few weeks. I will talk with the people when we play in N.C. in a few more weeks.” He ended his concerned letter with a heartfelt apology.

Eventually, Robinson was awarded a full baseball scholarship to attend North Carolina A&T in the spring of 1949.

One could only imagine the jubilation of a 19-year-old upon hearing the unbelievable news about college, but as Robinson recalled, the reactions of his parents were actually quite different.

“My mom was really excited. She was really the one behind me to get an education. I was the only one in the family to go to college. [But] my father was an ‘old school guy’ and figured I should get a job somewhere. My mom was my rock,” said Robinson, who became teary-eyed in describing his mother, Alma.

The unlikely dream of attending college would have never become a reality if it weren’t for the genuine concern of a future Baseball Hall of Famer.

“Roy was a friendly kind of guy,” said Robinson, who would help North Carolina A&T to three straight Central Intercollegiate Athletic Association baseball titles. “He was always smiling. I remember on many occasions when the Dodgers were in town to play the Giants, I would wait by the sidewalk. When he saw me from his car, he would say, ‘Hop in!’ and drive me back home after the game.”

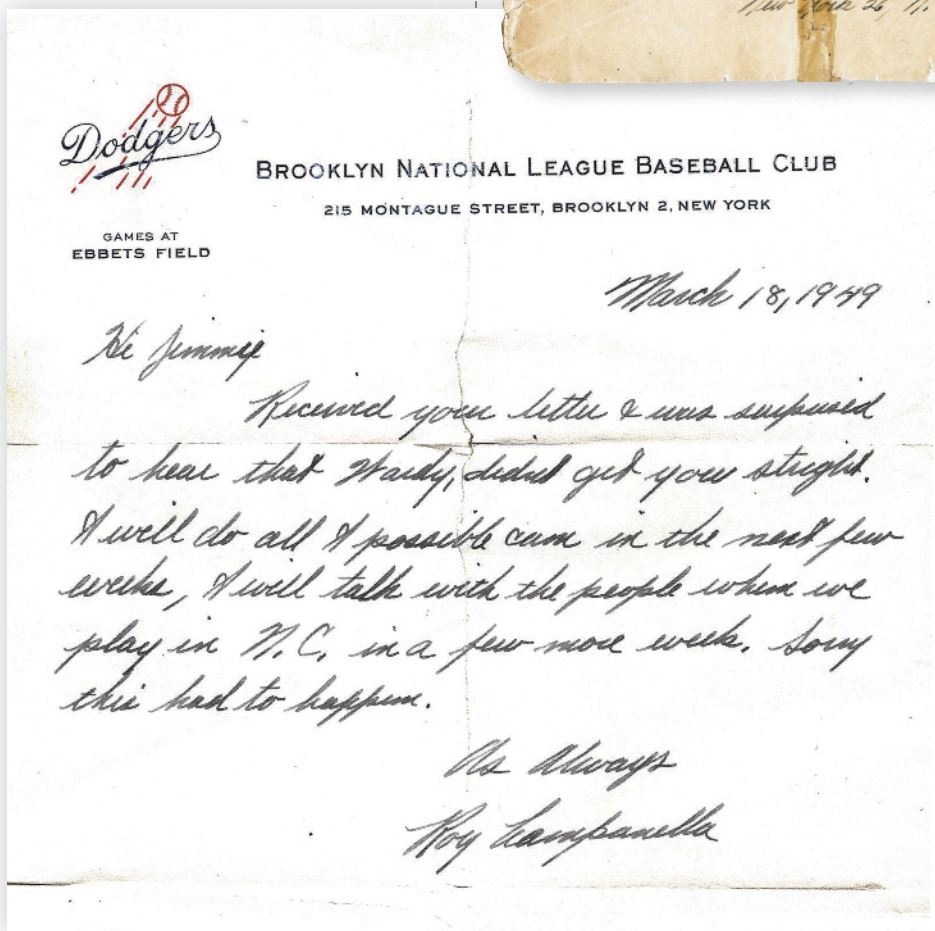
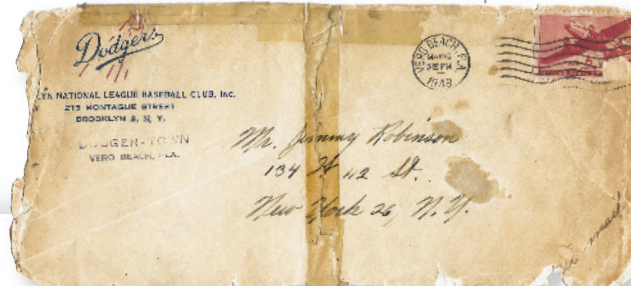
One afternoon, Robinson had a special

visitor at one of his final college games of the regular season. Negro Leagues legend Oscar Charleston – who would be inducted into the National Baseball Hall of Fame in 1976 – was there, and after the game invited Robinson to play shortstop on his Negro League team, the Philadelphia Stars.

“The next week, I fractured my left wrist and couldn’t play. It really bothered me,” Robinson said. “During that summer, the Philadelphia Stars came to New York and I immediately went to their hotel.

“There were a few games left in the season. I took infield practice and was on the bench for the game. After three innings, Oscar said, ‘Robinson, left field.’ (But) I (had) never played the outfield.”

This letter, dated March 18, 1949, was sent by Dodgers catcher Roy Campanella to Jim Robinson. Campanella, then starting his second year in the big leagues, helped Robinson in his baseball and educational endeavors.



It was 1952 – and Robinson’s first introduction as a professional player in the Negro Leagues was at the legendary stadium of his favorite team, the New York Yankees.

Because of dwindling attendance and financial difficulties, the Stars folded. Robinson would go on to play for the Indianapolis Clowns in 1953, then signed with the St. Louis Cardinals on the recommendation of another Negro League catcher, Quincy Troupe. But Robinson’s career took a turn when he was drafted into the military and served 14 months in Korea.

After his military service and subsequent release by the Cardinals, Robinson played for the legendary Kansas City Monarchs from 1956 until 1958. With the Monarchs, he was selected to the East-West All-Star Game three times and was team captain in 1957 and 1958.

As Major League Baseball began to integrate, the Negro Leagues struggled. By the early

1960s, these extraordinary teams – once some of the most successful black-owned businesses in the country – collapsed and faded into extinction.

Following his playing days, Robinson earned his master’s degree in social work from The City University of New York and worked for the New York City Housing Authority for 28 years. He was elected to the North Carolina A&T Sports Hall of Fame in 1987, and one year later became an assistant professor of criminal justice at South Carolina State University. He served as SCSU’s head baseball coach from 1990 until 1993.

Today, hundreds of gifted students are recruited and sign letters of intent with the hope of successfully competing on the collegiate level. For a select group, there’s even the slim hope that they’ll play professionally.

Although Robinson is forever linked to the Negro Leagues, he is also immensely proud of his college education.

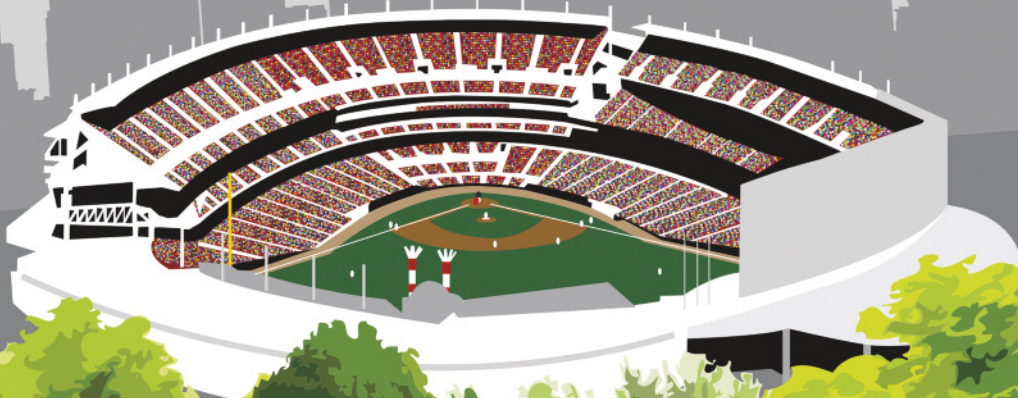
“College was instrumental in helping me to successfully deal with many of life’s demands,” he said. “It put me in a position to assist hundreds of young people during my career as a social worker and college professor. For this, I’m eternally grateful and truly blessed.”

Danny Torres is a freelance writer from Fresh Meadows, N.Y.

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Power Pair

Hall of Fame Weekend 2016 features two of game's greatest sluggers.

BY MATT KELLY

During several trips to Central New York during his playing days, Ken Griffey Jr. enjoyed the small-town charm of Cooperstown. But he also made sure to steer clear of one of its main attractions: The National Baseball Hall of Fame and Museum.

"I am really superstitious," Griffey said. "I've never set foot in the building. I've never even seen the front of it. Because the first time I go in there, I want to be a member of it."

Come July, Griffey will get his chance to enter the Museum on his terms when he and fellow electee Mike Piazza are formally

inducted as the newest members of the Hall of Fame. Induction Weekend 2016 promises to be special for baseball fans – especially for those who grew up watching the game during the 1990s and early 2000s, when Griffey and Piazza, with their prodigious plate power, ruled major league diamonds.

Griffey made history in January when, in his first year on the ballot, he received a record 99.3 percent of the Baseball Writers' Association of America vote, while Piazza became the first catcher in a decade to join the Hall of Fame fraternity. The election of these two perennial All-Stars raises the total BBWAA selections to nine over the last three years, a pace that hasn't

been seen in Cooperstown in more than 50 years.

Hall of Fame Weekend 2016's crown jewel, the Induction Ceremony, will begin at 1:30 p.m. on Sunday, July 24, at the Clark Sports Center. The Ceremony, to be carried live on MLB Network, will highlight four days of family-friendly activities during baseball's signature weekend.

Hall of Fame Weekend 2016 also will feature the annual *Awards Presentation* at 4:30 p.m. on Saturday, July 23, at Doubleday Field. *Boston Globe* columnist Dan Shaughnessy will receive the J.G. Taylor Spink Award for his meritorious contributions to baseball writing, while the posthumous presentation of the Ford C. Frick Award will be given to radio pioneer Graham McNamee for broadcasting excellence. Saturday, July 23, also will include the annual *Parade of Legends*, immediately following the *Awards Presentation*. Hall of Fame Weekend concludes on Monday, July 25, with the *Legends of the Game Roundtable* event with the two inductees appearing at Doubleday Field.

Admission to the Induction Ceremony, the *Awards Presentation* and the *Parade of Legends* is free and open to the public. The *Legends of the Game Roundtable* is open to participants in the Hall of Fame's Membership Program.

More than 50 Hall of Famers are expected to return for Hall of Fame Weekend, with a full list of returnees to be announced in early July.

The addition of Griffey and Piazza means there are now 312 Hall of Fame members, 69 of whom are living.

Hall of Fame Weekend begins on Friday, July 22, with the fan-favorite PLAY Ball with Ozzie Smith. The Wizard hosts a morning of on-field instruction and interaction with Hall of Fame teammates (to be announced this spring) that begins at 8 a.m. with a private reception in the Hall of Fame Plaque Gallery.

Saturday, July 23, features the one-hour *Awards Presentation* at Doubleday Field. The free program will honor McNamee and Shaughnessy for their outstanding contributions to the game. The returning Hall of Famers will be on hand to celebrate the moment with the award winners.

The *Awards Presentation* will lead into the *Parade of Legends*, allowing time for fans to depart Doubleday Field and line Main Street while Hall of Fame members are staged for the parade. The Hall of Famers will ride down Main Street in trucks provided by



Rod Carew signs autographs for fans during the *Parade of Legends*, held annually on Main Street in Cooperstown the day before Induction Sunday. This year's *Parade of Legends* is scheduled to take place at 6 p.m. on Saturday, July 23.



MICHO STEWART JR./NATIONAL BASEBALL HALL OF FAME



JOSH SCOT/NATIONAL BASEBALL HALL OF FAME

Top: Al Kaline waves to the crowd during the 2015 *Parade of Legends* featuring the largest procession of Hall of Famers anywhere in the world. **Above:** Fans from the Dominican Republic made plenty of noise in support of Class of 2015 inductee Pedro Martínez, a Dominican native, at last year's Induction Ceremony.

Ford Motor Company and disembark at the Museum, where they will attend a private reception. The *Parade of Legends* will begin at 6 p.m.

On Sunday, July 24, the Class of 2016 will be inducted in front of what is expected to be another huge crowd at the scenic Clark Sports Center as fans assemble to watch the largest annual gathering of Hall of Famers anywhere in the world. The Induction Ceremony is expected to last two to three hours.

Induction Weekend concludes on Monday, July 25, with the *Legends of the Game Roundtable* at Doubleday Field. This event, open exclusively

to participants in the Hall of Fame's Membership Program, will feature Griffey and Piazza in a discussion format as they reminisce about their Induction Weekend experience.

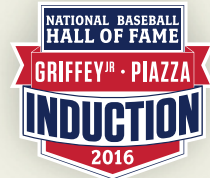
Additional activities for Hall of Fame Weekend include special Museum hours and commemorative Hall of Fame Weekend merchandise available at the Museum Store. To learn more about the activities surrounding this year's Hall of Fame Weekend, please visit baseballhall.org/visit/hall-of-fame-weekend. 📍

Matt Kelly is the communications specialist at the National Baseball Hall of Fame and Museum.



HALL OF FAME WEEKEND 2016 PUBLIC PROGRAMS

Schedule subject to change



Friday, July 22

Museum open 9 a.m. until 9 p.m.
8 a.m. – 11 a.m.

PLAY Ball with Ozzie Smith

Saturday, July 23

Museum open 8 a.m. until 5 p.m.
Open at 7 a.m. for Members

4:30 p.m.

Hall of Fame Awards Presentation
Doubleday Field

6 p.m.

Hall of Fame Parade of Legends
Main Street, concluding in front of Museum

Sunday, July 24

Museum open 8 a.m. until 9 p.m.
Open at 7 a.m. for Members

1:30 p.m.

Hall of Fame Induction Ceremony
Clark Sports Center

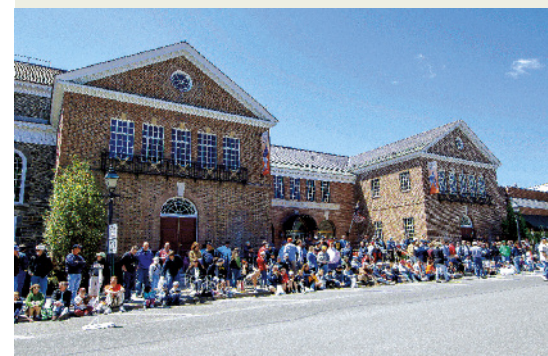
Monday, July 25

Museum open 9 a.m. until 9 p.m.
Open at 8 a.m. for Members

10:30-11:30 a.m.

Legends of the Game Roundtable
Hall of Fame Inductee Memories
Doubleday Field

For more information on Hall of Fame Weekend, please call (607) 547-0397.





Licensed to Thrill

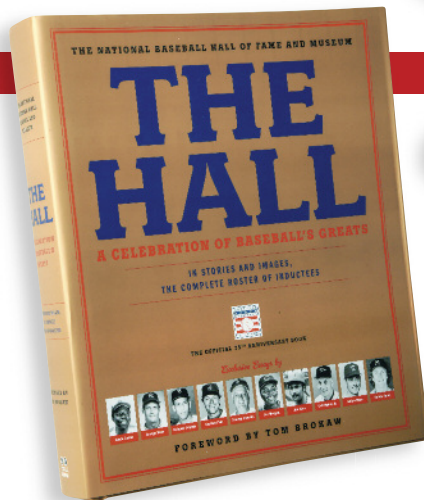
Official Hall of Fame gear supports Museum's mission.

BY CRAIG MUDER

They are the greatest players, managers, umpires and executives the game has ever known, and their popularity knows virtually no bounds. But the minute the legends of the game are elected to the Baseball Hall of Fame, they ascend to the pantheon of this nation's heroes.

It's a combination that breeds reverence and excitement among fans. And through the National Baseball Hall of Fame and Museum's Member Licensing Program, it connects Cooperstown to a worldwide audience – while fueling the Hall's timeless mission.

Launched in 1996, the Museum's Member Licensing Program features 72 participating



Hall of Famers. Through conveying the use of the Hall of Famer's image or name onto products, the Program gives fans an opportunity to take home a piece of Cooperstown featuring their favorite Hall of Famer.

At the same time, Hall of Famer involvement



Apparel, equipment, books and cards are among the products sold by the National Baseball Hall of Fame and Museum to support its mission and maintain a brand image that is one of the strongest in the business world.

PHOTOS BY MILO STEWART JR./NATIONAL BASEBALL HALL OF FAME

Online or in Cooperstown

Show your support for the National Baseball Hall of Fame and Museum through licensed products. Browse online at shop.baseballhall.org or visit us at the Museum Store in Cooperstown.



in the Member Licensing Program supports the National Baseball Hall of Fame and Museum and its mission to Preserve History, Honor Excellence and Connect Generations.

“Virtually everything we license has some educational component,” said Sean Gahagan, the Museum’s vice president of retail merchandising and licensing. “And it tells the story of baseball history.

“So when fans and Museum visitors purchase our products from our store in Cooperstown or online, they support the Museum as well as the legacy of the Hall of Famers themselves.”

The Museum and its licensee partners debut dozens of new products every year, following industry trends as well as treasured traditions. But it’s not just through the Member Licensing Program that the Museum reaches consumers.

Other licensed products from the Museum include books, collectibles, documentaries, baseball equipment, magazines and travel



COOPERSTOWN AND BEYOND

The 72 members of the Museum’s Member Licensing Program:

Roberto Alomar	Rick Ferrell	Bob Lemon	Nolan Ryan
Sparky Anderson	Rollie Fingers	Buck Leonard	Ryne Sandberg
Luis Aparicio	Whitey Ford	Al Lopez	Red Schoendienst
Richie Ashburn	Pat Gillick	Juan Marichal	Tom Seaver
Al Barlick	Rich Gossage	Eddie Mathews	Enos Slaughter
Johnny Bench	Tony Gwynn	Bill Mazerowski	Ozzie Smith
Bert Blyleven	Doug Harvey	Willie McCovey	Duke Snider
Wade Boggs	Catfish Hunter	Paul Molitor	Warren Spahn
Lou Boudreau	Monte Irvin	Joe Morgan	Willie Stargell
George Brett	Reggie Jackson	Eddie Murray	Bruce Sutter
Lou Brock	Fergie Jenkins	Hal Newhouser	Don Sutton
Jim Bunning	Al Kaline	Phil Niekro	Earl Weaver
Rod Carew	George Kell	Jim Palmer	Hoyt Wilhelm
Gary Carter	Harmon Killebrew	Tony Pérez	Billy Williams
Orlando Cepeda	Ralph Kiner	Cal Ripken Jr.	Dick Williams
Larry Doby	Barry Larkin	Phil Rizzuto	Dave Winfield
Bobby Doerr	Tony La Russa	Robin Roberts	Early Wynn
Bob Feller	Tom Lasorda	Brooks Robinson	Robin Yount



Ozzie Smith (left) and Phil Niekro are among the 72 Hall of Famers who participate in the Museum’s Member Licensing Program. Through the use of the Hall of Famer’s image or name on products, the Program gives fans an opportunity to take home a piece of Cooperstown.

experiences. These products feature Hall of Fame trademarks along with other Museum assets such as photos, replica artifacts, audio and video.

All the licensing efforts provide revenue to support the not-for-profit mission of the Cooperstown shrine – and extend the Museum brand recognition beyond the boundaries of bucolic Central New York.

“We find that sales of Hall of Fame merchandise – items not relating to a specific Hall of Famer or team – in Cooperstown is, per capita, as strong as any brand in the world,”

Gahagan said. “The emotional bond of our visitors to the Hall of Fame is very strong.

“It’s an opportunity we have as an institution that many others do not. Thanks to baseball’s popularity, our brand and logo are featured in retail outlets all over the country and throughout the world,” he continued.

“It’s a brand that – for many consumers – defines excellence.”

Craig Muder is the director of communications at the National Baseball Hall of Fame and Museum.



Back Without Missing a Beat

Twins, Rod Carew team up with campaign to support American Heart Association.

Rod Carew staged his biggest comeback in the fall of 2015 following a heart attack. Today, the Hall of Fame legend is planning to come back again – this time to Cooperstown to celebrate the Class of 2016 and the silver anniversary of his own Hall of Fame election.

It's all a part of a year that will honor the Heart of 29.

The Minnesota Twins, in partnership with



Rod Carew won seven American League batting championships during his 19-year big league career with the Twins and Angels. The owner of a .328 career average, he was elected to the Hall of Fame in 1991.




Hall of Famer Rod Carew and his wife, Rhonda, pose for a photo during the 2015 Hall of Fame Weekend in Cooperstown.

Carew and his wife, Rhonda, have announced the creation of a campaign to raise funds for the American Heart Association as well as raise awareness for heart disease and heart failure.

The Heart of 29 campaign honors the Carews' wish to assist the American Heart Association following the Hall of Famer's recent major heart attack and subsequent surgery. Carew had an LVAD, or left ventricular assist device, implanted during the surgery and is awaiting the possible need for a heart transplant.

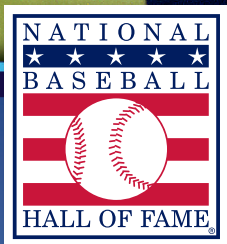
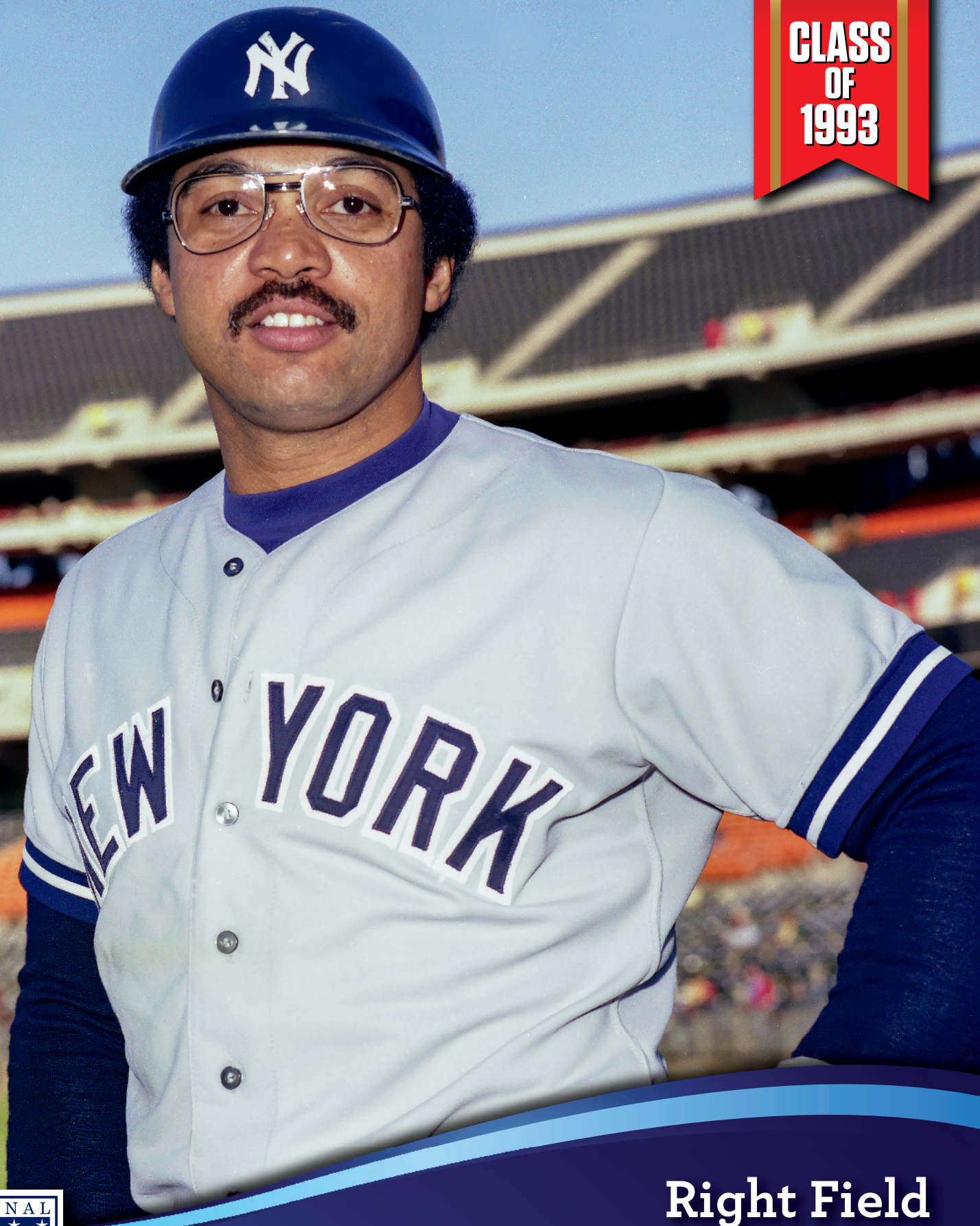
The campaign will raise funds for the American Heart Association in a number of ways throughout the 2016 season. Most specifically, Twins fans will be encouraged to join or pledge to Rod's Team at the 2016 Twin Cities Heart Walk on Saturday, May 14, at Target Field. The Minnesota Twins will match all pledges to Rod's Team up to a total of \$10,000.

Carew, who played 12 of his 19 big league seasons with the Twins and wore No. 29 for virtually his whole career in Minnesota, is a seven-time American League batting champion who finished his career with a .328 batting average and 3,053 hits. He was inducted into the Baseball Hall of Fame in 1991.

For more information about the Twins Cities Heart Walk and Carew's Corner, and to learn more about heart health, visit twinsbaseball.com/heartof29. 

JEAN FRUTH/NATIONAL BASEBALL HALL OF FAME

**CLASS
OF
1993**



Right Field

REGGIE JACKSON

REGINALD JACKSON

Elected 1993 • Born: May 18, 1946, Abington, PA
 Batted: Left Threw: Left • Height: 6'0" Weight: 195 pounds
 Played for: Kansas City Athletics (1967), Oakland Athletics (1968-75, 1987), Baltimore Orioles (1976), New York Yankees (1977-81), California Angels (1982-86)



YEAR	TEAM	G	AB	R	H	2B	3B	HR	RBI	SB	BB	SO	BA	OBP	SLG
1967	KCA	35	118	13	21	4	4	1	6	1	10	46	.178	.289	.305
1968	OAK	154	553	82	138	13	6	29	74	14	50	771	.250	.316	.452
1969	OAK	152	549	123	151	36	3	47	118	13	114	142	.275	.410	.608
1970	OAK	149	426	57	101	21	2	23	66	26	75	135	.287	.359	.458
1971	OAK	150	567	87	157	29	3	32	80	16	63	161	.277	.352	.508
1972	OAK	135	499	72	132	25	2	25	75	9	59	125	.285	.360	.473
1973	OAK	151	539	99	158	28	2	32	117	22	76	111	.283	.363	.531
1974	OAK	148	506	90	146	25	1	29	93	25	86	105	.289	.391	.514
1975	OAK	157	593	91	150	39	3	36	104	17	67	133	.253	.329	.511
1976	BAL	134	498	84	138	27	2	27	91	28	54	108	.277	.351	.502
1977	NY	146	525	93	150	39	2	32	110	17	74	129	.286	.375	.550
1978	NY	139	511	82	140	13	5	27	97	14	58	133	.274	.366	.477
1979	NY	131	465	78	138	24	2	29	89	9	65	107	.287	.382	.544
1980	NY	143	514	94	154	22	4	41	111	1	83	122	.300	.398	.597
1981	NY	94	334	33	79	17	1	15	54	0	46	82	.237	.330	.428
1982	CAL	153	530	92	146	17	1	39	101	4	85	156	.275	.375	.532
1983	CAL	116	397	43	77	14	1	14	49	0	52	140	.194	.290	.340
1984	CAL	143	525	67	117	17	2	25	81	8	55	141	.223	.300	.406
1985	CAL	143	460	64	116	27	0	27	85	1	78	138	.252	.360	.487
1986	CAL	132	419	65	101	12	2	18	58	1	92	115	.241	.379	.408
1987	OAK	115	336	42	74	14	1	15	43	2	33	97	.220	.297	.402
21 Yrs		2620	9864	1551	2584	463	49	563	1702	228	1375	2597	.262	.366	.490

All statistics are from baseball-reference.com • All bolded marks are league-leading totals • Bolded and italicized marks are major league-best totals
Awards & Records: 1973 American League Most Valuable Player • Two-time World Series MVP (1973, 1977) • 14-time All-Star • Four-time American League home run champion

DID YOU KNOW...

- ★ ...that Reggie Jackson was a member of 11 teams that advanced to the postseason, including five World Series winners?
- ★ ...that Jackson became the first player to hit five home runs in a single postseason series in the 1977 World Series?
- ★ ...that Jackson was the second overall pick in the 1966 MLB Draft and is the only No. 2 overall pick in history to be elected to the Hall of Fame?

WHAT THEY SAY...

- ★ "Reggie's not a difficult player to manage, 'cause he's what you call a 'hard' player. He hustles, runs everything out, hates to embarrass himself. He'll take a guy out on the double play, or run into the wall, making a sliding catch. His whole career he's missed games because of 'hustle' injuries." – EARL WEAVER
- ★ "(Reggie) understood what it means to win and, more importantly, what it takes to win." – DICK WILLIAMS



FRONT OF CARD: DOUG McWILLIAMS/NATIONAL BASEBALL HALL OF FAME LIBRARY



Caribbean in Cooperstown

Museum tells story of Latin America's passion for baseball through artifacts from 2016 Caribbean Series.

BY CRAIG MUDER

Even during the offseason, history continued to be made on the diamond. And that history will be preserved in Cooperstown.

Artifacts from the Feb. 1-7 Caribbean Series have already found a home at the National Baseball Hall of Fame and Museum, including the jersey worn by Mexico's Jorge Vazquez



JEAN RUFF/NATIONAL BASEBALL HALL OF FAME

Dominican Republic native Vladimir Guerrero takes swings during batting practice at the 2016 Caribbean World Series. Guerrero will be eligible for Hall of Fame consideration for the first time in 2017. **Above right:** Artifacts from the 2016 Caribbean Series now have a home in Cooperstown.

MILCO STEWART JR./NATIONAL BASEBALL HALL OF FAME



when he hit a walk-off home run to beat Venezuela in the Feb. 7 championship game.

The victory capped an undefeated 6-0 week for Mexico and clinched the team's third Caribbean World Series win in the last four years.

"The Baseball Hall of Fame represents the game around the world, not just in the United States, and the Caribbean Series is an

Coming Home

Artifacts representing the 2016 Caribbean Series now preserved in Cooperstown include:

- Jersey worn by Mexico's Jorge Vazquez when he hit his walk-off home run to beat Venezuela in the championship game
- Mexico lineup cards from championship game and semifinal win over Cuba
- Tickets to semifinal game and final game
- Caribbean League credential
- Two Dominican flags handed out with "Orange" (the cable/internet company) as sponsor
- Jersey and visor worn by vendors, vending tray and empanada packets from de Nosotros Empanadas
- Ice cream bin and bell rung by vendors in stands for Bon Ice Cream

important part of the baseball calendar," said Hall of Fame President Jeff Idelson, who was on hand in the Dominican Republic to collect the nearly one dozen artifacts that came home to Cooperstown.

"It's an opportunity to renew relationships, make new friends and return with artifacts that tell the story of Caribbean baseball." 🇵🇷

STILL THE KING OF THE ROYALS

GEORGE BRETT HAS BEEN THE FACE OF KANSAS CITY BASEBALL FOR MORE THAN 40 YEARS.

BY HAL BODLEY

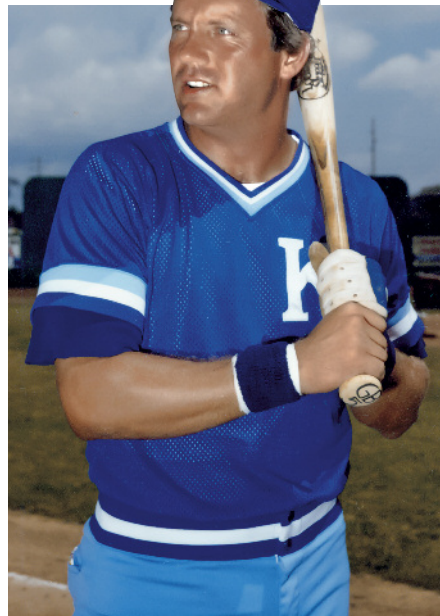
Several years ago over lunch, George Brett's eyes brightened and his words seemed to race as he talked about the youngsters in the Kansas City Royals' minor league system.

Forget about an awesome round of golf he'd just etched on Wilmington Country Club's demanding South Course. This was all about baseball and the future of the team he loved – and the only one on his Hall of Fame plaque.

Brett was spending time watching future superstars in the early stages of their careers as they played for the Wilmington (Del.) Blue Rocks, Kansas City's Class A farm club.

"The only way we're going to build this team is from within," Brett said. "We just cannot afford to go out and spend for big free agents. These youngsters are our future."

Brett was deeply involved then, as he is now, as the Royals' vice-president of baseball operations. He's beginning his 23rd year in the



position, working directly under Dayton Moore, the highly respected senior vice president and general manager.

"George is always positive on players; he likes and believes in players," Moore said. "He

looks for what they can do. At Spring Training, he works as hard as anyone in the organization. He cares deeply about the Kansas City Royals, yes, but he also represents everything that's good about baseball."

That day at Wilmington Country Club, Brett mentioned Eric Hosmer, Salvador Perez, Mike Moustakas and Jarrod Dyson. Their careers were coming through Wilmington at the time. On top of that, Alex Gordon, already an established major leaguer, was with the Blue Rocks on a rehab assignment.

Flash forward: It's Sunday night, Nov. 1, 2015. The Royals had just beaten the New York Mets, 7-2, in 12 innings to win the World Series. Brett, clad in a white turtleneck and wearing a World Series Championship baseball cap he'd quickly donned, was in the middle of the celebration.

The scene was reminiscent of 30 years earlier when, as the heart and soul of the team, Brett helped the Royals shock St. Louis to win the 1985 World Series. Though his role was different this time, the moment was just as fulfilling for the 62-year-old.

Brett was – and is – a champion in every sense of the word.

John Schuerholz, now the Atlanta Braves president, was with the Royals when Brett broke into the majors, when they played in the 1980 World Series, and was general manager when they won it all in 1985.

"George Brett could roll out of bed on Christmas morning and hit a line drive," Schuerholz said when the third baseman got the call from Cooperstown in 1999.

Consider the résumé:

George Howard Brett was a 13-time American League All-Star and his .390 batting average in 1980 is the highest in the American League since Ted Williams hit .406 in 1941. He's the only player to reach 3,000 hits, 300 home runs, 600 doubles, 100 triples, 200 stolen bases and hit .300 (.305) for his career. He won batting titles in three different decades and, in 1980, was the AL MVP.

"I never thought George would make the Hall of Fame," said Whitey Herzog, one of



George Brett (right) chats with Royals outfielder Jonny Gomes prior to a game during the team's 2015 playoff run. Brett, elected to the Hall of Fame in 1999 and now the Royals' vice-president of baseball operations, watched with pride as Kansas City won its first World Series championship since 1985, when he was the team's third baseman.

Brett's former managers, during that 1999 Induction Weekend. "He just played with such abandon that I didn't think he'd stay healthy long enough to have the numbers. If he broke up a double play, he didn't just break it up – he knocked the guy into left field. That's the way he played the game."

Hall of Famer Goose Gossage, who had historic pitcher-hitter battles with Brett, states, "He was the greatest hitter of our generation. I've always thought that as time goes by...I just cannot imagine Ted Williams being that much better than George Brett. What made George such a difficult out was that he just wore out gaps – right-center, left-center. And

he had a knack for hitting balls out of the zone."

Life on the executive side of baseball has been just as rewarding, especially in the glow of last year's World Series championship.

"I was pulling so hard for those guys because I've known a lot of them since their first day in the Royals organization," Brett said. "I've been involved in this organization since 1971 and I've lived in Kansas City for more than 42 years. Believe me, I know what winning the World Series means to this city."

Moore, who assumed his current position in 2006, added: "After getting to know George, I realized very quickly why the Royals had so much success when he played for them. He was

their best player, cared the most and was the most passionate – an unbelievable competitor. He played with an innocence and aggressiveness that permeated throughout the entire team.

"George's passion for the Royals has always been a source of inspiration not only for me personally, but to all of us who work here."

Brett played his entire career with the team.

"I grew up in California on the ocean, but have lived in Kansas City since 1973. I married a girl from Kansas City (Leslie Davenport) and all three of our boys (Jackson, Dylan and Robin) were born here. I adopted this city because it adopted me at an early age. That's one of the things I'm most proud of."

Playing in the early days of free agency, when agents were hammering into their clients the need to chase the dollars, Brett stayed put.

“I never had a reason to leave,” he said.

Looking back, he remembers what best could be called hate-filled battles with the Yankees.

“I thought in 1977 we had the best team in baseball,” he said. “But we lost in the ninth inning in Kansas City to the Yankees in Game 5 of the AL Championship Series, then we lost to them in 1978 in four games. In 1980, finally winning (the pennant) was, for us, like winning the World Series.

“When you lose to a team three straight years (’76, ’77, ’78) in heart-breaking fashion, to finally beat them and get to the World Series is so great.”

Even though both teams were full of stars, the subplot to many of those classic battles seemed to be Brett vs. Goose.

“He hit a couple of shots off me heard ‘round the world,” Gossage said.

It was Gossage who was pitching for the Yankees in Game 3 of the 1980 ALCS. With the Royals trailing, 2-1, in the seventh inning at old Yankee Stadium, Brett blasted a monstrous three-run homer and the Royals went on to win, 4-2, and advance to the World Series for the first time in franchise history.

“All I could do was tip my hat to him,” Gossage remembered. “Even though we were already down 0-2 in the Series, we might have been able to come back, but that was the final nail in our coffin. It really hurt.

“It was the loudest I have ever heard a bat meeting the ball. I flinched. I’d never heard anything like that before.”

Although Brett batted .375, homered and drove in three runs in that year’s Fall Classic, the Royals lost to the Phillies in six games.

“Once we got to the World Series, we were flat, believe it or not,” Brett said.

The careers of Brett and Gossage crossed again three years later with the infamous “Pine Tar Game.” The picture of an enraged Brett, clad in his blue Royals uniform, charging out of the dugout toward umpire Tim McClelland is a highlight film classic.

Joking, Brett said that incident might have been “the greatest thing that ever happened to me.”

That is, until Jan. 6, 1999, when Nolan Ryan, Robin Yount and Brett were elected to the Hall of Fame by the Baseball Writers

Association of America, each in their first year of eligibility. It was the first time since the Hall of Fame’s inaugural Class of 1936 that three players in their first eligible year were elected. That distinction endured until 2014 – when Greg Maddux, Tom Glavine and Frank Thomas made it.

“Ever since 1983, I’ve been the ‘Pine Tar Guy,” Brett said. “What would you rather be known as, in all honesty?”

The Royals were playing the Yankees at Yankee Stadium on July 24, 1983, when, in the top of the ninth inning with two out, Brett



George is always positive on players; he likes and believes in players. He looks for what they can do. At Spring Training, he works as hard as anyone in the organization. He cares deeply about the Kansas City Royals, yes, but he also represents everything that’s good about baseball.

Dayton Moore, Royals Senior VP



hammered a two-run homer off Gossage to put the Royals up 5-4.

But as Brett was crossing home plate, Yankees manager Billy Martin went to the umpires and cited a rule that stated any foreign substance on a bat could extend no further than 18 inches from the knob.

The umpires measured the amount of pine tar, a legal substance used by hitters to improve their grip, but it extended 24 inches. Home plate umpire McClelland walked over to the Royals dugout, pointed the bat at Brett and ruled him out – ending the game and giving the Yankees the victory.

The Royals promptly protested the game. American League President Lee MacPhail upheld the protest, stating the bat should have been excluded from future use, but that the home run should not have been nullified.

Controversy raged for days. The game was resumed on Aug. 18 from the point of Brett’s homer and the Royals won.

“[George] told me many times the ball would have probably hit him in the neck if he hadn’t gotten the barrel out,” Gossage said. “When I faced him that day, I told myself: ‘This guy’s not going to beat us.’

“I threw him the first pitch neck high and away. He reached out off the plate and hit the ball down the left-field line that had home run distance. It just sliced foul.

“On the next pitch, I came in high and tight, but he tomahawked that ball into the right-field bleachers, and everybody knows what happened after that.”

Gossage recalled that Billy Martin lodged the protest, but it was third baseman/teammate Graig Nettles who picked up on the pine tar.

“We were in Kansas City the week before,” Gossage said. “I faced Brett with the game on the line. I got him to hit a ball to second base for the final out. Before that at-bat, Nettles came over to me and said, ‘Listen, he’s using an illegal bat, and if he gets a hit, we’re going to get the bat.’ But I got him out.

“After the game, Graig and I had a discussion. He remembered that four or five years earlier, Thurman Munson had been called out for using an illegal bat. That’s how we knew about the ruling and waited until he hit that home run.”

And like Brett, that legendary bat has made it to Cooperstown.

Even today, Brett has a boyish enthusiasm for baseball. He’ll tell you he was blessed, and wonders why he made it to the Hall of Fame while his three brothers – who he insists all had more talent – didn’t.

“I just wanted to do the best I could,” he said.

And that was more than good enough for the Hall of Fame. 🍌

Hal Bodley, dean of American baseball writers, is senior correspondent for MLB.com. He has been covering Major League Baseball since 1958 and was the baseball editor and a columnist for USA TODAY for 25 years before retiring in 2007.



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1

Ken Griffey Jr. made his MLB debut with the Mariners on April 3, 1989, doubling in his first at-bat off of Dave Stewart in Oakland. He played his first five games on the road before making his home debut on April 10. On the very first pitch he saw in the Kingdome, he delighted the home crowd with a home run to left off of Eric King of the White Sox.

Playing for the Dodgers, Mike Piazza made his MLB debut on Sept. 1, 1992, facing the Cubs at Wrigley Field. He went 3-for-3, walking in his first plate appearance and – like Griffey – doubling in his first official at-bat.

2

Piazza had nine seasons of 30-plus homers – no other catcher in baseball history has had more than four (Johnny Bench and Roy Campanella each had four). Both Piazza and Griffey posted seasons in which they hit 40-plus homers, bringing the number of Hall of Famers with 40-homer seasons to 36, but Junior is the only one to have done it in both the AL and the NL.

4

Griffey hit 630 homers: 337 with the bases empty, eight homers on seven different Opening Days, 15 grand slams, nine extra-inning homers, 64 homers that tied games and five walkoffs.

Piazza hit 427 homers: 219 with the bases empty, four homers on Opening Day, 14 grand slams, five extra-inning homers, 51 homers that tied games and seven walkoffs.

5

Junior hit eight homers off David Wells, the most homers off any pitcher he faced. Piazza's favorite HR victims were Jason Schmidt and fellow Hall of Famers Tom Glavine and Pedro Martínez, who all allowed him six gophers apiece.

NINE to KNOW

THE CLASS OF 2016

BILL CHUCK'S "NINE TO KNOW" LISTS APPEAR IN NEWSPAPERS AND WEBSITES THROUGHOUT THE BASEBALL WORLD.

7

Among Hall of Famers who played at least 85 percent of their career as a catcher, Mike Piazza is now the all-time leader in: OPS (on-base plus slugging percentages) at

.922, topping Mickey Cochrane (.897); slugging (.545), topping Roy Campanella (.500); and, of course, homers (427), topping Carlton Fisk (376).

Griffey hit 417 homers with the Mariners and 210 with the Reds, the only player to ever hit 400-plus and 200-plus with two different teams. He hit 382 in the 1990s alone, a decade in which he drove home 1,091 runs, more than any other player. Mike Piazza holds the Mets catchers' record with 220 homers, while his 177 with the Dodgers are second on their all-time list to fellow Hall of Famer Roy Campanella's 242.

In 1999, both of the inductees had the longest hitting streaks of their careers: Piazza hit in 24 straight and Griffey hit in 16 straight. And in 1993, Junior tied Dale Long and Don Mattingly for the longest streak in baseball history by homering in eight straight games. ●

9

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REMEMBERING BASEBALL'S CHIPMUNKS

AS THE GAME CHANGED IN THE 1960s,
THE WRITERS COVERING THE NATIONAL PASTIME
CHANGED WITH IT.

BY MARTY APPEL

They arrived on the baseball scene during an American cultural revolution, as the era influenced their writing and their writing influenced the era.

Today's hard-working baseball beat reporters, working round the clock via social media, seem a world removed from that time. But it was that new breed of reporters in the 1960s who directly led to today's generation of scribes.

The passing of legendary beat writer Phil Pepe on Dec. 13 brought back colorful and treasured memories of that group, known collectively as the Chipmunks: A band of East Coast-based baseball writers who came on the scene in the late '50s and early '60s to make their mark on the profession. As the old guard retired, the Chipmunks filled the vacuum with entertaining and often humorous writing. Their reign lasted about 15 joyous years.



New York-based scribe George Vecsey brought a fresh perspective to the art of covering baseball.

They worked for an assortment of newspapers and came from a variety of backgrounds, but they all seemed to share a youthful irreverence for the practices of their predecessors.

The name came about, so it was said, when respected columnist Jimmy Cannon, who had been “on the beat” since 1926, saw them off to the side during batting practice, paying scant attention to the activities on the field but rather sharing stories among themselves with laughter and joy.

“Look at them,” he was said to have muttered to no one in particular. “Chattering away like a bunch of chipmunks.”

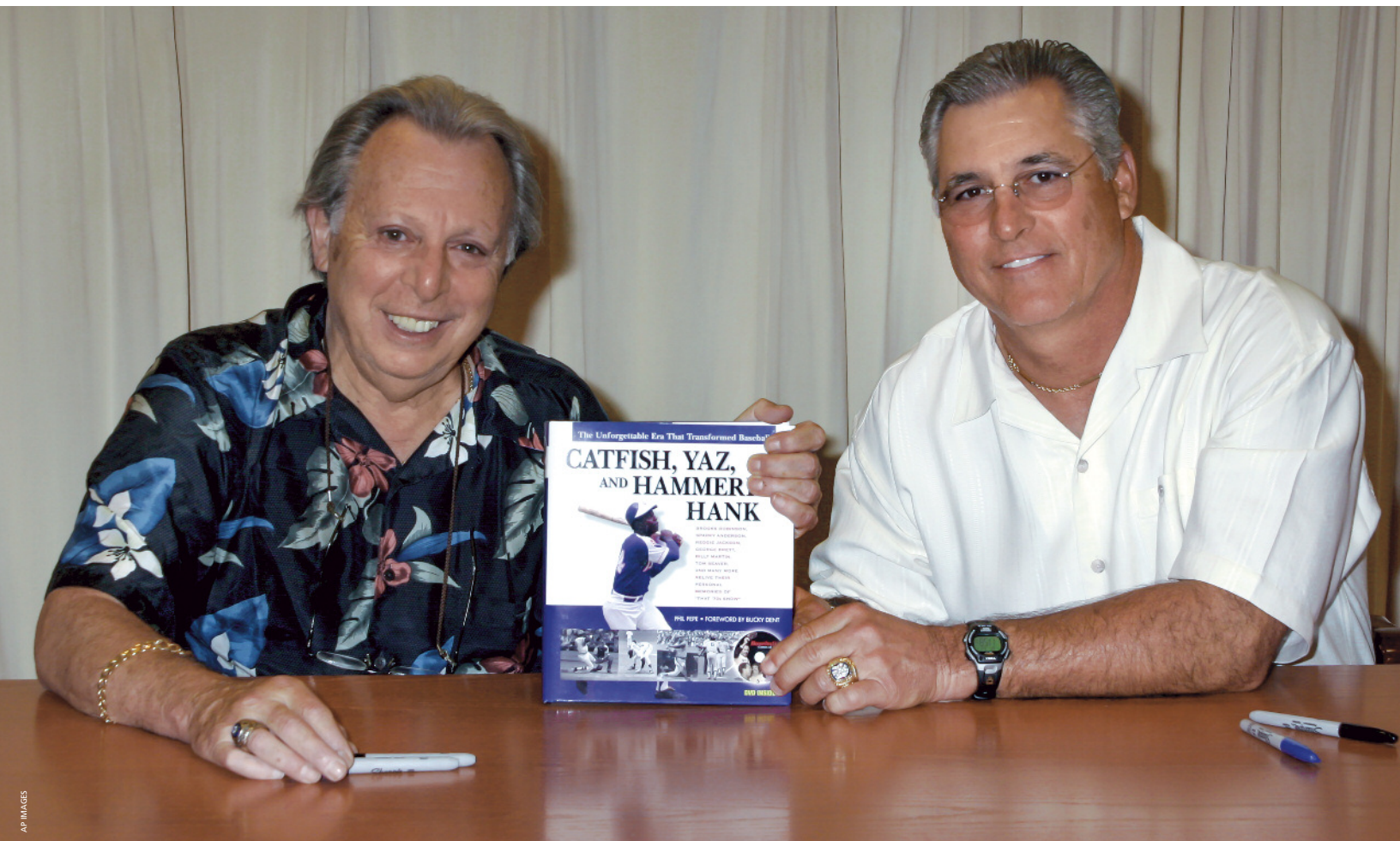
Pepe was thought to be the inspiration. A five-decade veteran of baseball writing who later served on Hall of Fame selection committees, Pepe had a pronounced set of front teeth, and was identifiable by them. The nickname could have been “beaver” or “squirrel” for that matter. Cannon preferred “chipmunk.”

“We were told what Cannon said, and we kind of liked it,” said Steve Jacobson of the upstart suburban daily *Newsday*. “It felt like a badge of honor because it differentiated us from our predecessors and gave us an identity. It bonded us, even if we were competitors.”

“Don’t get me wrong, we liked Cannon,” noted George Vecsey, who is the last of the Chipmunks still writing for a daily paper, albeit occasionally. “We liked the old timers. After all, we fell in love with the profession by growing up reading them.

“But we were different; we didn’t take it as seriously as they did, and they probably resented us for it. We saw the human side of the players more than they chose to.”

The older writers were almost part of the team, traveling by train with the players, playing cards with them, enjoying the hospitality of the clubs who counted on them to keep the coverage friendly. And for the most part, they did, although they weren’t necessarily “house men.” When the 1940 Cleveland Indians demanded that manager Ossie Vitt be replaced, they covered it (although they called the players crybabies and sided with management). It was a rare



Writer Phil Pepe (left), shown with Bucky Dent, was a member of the “Chipmunks,” a group of baseball writers in the 1960s and ’70s who changed the way newspapers covered the game. **Below:** The “Chipmunks” branded their identity with sweatshirts that they wore with pride.

moment of covering such an inside controversy.

But the new breed of writers, who were now traveling by air, found themselves less tied to team officials...and more inclined to find their stories in the clubhouse.

Besides Jacobson, Pepe and Vecsey, the group included Stan Isaacs, Larry Merchant, Leonard Shecter, Vic Ziegel, Maury Allen, Paul Zimmerman and Stan Hochman. Jacobson, Vecsey and Isaacs were with *Newsday* (Vecsey later moved to *The New York Times*) and were inspired by their editor, Jack Mann.

Merchant wrote for the *Philadelphia Daily News*, as did Hochman, who was Brooklyn-born. Merchant later moved on to the *New York Post*, the home base for Allen, Shecter, Zimmerman and Ziegel, although Zimmerman was more of a football writer, and his growing prominence in that field made him sort of a “shadow Chipmunk.” Ike Gellis was the *Post* sports editor, or enabler of the irreverent prose.

Pepe started at the *New York World-Telegram & Sun* and then went to work at the *New York*

“



**Look at them,
chattering away like a
bunch of chipmunks.**

Jimmy Cannon

”

Daily News, where Dick Young ruled. Young – the 1978 J.G. Taylor Spink Award winner – had the makings of a Chipmunk but already

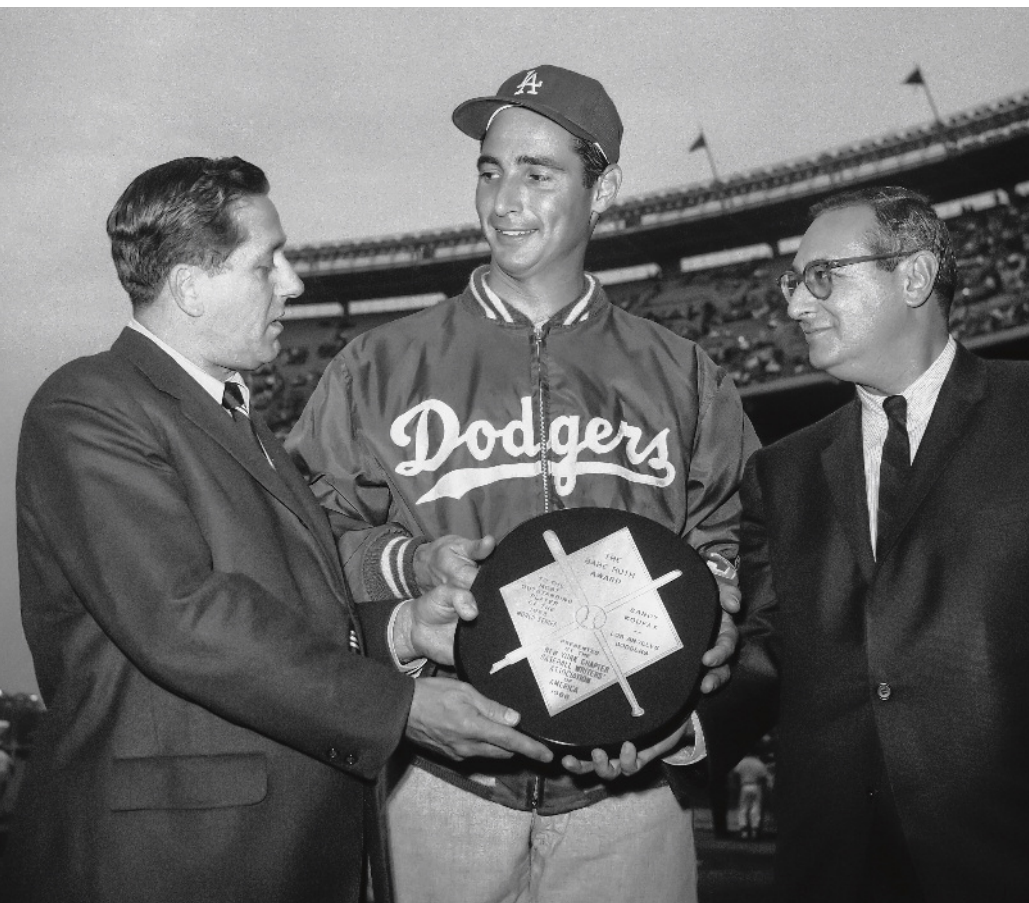
had one foot in with the older generation.

That was the core group, and sweatshirts were made with the word and an image of a chipmunk. They were worn proudly.

“The core group got sweatshirts, and we gave one to Yankees president Michael Burke around 1967,” Jacobson said. “He thought like us and he also saw the human side of his players, even the journeymen, who we tended to gravitate to.”

“But,” reminded Vecsey, “you didn’t need a sweatshirt. It was also a state of mind. Bud Collins at *The Boston Globe* had it. Bob Lipsyte of the *Times* had it. Joe Donnelly came to *Newsday* a few years later, and he had it.”

It also helped that Casey Stengel went over to manage the New York Mets around this time, bringing with him a grand sense of humor that helped ease the acceptance of this bad baseball team into a city that demanded winning. Stengel called the Chipmunks “my writers” (although he had room for the older generation, too), and they gravitated to Casey



MARTY LEFERHANDLER/AP IMAGES

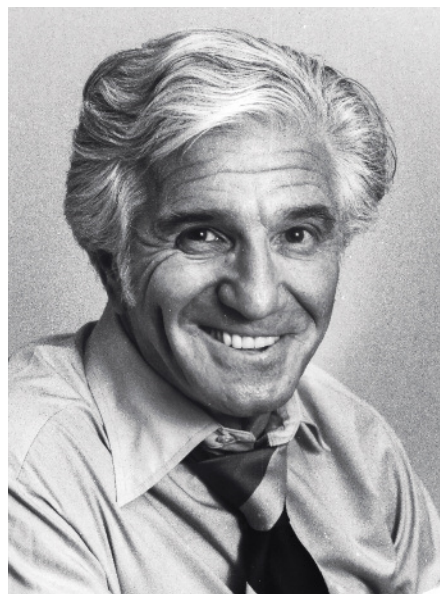
Above: Hall of Famer Sandy Koufax (center) receives the Babe Ruth Award as outstanding performer in the 1965 World Series. Representing the New York chapter of the Baseball Writers' Association of America are Jack Lang of the *Long Island Press* (left) and Leonard Koppett of *The New York Times* (right). Koppett won the J.G. Taylor Spink Award in 1992 for his groundbreaking work. Right: Dick Young of the *New York Daily News* was part of a generation of writers who transitioned from old-school game coverage to a new era of writing.

and helped put the Mets on the map. Stengel, who broke into professional baseball in 1910, was a Chipmunk enabler. His counterpart with the Yankees, Ralph Houk, was the opposite: Old school.

“Leonard Koppett (the 1992 Spink Award winner) was probably the smartest writer around, and he was a delight to travel with because he saw things no one else did,” Vecsey said. “But he wasn’t quite a Chipmunk; he was too unique. He thought of himself as a badger.”

Perhaps the most aggressive of the Chipmunks was Isaacs. He was their “merry prankster,” and shortly before the group was branded, he made his mark in the Los Angeles Dodgers press room at the 1959 World Series.

On display in the room was the Brooklyn Dodgers’ 1955 world championship banner. It was enormous, and for the New York writers



out there to cover the Series, it was an affront. As they saw it, Dodgers owner Walter O’Malley had stolen their team, and the pennant – the only world championship won by Brooklyn – did not belong there.

So Isaacs stole it. He simply got up, removed it from the wall, folded it up and took it home with him on his flight back to New York. No one stopped him. (He ended up giving the

pennant to the Brooklyn Historical Society.) The theft made Isaacs a hero to the young writers, and a pariah among the old.

Isaacs sealed his prominence in the group with a defining question, asked at the 1962 World Series. Ralph Terry was the Yankees’ pitching hero, and during the postgame clubhouse interview, he said his wife was home, feeding the baby.

“Breast or bottle?” asked Isaacs, notebook at the ready.

Any of the Chipmunks might have asked it. Isaacs did. A reputation was made.

Not all the players embraced the Chipmunks, for the veterans tended to be like the older writers, bound by tradition.

“You [tick] me off just standing there,” Mickey Mantle said to Maury Allen, who was also threatened by Houk on more than one occasion. (Allen had written that Houk, despite his gruff exterior, was really a pussycat.) Not surprisingly, Allen loved Stengel and wrote two books about him.

But as new players came on the scene, closer in age to the Chipmunks, friendships were formed. The Yankees’ Jim Bouton wound up writing his bestselling diary, “Ball Four,” with Shecter, a book that at first scandalized the baseball community but later came to be seen as humorously portraying the players and winning over a lot of new fans.

The Chipmunks, as individuals, kept writing into the 21st century, but by the mid-1970s, it was time for the next generation to make its mark. This new group was inspired by *The Washington Post’s* Watergate coverage, led by Bob Woodward and Carl Bernstein, and they brought a tougher reporting style to work.

The timing coincided with the arrival of Marvin Miller, free agency, George Steinbrenner and labor disputes. And these writers no longer used the team’s daily press notes for their stories: They were off and running on their own, looking to break news and not just cover it.

The Chipmunks’ time was fading, but their era of good humor and a tongue-in-cheek look at the game had made its mark, coinciding with free-spirited players, the breaking down of old traditions and the passing from the scene of the old guard of baseball writers. ❶

Marty Appel is the magazine historian for Memories and Dreams.



In the Palm of Their Hand

Tablet technology brings students closer than ever to history in Cooperstown.

BY STEPHANIE HAZZARD

For any student who walks in the front doors of the National Baseball Hall of Fame and Museum, a day of discovery awaits. As a non-profit institution, the Museum is acclaimed for its diverse education programs that make learning fun for fans of all ages and cultures.

Reaching those fans, however, has evolved just as the sport of baseball has.

As technology advances, the tools available to bring the history of baseball to life are changing, too. Today's visitors to the Museum are able to dive further into the collection than ever before.

Experiential learning is the key to educational programming at the Hall of Fame. By learning about an event, an object from that event can make a story come to life.



PHOTOS BY MILO STEWART JR. NATIONAL BASEBALL HALL OF FAME



Museum educator Judy Steiner walks students through the *Babe Ruth: His Life and Legend* exhibit during a recent visit to Cooperstown. Tablet technology has made student lessons more interactive and put the Museum's archive of more than 14,000 hours of recorded audio and video in the hands of students.

"For me, it's about seeing the smiles on the kids' faces and seeing the 'a-ha' moment when they get something," said Museum teacher Richard Payne.

One way the Education Department brings about these moments is by utilizing the Museum's 14,000-plus hours of recorded media. Using recently acquired tablet technology, the Hall of Fame's archival footage and audio is readily available to school groups. This allows students to witness game clips to make a real connection to selected artifacts, as well as the ability to better convey the excitement and emotion of baseball.

Recently, a group of young boys were sitting on the floor of the Museum's newest exhibit, *Whole New Ballgame*, watching a video of Hall of Famer Ozzie Smith doing a back flip while taking the field.

"Did you see that?" one boy exclaimed. "How old is he? When did he play?" added another. A third chimed in with, "Did he do a cartwheel with a glove on?"

Enthralled with Ozzie's flip, the boys continued to watch the next video: The George Brett Pine Tar Game.

"He was suspended for too much pine tar?" one boy questioned. "What's that?" asked the youngest. "I want to see that again," stated a third boy. "What does pine tar do?" the youngest asked again. "It gives you better grip on the bat," responded one of the older boys.

Looking up from the video footage, the boys discovered the actual Pine Tar Bat on display in the exhibit. Despite being born decades after the game, the boys discovered the Pine Tar Game and then formed a connection with the bat. This is the goal of creating discovery by incorporating video into the Hall of Fame's education programming.

For Museum educators, tablet technology – with video available at the swipe of a finger – has changed how lessons are taught.

"Using various presentation and assessment apps, I can see exactly what students see, what they understand and do not understand," said Hall of Fame manager of on-site learning Nate Tweedie. "The ability to gain real-time assessments of our students aids to drive dialogue and provide instant feedback. We are able to create community and diversify instruction." ●

Stephanie Hazzard is the director of museum education at the National Baseball Hall of Fame and Museum.



Striking a Blow

Kurt Bevacqua's iconic bubble gum card helps Museum tell baseball's pop culture stories in *Whole New Ballgame*.

BY BILL FRANCIS

Kurt Bevacqua's play on the field may not have earned him a bronze plaque in Cooperstown, but his expanding talents find him featured in a new Museum exhibit.

Sometimes, that's just the way the bubble bursts.

A little more than four decades ago, Bevacqua, a quality utility man with the Milwaukee Brewers at the time, made a name for himself off the field by winning a nationally televised bubble gum blowing contest. As a result, a major trading card company produced a special card the next year commemorating this achievement. Today, that card and the competition's official rulebook can be seen in the National Baseball Hall of Fame and Museum's recently opened *Whole New Ballgame* exhibit.

"It's an honor, it really is, as silly as that contest was when it was first marketed," said Bevacqua in a recent telephone conversation from his home near San Diego. "When you're doing things like that, you don't really think too much of it."

Born and raised in Miami, Bevacqua was selected by the Reds in the 12th round of the 1967 MLB Draft. Primarily used as an infielder and pinch-hitter, his versatility allowed him to do everything on a baseball diamond except pitch and catch.

During a 15-season big league career that ended in 1985, Bevacqua, who was traded six times, purchased twice, released twice and signed as a free agent twice, suited up for six different big league teams: Indians, Royals,

Pirates, Brewers, Rangers and Padres. One of his career highlights came in the 1984 World Series when, serving as the Padres' designated hitter, he swatted two home runs while batting .412

in the team's five-game loss to the Tigers.

"But considering that the card is part of a Hall of Fame exhibit now and my two home runs in the 1984 World Series aren't, then I guess *that's* the highlight of my career. Maybe you guys just needed to fill some space or something," the 69-year-old added with a laugh. "I certainly never imagined that it would be in the Hall of Fame."

Whole New Ballgame, which opened to the public in November, tells the story of baseball history from 1970 through today.

"The curatorial team wanted *Whole New Ballgame* to be about so much more than memorable moments on big league fields," explained Hall of Fame senior curator Tom Shieber. "We wanted to engage the fans – those who sit in the stands, who watch the game on TV, who eat, drink and breathe baseball.

"Collecting baseball cards was and is such a big part of growing up a baseball fan; we knew that we had to include them in the exhibit.



Kurt Bevacqua played for 15 seasons in the big leagues, mostly as a utility infielder. But for one night during the 1975 World Series, Bevacqua captured the nation's attention by winning the Big League Bubble Gum Blowing Championship. The Museum archive contains the official rules to the contest as well as several of Bevacqua's baseball cards.

MILO STEWART JR./NATIONAL BASEBALL HALL OF FAME

Personally, I've always loved the Kurt Bevacqua Bubble Gum Blowing Contest card because it was so unusual and so wonderfully evocative of the 1970s. And when I learned that we had a copy of the official rules of the contest, it was an easy call. We simply had to tell this story."

The story dates back to August 1975 when it was announced that the "Joe Garagiola/Bazooka Big League Bubble Gum Blowing Championship," sponsored by the Topps Chewing Gum, Inc., would be held that season as a way for Topps to remind customers they were selling bubble gum as well as cards.

Ultimately, 22 of the 24 big league teams at the time had participants, which included four future Hall of Famers – Johnny Bench (Reds), George Brett (Royals), Bert Blyleven (Twins) and Gary Carter (Expos) – as well as such recognizable names as Doug DeCinces (Orioles), Rick Rhoden (Dodgers), Bill Madlock (Cubs), Bob Forsch (Cardinals) and John Stearns (Mets).

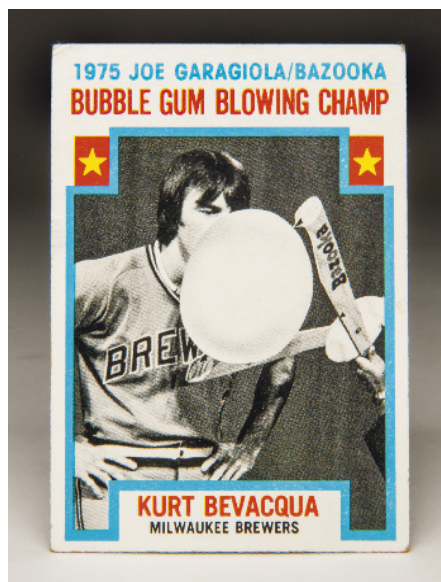
"We used to have little contests on the bench and Joe Garagiola just came down one day and said, 'Would you enter if we got a bubble gum blowing contest going?'" Bevacqua recalled. "I said, 'Sure,' but I didn't think too much of it. But there was a Brewers team competition and I won."

Bevacqua then blew past the competition to take the American League crown by topping Eric Raich (Indians), Mickey Scott (Angels) and Walt Williams (Yankees). His National League opponent in the finals was catcher Johnny Oates of the Phillies.

The finals were filmed for Garagiola's pregame show, "The Baseball World of Joe Garagiola," and aired just prior to Game 3 of the 1975 World Series in Cincinnati. Umpire Dick Stello, assigned to that year's Fall Classic, handled the specially built calipers to measure the size of the bubbles.

"I don't think anybody really realizes that the final took place during the World Series, nor do they probably care," Bevacqua said. "But they know it was 1975.

"And I remember that World Series like it was yesterday because they had given me tickets to all the games. I had gone from Boston to Cincinnati. We filmed the finals in Cincinnati underneath the stadium. It was a crazy time," he added. "It was an iconic World Series. I saw the Carlton Fisk Game 6 home run in person, saw the Bernie Carbo home runs that he hit



MILLO STEWART JR./NATIONAL BASEBALL HALL OF FAME

(one of those a blast that ultimately sent Game 6 into extra innings), the great catches by Freddy Lynn, the whole thing. It was fun stuff."

Bevacqua would win the gum blowing title with an 18 ¼-inch bubble, his second of three attempts in the finals. By taking the championship, he earned \$1,000 for himself, \$1,000 for a charity of his choice and a case of Bazooka bubble gum.

"That was big money for me. It was salary for probably a couple weeks back then," Bevacqua said. "The charity money went to a children's hospital."

By 1976, Topps had produced a baseball card, No. 564, with an image of Bevacqua blowing his winning bubble, the calipers recording the historic size.

"I have the contest brought up all the time and I probably get asked to sign that card more than any other one," Bevacqua said. "It's something that fans can come up with to say to me that kind of opens up the conversation for them, makes it easier. I hear a lot

about the bubble gum stuff. And I do have a couple of the cards from when people have sent them to me, saying that I can keep one if I sign one.

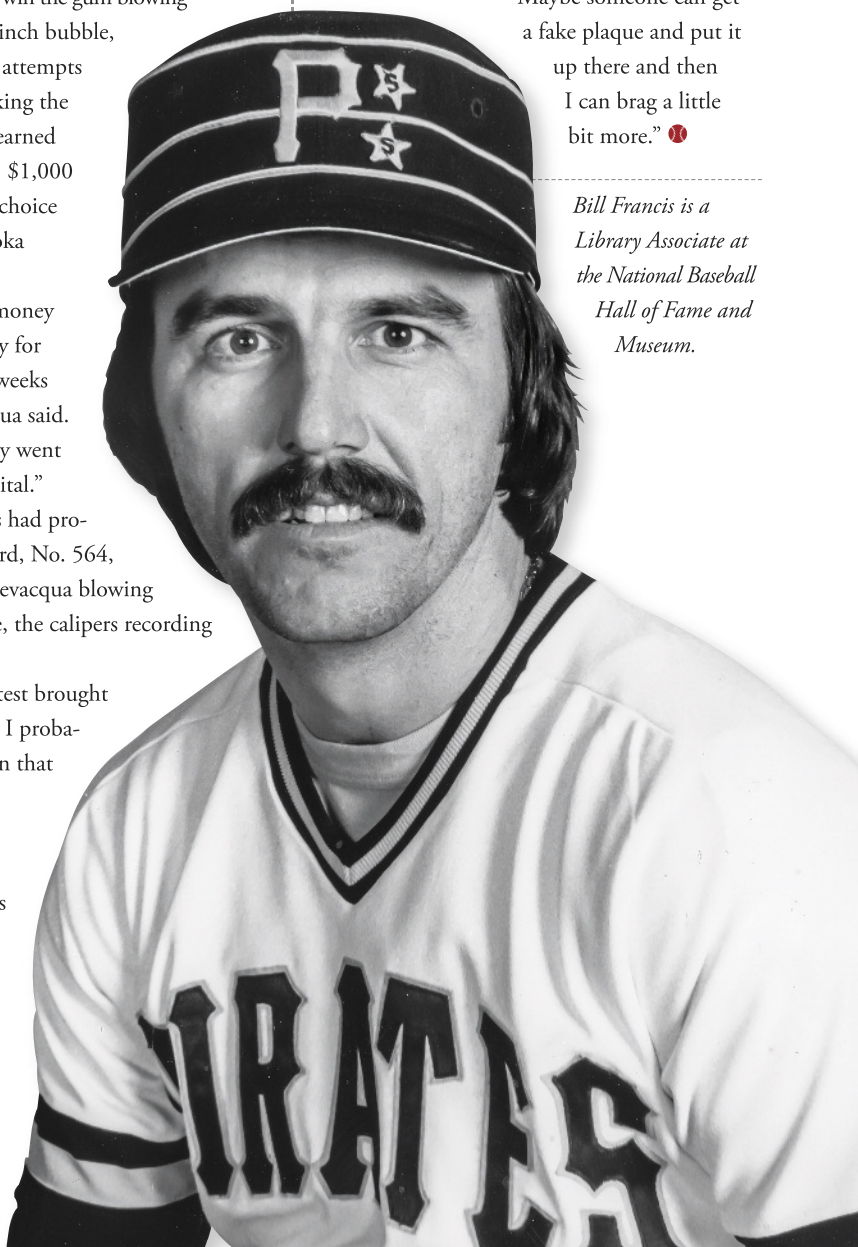
"I was in a bookstore one day and I used to like to thumb through the "Guinness Book of World Records," never to look to see if I was in there – that never even entered my mind – but all of a sudden it was either on the inside cover or it was on the back of the book that I had the world record for the largest bubble gum bubble," he said. "That was pretty funny."

These days, Bevacqua is broadcasting for the Padres as well as working for their flagship radio station. But he hopes to make it to Cooperstown in the near future to see his baseball card on display.

"I would love to come and see it," he said. "That would be fun to be able to walk into the National Baseball Hall of Fame with my kid and see me. Even though there's no plaque.

"Maybe someone can get a fake plaque and put it up there and then I can brag a little bit more." 🍬

Bill Francis is a Library Associate at the National Baseball Hall of Fame and Museum.



VOICE OF THE NEGRO LEAGUES

A PIONEER IN AFRICAN-AMERICAN BASEBALL AND BROADCASTING HISTORY, SHERMAN "JOCKO" MAXWELL WAS AN EARLY SPORTS RADIO VOICE IN NEW JERSEY AND NEW YORK CITY.

BY MATT ROTHENBERG

For many years, Sherman Maxwell served, by day, as a postal clerk in Newark, N.J.

His most special deliveries, however, were made at night and on weekends.

It was on radio stations in Newark and elsewhere in the New York City area where Maxwell would make his mark as quite possibly the earliest known African-American sportscaster and sports radio personality. As a pioneer in radio's infancy, Maxwell paved the way for future African-American sportscasters such as Greg Gumbel and Dave Sims.

Now, Maxwell's story comes to life through documents in the Library of the National Baseball Hall of Fame and Museum.

Born in Newark in 1907, Maxwell received the nickname "Jocko" when, as his sister recalled,



Sherman "Jocko" Maxwell's sports reports and interviews on stations that included New Jersey's WHOM paved the way for future African-American broadcasters.

a teenaged Maxwell climbed up a tree to catch a ball. Someone yelled, "Hey, look at Jocko!" and the moniker stuck. The name came from Jocko the Monkey, who appeared in several 1920s movies and was very popular among audiences.

Working at the post office may have paid Maxwell's bills, but sports – and being a sportscaster – quickly became a passion.

After striking up a conversation with the owner of WNJR in Newark in 1929, Maxwell started announcing a weekly five-minute segment on Saturdays in which he reported sports scores and other stories.

"No blacks were doing it, not in this country," said Sam Lacy, famed Afro-American sports columnist and 1997 J.G. Taylor Spink Award winner, in 1998. "Absolutely, he was the first."

Maxwell would later work for other stations in New Jersey, including WHOM and WRNY, before expanding his reach throughout New York City. His segments lengthened in time and would evolve from brief recaps and rundowns to include interviews. Among his more well-known interview subjects were Pro Football Hall of Fame quarterback Sid Luckman, boxer Sugar Ray Robinson and Olympic track star – and future sportscaster – Marty Glickman.

In 1942, Maxwell was named sports director of WWRL in Long Island, likely the first African American to hold such a post. He was on the radio as late as 1967. Maxwell was, in fact, never paid by any radio station. Only Ballantine Beer, a sponsor, paid him for his work – \$7 per spot.

"There was no money involved," Maxwell noted. "No salary ever in any sports. Never asked. They never gave me any."

"Jocko was on his own mission," recalled *Newark Star-Ledger* sportswriter Jerry Izenberg. "He let the world know what was going on in places like Ruppert Stadium, Forbes Field and Comiskey Park when the 'other' teams took over from the regular tenants. And in his way, he made the part of America that would listen know all about these black knights of the open road."

His repertoire involved much more than just having his voice heard over the radio.



Members of the Newark Eagles stand outside a bus commemorating their 1946 Negro World Series championship. Jocko Maxwell served as the public address announcer for the Eagles for years and also helped document the history of this legendary Negro Leagues dynasty.

Maxwell was a prime contributor to the record of the Negro Leagues. He served as the public address announcer for the Newark Eagles, calling games for a franchise that featured several future Baseball Hall of Famers as well as many other greats. Maxwell would record each Eagles game's action, tabulate box scores, write stories, and sell all of those to the local newspapers. Though he was a regular at Newark's Ruppert Stadium and often had bylines in the *Newark Afro-American* and the *Star-Ledger*, Maxwell also traveled to other Negro Leagues cities and did the same for those teams.

"He got the scores out to people. He was one of the few who kept records," said Izenberg, who campaigned for Maxwell's 1994 induction into the Newark Athletic Hall of Fame.

Maxwell provided stories for *Baseball Digest* and authored his own book consisting of sports interviews he had conducted. He also compiled and edited the book "Great Black Athletes."

In 1940, when Ernie Harwell was beginning what would be a legendary career on the airwaves,

“

Jocko was on his own mission. And in his way, he made the part of America that would listen know all about these black knights of the open road.

Star-Ledger sportswriter Jerry Izenberg

”

Maxwell sent him a letter that Harwell described as having been a "real boost" to his confidence. The pair corresponded for a while before losing touch for over 50 years. It wasn't until a 2001 meeting at the Baseball Hall of Fame, where Harwell was making a speech, when the two finally met in person.

That 2001 trip to Cooperstown was the first time Maxwell set foot in baseball's shrine, for many years a place he desired to visit. In an interview at the time with the *Star-Ledger*, Maxwell said he "never had a nicer day in my whole life – and I'm 93, so that's saying something."

Sherman "Jocko" Maxwell passed away in Pennsylvania on July 16, 2008, at the age of 100. His legacy and accomplishments, however, live on as someone who was a humble yet pioneering voice in sports broadcasting and Negro Leagues history.

"Very few records of the Negro Leagues ... are accurate, and there would be almost none without him," Izenberg said after Maxwell's death. "He could sense the meaning of what he was doing. He knew one day this [work] would be important." 📌

Matt Rothenberg is the manager of the Giamatti Research Center at the National Baseball Hall of Fame and Museum.

Back to Cooperstown

Hall of Famers, legends return for eighth annual Hall of Fame Classic on May 28.

BY CRAIG MUDER

The National Pastime lives and breathes in Cooperstown year-round. But for one weekend in May, the heroes of the game get the chance to step back in time – and step back on the diamond via the magic of Doubleday Field.

“It’s always good to have the uniform back on,” said Hall of Famer Tom Glavine, who made his Hall of Fame Classic debut in 2015.



Presented By



“It’s good to be around the guys – to have that camaraderie again and be talking baseball again. It’s always good to do that.”

The eighth annual Hall of Fame Classic Weekend takes place May 27-29 in Cooperstown, with the annual legends game scheduled for 1:05 p.m. on Saturday, May 28. Hall of Fame members Andre Dawson, Rollie Fingers, Fergie Jenkins, Phil Niekro, Ryne Sandberg and Ozzie Smith will



Hall of Famer Robin Yount is introduced at the 2015 Hall of Fame Classic in front of fellow Hall of Famers Phil Niekro and Rollie Fingers (both at left) as well as cheering fans at Doubleday Field.

Classic tickets on sale

Tickets for the 2016 Hall of Fame Classic, presented by Ford Motor Company, are on sale now at (877) 726-9028 and baseballhall.org. Game tickets are \$12.50 for first and third base seats and \$11 for general admission outfield seats.

be joined by recently retired players representing all 30 major league teams for a seven-inning exhibition at Doubleday Field.

The 2016 Hall of Fame Classic, presented by Ford Motor Company, highlights a weekend of family entertainment programs designed to celebrate the timeless connection of baseball across generations. The Classic, fueled by assistance from MLB, features a new start time, with the pre-game Home Run Derby at noon and first pitch scheduled for 1:05 p.m.

Niekro and Smith return as team captains and managers. They will be joined by Dawson and Sandberg – along with two additional Hall of Famers to be announced – who will serve as coaches for the teams.

The full roster of Classic players will be announced later this spring. Those already committed to appear include: Brandon Backe (Astros), Michael Barrett (Nationals), Danny Graves (Reds), Travis Hafner (Indians), Jerry Hairston Jr. (Dodgers), LaTroy Hawkins (Twins), Torii Hunter (Angels), Andruw Jones (Braves), Terrence Long (Athletics), Jamie Moyer (Phillies), Juan Pierre (Marlins), Todd Pratt (Mets), Desi Relaford (Mariners), Kerry Robinson (Cardinals), Aaron Rowand (White Sox), Andy Sonnanstine (Rays), Alfonso Soriano (Yankees), Ryan Spillborghs (Rockies), Tanyon Sturtze (Blue Jays), Jeff Suppan (Royals), Alan Trammell (Tigers), Jack Wilson (Pirates) and Steve Woodard (Brewers).

Last year, Niekro’s “Knucksies” defeated Smith’s “Wizards,” 7-5, led by Rowand, who drove in four runs and was named the Bob Feller Player of the Game.

Golf with legends in Cooperstown

As part of Classic Weekend, Hall of Fame members will lead an exclusive golf outing, with a limited number of spots available for golfers, at the beautiful Leatherstocking Golf Course on Otsego Lake. For more information on supporting the Hall of Fame through this exclusive outing, please call (607) 547-0310.



Hall of Fame pitcher Tom Glavine poses with a young fan during the *Night at the Museum* event following the 2015 Hall of Fame Classic. Glavine, a 2014 Hall of Fame inductee, participated in his first Classic last year.

Tickets for the Hall of Fame Classic can be purchased at baseballhall.org or by calling (877) 726-9028. They are priced at \$12.50 for first and third base seats and \$11 for general admission outfield seats. Tickets bought online or via phone will be shipped starting April 29.

Tickets purchased online or over the phone prior to May 20 will be sent via U.S. Mail. Tickets purchased May 20 through May 26 must be picked up at the Doubleday Field Will Call tent, beginning at 8 a.m. on Saturday, May 28.

Tickets also will be available for purchase at the National Baseball Hall of Fame and Museum's Ticket Booth from March 7 through May 27, and again at the Doubleday Field Will Call tent on game day.

In addition to the Classic, Hall of Fame Classic Weekend features additional family events designed to promote interactivity between fans and their baseball heroes. One of those is the Cooperstown Classic Clinic, a baseball training event for youngsters ages 7-12. The Clinic, scheduled for Friday, May 27,

from 4-7 p.m. on Doubleday Field, gives youth participants a chance to receive hands-on tips and advice from several former major leaguers. Pre-order is required for this special opportunity by calling (607) 547-0397.

On Saturday, May 28, families can take part in *Family Catch*, which gives parents and kids a chance to enjoy one of baseball's timeless traditions. This event features two sessions immediately following the Hall of Fame Classic (4:00-4:20 p.m. and 4:30-4:50 p.m.), during which families can play catch on Doubleday Field – the same field as the Hall of Famers and major league stars. Each participant should bring a baseball glove and one baseball per pair, as no equipment will be provided. This event is free for Classic ticket holders, but advance registration is required by calling (607) 547-0397.

Later that evening, the Hall of Fame will reprise its *Night at the Museum* program, which is already sold out. Hall of Fame legends and former players will greet fans throughout the

Museum, beginning at 6 p.m., during a two-hour event that brings the Museum to life with special programs and interactions. While *Night at the Museum* is not an autograph session, fans should remember to bring their camera to capture their special memories.

Also as part of Classic Weekend, Hall of Fame members will lead an exclusive golf outing, with a limited number of spots available for golfers, at the beautiful Leatherstocking Golf Course on Otsego Lake. For more information on supporting the Hall of Fame by participating in this event, please call (607) 547-0310.

The National Baseball Hall of Fame and Museum has teamed up with Sports Travel and Tours to offer baseball fans a one-stop opportunity to purchase Classic Weekend travel packages. For more information on Hall of Fame Classic Weekend or to plan a trip to Cooperstown at any time during the year, please call (888) 310-HALL (4255). Membership participants receive a 5% discount on all their baseball travel packages. 📌



Our Museum in Action

These ongoing projects are just a few of the ways the National Baseball Hall of Fame and Museum's mission is being supported today.

WHAT WE'VE DONE TOGETHER

Connecting to Cooperstown

Thanks to a partnership between the Museum and Morgan Stanley, selected students in San Diego's South Bay will be connecting to Cooperstown and baseball's history this summer.

The participating residents of Eden Housing communities in San Diego and San Ysidro are the first on the West Coast to benefit from a unique afterschool program that transports them to the Baseball Hall of Fame through videoconferences and educational curriculum.

The students will be learning about a variety of subjects, including cultural diversity, science, statistics, geometry and healthy living.

Uniform Preservation

Thanks to generous donations by William Kuchta, Charles and Jason Greinsky, Bruce

1. Photos from the Museum collection, such as these pictures of Honus Wagner and Ty Cobb, can be brought back to their original brilliance through conservation efforts. Many of these photos by Charles M. Conlon were used by newspapers, with the edit marks still visible on the paper. **2.** The Museum's 40,000-plus artifacts require regular care and conservation. This catcher's mask was worn by Hall of Famer Mickey Cochrane. **3.** The Museum collection contains more than 145,000 baseball cards, many of which – among them these cards of Hall of Famers Yogi Berra and Eddie Collins – can be conserved to improve their condition. **4.** The Museum's Education Department hosts thousands of students every year, using technologies that include iPads to engage and educate.

and Ralph Victoriano, and Keith Proctor, tunics representing the All-American Girls Professional Baseball League's Rockford Peaches, Kalamazoo Lassies, Peoria Redwings, Kenosha Comets and South Bend Blue Sox will receive conservation treatment – ensuring that they are preserved for future generations.

Digitization of Library and Museum Ledgers

As part of the Hall of Fame Digital Archive Project, the Library and Museum collection

ledgers, dating back to 1937, have been digitized to improve the efficiency of staff access to artifact history.

Hall of Fame staff will use this information to build a foundation for the Museum's online digital archive.

This work was made possible by donors who have contributed to the Hall of Fame Digital Archive Project.

WHAT YOU CAN HELP US DO

Unmasking Historic Photos

The Museum has begun work restoring the Charles M. Conlon photograph collection. (This



work can be viewed at baseballhall.org/digital-sample.)

Conlon was the principal photographer for the leading illustrated baseball guides during the early decades of the 20th century. The Museum recovered more than 1,000 of his photographs from the morgues of New York City newspapers; many had been marked up in preparation for publication, obscuring the beauty of the original image.

Professional conservation treatment by specially-trained technicians allows the Museum to bring the faces and personalities of the players captured in these images back to life.

Your help is needed to restore more of Conlon's photos, including images of Ty Cobb and Honus Wagner.

Estimated restoration cost: \$750 per photo.

Catcher's Mask

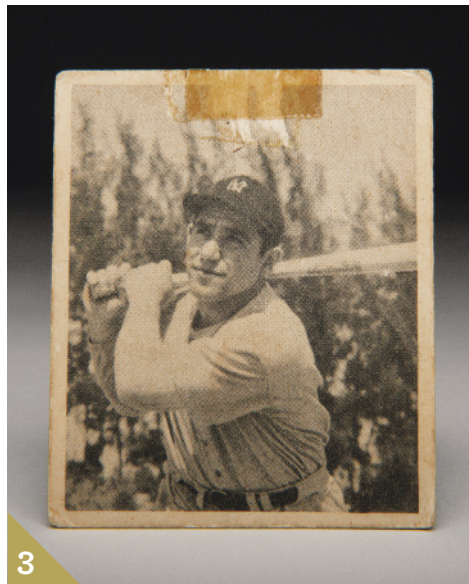
A catcher's mask worn by Hall of Famer Mickey Cochrane is in need of conservation. Playing for the Philadelphia A's and the Detroit Tigers, Cochrane helped lead his teams to five pennants and three World Series crowns during his 13 big league seasons.

Estimated conservation cost: \$1,500.

Technology for Learning

Getting a 10-year-old to focus on learning for 30 minutes can be a challenge for any teacher. But by utilizing technology, Museum educators are able to present lessons in a new way that students find engaging.

Using iPad tablets allows for a deeper understanding and connections between the lesson being taught and the items in the Museum. For example, in addition to seeing



Jackie Robinson's jersey, students can see video of how fast he was, hear interviews about the experiences he faced on and off the field, and read his letters to fans and presidents...all with the swipe of a finger. The Museum currently has five iPads, but needs a total of 15 to have one for each student in a typical school group visiting the Museum.

Cost including a protective case: \$300 per unit.

Baseball Cards Preservation

Baseball cards are one way in which fans connect to the game, and we all share the memories of poring over the stats on the back of our favorite player's card as a kid.

Some of the baseball cards in the Museum's

collection were originally housed in scrapbooks. Many of these cards exhibit damage such as tape residue, creasing and areas of loss, all which would benefit from professional conservation treatment. Cards in need of treatment include Hall of Famers Richie Ashburn, Yogi Berra, Lou Boudreau, John Clarkson, Eddie Collins, Sam Crawford, Bob Feller, Hank Greenberg, George Kell, Ralph Kiner, Johnny Mize, Phil Rizzuto, Robin Roberts, Red Schoendienst, Enos Slaughter, Warren Spahn and Early Wynn.

Estimated conservation cost: \$250 per card. 1

For more information, or to make a donation of any amount toward one of the projects, please contact Becky Ashe of our Development Team at (607) 547-0310 or bashe@baseballhall.org.

FULL CIRCLE

NEW HALL OF FAMER MIKE PIAZZA RE-ACQUAINTS HIMSELF WITH COOPERSTOWN ON HIS ORIENTATION VISIT.

BY MATT KELLY

When Mike Piazza first visited the Hall of Fame in 1993, he came in the exact same way as every other fan of the game. “I figured the only way I would get in there was to pay, so I went in,” Piazza said with a laugh.

Back then, the lanky kid from Norristown, Pa., was in town with the Dodgers to play in the Hall of Fame Game at Doubleday Field. He was only a rookie then, though on his way to a Rookie of the Year campaign.

But on March 8, more than two decades after his first Cooperstown visit, Piazza entered the home of baseball for the first time as a Hall of Famer.

Piazza and his wife, Alicia, swung by central New York for his official Hall of Fame Orientation Tour. In what has become an annual tradition for electees since 1994, it was a chance for Piazza to learn about what to expect at July’s Induction Ceremony. It was also an opportunity for one of baseball’s greatest hitting catchers to let it soak in: His baseball story will now be told for generations to come.

“It’s powerful, it’s emotional,” he told the press during his visit, “and knowing that your plaque is going to be here even after you’ve passed, that’s powerful as well. You start to see your own mortality in a way – and not in a

bad way, in a good way – because you see the Babe Ruths and the Ted Williamsses and even contemporary players who have passed.”

Piazza was still riding a euphoric feeling from his election to the Hall of Fame on Jan. 6, when he and Ken Griffey Jr. officially became the Class of 2016. His day in Cooperstown began in the 19th Century Room on the Museum’s second floor, which included a look at the very first pieces of catcher’s gear. Those

antiquated masks and chest protectors weren’t widely adopted until the 1880s, but Piazza said even now he could relate.

“Sometimes I felt like a catcher with no equipment,” he joked. “I’d get hit with a ball or a bat and I’d look at all my gear and ask myself, ‘Does this stuff actually work?’”

Piazza and Alicia then walked through the Museum’s *Babe Ruth: His Life and Legend* exhibit (“He really was that big,” he exclaimed) and marveled at the elegant Honey Boy Evans Trophy given to batting champion Ty Cobb in 1911.

“I never won a batting title,” he recalled, “but they didn’t have Tony Gwynn around back then.” Piazza, despite hitting .346, .336 and .362 in successive seasons from 1995-97, fell just short of Gwynn’s league-leading totals each year.

Other artifacts in the Museum brought up memories of those who helped him get to Cooperstown – including one of the most accomplished hitters the game ever saw. A look upon the popular Ted Williams “Science of Hitting” heat map on the second floor brought back memories of an unlikely visit from “The Splendid Splinter.”



Mike Piazza gets into his batter’s stance next to the popular Ted Williams heat map display on the Museum’s second floor. When Piazza was in high school, Williams watched him hit at his house in Norristown, Pa., and signed the young slugger’s copy of his famous book, “The Science of Hitting.”



Mike Piazza looks at some of the earliest pieces of catcher's gear during his Hall of Fame Orientation Visit on March 8.

"Ted was doing a card show in King of Prussia (Pa.), and Ed Liberatore told him there was this talented kid who had a batting cage set up in his house," Piazza recalled. "So it was a Saturday morning and Ted said, 'Well, let's go watch him hit.'

"I heard he was coming to watch me, and I don't remember much about how I felt except just a feeling of panic. But he watched me and told me, 'You're going to hit in the big leagues.'"

Just as Williams was so often right with other young players such as Wade Boggs and Paul Molitor, he was right about the kid from the Philadelphia suburbs. Piazza went on to win 10 Silver Slugger Awards and stretch the offensive limits for catchers. On May 5, 2004, at Shea Stadium, Piazza blasted his 352nd home run as a catcher, breaking Hall of Famer Carlton Fisk's all-time record for backstops. In Cooperstown, Piazza reunited with that bat for the first time since donating it to the Museum.

The tour also brought up memories of other talented players for Piazza. The *Viva Baseball* exhibit reminded him of 1988, when he was the first American-born player at the

Dodgers' Campo Las Palmas Academy in the Dominican Republic and caught for a slender kid named Pedro Martínez.

"I knew right then and there he was going to be a star," he recalled of Martínez. "I couldn't figure out how someone that small could throw that hard. He was unbelievable."

Nearly 30 years later, Piazza's likeness will be etched in bronze on a plaque adjacent to Martínez's in the Plaque Gallery. He will also be represented later this spring in the *Inductee Exhibit*, the space directly preceding the Plaque Gallery on the Museum's first floor, with game-used artifacts and other related achievements from his life. Piazza said he's excited to give pieces from his career to a place where they will be properly cared for in perpetuity.

"I have to get back to my mom and dad's house and start going through my old stuff," he said. "I never thought they'd be worth anything when I was playing."

After looking at the bat rack filled with Hall of Fame lumber in the Museum's collections space, the former Mets star said that passing his baseball collection on to the Hall of Fame represents a fitting bookend to his playing days.

"It's in our DNA," Piazza said of the feeling he got when holding the bats of sluggers Rogers Hornsby and Ichiro Suzuki. "When you retire, the game is almost like Kryptonite — you have to consciously stay away from it for a little while because you miss it so much.

"Coming here (to the Hall) brings back memories of the sights, the sounds, the smells and all the rituals and superstitions I enjoyed," he added.

But as one phase of Piazza's baseball life wraps up, he says he's looking forward to July when he can sit down with his fellow Hall of Famers to discuss the game during the July 22-25 Hall of Fame Weekend.

"The most important thing for me was touching base with my father," he said. "He was the main catalyst for me who encouraged me to play the game.

"And then as far as congratulations, when you get texts from Johnny Bench and Mike Schmidt, it's like, 'How'd you get my number?' It's surreal." 📱

Matt Kelly is the communications specialist at the National Baseball Hall of Fame and Museum.



A Conversation with Carlton

Hall of Fame catcher Carlton Fisk reflects on his era and the Museum's new *Whole New Ballgame* exhibit.

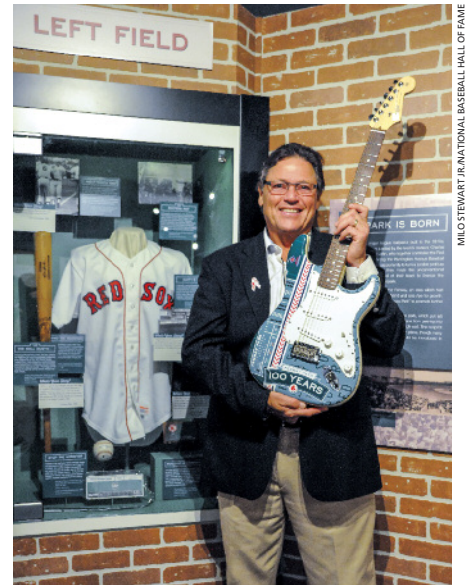
A Moment in Time ▼

It's nice to think back and know that I was part of all that in the 1970s and '80s – all the years and moments that are represented in *Whole New Ballgame*. Sometimes you don't realize it when you're playing or when it's happening, but that era really did change the game. We saw baseball just jump in recognition and popularity back then. There were a couple of little hiccups along the way when you look at the collective bargaining stuff that went on, but to realize you are a part of all that is special. This era saw baseball just explode in popularity and as an industry. It truly re-established itself as the National Pastime.



Museum Magic ▲

Whole New Ballgame is simply over the top...just spectacular. The technology involved is state of the art. You're able to push a button and see things out of the past you haven't thought about in a long time. I've discovered things I never knew about. Sometimes when you're playing, you don't know all the stuff that is going on, and when you get away from it a little bit, you don't remember what went on until somebody reminds you. This is the thing that's most impressive about this exhibit: Visitors are going to be able to remember the things they see here. This is what transcends the game, moving from generation to generation.



Living History ▲

The young kids who didn't see the 1970s or '80s are going to be here in Cooperstown with their mothers and fathers who did. They're going to take all that into their future. *Whole New Ballgame* reflects so positively on the game. There are so many things that people could dwell on, but this exhibit shows how much good there was in the game during this time.

THE COOPERSTOWN COLLECTION

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BUILDING THE BRONX

The structure is familiar, but the surroundings are surreal.

It's April 18, 1923, in the Bronx, and Yankee Stadium is opening to the public. The Yankees are playing the Boston Red Sox on Opening Day, and the Stadium is bedecked with the requisite bunting and flags.

But a closer look at this remarkable image – one of more than 250,000 in the collection at the National Baseball Hall of Fame and Museum – reveals how truly revolutionary this palace was.

First and foremost, 161st Street is literally a dirt road. Cars were parking within a few feet of the stadium entrances.

And though the miracles of modern technology – telegraph poles and automobiles – are clearly visible, the area surrounding the Stadium appears to be almost freshly excavated.

Later that day, Babe Ruth would hit a home run off Red Sox pitcher Howard Ehmke, who would later become famous for winning Game 1 of the 1929 World Series, striking out 13 Cubs at the age of 35. But on this day, Ehmke was a historical footnote – as the most famous venue in all of sport made its debut.

In the years to come, the Bronx landscape would change dramatically – and two more versions of Yankee Stadium would be erected. But in many ways, the modern era of the National Pastime began on this April day in 1923.



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AROUND COOPERSTOWN

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The winter removed virtually all traces of color from Otsego Lake, pictured here from Council Rock at the corner of Lake and River streets, leaving a starkly beautiful scene before spring returned lush greenery back to Cooperstown.

MILO STEWART JR./NATIONAL BASEBALL HALL OF FAME