

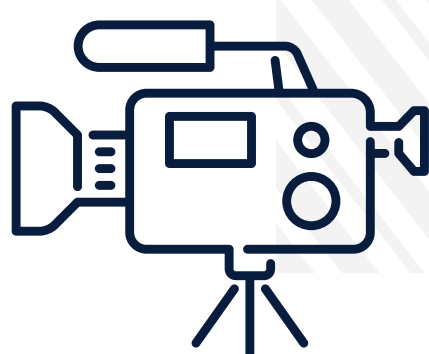


WORKING WITH THE MEDIA

HOW MLB IS COVERED AND WHY IT'S IMPORTANT TO YOUR CAREER

THE ROLE OF THE MEDIA

- **The media serves as a voice to baseball fans.** As a whole, media coverage allows fans to follow our game and become active supporters of baseball.
- Major League Baseball appreciates the fact that the media is interested in our game. The **interest in our game is a good thing for all of us and is important to our sport's future.** We want to accommodate that interest in all reasonable ways and within the spirit of our rules.
- The coverage of the **media can affect how fans perceive you.** Your relationship with the media can also impact the dynamics inside the clubhouse.



WHY IT'S IMPORTANT TO BE PROFESSIONAL WITH THE MEDIA

A GOOD WORKING RELATIONSHIP WITH THE MEDIA SHOULD ALWAYS BE PROFESSIONAL IN NATURE.

- Journalists have a job to do just like you have a job to do.
- When you have a professional relationship with the media, you can more easily **create a strong bond with fans** – which is good for you, your Club and our game as a whole.
- **There are benefits to being professional and accountable with the media.** Being considered professional and accountable is positive for your reputation.
- **There are risks to being unprofessional or hostile with the media.** No one wins when you have a poor relationship with writers or other members of the press.
- **Female members of the media especially deserve respect and professionalism.** Do not mistake a reporter doing her job for interest in you. A good working relationship with a female reporter **is not** an invitation to pursue a personal relationship.



“I feel like it's my job. For fans out there, [reporters] are the voice of what's happening, so they can know what's going on in the clubhouse and around the game.

“Honestly speaking, it's not every day I feel like talking, but **I know that it's my responsibility** to be here and answer the questions.

“I don't need to answer every question.

But I know that sometimes when you play a game and something goes wrong, people want to talk about it.”

– FORMER ALL-STAR CARLOS BELTRÁN



“It doesn't say in your contract that you have to be hospitable to the media, but **they're the ones that communicate with the millions of fans on a daily basis.**”

– HALL OF FAME MIKE MUSSINA

YOUR REPUTATION MATTERS

- There are many players in the game today who earned the respect of the media and fans alike. For example, when David Wright of the New York Mets stepped away from the game, he was **hailed for his professionalism off the field as much as his excellence on it.**
- If you aspire to stay in the game in some capacity after your playing career – as a manager, front office employee, broadcaster, etc. – **having a positive reputation can only be helpful** toward those goals. Players with less stellar reputations might find it more difficult to receive such opportunities after their playing careers.



HOW MEDIA ACCESS WORKS

- In the Major Leagues, clubhouses are open pregame and postgame every day. Credentialed reporters are allowed to be in the clubhouse during certain periods and to attend formal press conferences.
- Members of the media conduct interviews with players and managers in order to have **quotes, reactions and context** about what's happening with Major League teams. That information then gets filtered into their reporting.
- Before you meet with reporters, **envision the headline you want to see.** What's a good headline for your team? Who can you praise? What is a positive message for your fans? How can you and your team improve? Give credit to others for what's good and take responsibility for what's bad.
- Postgame clubhouse access for the media often revolves around the events of the game that just ended. After tough losses or during losing streaks, media attention can become difficult for teams as a whole or for particular individuals. If you don't make yourself available, your teammates might be left to answer for you. **Bring a tough situation to an end by addressing it with the media right away;** don't let it linger and drag into tomorrow.



THE PUBLIC EYE

- When **used the right way, social media can be a powerful force for good**, such as highlighting your charitable efforts. You can showcase your personalities and interests and connect with fans.
- It is important to always think through your social media posts. Does the potential downside of what you're posting outweigh the upside? Will an attempt at humor be misinterpreted? Social media users can be bold, brazen and extremely negative. For countless reasons, there is risk to everything you post. Make sure that you **use your voice in the right way – respectful, thoughtful, inclusive and sincere.** Never be offensive. Don't create distractions for you or your team.
- Handling criticism can be difficult. If you have a bad game or are struggling, you might hear about it from fans, whether in person or through social media. **Ignore the negativity the best you can**, even if it means not looking at your mentions. Too often Internet trolls provoke fights that are unwinnable.
- Everyone's phone now functions as a camera. **Always be mindful of the decisions you make.** For people who are recognizable, anyone in public can use their camera to record what you're doing. Making good decisions away from the field is good for your career on the field.

“I have written out full tweets and figured out how to get everything I want to say in 140 characters, spend five minutes on it – then think, this probably isn't a good idea.

They say if you have to say, 'Should I?' you probably shouldn't.

So I've hit delete quite a bit.”

– FORMER FIRST BASEMAN CLINT ROBINSON

