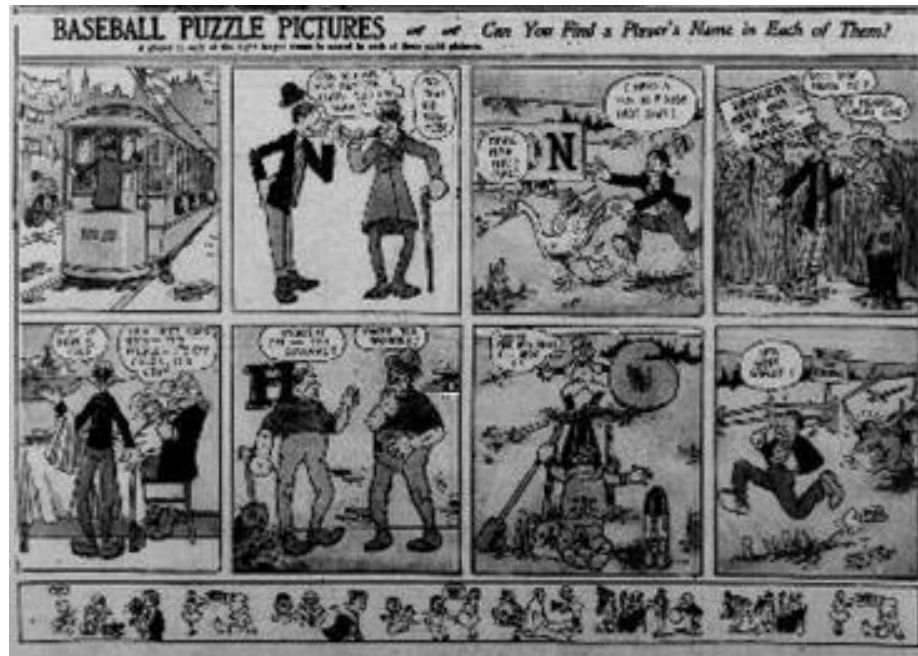


Up Your Skills on Business of Baseball Research



Library of Congress, Prints and Photographs Division - The San Francisco call. (San Francisco, September 05, 1909, Image 16)

Presented by SABR Business of Baseball Committee
on
January 23, 2011

Email steveweingarden@gmail.com if you are having difficulty dialing in to the conference call

Expectations and Ground Rules

Expectations

- Coverage today is around day-to-day news and data collections
- Seeking volunteers for a business of baseball blog
- Interested in your suggestions for future webinars

Ground Rules

- For this first webinar, just a few of us will have the ability to speak
- Send email during the presentation, if you wish to have a topic covered or have a question
- Experiential breaks/challenges during session
- Thank you for attending!

Conducting Business of Baseball Research

- SABR material on how to research business of baseball
- Good starting point is Business of Baseball website www.businessofbaseball.com



SABR Business of Baseball Committee

Home Resources News Newsletters

You are here: Home

Welcome to the Society of American Baseball Research (SABR) Business of Baseball Committee website.

The committee mission is to study all aspects of baseball administration and off-the-field activity including economic, organizational, labor and legal issues.

Here you will find:

- A collection of documents relating to the business of professional baseball.
- A list of scholarly articles on baseball business.
- The archive of the committee's newsletter, [Outside the Lines](#).

If you have any questions not answered here, please see our [contact page](#). For information on citing materials on this website in research works, see our [citation help page](#).



Crowd watching a "playograph" during the 1911 World Series.
Library of Congress, Prints & Photographs Division.

- A possible “Top 5” search resources list for you

Exercise: If you can open another internet tab, do so. Go to one of the resources that is less familiar to you. Spend about 1-2 minutes exploring the content.

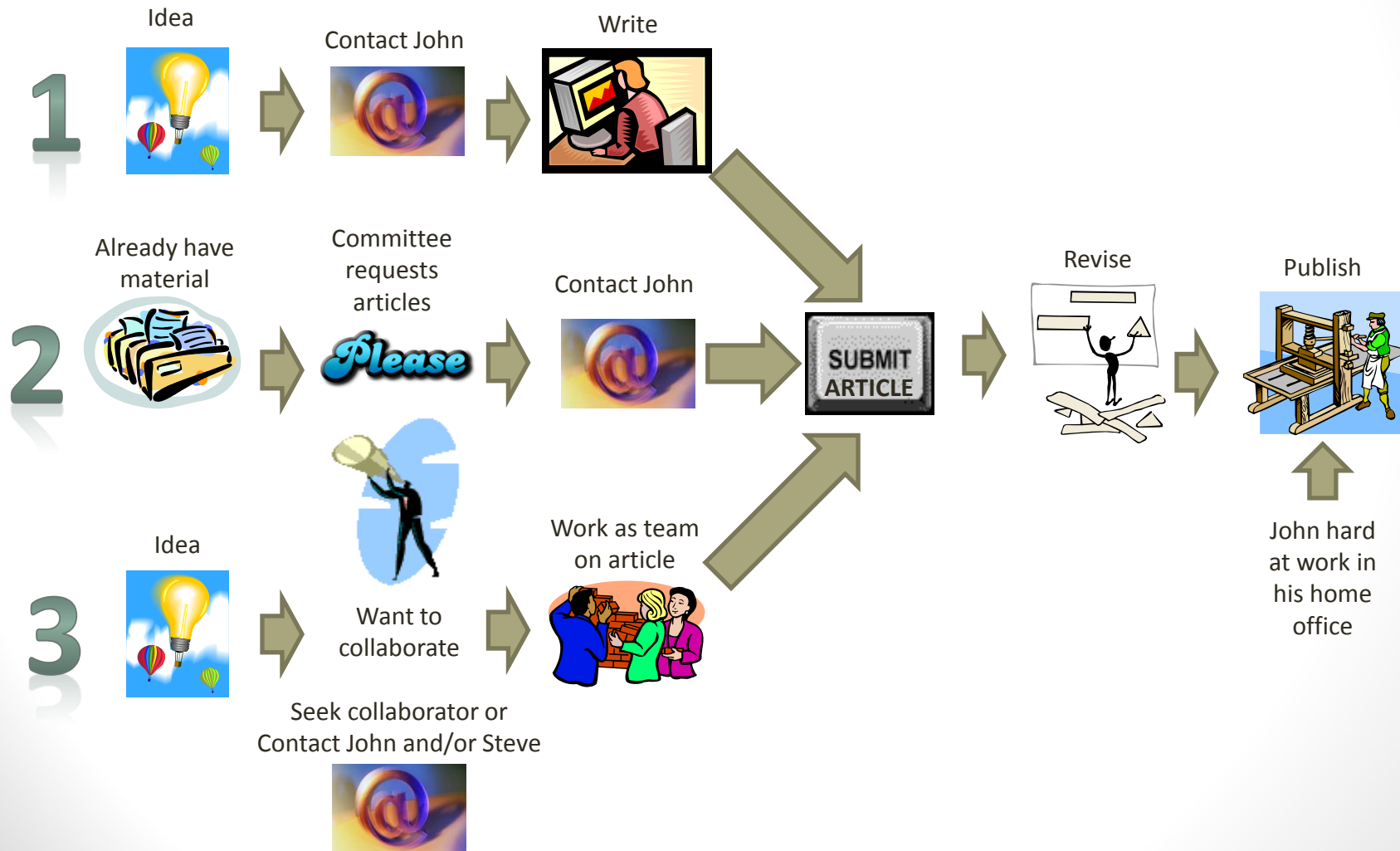
Common Research and Data Questions

- Where can I find information on team value?
- How do I find out a player's salary?
- Can you provide ticket price data by year?
- Where do I find a breakdown of attendance data by team by year?
- Is there a list of broadcasting revenue anywhere?
- What can you tell me about player agents?

Writing for Outside the Lines

- Yes, we want you to write for Outside the Lines! Always assume we want more articles.
- Content areas are broad – see existing newsletters on website.
<http://research.sabr.org/business/newsletters>
- Your article could follow different paths, but here are a couple paths ...

Outside the Lines Sample Publishing Paths



Daily News Stories

- The daily grind of keeping up with business of baseball stories
 - Once in a while, there is not a business of baseball story for a day
- Recognition of business stories – the “mindset”
- Annual rhythm
- Search terms
- Collaboration
 - Collaboration maps/Mind maps
<http://www.mindmeister.com/12213323/best-online-collaboration-tools-2010-robin-good-s-collaborative-map>

Exercise: If you can open another internet tab, we are going to search for information on a recent business of baseball news story

Team Value Collaboration Map

- SABR
- Forbes
- Financial Statements

- Stadium Value
- Other Sources of Revenue
- Exposure



- Sources of data

Associated Value

Major League
Baseball

Minor League
Baseball



Types of Value

- Projected resale value
- Impact on city
- Psychological value
- "Self-reported" value

- Sources of data



- Magazine reports
- Newspaper articles about team sales

Value Comparisons

- Comparisons to Other Sports
- Change in Value Over Time



- Reported Sale Prices

Open Discussion

- What are your questions? Email steveweingarden@gmail.com and jruoff@bellsouth.net

What we would like from you:

- Feedback
 - Should we do something similar to this again?
 - What worked?
 - What could have went better?
 - Do you have suggestions for future committee webinars?
 - Should we open the phone lines so everyone can talk, with the risk of having everyone talking?
- Volunteers
 - If we launch a SABR Business of Baseball Committee blog, we would need 15-20 “dedicated” people to volunteer coverage a couple days per month
 - Do you have ideas for an article for Outside the Lines?