

BRIT BALL

The Official Voice of the British Baseball Federation

Made available online by Project COBB
(the Project for the Chronicling of British Baseball)

<http://www.projectcobb.org.uk/brit-ball.html>

With kind permission from the BBF Board



BRIT BALL

British Baseball Federation

The Official Voice
of the
British Baseball
Federation

Issue No 13
April 1994
75p

HAPPY BIRTHDAY BRIT-BALL!

Yes, here we are one year old and still going strong!

Subscriptions are rising, the season is under way and once again baseball fever is on the increase. I would like to take this opportunity to thank everyone who has contributed articles or helped publicise Brit-ball over

the last year and I only ask that you do the same this year. Don't forget from next month onwards match reports will appear so get your players to subscribe immediately or else they might miss out.

Since our last issue a number of exciting things have happened on the UK front which will hopefully benefit us all in the near future.

Inside this issue you can read about the hot news from around the country. The BBF's latest acquisition - another BBF Roadshow is on the horizon thanks to a link up with a computer company. Birmingham Braves pitching ace, Martyn Dutton, featured on Channel 4's "The Big Breakfast" gaining himself and the Braves some major coverage as well as featuring in the national press. This was of course linked to his trip to the Atlanta Braves spring training camp in Florida and in our next issue I hope we will have more details of his trip.

Baseball 2000, the BBF's latest idea for promoting the game to the youth is also unveiled. For those of you that have the desire to play teams from other leagues then our guide to who's free during the year will be invaluable. The regular features are there as well including the fourth part of Alan Chell's Development plan and the competitions section, so read on!

Keep in touch with what's happening
in British Baseball, call the
British Baseball Federation Hotline.



Calls charged at 36p per minute off-peak,
48p per minute peak time.

SUPPORTED BY
 SPORTS
COUNCIL

FL Presidente

Well the start of the season is upon us. This is where we find out if all the hard work gone into preparation is going to work or not. I'm looking forward to seeing a few games this year, for a change! Hopefully I'll manage to get along to a variety of games in various places in both the southern and northern conferences.

What have we been doing in the close season? The administration engine has been very busy publicising the Federation internally and externally. Various teams have supplied us with players for radio and film, which on top of very successful coaching and umpiring clinics makes me feel this will be another great milestone for your sport.

Many thanks to all who contribute to Brit-Ball with both their praise and their much needed input of constructive criticism. We aim to get it right first time but your help is much welcomed as several board members are running flat out on a large number of differing tasks. As editor Kevin seems to have struck a good balance on fun and serious business and with the ambitions of Alan Chell to turn this into an eventual news-stand edition, I think you will agree that our main communication vehicle is getting even better. Oh, and Brit-Ball is now one years old, so get those subscriptions made out again.

Easter saw my first non-baseball weekend since Christmas, but I had to work - you just cannot win. 9-10 April sees me once more in London for talks on the franchising of Baseball 2000 in the London area and visiting an exhibition at which there will be the launch of what is going to be a great baseball game on the Sega - my fingers are twitching already! Keith Peskett is working hard at getting us involved in such diverse projects and with two roadshows now circulating the country, interest in our sport is at an all time high.

CEBA met in February in San Marino and the International and Club tournaments were finalised. More on that from the GB management. Good luck to Crawley on representing us in Europe; remember to treasure the experience and have fun. I've no doubt you will be fine ambassadors for your club and our Federation. I was very impressed with the token of thanks the San Marino organisers gave to the delegates - a fully working crossbow!

Ever tried carrying a crossbow in an airport because it won't fit in any of your bags, or better still how about getting on a plane. I explained the situation, said I'd packed the bolt away and could they do anything to

ensure it's safety. However several shouts of "Ballista" from a guard with a machine gun did nothing for my nerves. He insisted I put it in one of my two cases. I politely gave him my case keys and the crossbow and suggested in my best "just one cometto voice" that he tried. Twenty minutes later he gave up and my prize was securely wrapped and given to the captain of my flight; what nice people they have at British Airways.

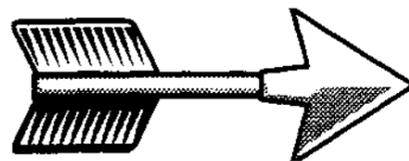
World news has it that in Lusanne in Switzerland, at the special meeting called for June, the IBA will vote to include the professional players into the Olympics. Hopefully with the inclusion of the best from the world, baseball will enjoy a higher profile and will pave the way for more teams to be included in the summer games.

Back to local events, get those envoy programmes working hard again this summer. I'm sure Mike Harrold has made an excellent decision to utilise MLB coaches with the GB squads, in what will be very tough opposition this year.

For myself, I've spent every Friday with a bunch of real nice kids preparing for a junior team. I'm pleased to say that Laser Herringthorpe have affiliated and after registering are looking forward to some friendlies and a league setting up for next year. It has been very refreshing to coach these youngsters and I'm sure that at least some star players will emerge from the programmes I've seen in Yorkshire and Humberside. I cannot stress to you enough the importance of getting these kids playing at an early age. If you haven't got a junior team yet, make this year the year that you start one. It is lots of fun and very rewarding for you budding coaches to see just what you can inspire and achieve in just a very short number of weeks. If you've started one already, then recruit and have cadets and juniors. Get those schools approached and get a summer league started.

On a final note, I see that the not well publicised fact, is we now have a University League set up this year. This was yet another untapped area which we must expand upon. Hopefully a lot of teams may benefit with returning students wanting to play for their local home town team, or as more and more students are staying in areas all year round you might find some otherwise unknown talent surfacing.

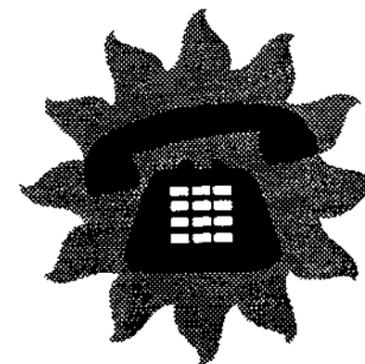
Have a good start to the season and watch out for a guy carrying a crossbow!



1994 RESULTS SERVICE

As a reminder, don't forget the procedure for reporting your results after each game:

1. a. National Premier League team results should be telephoned through to Head office by 7.00pm on the day of the game.
b. All other teams results should be phoned through to Head Office 24 hours after the end of the game. With the result you should also include a short commentary to include



winning pitcher, home runs, any exceptional plays etc etc. This commentary will then be used on the BBF Hotline and in Britball. National Premier League results are also included in the National Press.

2. Your score sheet, correctly completed, should be sent to the relevant statistician as soon as possible. Statisticians are as follows:

National Premier League
Gerry Walmsley

Southern Conference
Brian Holland

Northern Conference
Clive Maude

The Authentic Wiffle Ball

WIFFLE®

The Game America's Loved For 40 Years



To order your bat and ball set
send £4.95 (plus £2.00 p&p) to:

Beacon Marketing
6A Church Street
Godalming
Surrey GU7 1EH

TELEPHONE: 0483 427673 FAX: 0483 427651

HAVE BALL WILL TRAVEL.....

If you have ever wondered what it would be like to play that team from the division above you or even how you would fare against teams from other parts of the country, well now's your chance to find out.

Below is a list of free dates for all the teams in the country so get your 1994 BBF Handbook, a pen and a telephone and if you've got a free weekend then get on the blower and organise a friendly. Don't forget to let us know at Head Office if you arrange anything so we can report your result on the Hotline and in Britball. Don't forget there's five university teams for you to play as well and these can be found in the Handbook. There are also several new teams preparing to join the BBF leagues in the 1995 season who would appreciate some friendly games. Give them a call as well. Contact names are Peter Rigley for a team in the Nottingham area on 0602 294892; Tom Keegan for a team in the Basildon area on 0277 216945; Andrew Wilson for a team in the Manchester area on 061 643 1657.

Please note that some teams may have to play rained out games. League and cup games must take priority over friendlies.

April 24th

Hounslow Hawks - Hounslow Falcons - Gloster Meteors B - Brighton Buccaneers B

May 1st

Humbly Grove Mets - Fulham Flames - Bamsley Strikers - Guildford Mudcats

May 8th

Hull Mets - Menwith Hill Pirates - Waltham Abbey Cardinals - Dalriada Demons - Brighton Buccaneers B

May 15th

Hull Mets - Tayside Cobras - Cambridge Fellows - Burgess Hill Red Hats

May 22nd

Tamworth Strykers - Dundee Dodgers - Milton Keynes Truckers - Eastbourne Aces - Sheffield Bladerunners - Newark Giants

May 29th

Hull Royals - Norwich Wanderers - Gloster Meteors B - Hessele Astros - Birmingham Dodgers

June 5th

Nottingham Pirates - Gloster Meteors - Droitwich Spa-Tans - Hessele Astros - Leeds City Royals II



June 12th

Essex Arrows - Glasgow Comets - Liverpool Tigers - Gloster Meteors - Burgess Hill Red Hats - Cambridge Fellows - Preston Bobcats - Newark Giants

June 19th

Menwith Hill Pirates - Clyde Valley Knights - Tunbridge Wells Royals - Milton Keynes Truckers - Norwich Wanderers

June 26th

Menwith Hill Pirates - Edinburgh Reivers

July 3th

Stretford A's - Gloster Meteors B - Norwich Wanderers

July 10th

Hull Giants - Edinburgh Reivers - Newark Giants - Waltham Abbey Cardinals - Brighton Buccaneers B

July 17th

Bamsley Strikers - Dalriada Demons - Guildford Mudcats - Fulham Flames

July 24th

Hull Mets - Arun Panthers - Tunbridge Wells Royals - Droitwich Spa-Tans - Newark Giants

July 31st

Tamworth Strykers - Tayside Cobras - Arun Panthers - Reading Royals - Cambridge Fellows - Burgess Hill Red Hats

August 7th

Hull Royals - Dundee Dodgers - Hounslow Hawks - Droitwich Spa-Tans - Reading Royals - Totteridge Trailblazers - Milton Keynes Truckers - Eastbourne Aces

August 14th

Nottingham Pirates - West Lothian Wildcats - Hounslow Hawks - City Slick Sidewinders - Bracknell Blazers - Chichester Kyotes

August 21st

Liverpool Tigers - Glasgow Comets - Hounslow Hawks - Droitwich Spa-Tans - Lashings Sluggers - Bracknell Blazers

August 28th

Clyde Valley Knights - Bourne Mouth B's - Hemel Red Sox - Tiptree Hotspots Rays - Chichester Kyotes - Preston Bobcats - Leeds City Royals II - Sheffield Bladerunners - Birmingham Dodgers

September 4th

Tiptree Hotspots Rays - Hounslow Hawks

Good Luck and Happy Hunting!

1994 UMPIRES COACHING CLINIC

Bushey International University
Watford
19-20 March

What a weekend - it all started just like this.....

11.30am: Arose from one's cot thinking I am going to kill that alarm clock. Is this journey to Bushey really going to be worth it?

12.00am: After a hectic taxi ride, boarded the intercity to Euston thinking is this expense going to prove worthwhile? Well, heck, its too late now anyway. It's going to be a long weekend.

12.00am: Arrive at Bushey via Euston and Watford. First visit to the elegant gothic styled walls of the International University, first impressions - it's at least five degrees warmer in Watford (Editor: outside maybe, not when you actually get inside the university) than Liverpool. One staggered (I'm looking for sympathy here!)

12.15am: Rushed into the classroom, dropping ones baggage lightly onto somebody's foot. From this point onwards the weekend took a definite turn for the better.

If one had any doubts about the course, they were quickly dispelled. The delivery by the Little League Chief Umpire, Andy Konyer and his course partner Dennis Graham, was of a quality that would have satisfied both the very experienced baseball umpires and the idiots like me. Over the two days there was a well thought out sequence of seminars, visual aids, questions, gym sessions (nothing too exhausting) and field drills.

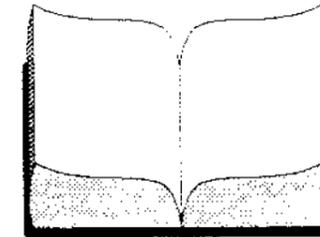
I went to Bushey in my position as a coach for the Kirkby Braves, not specially as an umpire. The result of the course made me aware that coaches should participate in umpires clinics, as it makes one aware of the game from a different angle. The material and information which Andy and Dennis got through in those two sessions, was substantial to say the least. It was delivered in such an informative and entertaining way, that the sheer volume did not prove too much of a burden. Important quotes from the weekend included:

"Controversial umpire decisions should be made in your car phone with adequate clearance ahead of your vehicle for a quick getaway"
"Umpires should always check their equipment. Never leave your box hanging over the radiator for drying"

"If, as an umpire, you sustain injury, try to last out the inning before calling for the ambulance"
The Bushey event also helped pave way for new

contacts and relationships to be formed through both the BBF and the Little League organisations. It was another example of how well these two organisations are working together to lay concrete foundations for baseball in the UK.

Peter R Dyer
Kirkby Braves Junior Basball Team



Publications worth getting hold of:

Little League Baseball (European Regional Umpire Clinic Handbook:
European HQ, Szezecin, Poland

The Right Call - Casebook of Little League Baseball:
US Little League

Basics for the Volunteer Umpire in Little League:
UPS

LIONHEART



DESIGNS™

EMBROIDERED PERSONALISED CLOTHING

TELEPHONE (0272) 312727

SPECIALIST LIONHEART SHOPS

SOLIHULL
95 High Street
Solihull
021 711 3155

STOKE ON TRENT
6 Piccadilly
Hanley
0782 207575

LOCAL DEVELOPMENT - PART IV

HOW TO GET PUBLICITY THROUGH YOUR LOCAL MEDIA

Reporters in local newspapers and radio have an insatiable appetite for news, in fact their livelihoods depend on it, and often if there isn't any they create some! So why is it often so difficult to get your story publicised?

The reporters have to be convinced that the story they are producing will be of interest to their audience. So the first question is who is their audience, and what interests them?

How often do you feel that the public think baseball is a minority sport, few people are interested, nobody understands the game, it's only played by a few Americans on holiday? Of course, you know better than that, but if you sometimes feel that way how do you think the reporter feels. Put yourself in his shoes when you want publicity, write (or chat on the phone) in such a way that the reporter becomes convinced this is a scoop his audience will be interested in. So here's my most important piece of advice - take a GENUINE interest in your local media. Read the papers, listen to the radio, watch the television. Note the good stories, why they were good, and who presented them. Make a list of the people to contact, and keep a record (index cards and so on), get to know the kind of stories each reporter writes. Then, when you phone him, forget about your story - comment on his story! Be honest, tell him you enjoyed the story, or that you didn't agree with his point of view, but be interested in his stories. Do this across the board and you will have set the scene to get your stories published.

The next point to remember is know the importance of your story. Don't be a nuisance. If you send match reports, be consistent and reliable and you will get your couple of column inches each week - if it is something special - a knockout cup match or a local player selected for the ALL-STAR team, call your media contacts, tell them you have a good story, they can have pictures and a full biography of Charlie Brown of the YOURTOWN ALL-STARS.

When you send a press release the first paragraph is crucial. It must be punchy, have an angle, be to the point and convey the full story in a few words. The reporter must be able to decide as quickly as possible if your story is of use to him so get all your points of interest in a brief first paragraph. Plenty of time to expand in the following paragraphs.

The layout should be double spacing, 150-300 words long

(a page is about 150 words in double spacing). State clearly at the top who the press release is from and include a contact telephone number so they can reach you for further information.

If you have a very special story then contact the reporters personally to be sure they take a look at all the angles - they will often help you find a topical angle. A special story will be one about a special event, an important venue, an important person and so on. Be careful not to be too subjective and see the general public's point of view.

To get a mention of TV or Radio ask for one! Ask for a specific time and they will answer - although very often it is a case of the editor deciding what is transmitted. Send the information in plenty of time and be contactable.

Write your announcement in compelling, exciting sound bites of about 25 words (10 seconds) or 50 words (20 seconds). Create word pictures and go for an emotional response from the audience - elation, surprise, compassion, sorrow or whatever.

Stay alert to programme opportunities - where would your story fit, Saturday Sport, children's television, young people's success stories, inner-city deprivation, sports discussions - spot the opportunities.

On the radio ask to get on to talk shows, use big brother - Major League Coaches, BBF President etc to open the door.

There are of course many other points to bear in mind to maximise your publicity.

- * Establish what you want from the media. Recruitment, recognition, local funding, acknowledgement as a community project?
- * Respect publishers deadlines
- * Never send irrelevant material
- * Define your audience and use your imagination and always have an exciting angle for the defined audience
- Show appreciation, a letter or a phone call
- * Plan ahead - link today's news to next weeks publication

- * Keep it short and simple - KISS
- * Look for an advertising angle, newspapers love ways to sell advertising
- * Link to local issues - Channel Tunnel, Shipping on the Mersey
- * Ask for a feature article - ask the reporter to write the article with your help and offer them photo opportunities
- * Share stories with other organisations - football, rugby, cricket, schools and so on
- * A picture tells a thousand words - a picture of a batter shows a game took place, a story depends on the readers interest.

Finally, look for other media exposure in your area. Visit the big companies and get an article in their in-house magazine. Do a promotion at your local shopping centre. Get into local council publications, local sports publications. Never stop looking for opportunities. Remember a company director or sports development officer could be reading, listening or watching on the very day that he receives your letter asking for his support! Stranger things have happened.

Next month we'll look at other promotional opportunities to raise the public awareness of British baseball.

Best of luck

Alan Chell



BBF HANDBOOK ALTERATIONS

Unfortunately, when the BBF Handbook was published there were a couple of errors in it and the corrections are as follows:

LEEDS CITY ROYALS II

Dean Davidson
3 Barker Place, Bramley
Leeds West Yorkshire
LS13 4BU Tel: 0532 563952

BURGESS HILL RED HATS

Second contact should be Mike Purchase and not Mike Turquand the address is as before.

NOTTINGHAM PIRATES

Ben Stanley's telephone number should be 0602 470696.

BRISTOL BLACK SOX

Emil Taylor
20 Daisy Road, Eastville
Bristol, BS5 6XJ Tel: 0272 575543

SHEFFIELD BLADERUNNERS

Will Greenwood's telephone number is 0742 507679

Major League Baseball

Keep in touch with all the news - without having to spend a small fortune! *Baseball Briefing* taps into the American wire services to bring you all the off-season news - major awards, trade activity etc. Then in March we give unrivalled coverage of Spring Training - before moving into our regular season schedule (box scores and game reports on every game, plus news and statistics).

A cheque/PO for £3.60 made payable to *Baseball Briefing* gets you our three off-season issues as they come off the presses (the first carries comprehensive statistics for every player who appeared in the majors in 1993), plus details of how to subscribe for the 1994 season. We also offer **BOOKS, CARDS AND CLOTHING ITEMS**. Please send for our pricelist. For example...

"What I Taught Mom About Baseball" - expected to be available in January, the perfect book for answering your questions about the game of baseball ... great for the beginner, yet with plenty for the more experienced fan ... clear explanation of the rules and traditions of the game, how to score a game and work out statistics - plus an extensive glossary of terms. Order your copy now for just £4.50 including postage and packing.

BASEBALL BRIEFING, 2 Drury Close, Waltham, GRIMSBY DN37 0XP

MARTYN DUTTON RETURNS

As you may have seen on Channel 4's 'The Big Breakfast', Martyn Dutton has recently been out to the States to try out for the Atlanta Braves. Birmingham Braves manager, Gary Roberts, has told us that pitcher Martyn Dutton has returned to the UK impressed but without a million dollar contract.

When Gary and Martyn arrived in Miami they headed for the baseball spring training grounds in West Palm Beach and contacted Don Mitchell - the Director of Scouting for the Atlanta Braves. Don arranged for Martyn to try-out with the Atlanta team.

He warmed up with the players and after 30 minutes did his stuff. He pitched at just over 80mph but regrettably this was just not enough to be considered for the team - "try again next year" they said "now we know about you we'll be keeping an eye".

Scout Don asked Gary to keep his eyes and ears open for anybody else who may have the skill and commitment to get into the major leagues and of course this offer is open to anyone - so IF YOU KNOW SOMEBODY who has a powerful throwing arm or is deadly accurate at hitting a ball, contact the British Baseball Federation and we will put you in touch with the right people - this could be your chance to become a player agent!

Don Mitchell said "he was very impressed with the way baseball was developing in the UK, but it still needed to catch up with Holland and Australia in the quality of players".

BIRMINGHAM BRAVES

Back home Gary Roberts is busy promoting his local team in Birmingham. Birmingham is the first city to be displaying 6 x 4 illuminated signs with the Atlanta Braves Tomahawk emblem promoting the Birmingham Braves.

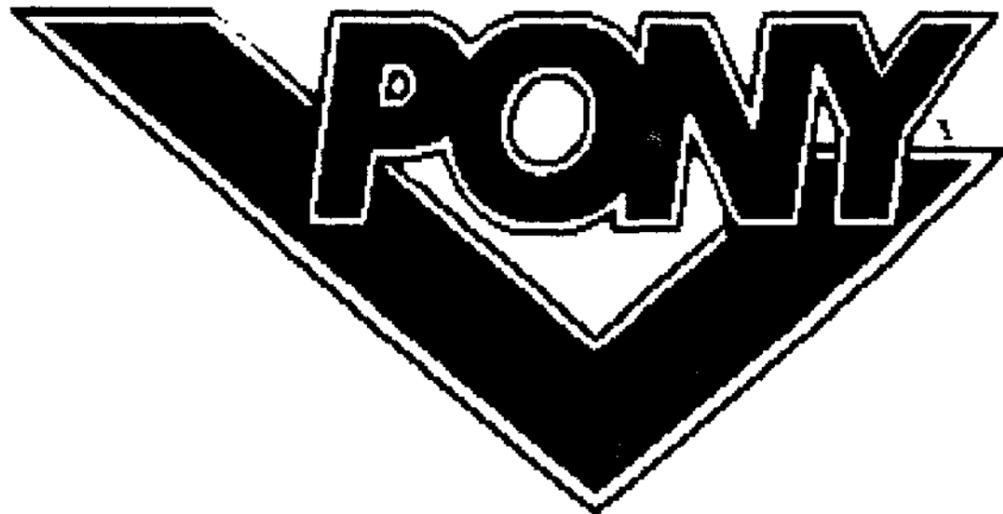
If you have any unusual or brilliant publicity ideas that you use in your area, let Brit-Ball know. If we all start to promote the sport like Birmingham soon everyone will know about baseball.

PONY SPORTS UK LTD

ARE DELIGHTED TO BE THE OFFICIAL
SPORTS FOOTWEAR SUPPLIERS TO
THE BRITISH BASEBALL FEDERATION

IN AMERICA LENNY DYKSTRA'S GLOVE INFLECTS
MORE DAMAGE THAN MIKE TYSON'S

Lenny Dykstra: Most catches in Pro Baseball '93:
Only Wears Pony



The Pentland Centre, Lakeside, Squares Lane, Finchley, London, N3 2QL
Telephone 081 346 2600 Fax 081 343 2529 Telex 919434

Dear Sir

The present is to put forward my candidature for the position of baseball player and / or coach for one of the teams within the federation you represent.

With an ample amount of pertinent experience in Canada, it is with great expectations that I offer my services with your federation.

Having completed in September 1993, a career of thirteen (13) seasons (eight to twenty one years of age), four of which were at the highest Canadian level as a pitcher (Junior Major Elite of Quebec), I am looking to broaden my horizons. I have also

participated in select teams as both pitcher and first baseman (All-Star, Provincial, Pan-American exhibitions), attended several baseball camps (1990: Fred Feriera, Major League Scout, Cincinnati Reds; 1991: Ex-Expo, Ron Hunt), as well as playing for Kansas-City Scout, Randy Napier, during this past season.

Having concentrated on coaching for the past two seasons at the calibre of Junior Big League (sixteen to twenty years old), I have had some success. The team has had a birth in the provincial championships the past two seasons after finishing with only three victories the season before. Four of the players belonging to last years team were chosen to attend the Canadian championships.

It is also of interest to note that I was recruited to prepare parts of the daily program for pitchers at THE ELITE BASEBALL CLINIQUE. This included the teaching of technical, physical and psychological aspects of the game.

I am presently studying Exercise Science and Physical Education at the University of Montreal. I believe the knowledge of the functioning body and mind in preparation for, during and after sport has greatly improved my knowledge of baseball, both as player and coach.

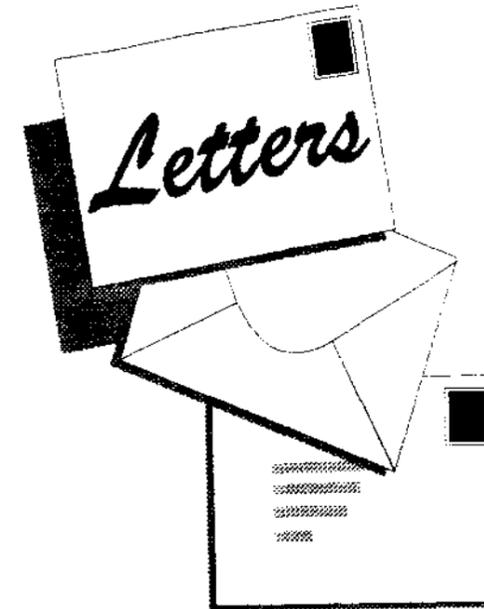
Baseball aside, I am fluently bilingual in both English and French and I really desire the chance of discovering another culture! If the opportunity arises, the possibility of establishing myself and finishing my studies would be quite welcome.

Please be assured that it is with the highest of interest that I post my candidature for this position (for this season or the following one). Any additional enquiries can easily be accessible at your request.

I also have a friend who would like to play in England, his name is Michel and is listed next to my address.

Thank you for your consideration.

Martin Langlois Michel Couillard
2750 Mousseau 7209 De Lorimier Street
Montreal, Quebec, Montreal, Quebec
Canada H1L-4V9 Canada H2E 2N0
Tel: 0101 514 352 0582 Tel: 0101 514 725 7066



Dear President

My name is Brad Dyson, I'm 20 years old and writing to you to express genuine interest in your baseball federation.

With the limited knowledge I have of your baseball federation, I have a genuine playing interest, and possible coaching and administration. The Baseball Times Magazine, newspaper clippings, historical documents and close correspondence with Mr Norman Wells; this information coupled with the love for England, and being English, I have built a great enthusiasm to play in England. I know of your structural changes to streamline the Federation and it sounds extremely positive and interesting. My playing interests lay

with your National Premier League. This league sounds very exciting and I would be grateful if you would put me in contact with a team that would be willing to take me on as a player.

I would really like to come over to England for the 1994 season, and would leave Australia as soon as my major league commitments are over, which will be at the earliest mid March and the latest early April. This is the play-offs and the grand final time. My team are in the playoffs this season, otherwise I would leave today.

I currently play third base, but have also played 1st base, 2nd base, shortstop and left field.

I know what I need to do at my end to come over, with immigration etc. At this point I need to know what the BBF and a National Premier League can do for me at their end. What I really need most is some financial support to be able to come over, possibly accommodation and work.

I look forward to hearing from you.

Brad Dyson
97 Leumeah Road
Leumeah
New South Wales 2560
Australia

Dear Ian

I am writing to thank you for bringing the Great Britain Squad to our Open Day last Saturday.

The fact that they were simply present boosted the attendance enormously.

The professionalism and the organisation of the players whilst they coached the local kids was outstanding. The players were a credit to the British Baseball Federation, the Management and to themselves.

I hope the occasion again arises whereby you can bring the squad back to the Sports Centre for another special event.

I wish you well in the forthcoming season and in the European Championships in Slovenia.

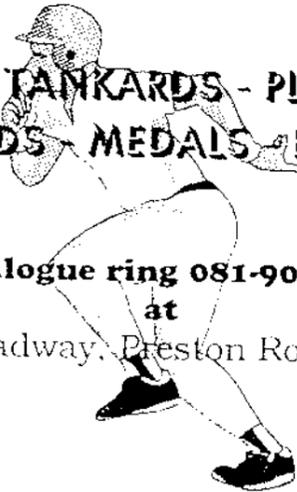
Yours sincerely
Stuart Clarke
Manager, John Smeaton Sports Centre, Leeds.

WEMBLEY TROPHIES

Specialists in Baseball Awards of Distinction

Offer the widest possible choice with unrivalled quality metal figures, good value, fast service, expert engraving

**CUPS - TANKARDS - PLAQUES -
SHIELDS - MEDALS - BADGES**



For free catalogue ring 081-908-2477, or call
at
11 The Broadway, Preston Road, Wembley

WATCH OUT FOR "ROOKIE OF THE YEAR"

Now's the time for you to plan a bit of local publicity. Due to be released soon at cinemas around the country is John Candy's "Rookie of the Year". The film revolves around the story of a young boy

Why not speak with the manager of your local cinema and ask if you can do a promotion in the foyer of the cinema. It's an ideal opportunity to let people know that baseball is played in their local area.

All you need to do is produce a flyer, include on it the name of your team, where you play, details of your next few games, and a number to contact

you if they are interested in playing. Along with a few of your players, take it in turns for a couple of you each night to stand in the foyer handing out the leaflets.

We also have a supply of



BBF Factsheets at Head Office, which are excellent for handing out to kids. It tells them a bit of history about the game in the UK, who to contact if they want to know their local team, and also explains a few of the basics about the game. If you would like a few to hand out whilst doing your promotion, give us a call and we'll send some down to you.

MOMENTS, MEMORIES, MIRACLES

Moments, Memories, Miracles is one man's history of the first 25 years of the Kansas City Royals, from the highlights of the 'come from behind' wins in the 1985 ALCS and World Series against the Jays and Cardinals, to the low point of the vain struggle by Dick Howser, the successful manager then, against a brain tumour in 1987.

The book does not list the club's fortunes in straight chronological order but as the author, Steve Cameron states, he "tried to think like a Royals fan and arrange things more or less the way people might recount them when they start talking baseball". It starts with 1985 (which was the first year I started listening to baseball Game 5 of the ALCS Danny Jackson 2-0 vs my Jays) detailing the post season heroics, with a series victory against a former manager Whitey Herzog.

There is an entire chapter devoted to No 5 George Brett, who is the only man to win batting titles in 3 different decades, and is headed for Cooperstown. Another chapter talks about the early days of the franchise, following the departure of the Athletics up to the opening of the magnificent Royals stadium, where Cookie Rojas celebrated the Royals first division title by jumping into the water fountains, fortunately the electricity had been turned off, and where Nolan Ryan pitched his first no-hitter.

This is an essential book if you are a Royals fan, as it will stir a lot of memories, of various shades, through both the text and a lot of photographs, some of them stunning.

This A4 hardback book, Moments, Memories, Miracles is available at a cost of £31.99 from Gazelle Book Services Limited, Falcon House, Queen Square, Lancaster, LA1 1RN, Tel: 0524 68765. A must for all die-hard Kansas City Royals fans.

Mark Tinker
Toronto Blue Jays Fan

OBITUARY

FRANK BRADY

It is with great sorrow that I have to report the death of Frank Brady, on Wednesday 6 April 1994, just short of his 62nd birthday. Frank died of a heart attack, ironically on his way home from a training session with Basildon Mariners. On behalf of all members of the Old Timers I wish to pass on heartfelt sympathy to Babs and her two

daughters on their great loss. Frank started out his baseball career at the age of twenty four, with the Briggs Tigers. This was followed by spells with the Ford Brigands and Romford Rockets. Next came the Southend Aces which, after amalgamation became Southend Red Sox. It was with the Red Sox that Frank became firm baseball friends with Basildon Raiders and finally Basildon Mariners. Frank finally ended his competitive baseball career with the Mariners in 1992. During his career he played first base and outfield and was well known around the various leagues for his home run hitting ability. Frank joined the Old Timers in May 1988 and was one of its earliest players. His spot was in right field, where he made some real shoestring catches for the team and frequently pulled some good hits out of the barrel when most needed. Frank was a quiet, keen baseball enthusiast and was always a regular attendee

and since 1956 has not missed a single baseball season. The Old Timers right field will never be the same again for Frank will be a hard act to follow. His uniform No 17, will be retired and on Saturday 16th April at the Old Timers home ground, there will be a minutes silence held in right field, in memory of Frank - perhaps our own 'Field of Dreams'.

Bary Mayfield
Old Timers Baseball Club



DENVER ATHLETICS LTD.

incorporating ALL AMERICAN IMPORTS

76 Suice Road Denver Downham Market Norfolk PE38 0DZ England
Telephone 0366 384603 Fax 0366 384009

Baseball Softball



SEND FOR A FULL COLOUR CATALOGUE OF BASEBALL EQUIPMENT AND CLOTHING. ALL ITEMS IMPORTED FROM THE USA. STOCK ITEMS AVAILABLE FROM OUR SHOWROOM. TEAM VISITS BY APPOINTMENT.

SCOTLAND V ENGLAND

A date for your diaries is the Scotland v England game on Sunday 29 May 1994. This year the event is to be hosted by Dalriada Demons Baseball Club at their ground Bothwellhaugh Pavilion, Strathclyde Country Park. If you're interested in attending then give Liam Bell a call and he'll send you some directions.

BASEBALL 2000

In 'El Presidente' this month you will read a reference to Baseball 2000. Below is an explanation of what the BBF hope to achieve through the scheme.

The objective is to promote the game of baseball to the youth of Great Britain particularly, though not exclusively, through the school system. Our efforts go towards establishing baseball coaches, for PE classes where possible, and creating youth clubs after school in order that those youngsters interested in continuing the sport, have proper channels to develop their game.

Our task is to bring schools of an area together to form Foundations while seeking the support of local councils, communities and industry. This BBF initiative follows closely on the heels of our Sports Council sponsored Schools Development Programme, which has already introduced baseball to seventy schools in the UK.

Operating in communities already "seeded" by this SDP ground work we create leagues with All Star Teams which tour internationally. By initiating these combined school teams and enabling them to host International Schools' Festivals, Baseball 2000 increases the motivation to play the game at the grass roots level. Then by harnessing this enthusiasm to local business and funnelling the results through the press we will achieve results otherwise unimaginable through current sports programmes.

Each Foundation formed is an independent organisation, raising funds, operating overseas tours, obtaining publicity and providing facilities and equipment under its own steam. The responsibility is therefore decentralised away from the BBF into the hands of the community.

Foundations maintain direct links with the BBF through membership, administrative support, sponsorship and coaching assistance.

For Baseball 2000 Foundations to succeed it is the local membership, above any other consideration that will make them work. Although only two people are required, the aim is to have as wide a base as possible, building around teachers, coaches and businessmen from the community.

One person in each foundation must have good practical knowledge of the sport and is required to be in charge of coaching. One other individual should be an involved fund-raiser; he/she must have a business background. These two will ideally lead a team of teachers which include a representative from every school in the area. Together they form a committee which amalgamates their varied backgrounds into the nucleus of an organisation which will not only provide baseball for youngsters, but give them the motivation to think for themselves and to help finance their ambitions through the vehicle of Overseas Tours.

So, who benefits from Baseball 2000?

The schools will receive baseball training gear and a new sports facility - a baseball diamond(!), the teachers receive nationally recognised coaching training through the BBF and the NCF, sponsors benefit through the unique opportunity to identify with the teenage market of today, their present and future customers.

The student athlete will gain the most. The training and the selection process will improve athletic skills.

The potential list of achievements is long and the result should be more mature, capable and productive individuals in our schools and society.

If you have any more questions around Baseball 2000 then give Greg Welch, Youth Director, a call.

RBI BASEBALL 94

If 1993 saw baseball coming into a league of its own with the British Baseball Federation reporting record membership increases, in 1994 the organisation is set for even bigger things.

It's a fact recognised by the latest company to team up with the BBF - TENGEN - one of the UK's leading video games publishers.

They have recently announced plans to sponsor the BBF's second Roadshow (to be based in Leeds) to coincide with the launch of the new video game. RBI Baseball 1994 is the latest in a series which has sold over a quarter of a million units in the US each year for the last five years - and is the biggest selling baseball title in video game history.

It's positive news for the BBF - the link up with the video games publisher, with its indomitable far reaching influence on young people across the UK and Europe will aid the BBF's recruitment drive.

To set the ball rolling, the official launch of the sponsorship will take place at the European Computer Trade Show* - Islington Business Design Centre - London on 10 April - the official start day of the British baseball season.

At 11am the Brighton Baseball team 'gate crashed' the ECIS show used to launch the new games titles to European retailers, and checked out the graphics and animation sequences of the RBI game. Heads turned to watch Brighton alight from their 53 seater coach in full uniform, and they created quite a stir from press and public alike as they wandered around the show. Keith Peskett, Marketing and Sponsorship Director of the BBF utilised the event as an opportunity to officially announce the start of the season as the Brighton team got ready for their initial game.

Look out for a report on the event, as well as a review of the game itself in a future issue of Brit-Ball.

"WIT AND WISDOM"

A little gem to drop through the door of BBF Head Office last week was the "Baseball Book of Wit and Wisdom". It is a very small book (3" x 3.5") but contains some absolute treasures in terms of quotes. To quote the book - 'Like life itself, the game of baseball offers us triumphs, humour, wisdom and its share of errors. In this winning collection of insights, lovers of the game - from pitchers to presidents, to scribes and second basemen - describe the mystique of the national pastime'.

A couple to wet your appetite:

"How hard is hitting? You ever walk into a pitch-black room full of furniture that you've never been in before and try to walk through it without bumping into anything? Well, it's harder than that"

Ted Kluszewski - Reds First Baseman (1947-57)

"Baseball is a game where a curve is an optical illusion, a screwball can be a pitch or a person, stealing is legal and you can spit anywhere you like except in the umpire's eye or on the ball!"

Jim Murray - Los Angeles Times (1962)

If you'd like to read more then look out in your local bookshops for a copy of 'Wit and Wisdom'. It's published by Running Press, Philadelphia, Pennsylvania. If you can't find a copy then give them a call on 071 323 4770 and they will let you know who your local stockist is.

NEW

The Pitching Edge

Tom House

Foreword by Nolan Ryan

Bringing science and experience to the pitching mound

This is a practical guide full of cutting-edge information for pitchers and coaches at every level. Tom House puts his experience and research into the following three keys to pitching success:

Technique: applying state-of-the-art 3D motion analysis to pitching mechanics

Training: the latest methods for conditioning the pitcher's total body and throwing arm

Thinking: focusing on the mental aspects of pitching, including preventing game anxiety and handling postgame anxiety, and more



"The material Tom presents between these covers will help you as a coach and as an athlete, because it works. It worked for me, and it's helped my sons... compete on the high school and college levels." Nolan Ryan

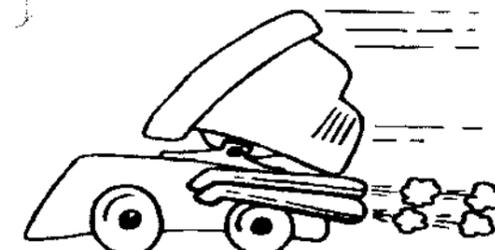


HUMAN KINETICS PO Box IW14 Leeds LS16 6TR Tel: 0532 781708 (24hr) Fax: 0532 781709

To order: please send a cheque made payable to HKP (Europe) Ltd or contact the above office.
P&P: Please add £2.50 for one book (50p for each additional book).

0-87322-503-1 152pp 153 illus Paperback February 1994 £14.95

0079



SPORTSPAGES

THE SPECIALIST SPORTS BOOKSHOP

Britain's best sports bookshop
with branches in London and Manchester

DON'T MISS OUT

Stockists of the largest range of baseball
books in Europe

**KEEP IN TOUCH
WITH MAJOR LEAGUE BASEBALL**

Suppliers of USA Today Baseball Weekly
The Sporting News and Sports Illustrated
(subscription service available)

SPORTSPAGES

Caxton Walk
94-96 Charing Cross Road
London WC2H 0JG
Tel: 071 240 9604

Barton Square
St Ann's Square
Manchester M2 7HA
Tel: 061 832 8530

Retail or Mail Order

COMPETITION CORNER

Well, this month we've got another competition for you to try your hand at, this time produced by Anthony Weakner of Caterham Athletics. It's quite simple, all you have to do is rearrange the words below to form the nickname of teams within the BBF. Example Slack Box = Black Sox.

1. STAR PIE
2. REDS DOG
3. SIRE REV
4. SOD MEN
5. SKIVING
6. STAB COB
7. THIS A CELT
8. SET HARD
9. SAP STAN
10. CRAVES KIM
11. SET MORE
12. SCORN HAM
13. CADS WILT
14. SOS RAT
15. STEM CO
16. NAG ERRS
17. THEN RAPS
18. SAID INN
19. SNOT JAR
20. OR WARS
21. A STING
22. DRAW SNEER
23. AS VERB
24. CALF SON
25. RARE ZIT BALLS
26. SELF LOW
27. LADS IN CAR
28. MA SELF
29. TO KEYS
30. SAM DUCT

And, a prize for the correct answers, well this month we're generously giving away another of those much sought after Bushey Clinic T-shirts.



Sports Specialties®

THE LEADER IN
SPORTS HEADWEAR

For U.K. Stockists
Tel: 0734 401200
Fax: 0734 401592

FLAWED LOGIC

Anyone with a head for heights should easily be able to solve this poser. At noon (GMT) a man goes into a hotel in London's Park Lane, takes the lift to the 13th floor and drops a cricket ball out of the window. At exactly the same time, his friend enters a hotel on New York's 5th Avenue, takes the elevator to the 13th floor and drops a baseball out of the window. The hotels belong to the same chain and are constructed in the same manner. The cricket ball and baseball are the same weight and the weather conditions are identical in both countries. The American baseball hits the sidewalk before the London cricket ball hits the pavement. Why? Clue: Try vertical not lateral thinking!

Watch out in next month's Brit-Ball for the answer.

THE BRITISH BASEBALL FEDERATION 1994 HANDBOOK

Contains all the 1994 fixtures and team contacts for British Baseball

Please send me a copy of the British Baseball Federation 1994 Handbook

I enclose a cheque / postal order for £3.50

Name:

Address:

Postcode:

Return to: 66 Belvedere Road, Hessle, North Humberside, HU13 9JJ

SUBSCRIBE TO BRIT-BALL

The Official Voice of the British Baseball Federation

Please find enclosed a cheque / postal order for £9.00 for 12 issues / 75p for the next issue*
(* Delete as applicable)

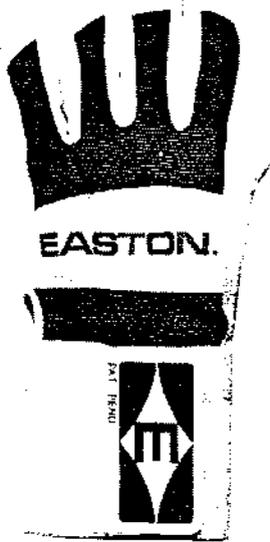
Name:

Address:

Postcode:

Return to: 66 Belvedere Road, Hessle, North Humberside, HU13 9JJ

**UK SALES AGENT
PHA LEISURE LTD
3 YEATS CLOSE, NEWPORT PAGNALL,
BUCKS, MK16 8RF
TELEPHONE: 0908 615632**



The name of the game.

**TEAM AND CLUB SALES DEALER
KEITH PESKETT
PO BOX 49, BOGNOR REGIS
WEST SUSSEX, PO21 1NR
TELEPHONE: 0243 867867
FAX: 0243 861031**