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Kevin T. Berge

St. John Fisher College, ktb04482@sjfc.edu

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The career of an athlete may shape the narrative that the media uses when writing articles on that player when they retire. Many people fail to understand how the media constructs articles the way they do on Major League Baseball (MLB) players upon retirement. This research study used a mixed method approach to show how the media covers certain professional MLB players when they retire. The researcher counted how many times chosen variables were mentioned in two different articles of sixteen retired MLB players, and then extracted quotes from those articles. This study found that superstar pitchers and superstar hitters were mentioned more in great depth when compared to non-superstar pitchers and non-superstar hitters upon retirement. The information being discussed and researched is important because it shows there wasn't enough attention being given to the non-superstar athletes for what they did throughout their career. These athletes should be given more recognition by the media for what they have accomplished statistically throughout their entire careers. Therefore, all athletes whether Superstar or not should have a deserving farewell to Baseball.

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Kevin Berge

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The career of an athlete may shape the narrative that the media uses when writing articles on that player when they retire. Many people fail to understand how the media constructs articles the way they do on Major League Baseball (MLB) players upon retirement. This research study used a mixed method approach to show how the media covers certain professional MLB players when they retire. The researcher counted how many times chosen variables were mentioned in two different articles of sixteen retired MLB players, and then extracted quotes from those articles. This study found that superstar pitchers and superstar hitters were mentioned more in great depth when compared to non-superstar pitchers and non-superstar hitters upon retirement. The information being discussed and researched is important because it shows there wasn't enough attention being given to the non-superstar athletes for what they did throughout their career. These athletes should be given more recognition by the media for what they have accomplished statistically throughout their entire careers. Therefore, all athletes whether Superstar or not should have a deserving farewell to Baseball.

Media Constructed Retirement Articles of Professional Baseball Players

If someone were to mention the names Barry Bonds, Alex Rodriguez, Roger Clemens, Randy Johnson, or Roy Halladay, the overwhelming majority of the general public would recognize them as being some of the best MLB players in the last decade. These athletes have distinguished themselves as “superstar athletes” because of the great feats they have accomplished and attained while playing the game of baseball. They are not only superstars, but potential Hall of Fame inductees as well. There are many factors that can go into how a baseball player attains this level of “stardom”, that which puts them at a level above other players. Some of those factors are the length of their career, consistently leading the league or being a top performer in many statistical categories, as well as winning annual awards given out by the MLB. Those athletes who attain this are rare, as the majority of those that play, ride off into the sunset with barely any notice or recognition at all.

How is it that these so-called “superstar athletes” tend to receive the upmost recognition when they retire in comparison to other players? The media not only contributes to but also plays a key role in who does and does not receive that recognition. The career of an athlete can certainly shape the narrative that the media uses when writing articles pertaining to that individual player upon their retirement. Yet it ultimately shows that the better career the athlete had the more attention they receive when they retire. This ultimately falls on the athlete themselves and how successful they were on the field of play. However, it is important to understand that not all athletes receive the same recognition when they retire from their career as a professional baseball player.

Many people fail to understand how the media compose articles the way they do on professional baseball players when they retire. There is a lack of attention regarding how the media portrays athletes in a certain light through the narrative and tone that they use. The information that is discussed and researched in this paper is important, as it will help to show how the media covers certain

players over and above others upon their retirement. Furthermore, the coverage reflects how the athlete's career is perceived by the readers.

This research is conducted to help others understand how the media constructs retirement articles differently based on the athlete's individual career. Furthermore, how great an athlete's career can make a difference on how much media coverage they receive upon retirement. The results attained are also important, as it indicates what the media focuses on most when constructing articles on retired players. The results that are uncovered in this study indicate what the media focuses on most when constructing articles on retired players. The results attained are important to help show how certain athletes indeed do receive more coverage as well as the reasons why. The hope is that this study will help the media realize the impact that they have on readers and how the media does sway people's perspectives. All baseball players deserve a fair amount of coverage upon retirement no matter how good their career depicts they are. Recognition and affirmation is very important for all players that have had a professional baseball career. Regardless of statistics or accomplishments, all players deserve quality recognition for their time spent on the field.

Literature Review

Business of Baseball

The game of baseball has always been seen in the two categories of offense and defense. Within these categories of offense and defense, players can then be broken down into certain positions such as hitters and pitchers (Allen & Parsons, 2006). Baseball is assessed through the rivalry of the pitcher vs. the hitter. Similarly, the career of a player is measured by how each individual player can succeed against the other. The one-on-one character of baseball shows the competitiveness of the players; this batter vs. pitcher duel has made it a game of individual statistics that ultimately depicts how the players careers will be seen by the public (Von Burg & Johnson, 2009).

When researching baseball players it is necessary to examine the performances of pitchers and hitters separately (Allen & Parsons, 2006). Since these players are looked at in two distinct categories, that is how they must be compared when determining who is great or not. A player's career can be defined by how they did when compared against other players who compete in the same position. Furthermore pitchers are then broken down in two other categories. There is a significant difference from being a starter rather than a reliever (Allen & Parsons, 2006). Similarly with hitters, many consider the designated hitter to be in a separate category. This reason is mainly because his only job is to hit the ball, while the rest of the hitters have to also play the field.

Ultimately a player's career is defined by how good they are at a certain position, as well as how much recognition the media and the fans give to them. A player's career is, "based on a player's record, playing ability, integrity, sportsmanship, character, and contributions to the team on which the player played" (Vass, 2008, p.25). To gain fan appreciation a player needs more than just talent. A player's career is also defined by his integrity and character (Vass, 2008). When players retire from baseball, the better records they have, how they played the game and how much recognition they had, shapes how much attention they will receive.

Baseball has always been America's pastime sport and continues to reflect the American way, which is a hard Puritan work ethic (Von Burg & Johnson, 2009). During the career of an athlete, baseball fans become invested in these players. Furthermore, "the relevant institutional contexts for professional baseball players are their teams and the cities in which those teams are located" (Allen & Parsons, 2006, p. 812). A player's career is more than just his statistical performance; it is how one can relate to the fan. The better the individual athlete can relate to the fan combined with his talent, the greater the individual career will be. However, players have always been governed by rules of Major League Baseball, regardless of the players desire to make a strong connection with his fans. Rules for players have not only increased in the past few years, but also have become more strict.

History of baseball.

The rules that govern players help to show how people perceive professional baseball players. The players who abide by the rules and the laws of the game are seen as having good integrity, sportsmanship, and character. Those who don't follow the rules of the game are either hated or looked at as a cheater. Most people agree that regardless of statistics, "the integrity of the game is everything" (Von Burg & Johnson, 2009, p. 351).

The MLB started with what is known as the Dead Ball Era, which took place in the early 1900's. This is mainly due to the fact that, "runs were scarce and homeruns were far and few between" ("Baseball Timeline," n.d.). Furthermore, "this Era consisted of small ball, which dealt with stealing bases and trying to advance the runners to score them since there wasn't a ton of homeruns" ("Baseball Timeline," n.d.). Unfortunately this Era faced the problems of gambling. "Issues such as gambling and game fixing came into place" ("Baseball Timeline," n.d.). The Integration Era came next, which spanned first started in the mid 1900's. This era consisted of the integration of players of different races. This was a historic time in baseball, as people found out that race played a huge role in the context of the game. This helped to change the way people viewed not only baseball, but race in the country.

Then came the Steroid Era, which took place in the late 1900's. This era had a major impact on baseball and how fans viewed the corruption of the players. All athletes wanted to be the best and they believed steroids could help them achieve that goal. Compared to other sports, baseball gained the most attention with the media due to athletes using anabolic steroids to gain a competitive advantage over other players. "Throughout the 1990's and early 2000's steroids were used in the MLB to shatter long-standing records and raise player salaries to astronomical prices" (Collier, 2015, p. 16). The players that have been caught in these steroid scandals ultimately ruined their reputations with the public. Some players who were idolized were quickly diminished and remembered only as cheaters. Since the Steroid Era, the MLB has implemented strict steroid testing rules; due to this teams have relied more on

pitching, defense, and small ball instead of home runs and high scoring affairs (Collier, 2015). This leads us to the Era we are currently in, the post Steroid Era, which began in the early 2000's.

Some people say the Steroid Era was the last big scandal that plagued Major League Baseball (Vass, 2008). While there are currently no scandals taking place in baseball there are minor problems with individual players. The current problems that players have gotten caught up in deal mainly with on field and off field issues. For example, a player getting suspended for a couple games due to an altercation with another player during a game; or another instance, when a pitcher intentionally throws a ball at the hitter, then starting a fight between the two players. Due to advances in technology that have rapidly increased over the years, the media is a lot better at uncovering these player issues. The media portrays issues to the public that the individual athlete creates himself. However, the media exaggerates the athlete's career to an extreme.

The media can have an effect on the player's career, good or bad. If the athlete chooses to follow the rules of the game he won't have any trouble. If players choose not to follow the rules of the game, unfortunately they are harshly punished by the MLB as well as ridiculed by the media and the fans. Each individual player must follow and abide by the rules of the game if he intends to be remembered and idolized. The media will ultimately either be courteous to the player who follows the rules or reveal the player's issues through what they choose to display in the narrative of the articles published.

Media and the MLB.

The acquisition of wealth is a priority for Major League Baseball in everything they do. What most people don't understand is that the media is also doing the same thing. The media and the MLB work hand in hand to try to increase profits as best as they can. "Media companies sometimes have a financial interest in professional sport franchises, and their coverage tends to advance their business interests" (Denham, 2007, p. 6). The media publishes whatever story they believe will capture the

majority of the audience's attention. A lot of the times the articles being published are undercover issues about players because they will receive a greater financial success from it (Denham, 2007). This ultimately is the business of baseball with the media; and over the last decade media companies have enjoyed some of the highest profile margins of any industry (Denham, 2007).

In reality this business wouldn't be possible if it wasn't for the fans desire to know every little detail that happens with every player, good or bad. The media is simply just an integral middleman between the players and the fans (Anderson, 2003). The media and the MLB work hand in hand to try and bring out the best in baseball. "The purpose of MLB public relations... has been to promote the concept of baseball" (Anderson, 2003, p. 33). There is a lot to be seen with how the media and the MLB work together to promote their athletes, along trying to make the most financial gain they can.

The media and the MLB have usually worked well with each other. Without the media, baseball may not have flourished without anyone to be able to follow their favorite players or favorite teams. "Recognizing how the MLB enterprise used public relations to communicate with key audiences contributed to a greater understanding of how and why the professional baseball industry developed as it did" (Anderson, 2003, p. 11). Sportswriters, journalists, and the media ultimately capture the best moments of baseball. The media's contribution is a large part to the growth and success of baseball (Anderson, 2003).

Since the beginning of baseball, the media and the MLB have worked together to deliver the news of the players and teams to the public. Ultimately, "baseball and its stars have been transformed by the words of novelists, historians, biographers, and journalists into narratives of magical dreams" (Roessner, 2009, p. 55). It is these captivating stories that the media writes about the players and sends to the public. These stories enhance the image of baseball, which helps bring in revenue. Finally, in a way people can look at the media as the gatekeepers of baseball; who not only serve the players but also valorize those who exemplify the proper values in baseball and diminish others who reveal the

game's shortcomings (Von Burg & Johnson, 2009). Baseball and the media have always worked together and continue to profit from each other.

Media Content Outlets

Journalism literature.

Research in the past decade has revealed a lot about the different types of literary content that journalists use to report information to the public about professional athletes and their retirement. Journalists today, who write about sports and the narratives of athletes, tend to be high profile (Hardin, Kuehn, Jones & Balaji, 2009). Journalism assists in delivering, "a malleable platform for promoting social, commercial, and media agenda" (Hutchison, 2014, p. 232). Through journalism we see the different types of narrative that these "high profile columnists" use to describe the athletes. There are many ways people get their hands on stories of athletes; sports commentary, scripted media texts, newspapers, and other forms of media (Lavelle, 2010). Sports commentators have a big impact on professional athletes who are retiring. What one journalist may say about any given athlete can change the outlook of the public perception. For example, the way the media depicts articles on Alex Rodriguez the steroid user compared to Alex Rodriguez the dominant third baseman, will change how the public perceives him as an athlete. These, "Commentators have a vested interest in maintaining the positive image of star players" (Lavelle, 2010, p. 309). We see this positive image is truly evident through the journalist's literature of the athlete.

Journalists use a variety of different forms of writing to provide information regarding athletes. A textual analysis of articles has shown how authors use box scores, sayings, poems, and even full-length features to mythologize athletes (Roessner, 2009). Journalists use these forms of text to better connect the athlete to the fan. Most sport articles come from biographies or stories about the athlete, which explains something about them in detail. For example, "the nation's sports writers were only too happy to oblige, churning out column after column, story after story about baseball's cast of heroes"

(Roessner, 2009, p. 40). Furthermore, as people learn about the players through these articles, newspapers, and journals there usually tends to be a picture that goes along with the article. Published sports photography has become a vital tactic in sport's journalists; showing it's a malleable platform to help promote social, commercial, and media agenda of the players (Hutchison, 2014).

In today's society, sports have become an important and valuable part of our culture. Journalism helps others to see who some of the greatest professional baseball players were. In addition sport's fans learned about the professional athlete through featured articles, a different and more recent form of writing that journalists use. "Full-length feature articles provided the inside scoop on the private lives of baseball players, alongside heroic accolades" (Roessner, 2009, p. 56). Moreover, some journalistic approaches have come through media coverage. Such as, "the appearance of stories nationwide in daily newspapers, on TV news shows and in news magazines" (Smith, 2006, p. 49). Journalists have a wide variety of approaches that they use today in order to get information out on professional athletes retiring. It all depends on how they are going to capture the audience the best way.

Media representation.

Media has become one of the most powerful business institutions in the United States (Hardin, Kuehn, Jones & Balaji, 2009). The media chooses what language to use to depict what the viewers see and hear. Language is used to describe the athlete and is a very useful tool when trying to describe someone, something, or some event. The language they choose to use is how they examine and talk about retired professional athletes. The language can be described as media archaeology, which is a theory that addresses how language is discursively meaningful in particular setting (Hutchison, 2014). Language is more than just talking; when written down on paper it can change the way people see or interpret certain issues. The use of language in the media is critical to how journalists depict professional athletes in sports. One scholar adds, "several strands of communication research address the manners

in which media taglines, slogans, and catchphrases reflect a symbiotic relationship between news and promotional interests" (Hutchison, 2014, p. 238).

The media is taking what they discover and then changing the story to appeal to the public eye. "Sportswriters employ their new cliché to contrive drama and often faux controversy — for otherwise-mundane sports stories" (Hutchison, 2014, p. 238). The more intriguing the language that journalists use in order to connect with the audience; the greater the story will be, whether it is a fact or perhaps even partially made up. There are a ton of different types of journalistic practices and language techniques to use when describing an athlete. Different journalistic phrases are used as a vehicle for marketing ploys that either praise or exploit an athlete.

Baseball has been around for a long time, with the sport emerging as, "America's national pastime with larger-than-life heroes" (Roessner, 2009, p. 39). It's through the language of the media that we can learn about these great heroic players that have since retired. "Forms of hero crafting — the numerical, the narrative, and the image — worked in tangent to mythologize... athletes" (Roessner, 2009, p. 55). These different types of narrative languages help journalists to portray these great athletes. Furthermore, "baseball and its stars have been transformed by the words of journalists into narratives of magical dreams (Roessner, 2009, pp. 55-56). Inevitably, athletes will be exposed through the media (Winters, 2015). Through this exposure, the language the media chooses to write about a professional athlete can change the public's perception of them, for either good or bad.

Similarly the media creates language that catches the reader's attention and depicts the language to fit the criteria of the reader. It is important to note that some readers want to hear of a great success story. Other readers want to find out the athlete completely ruined his career by doing something to either deface his name or his organization. The media must provide the reader with something intriguing to get their attention, whether they do it by stretching the truth or stating a fact. Simply stated, "it is inevitable that athletes are exposed to the public when they commit an

offensive act" (Winters, 2015, p.16). We see how, "Increasing popularity of sports around the world... increases media coverage and athletes interacting with the media" (Winters, 2015, p.19). This is primarily why narratives and the coverage of retired professional athletes are becoming more and more prevalent in today's society.

Athlete narrative.

Through the media, journalists use different types of language to describe retired professional baseball players. Many sport's columns that are written define the qualities of popular male athletes, and how they stand out from others. Most athletes are remembered and defined in these articles by their careers and character traits. "Journalists often emphasized athletes' heroic journeys complete with a story of separation, initiation, and return, in addition to touring their mental and moral attributes" (Roessner, 2009, p. 44). And it seems that the most talented players are the ones that get published and talked about the most. "As the game's popularity soared, fans eagerly sought news about favorite players" (Roessner, 2009, p. 40). This is a basis for why retired athletes who had dominant careers are mentioned more than others. When some players have been viewed through their entire career as great and heroic, they are depicted as great and heroic when they retire. The problem is, many don't remain at this status their entire career.

Some athletes either can't continue to compete at the high level or they eventually fall out of the star spotlight, due to various reasons. Truthfully, "once an athlete is successful, that status is not guaranteed" (Lavelle, 2010, p. 298). One bad decision can change the outcome of an athlete's career. "As the media continue to become further rooted in professional sports, the more personal lives of athletes become exposed" (Winters, 2015, p.16). This is a good thing to some athletes, but undesirable for others. For this reason alone, "sports fans become more knowledgeable to the personal lives of athletes and develop opinions on these athletes" (Winters, 2015, p.16). Through the narrative and language the media use to construct articles on individual athletes, they can ultimately change the

viewer's opinion of that athlete. A negative article or misleading characterization can catapult that athlete from the high point of his life to the lowest point of their career. Not only do the personal lives of these athletes get exposed, but the media as well construct articles based on a player's race. In baseball an athlete's race is an important attribute that is portrayed by the media.

A lot of times we see the media framing an athlete through racial identity. Still prevalent today, "the news media and promoters cast athletes as the physical embodiment of whiteness, an essential racial attribute that distinguished superior lighter-skinned races from inferior darker-skinned races" (Hutchison, 2014, p. 234). Speaking about this topic, there are still problems arising with race and the white vs. black athlete. A sportswriter's language often includes references to the racial identity of a player and therefore impacts how the reader sees race as an element of sport. One author mentions, "there seems to be a limitation to what black athletes can get away with" (Lavelle, 2010, p. 298). It's the narrative that the journalist portrays about the given athlete that depicts how the reader sees the situation, and to what extent they see the situation being a problem or not. We see that reporters portrayed and mentioned issues that took place with African American athletes based on racial identity (Smith, 2006). However there are a lot less racial problems in the media and how athletes are portrayed yet it is a problem that will probably never be completely resolved.

Throughout a player's career, the media depicts an athlete through the narrative of their awards, success, faults, and moral lapses. As well as by short biographies that provide the reader with a brief description of a player's physique, career and records. This mirrors the once popular form and style of baseball cards since it shows the players heroic accolades that often come with a short description (Roessner, 2009). Ultimately, the media wants to depict the athletes or team that is of the highest value to the sports readers. "Photographs... provided readers with a vehicle for memorializing and idolizing sports stars" (Roessner, 2009, p. 42). These idolized sport stars are the athletes that are still highly talked about and mentioned the most today. These are also the athletes that come retirement, are

going to get the most media coverage and the best farewell from baseball. The players who are the greatest will always receive the greatest goodbye.

Athlete Career Success

Statistics.

It is clear that baseball is a team sport, yet within the team sport there are the individual statistics, "in which individuals can demonstrate their unique proficiency" (Allen & Parsons, 2006, p. 822). Americans have become obsessed with the pursuit of player statistics (Roessner, 2009). There has been a long history for people to use statistics as a comparison to pick their favorite player in which they admire the most. Throughout the decades of baseball we see that players come and go, team names have changed, and teams have even moved to different states. Yet, the one thing that has remained constant is statistics. "Americans became increasingly obsessed with quantifiable records and statistical achievements. These numerical forms allowed writers to compare the feats of present-day heroes with those of a by-gone era" (Roessner, 2009, p. 55). To understand baseball, we have to understand the importance of statistics within baseball.

Every day, every game, and with every pitch there is some form of statistics being recorded. For a pitcher, it may be a strike, a strikeout, or a walk. For a hitter, it is a ball, a strike, or a hit. Yet, no matter what, every pitch is a recorded statistic. One author mentions, "Major League Baseball compiles voluminous statistics on virtually every aspect of player performance" (Allen & Parsons, 2006, p. 809). It is through these volumes of statistics, where we see people really getting involved with the game. Many fans tend to base their favorite players on the ones that have the best statistics in the league. Through the integral role of statistics, these star athletes soon take on the status of heroes to the fans (Roessner, 2009). This of course is very helpful due to the media coverage.

Most media articles that are published focus mainly on the statistics of players. Whether the statistics came in the form of breaking a record or recording a statistical feat, they are published in most

journals. Many articles even contained box scores and games recaps, which show descriptions of their statistical records (Roessner, 2009). It is very simple for writers to talk about player statistics since it is what the fans want to hear about. The writers had to talk about statistics, since it was simply one of the few ways they could judge and talk about a player. Furthermore, "In no other sport are the notorious American yearnings for clean heroes and verifiable achievements made more manifest by acknowledged statistical records" (Roessner, 2009, p. 47).

Statistics are often the best way to judge an athlete's career. "The one-on-one character of the diamond game--batter against pitcher, hitter against fielder, runner against fielder--has made it a game of statistics and records as perhaps no other" (Von Burg & Johnson, 2009, p. 355). Statistics not only define how good a player is, but they are ultimately what tie the players to the fans. The better the stats of an individual are, the greater they are assumed to be, and the more they are then idolized. The player's greatness is measured quantitatively through statistics against other players and other eras (Von Burg & Johnson, 2009). Statistics help characterize baseball and ultimately, "the credibility of baseball lies in its historical records" (Von Burg & Johnson, 2009, p. 366).

Success

There are many ways that a player can be seen as being successful or as having a successful career. Many different types of honors, awards, and prizes serve to consecrate the individual athlete (Allen & Parsons, 2006). In baseball a lot of the success of a player comes directly from how well their individual on field performance is. This success lies primarily in the statistics. Based on those statistics they then will be awarded a prize or an honor. Those who have long lasting careers tend to have more success. Those who also receive more honors and awards tend to have a more successful career as well. Success though doesn't just lie in statistics, but through the elite and most coveted awards of baseball.

There are many awards that players receive that help to depict how successful of an athlete they were. "The most important award a player can receive during his career are those bestowed by

special committees of the Baseball Writers Association: the Most Valuable Player award and the CY Young award" (Allen & Parsons, 2006, p. 817). This is an honor that some players will never receive. We look at these two awards because baseball is really broken down into two categories, that being simply pitchers and hitters. When looking at the success of one hitter we judge them against the success of another hitter, and it applies for pitchers as well. Similarly speaking there are other significantly important awards that both a hitter and a pitcher can receive.

One significant recognizable award we see for both the hitter and the pitcher is the number of times that player has been chosen to appear in an All-Star Game (Allen & Parsons, 2006). Similarly speaking, they created an event that solely focused on the hitter's raw power, that being the Home Run Derby. From this event we find out that, "no sports isolates the hero quite the way baseball does--- especially when it places him alone in the batter's box and challenges him to perform the most difficult feat in all of sports, hitting a home run" (Von Burg & Johnson, 2009, p. 359). By ranking the success of a player based on awards and honors, it isolates them individually. But not everything measured to show the success of a player is individual.

One way we judge success is to determine how many World Series wins does the player has. For example, Whitey Ford is well known for his 10 World Series wins, which still remains a MLB record (Appel, 2011). Whitey Ford didn't just get his recognition through his statistics but it was through the help of his team and the amount of World Series wins he had. Furthermore, "players who are members of successful teams, especially those that appear in the World Series, can be expected to receive more recognition for their achievements than players who are members of less successful teams" (Allen & Parsons, 2006, p. 812). As well we see that teams that are located in the heart of major cities, usually tend to draw more fans to games, therefore they can be expected to receive more recognition (Allen & Parsons, 2006).

There are still many ways other than statistics that players can be viewed as successful. The media itself helps many athletes to become successful. For instance, when a spectacular feat has occurred, the media is quick to write about (Denham, 2007). One article mentions, "high profile athletes, frequently the focus of press reports because of their achievements" (Denham, 2007, p. 8). The media helps to show what the athlete is doing and to highlight the success of the athlete. Sometimes it's not the success that the media ends up highlighting, which then becomes a problem.

Problems.

We see how the media can highlight the success of an athlete, but at the same time they can highlight the problems an athlete may face. Because athletes are always in the public eye, their actions will depict how people perceive them. Therefore these athletes need to realize that what they do, whether good or bad, won't go unnoticed because of the spotlight they are in. With that being said, when an athlete does something that is corrupt or against the law, because of their popularity, it can easily lead to problems with the player and their organization. These problems will affect the way the public not only perceives that player, but how the public perceives the organization and everyone tied to that player. Everything that these athletes choose to do has either a reward or a consequence. The media is simply, "an integral middleman between an organization and its publics" (Anderson, 2003, p. 9).

Many of the problems that occur with these athletes aren't that significant and more often than not, are likely to be very minor problems. An example of a major problem that may arise with a player is a steroid scandal. An example of a more minor problem with a player would fall along the lines of getting suspended for a couple games due to an altercation with another player during a game. The problems arise from a snowball effect created by the media articles written on the situation the player occurred in. "A snowball effect occurs among media outlets when a story published in a major newspaper with allegations becomes factual through sheer repetition" (Denham, 2007, p. 9). When an

athlete accomplishes something successful the media makes sure they cover it. When an athlete is in a scandal or has a significant allegation made against them the media is always quick to report it. In some cases an athlete's problems can potentially lead to more media coverage than the success of the athlete. These problems that arise with certain athletes aren't ever ignored by the media, and tend to be covered even more.

Currently, the most prevalent problem that we see with athletes is the issue dealing with the use of steroids. Steroids are a very big problem in the MLB and have been for several decades. These perceptions and portrayals of drug use that occur with the players are learned through the media (Denham, 2007). A lot of journalists even use language to intensify the scandal with words like, 'cheaters' or 'win at all cost type of player' (Denham, 2007). One player, who had an amazing career, is now remembered only as a cheater. "Mark McGwire, once the game's most celebrated slugger but now the face of the steroid scandal, reduced to a shrunken, lonely, evasive figure" (Denham, 2007, p. 5). He was idolized as one of the greats but because his use of steroids he is no longer seen as one of the greats. There have been many other players as well that have been ridiculed from baseball because of using steroids. Similarly, we see another incredible player, Barry Bonds, who holds the home run record, yet to some this record stands as nothing. "Bonds' 756th home-run ball... was branded with an asterisk... preserving Bonds' number while also erasing its monolithic meaning" (Von Burg & Johnson, 2009, p. 367). These two players along with the rest of the players in the MLB who have taken steroids may only ever be remembered for that reason, no matter how good of a career they had.

Another problem that had taken center stage within the MLB was gambling and betting on games. In the past this was a significant problem in baseball yet one that is not seen as of much today. Pete Rose, one of baseball's greats, will be remembered for cheating, gambling, and throwing the World Series to make some money. "Pete Rose put up Hall of Fame numbers on the field, including a record 4,256 career hits, but gambling on the game as a manager has kept him out of Cooperstown" (Vass,

2008, p.31). Furthermore, due to the problems Pete Rose put on himself, the Hall of Fame gates have been slammed shut forever (Vass, 2008).

There are countless incredible players, never to be idolized or remembered for the good that they have done; just criticized and hated for the problems and scandals that they were involved in. People look up to these great baseball players, yet when one thing goes bad or one player does something wrong, then fans quickly move on to another player to idolize. Baseball is a sport where, "the integrity of the game is everything" (Von Burg & Johnson, 2009, p. 351).

Purpose Paragraph

The information being discussed and researched is important because it shows how the media covers certain professional MLB players over and above others when they retire. This study will be able to tell how certain professional athletes get more media coverage than others when they retire through answering three research questions.

1. How does the media construct articles about athlete retirement?
2. In what ways are retirement articles constructed differently for players of different caliber?
3. In what ways is the media narrative constructed differently in retirement articles about players of different caliber?

It is important to understand how all athletes don't receive the same recognition when they retire from professional baseball because all players deserve fair recognition. Furthermore, it is important to understand that the career of an athlete may shape the narrative that the media uses when writing articles on that player when they retire. Many people fail to understand how the media constructs articles the way they do on professional baseball players when they retire. The ignorance then comes from how the media portrays these athletes in a certain light through the narratives they use. This research is important because it impacts how the athlete is perceived when they retire.

Through these research questions I will prove how certain players, based on their career, receive more coverage than others.

Method

Research Descriptors

There are four different descriptors used for this research project. The first major descriptor used was a mixed method approach. A mixed method approach is a mix between recording quantitative and qualitative data (Jones, 2015). The qualitative data for this project was used to support and explicate the quantitative data that was recorded (Jones, 2015). For instance, quantitatively recording if either a pitcher won a Cy-Young award and then qualitatively pulling quotes about the narrative written about the pitcher winning the Cy-Young award. Tying into the mixed method approach, post-positivism was another descriptor that reflects this project. This research is post-positivist because we can not only set parameters for this study as well as we can control this study by recording the same data for every player. Having these same parameters allow for us to control the study while acknowledging that with a different selection of players we would acquire different outcomes (Jones, 2015). This topic is being researched to understand why the media constructs articles on payers differently, as well as why certain players receive more coverage upon retirement. Post-positivism will help to understand those two aspects of the research. Also it includes both a quantitative and qualitative approach, which give emphasis on multiple methods to look at a single phenomenon (Jones, 2015).

This research can also be classified as exploratory because it is a subject that has very little knowledge or no prior knowledge (Jones, 2015). There is some general knowledge on retirement articles of professional baseball players, yet there is no in depth research on how certain players are getting more coverage than other players when they retire. Lastly, this research is pure for two different reasons. It is pure because it is being conducted to explore a particular topic or issue (Jones, 2015). That issue lies in the fact that not all Major League Baseball players are receiving the same recognition when

they retire. Furthermore, this research is pure because it is trying to gain a better understanding of the overall concept of retirement articles of professional retired baseball players.

Sample Selection

This project used a total of sixteen retired baseball players, eight that were identified as superstar athletes and eight that were identified as non-superstar athletes. These groups were then broken down into two further sub categories to evaluate the players based on their area of expertise; labeled as hitters and pitchers. Taken collectively, this resulted in four superstar pitchers and four superstar hitters, as well as four non-superstar hitters and four non-superstar pitchers all selected through purposeful sampling (Smith, 2006). In selecting the non-superstar athletes, special care was taken in account to select an athlete that had a comparable length of career to that of the superstar athletes that were decided.

Due to the media coverage on athletes in today's society the researcher felt it was important to find athletes who have retired within the last ten years. Based on personal knowledge as well as careful in depth research, we worked back from 2016 searching for potential superstar athletes. Two online sites, Baseball Almanac and Baseball Reference, were used to help whittle down the list of potential superstar athletes who have retired within the last ten years. Once a list was formed of potential superstar athletes we then had to narrow them down to fit the specific criteria that the researcher justified to be a superstar athlete.

Superstar athletes were defined as players who consistently year to year put up good MLB number and statistics, as well as lead the categories of statistics in their given position. The criteria for the superstar pitchers is as follows: ten MLB seasons played, one Cy-Young award, one All-Star game appearance, over one thousand career strikeouts, and a career ERA below 4.00. The criteria for the superstar hitter is as follows: ten MLB seasons played, career batting average over two hundred ninety-five, one MVP award, one All-Star Game appearance, and over two hundred fifty career homeruns. Non-

superstar athletes were defined as the players that struggled within their career and may have not received as much playing time. Great consideration was taken into account to have the non-superstar athlete's match as closely as possible by comparing career length with a superstar pitcher, thus minimizing bias. A list of all the players used in this research study can be found in Table 1.

Variables and Measures

This research was conducted to understand the narrative that the media uses in athlete retirement articles and to determine if and how certain players receive different coverage than other players when they retire. In order to understand the narrative the media uses in retirement articles there needs to be two different measures, both qualitative and quantitative analysis that had to be assessed in this project. The quantitative part of the research compares the articles on a nominal scale either checking off yes or no, and then using a ratio scale to understand the frequency of inclusion. This helped to see if the article contained the content to allow us to answer the research questions. Furthermore, we then had a column labeled, number of times used, to measure the frequency of the quantitative data being used.

For this research the content that was measured for the qualitative analysis was the same as the content measured for the quantitative analysis. Those measurements were divided up under three categories: athlete award recognition, athlete statistics and athlete career / personal aspects. The data collected under athlete award recognition and athlete statistics are different for hitters and pitchers. Under the category of athlete award recognition there are three sub-categories for pitchers, which are: Cy-Young, MVP and All-Star. Under the category of athlete award recognition there are four sub-categories for hitters, which are: MVP, Gold Glove, Silver Slugger and All-Star. Under the category of athlete statistics there are six sub-categories for pitchers, which are: strikeout / walk ratio, WHIP, innings pitched, strikeouts, ERA and career record. Under the category of athlete statistics there are six sub-categories for hitters, which are: record, hits, OBP, home runs, batting average and RBI. The last

category athlete career / personal aspects have the same sub-categories for both pitchers and hitters. Those sub-categories are as follows: World Series win, number of teams played for, character of the athlete, public perception, athlete on field success, athlete off field success, athlete on field problems and athlete off field problems.

Rather than exploring that statistical value of the players' performances, analysis for this project simply measured the presence or absence of author inclusion for most variables. For example, if an article mentioned a player's on-field leadership, an inclusion mark was made. Similarly if the article mentioned off field problems through the rules and regulations of the MLB, including issues like; steroids, family problems, drugs, teammates, gambling, cheating, etc. a notion of inclusion was made in the data collection chart. Success was defined in how the article mentioned anything that may have happened to an athlete during his career that is deemed successful, one example in particular, a World Series ring. Athlete awards were defined by what awards the athlete was recognized by throughout his career. Personal aspects of a player are based throughout their career, which described the character of the athlete. The perception of the public is defined simply by how the public perceived or talked about the given athlete through their career. The inclusion or absence of these person aspects was first recorded and then specific qualitative examples of many were identified.

As previously mentioned the quantitative variables were defined by either a yes or no answer, with all variables also having a frequency measure. For example, if the article mentioned: success, stats, MVP award, World Series title, batting average, and character of the athlete; then those boxes were checked yes in the Excel spreadsheet and then counted how many times they were used throughout the article. The other variables for that given player were then checked no and marked zero times mentioned. Lastly the number of the teams was defined by how many teams the given athlete played for during his career. These are the different measurements that were used for this given research

project; and with the amount of quantitative and qualitative data that was collected it was sufficient enough to answer the research questions.

Data Collection Instrument

To accurately collect the data for this assessment, a technique called content analysis was used. A content analysis refers to the analysis of the content of communications, which involves the use of systematic procedures to describe the content of a text that is measured (Jones, 2015). This text can either be written, used in number form, visual or audio, mainly dealing with newspapers, magazines, online articles, and other forms of media content (Jones, 2015). Furthermore any type of text can ultimately be analyzed, whether it's quantitatively in terms of numbers of a particular item in the article, or qualitatively through an analysis of the narrative used in the article (Jones, 2015). For this study both qualitative and quantitative measures were used as a content analysis.

As quantitative values were categorical content, an Excel spreadsheet was used to collect the data. In the Excel spreadsheet there were columns labeled with the appropriate headings to measure the data (see tables 2 and 3). The categories and codes were identified and placed in the appropriate columns to collect the data. The qualitative data was recorded as well in an Excel spreadsheet, where quotes from the narrative were pulled out and placed in the appropriate categories.

Data Collection Procedure

The articles that were selected to collect the data for the content analysis were collected through a total of fifteen different online sites. The three main online Internet sites that were used in this study were Sports Illustrated, ESPN and MLB.com. If there were no articles found in these three sites at first glance, we had to alternatively move to another site to achieve the total of two retirement articles on the given player. As a result, twelve additional online Internet sites were used: SB Nation, Bleacher Report, Sports News, CNN, SF Gate, YES Network, Daily News, Sports on Earth, Tampa Bay Times, Shelby Star, New Haven Register and The Pecan Park Eagle. These articles were found by a simple

conducted search through Google, typing in the athlete's name that had been identified as an included player for the study, followed by retirement articles. For example, "Alex Rodriguez retirement articles" was typed into the search engine. Furthermore, we arbitrarily picked the first in depth article from the three main above-mentioned sites, Sports Illustrates, ESPN and MLB.com. Once two articles were found from the sites we moved on to the next player (see Table 4 for the final selection of articles used in the study).

After all articles were collected, the content analysis could begin to uncover the content of the unique player narratives. The data was measured by checking the appropriate box either yes or no, for each of the categories of content, athlete award recognition, athlete statistics and athlete career / personal aspects, based on whether or not the article contained the content evaluated and then marked with the amount of times it was talked about in the article.

Throughout the process, qualitative examples were also extracted from the articles as exemplars of each type of content. The narrative the journalists used in the articles was taken specifically as quotes, and put under the appropriate headings. The quotes were extracted from the articles and placed into an Excel spreadsheet. The researcher pulled everything from each individual athletes two articles where the narrative fit under one of the three categories; athlete award recognition, athlete statistics and athlete career / personal aspects. The researcher wanted to focus specifically on the type of language the media used and how in depth the author was in depicting these athletes' careers. The narratives the authors use in these articles describe the athlete's career and shape how people may perceive that given athlete upon retirement. In a content analysis method we saw that there was no missing values since we were dealing with either checking yes or no. The material was either present in the article of the given player or it wasn't; so there was no need to create a missing value for a content analysis.

Data Analysis Plan

We knew that we were dealing with both descriptive statistics and inferential statistics for this project. Descriptive statistics, identified if the data was present or not in the articles as well as how many times that data occurred in the given article. For this project descriptive statistics included producing frequency counts in the athlete retirement articles (Jones, 2015). Then once the frequency of the data was recorded we moved on to conducting the inferential statistics using a chi-square analysis.

Inferential statistics allow for us to identify relationships or differences that exist between two or more variables, such as calculating a correlation between player type and Cy-Young award, to then be able to draw conclusions (Jones, 2015). We uploaded all of the quantitative data that was recorded from the articles in the Excel spreadsheet into SPSS to measure the data. We used SPSS to run a Chi-Square analysis seeing to uncover differences in the construction of articles for superstar and non-superstar athletes for all variables identified. Once the inferential statistics were recorded we moved onto the thematic analysis of the qualitative research.

In going through all of the articles on each player, we extracted every quote that could be put under a category. Once every quote was pulled from the article for every player we then needed to pull out specific quotes to use in the research. Significant measures and differences from, the descriptive and inferential statistics, helped to pick the quotes that would best support our evidence and findings. Once all of the necessary quotes were pulled the qualitative research was finished and we then disseminated our findings.

Results and Discussion

Many people fail to understand how the media constructs articles on professional baseball players when they retire. People also fail to see the different ways retirement articles are constructed differently for players of different caliber. This research is important because it helps to understand how different the coverage is for athletes when they retire from professional baseball. Overall, these final

retirement articles are the lasting impression of an athlete's career, which ultimately shapes their enduring narrative.

The media constructs articles about athlete retirement based on what happened throughout the individual athlete's career. If the athlete has had success through statistics then the media will construct the article to revolve around the stats of the athlete. If the athlete has endured success through awards, then similarly the media will construct articles about that given athlete catered to the awards the given athlete has won. All retirement articles are constructed differently whether the athlete is a superstar athlete or a non-superstar athlete. It is evident that players of different caliber are mentioned differently in their retirement articles. Furthermore, the narrative that the media uses when constructing articles on players of different caliber as well has a distinct difference. We can see through the praise, character of the athlete and perception by the public that the narrative constructed is different about players of different caliber.

Construction of Articles

Pitchers.

The researcher wanted to see how many times superstar athletes were being mentioned and talked about when compared to non-superstar athletes. Starting with pitchers, there are a bunch of categories that needed to be highlighted to show the significance of our study, the first category being awards (see table 5). In the articles that were read, Cy-Young was mentioned and talked about thirteen times within the eight articles referring to the superstar pitchers. Meanwhile, it was never mentioned for the non-superstar pitchers. MVP, in small amounts, was mentioned three times referring to the superstar pitchers, but never mentioned for the non-superstar pitchers. It was clear that when constructing articles awards were a clear choice to focus on for these athletes, primarily the big awards like the coveted Cy-Young.

The second category of statistics also showed a distinction between superstars and the non-superstar counterparts. Player performance statistics are clearly an important part of the game, which is evident in the findings. With eight articles being analyzed for each group, superstar pitchers had sixty-six mentions of statistics and the non-superstar pitchers only had twenty-three (see Table 5). Two categories showed great disparity; strikeouts and career record. Within career record, superstars had nineteen mentions and non-superstars only had seven. The difference for strikeouts was slightly larger with fourteen mentions for superstars and none for non-superstars. Statistics are a big part of the game and it's clearly why it is of focus when constructing articles on these retired athletes.

In the third category, athlete career and personal aspects, we find once again more mentions for superstars than non-superstars. One of the biggest areas of focus in this category comes from on field success. The media clearly looks to be a positive as it can when finding things to say on these players when they retire. It only seems to be that there is much more to say about these superstar athletes rather than the non-superstar athletes. One of the reasons as to why the superstar pitchers aren't mentioned more in every category are due to problems that the athlete has endured throughout his career. Athlete off field problems, for instance, was never mentioned in any article by the media when talking about superstar athletes. Meanwhile, the non-superstars had off field problems mentioned ten times. Off the field issues are a strong piece of evidence as to why the careers of some of these players didn't go as planned. However, when looking at on field problems, both categories have equal mention. Many of the on field problems come from the athlete being injured, which is a common occurrence for all athletes. This shows that no matter if they are a superstar or non-superstar, all athletes go through some type of on field problem, either that being an injury or something similar. Lastly, a category that wasn't even close and not surprising at all was athlete on field success. On field success was mentioned a resounding fifty-three times for superstar pitchers and only mentioned nineteen times for the non-

superstar pitchers. This just shows that the media clearly constructs their articles differently when mentioning athletes of different caliber.

Hitters.

When exploring the retirement articles of hitters, many of the same patterns of difference seen with pitchers were seen with superstars receiving more mentions than non-superstars. When first mentioning the category of awards there are two areas that had to be focused on the most. Shockingly, non-superstar hitters included one Gold Glove winner. While in comparison, none of the superstar hitters received a Gold Glove award. For superstar hitters MVP was mentioned eleven times while the media only mentioned it twice in the non-superstar hitter's articles (see Table 6). Clearly, awards are a big focus when constructing these articles, with the main focus on the two awards, MVP and All-Star.

Similarly to how the media constructed pitchers articles, the hitter's articles as well had a great focus on statistics. Just like the pitchers, in every column under statistics the superstar hitters were mentioned more than the non-superstar hitters (see Table 6). Some of the main areas in this category are hits, home runs and batting average. For the superstar hitters, hits were mentioned fifteen times while only brought up three times for the non-superstars. The most impressive and dramatic difference came with the mentioning of home runs. Here we see that home runs were talked about twenty-eight different times for the superstars while only seven times for the non-superstars. Furthermore, batting average was mentioned by the media on superstar hitters twenty-one times, but only nine times with the non-superstar hitters. The biggest areas of focus when constructing articles on hitter's statistics happened to be home runs and batting average.

In the third category of athlete career / personal aspects once again the superstar hitters led in every area but two (see Table 6). The greatest focus for the media in constructing articles in this category was really about the players on field success. Out of those two there was only one that may be shocking to some people, which happened to be World Series wins. This only occurred due to the fact

that even though they are superstar hitters, a World Series win comes from the whole team being great and not just one player on the team. It just so happened to be that the teams the non-superstar hitters were on happened to win more championships. The second area where non-superstar hitters were mentioned more by the media happened to be athlete off field success. This comes mainly because of the fact that there wasn't as much for the media to talk about with those athletes when mentioning on field success or that these non-superstar athletes knew they were role players and could therefore do more good off the field.

Some areas to bring attention to for the superstar hitters in athlete career / personal aspects are character of athlete, perception by public and athlete on field success. Superstar hitters were mentioned fourteen times when talked about the character of the athlete while non-superstar hitters were only mentioned five times. Perception by the public was mentioned eighteen times for superstars while talked about only five times for non-superstars. Lastly the biggest comparison for how the media constructs articles differently for players of different caliber are when they mention the athlete on field success. Just like we saw with the pitchers on field success was the biggest factor mentioning it forty times for superstar hitters and only twenty-one times for non-superstar hitters.

Player Caliber Distinction in Articles

Pitchers.

Throughout this study we found various ways in which the media constructed articles for players of different caliber. We did this by running an inferential test, which was a chi-square analysis. This test showed us the differences between superstar and non-superstar athletes that were of key interest. Tests of difference were run for each variable comparing the superstar to the non-superstar within each position. Within the category of awards for pitchers, the two significant differences between superstars and non-superstars were Cy-Young ($\chi^2 = 12.444$, $p < .01$) and MVP ($\chi^2 = 3.692$, $p < .05$) (see Table 7).

This showed that the media wrote more about superstar pitchers that earned a Cy-Young and an MVP award rather than non-superstar pitchers.

The next category for pitchers that was measured was statistics and only one category under statistics was significant. The mention of strikeouts showed a significant difference between superstar pitchers and non-superstar pitchers ($\chi^2 = 12.444$, $p < .01$). A chi-square analysis revealed that there were no significant differences between superstar pitchers and non-superstar pitchers with the other columns mentioned under statistics (see Table 7).

The last category for the pitchers that was compared was athlete career / personal aspects. Under this category there were only two out of the eight areas that were found to be significant (see Table 7). The first one, athlete on field problems, which showed a significant difference when comparing superstar pitchers to the non-superstar pitchers ($\chi^2 = 4.267$, $p < .05$). The other was athlete off field problems, which showed a significant difference as well where the non-superstar pitchers were mentioned a lot more than the superstar pitchers ($\chi^2 = 3.692$, $p < .05$). This shows that when constructing articles for players of different caliber; non-superstar pitchers got more focus about the problems they faced within the game that kept them from being good. Meanwhile for the superstar pitchers the focus came from all the success they had received.

Hitters.

Throughout this study we found various ways in which the media constructed articles for hitters of different caliber as well. In the testing of the same three general categories for the hitters, analysis began with the awards categories. The only column in which a chi-square analysis showed that there was a significant difference was between the MVP awards of the superstar hitters and non-superstar hitters ($\chi^2 = 9.600$, $p < .01$). In the next category, statistics, there were only two columns that had a significant difference. A chi-square analysis showed that both hits and OBP were significant when comparing superstar hitters with non-superstar hitters ($\chi^2 = 4.267$, $p < .05$). This allowed us too see that

for the superstars articles the media focused on the awards that those athletes received. While in the non-superstar hitter's articles the focus came more on the stats.

In terms of the last category for hitters, which is athlete career / personal aspects there are a couple of areas worth mentioning. When mentioning the character of the athlete there is a significant difference between the superstars and the non-superstars ($\chi^2 = 4.267, p < .05$). Similarly there is also a significant difference between the public perception of superstar hitters and non-superstar hitters ($\chi^2 = 5.333, p < .05$). These help to show that the media focuses on the positive things of the superstar hitters when constructing retirement articles about players of different caliber.

Narrative of Different Caliber Players

Pitchers.

The media constructs articles differently for superstar pitchers then they do for non-superstar pitchers. Superstars had a lot more mention about awards then the non-superstars. Specifically mentioning Cy-Young awards and MVP awards more with the superstar pitchers. One author refers to Randy Johnson stating, "A five-time Cy-Young Award winner, the 46 year old Johnson accomplished just about everything in his remarkable career that a player hopes for in baseball" (Table 1 Article # 2).

Similarly one writer mentions,

"Two-time Cy-Young Award winner Roy Halladay announced his retirement Monday morning...Halladay won the 2003 AL Cy-Young award in Toronto...finished in the top five in the Cy-Young voting seven times, including six years in a row from 2006 to 2011, winning twice and finishing second two other times" (Table 1 Article # 3).

There was a lot to say about some of the players that had won these Cy-Young awards through the entire articles. Even MVP honors were mentioned, "He was a co-MVP" (Table 1 Article # 2).

Furthermore, "Pedro's All-Star game MVP performance when he struck out five of the six batters he faced" (Table 1 Article # 5).

When describing pitchers, statistics are the main component of evaluation in which we can judge how good a player is. We see that players of different caliber are talked about differently through

the narrative constructed in retirement articles on statistics. Statistics is apart of baseball, and show how good an individual athlete is; therefore they have to be mentioned. We see that in statistics, ERA was mentioned a variety of times for both superstar pitchers as well as non-superstar pitchers, yet was specific to certain players. Two superstar pitchers in particular had a lot of mention about their ERA, those two being Pedro Martinez and Chris Carpenter. "Pedro finished the 1998 season with a 2.89 earned run average...In 1999 Pedro had an earned run average of 2.07" (Table 1 Article # 5). Another author notes,

"From 1999 through 2002, Martinez's ERA was 2.07, .41 runs better than Randy Johnson. Martinez said he was surprised that he never won the Most Valuable Player Award, like Justin Verlander did in the American League" (Table 1 Article # 6).

Chris Carpenter had an incredible career when you look at his ERA and statistical numbers. One writer states, "Carpenter won the National League's ERA title in 2009...In 2009 Carpenter became the first Cardinals pitcher since Joe Magrane (1988) to win the National League ERA title (2.24)" (Table 1 Article # 7). Meanwhile when mentioning non-superstar pitchers even though they may have had an incredible career ERA, it is just simply mentioned rather than embellished. One author is talking about Carl Pavano only stating, "In 2004 he had a 3.00 ERA" (Table 1 Article # 9). In another article on Pavano the only thing mentioned about ERA is, "Carl Pavano gave the Yankees 26 starts, a 5.00 ERA" (Table 1 Article # 10). Even Kevin Millwood, a non-superstar pitcher based on criteria, but one who was very dominate with his ERA for a couple years only had a small mention of his ERA, "he led the American League in ERA (2.86) in 2005" (Table 1 Article # 16).

Similarly to ERA, we see career record being even worse with the difference of how the media constructs retirement article on MLB players of different caliber. Once again the media seems to briefly state the career records of these non-superstar athletes and then move on the something different. For instance one author only states, "In 2004 he went 18-8" (Table 1 Article # 9). Similarly, for pitcher Tom

Gordon one author writes, “in 890 games, 138-126” (Table 1 Article # 12). In contrast, one superstar pitcher alone, Randy Johnson, has mention of career record more than those two players combined.

“The overpowering left-hander who reached 300 wins last June adding to his dominant career record...Johnson won the Cy-Young in each of his first four seasons with Arizona with a career 24-5 record...Johnson finishes with a record of 303-166” (Table 1 Article # 2).

Another superstar pitcher Pedro Martinez had mention of his career record three times in one article and four times in the other. The first article stating, “Pedro finished the 1998 season 19-7...In 1999 Pedro posted a 23-4 record...Pedro finished the 2000 season with a record of 18-6” (Table 1 Article # 5). Chris Carpenter as well had mention of his career record three times in one article. One author writing,

“144 career wins, 95 of which came while pitching for St. Louis...He was 144-94 all-time in 350 games pitched...in 2005 Carpenter put together one of the greatest single-season pitching performances in team history by going 21-5” (Table 1 Article # 7).

There are repeating patterns in how we see that not only does the media mention the statistics of the superstar pitchers but they expand and go in depth about these stats. They describe more about the stats and what made these players so good, yet when it comes to the non-superstar athletes it is briefly mentioned and or passed by as if it was nothing. The narrative is more positive when describing the superstar pitchers than non-superstar pitchers. When reading the articles it seems as though the authors were throwing something together when mentioning the non-superstar pitchers.

When the media is constructing these articles, the biggest differences fall under the category of athlete career / personal aspects. Within this category we find athlete on field success. These superstars flourish when compared to the non-superstars in this category. On the other hand the non-superstars are the ones that take the forefront when compared to superstar athletes when mention of off-field problems. Off-field problems are usually problems that an athlete wouldn't want being published in a retirement article, yet it is apart of what the media focuses on when constructing articles of players of different caliber.

On-field success was almost three times greater in numbers mentioned for superstar pitchers than for non-superstar pitchers. Success was once again talked about for the non-superstar pitchers but not in a great extent. Carl Pavano easily has had a career full of tough times and rough patches, but within those rough patches he has had a couple of great years. Yet one article only seems to only mention one thing, “he pitched well in Florida, and was a key part of the Marlins’ 2003 World Series win over the Yankees” (Table 1 Article # 10). On-field success was only mentioned twice in two articles for Jeff Nelson. One article only stating,

“Nelson made 798 career appearances and played in the post season eight times...He ranks second among all pitchers in Major League history with 53 postseason appearances, behind only Mariano Rivera (73)” (Table 1 Article # 13).

Meanwhile when on-field success was mentioned for the superstar pitchers it was astounding as to how much each individual player was talked about and the depth in which the media mentioned them. For instance Johnson alone had two in one article mentioning,

“Johnson concluded his 22 year Hall of Fame career in San Francisco, where he earned the final eight of his 303 wins...His 100 complete games included two no-hitters, on perfect game, and he won a World Series ring with Arizona in 2001” (Table 1 Article # 1).

Yet his other article had eight different things the author stated about his on-field success.

“Now, after 22 major league seasons, The Big Unit is walking away from baseball as one of the game’s greatest pitchers...He threw two no hitters, including a perfect game...He will go down as on of the greatest pitchers in the history of the game...Johnson won the Cy Young in each of his first four seasons with Arizona, capturing the coveted pitcher’s triple crown in 2002...His memorable moments were in 2001, when he came out of the bullpen to beat the Yankees in Game 7 of the World Series to give the Diamondbacks the title. He went 3-0 in the Series, sharing the MVP award with Curt Schilling,” which are just some of the quotes pulled from the article (Table 1 Article # 2).

Every superstar pitcher was ideally talked about with numerous quotes about the success they individually had on the field.

On the other hand, off-field problems were highlighted among the non-superstar pitchers, yet never mentioned in a single article for the superstar pitchers. Carl Pavano for instance was a player that ideally got the brunt of his retirement article based on off-field problems. One author writing,

“A police report said Pavano was at fault for the accident, which caused \$30,000 in damage to his car and \$20,000 worth of damage to a truck...his aspiring model girlfriend told the New York Post that he cheated on her so she broke up with him...He was the target of an extortion attempt by a former high school classmate alleging a homosexual affair and claiming that he would go forward with a \$1.2 million book deal unless Pavano bought him a Range Rover” (Table 1 Article # 9).

It seemed as if the media wanted to focus on the athlete’s on-field and off-field problems more than the success of the athlete and the recognition they deserve for having a good career and being a Major League Baseball player.

Hitters

The media constructs articles differently for superstar hitters than they do for non-superstar hitters. The superstar hitters received more recognition for awards than the non-superstar hitters did. Specifically mentioning All-Star awards and MVP awards more with the superstar hitters. One author refers to Alex Rodriguez stating, “The three-time Most Valuable Player will play his last Major League game on Friday against the Rays at Yankee Stadium” (Table 1 Article # 17). The superstar hitters were mentioned nine more times than the non-superstar hitters. Another author speaking about Chipper Jones stated, “Won the 1999 NL Most Valuable Player Award while producing numbers that put him in exclusive company” (Table 1 Article # 19). Vladimir Guerrero was praised in his articles when mentioning anything about an MVP award. One article saying,

“He won the 2004 American League MVP award by carrying the Angels into the Playoffs almost singlehandedly...A blazing September (.363/.424/.726 with 11 homers) carried the Halos past the Athletics in the AL race and secured him the MVP award” (Table 1 Article # 23).

In contrary to the superstar hitters, the non-superstar hitters got little to no praise when any such awards they may have received during their professional baseball career were included in an article. An incredible MLB player Barry Larkin, who had over 2,000 hits, won an MVP and a World Series received hardly any recognition for his incredible career. His only mention came in one article stating, “In 1995 he won the leagues MVP” (Table 1 Article # 26). Out of the four non-superstar hitters, three of them were All-Stars and all three barely got any praise when compared to the superstar hitters. One

article just stating, “He was chosen for his 12th All-Star Team” (Table 1 Article # 25). How does the media not go into any detail about any one of these players and how good their career was? How was he not praised like other superstar hitters for being in 12 All-Star games?

In fact when compared to Vladimir Guerrero, Barry Larkin made more All-Star games yet was talked about way less. When talking about Vladimir Guerrero one author states,

“The nine-time All-Star generally wound up among the league leaders in batting average and slugging percentage...He made the NL All-Star team in the last four seasons of 1998 to 2002...He had nine All-Star Appearances...He earned All-Star honors for the ninth and final time and reached the World Series, a first for both him and the Rangers” (Table 1 Article # 23).

Statistics make the game of baseball, and are one of the ways we can clearly value a player over another player. Each individual player, no matter if they are the best or the worst, should be represented by their career statistics in their retirement articles. Yet statistics are where we see the biggest difference in how these players are recognized by the media when they retire. The main areas where superstar hitters are praised more then the non-superstar hitters are in: hits, OBP, home runs and batting average.

The only non-superstar players that had mention of hits were Barry Larkin and Jason Kendall. In Larkin’s one article stating, “He accumulated over 2,000 hits” (Table 1 Article # 26). In his second article it stated, “Hit 441 doubles, 76 triples” (Table 1 Article # 25). When any player has over 2,000 career hits it is an incredible feat that should not only be recognized, but also talked about in great depth. Few Major League Baseball players ever even accomplish this feat, and yet he was just acknowledged for it. An author wrote in an article on Kendall, “Kendall amasses 2,195 career hits” (Table 1 Article # 32). The same applies with how this article was constructed and how these players of different caliber are mentioned in a lower light.

Just mentioning one player and one article alone, Vladimir Guerrero was mentioned multiple times in both articles about hits. One article talked in depth about the amount of hits he compiled, and ever brought up his hits on a year-to-year basis. The article explaining,

“Vladimir Guerrero finished with more hits than any other Dominican born player...Guerrero broke out in a big way in 1998 with 202 hits...Guerrero had 206 hits for the Angels in 2004...Guerrero finishes with a career of 2,590 hits – a record for Dominican born players, four more than Julio Franco” (Table 1 Article # 24).

The article then proceeds to go in depth and talk about him breaking these records and what it means to him to come from the Dominican and become an idol for many people from there. Within the two articles about Guerrero alone, more mentions of his hits were made than in all eight articles discussing the hits of the non-superstars combined.

When mention of homeruns throughout these articles, superstar hitters were mentioned and talked about in depth four times the amount of what the non-superstar hitters were. Every article of the non-superstar hitters but one mentioned home runs. It was awesome to see that they acknowledged this feat, but it’s devastating to see they only mention it once, barely shedding any light on the situation. Yet when constructing articles for the superstar hitters all articles had mention, in depth, over two or more times. Three of the players having home runs were mentioned four or more times in both articles. We continually see repeating patters of how the media is constructing these articles about players of different caliber. Once again, these superstar athletes are being praised, and the non-superstar athletes are barely getting the recognition for the accomplishments they have had throughout their career.

Alex Rodriguez had a multiple paragraphs give mention to his home runs. A couple of points in one article state, “He also is the only major leaguer ever to have 14 seasons of at least 30 home runs...In 2007 Rodriguez became the youngest-ever MLB player to hit 500 career home runs” (Table 1 Article # 18). Barry Bonds was talked about in the same light that Rodriguez was by the media in his two retirement articles. In his articles they went on to question him about his thoughts on what it meant to break such records. In one of the articles the author states,

“Just 50 days ago Barry Bonds passed Hank Aaron to take the lead on the all-time home run list...former Giants home-run slugger Barry Bonds...Bonds titanic shot after titanic shot in this ballpark that opened on the shores of what became known ad McCovey Cove in 2000...In his third and final at-bat, Bonds almost magically ended his tenure here on the same note, driving a

Jake Peavy fastball just in front of the bleachers to the right of center where on Aug. 7 he hit his 756th homer to pass Aaron" (Table 1 Article # 22).

These are just two of the players that had in depth mention of their home run accomplishments. In fact Vladimir Guerrero had the most in one article it gave mention to his home runs over seven times.

Meanwhile when we switch over to the non-superstar hitters once again the media gives them little to no recognition. In both of Barry Larkin's articles the only thing mentioned was, "Larkin hit 190 home runs" (Table 1 Article # 26). Another player Matt Stairs holds an MLB record in the home runs category and the only thing mentioned in one article says, "baseball's all-time record-holder for pinch hit home runs (with 23)" (Table 1 Article # 29). In Stair's other article the author only states, "He hit 265 home runs" (Table 1 Article # 30). One would think the media would go in depth about a player like this who did so much for his team as a pinch hitter. Yet all that takes place for these players of different caliber is that it's mentioned.

The last category to be looked at when comparing the superstar hitters to the non-superstar hitters is athlete career / personal aspects. The superstar hitters lead in every category of being mentioned and talked about but one, athlete off-field success. One guess for the reason why, is because they would rather focus on what they were doing off the field then praise them for their accomplishments on the field. Just one more as to how the media portrays athletes of different caliber in retirement articles.

The three biggest differences in this category are character of athlete, perception by public and athlete on-field success. We will first take a look at character of athlete to see how this varies between superstar hitters and non-superstar hitters. There was really only one player that had any mention of his character and that was Brad Ausmus. In one of the articles he states,

"You take pride in showing up for work, being able to show up for work for almost two decades in a occupation where it's tough to stick around...The best part of playing baseball is the people around the game, in the clubhouse, the dugout, on the field. That'll be the thing I'll miss the most, the banter back and forth" (Table 1 Article # 27).

The other player that had mention of his character was Barry Larking stating, "Barry's presence coupled with an eagerness to be involved in all facets of our operations will undoubtedly yield positive results for both Barry and the Nationals" (Table 1 Article # 25). Yet this wasn't even speaking about during the time he played, but rather the job he is going to take working with the Nationals.

When compared with the superstar hitters, every single player had mention of their character whether it was good or bad. One article of Alex Rodriguez reads, "Baseball runs through his blood. He's a tireless worker and an astute student of the game" (Table 1 Article # 17). While the other article, quite the opposite, "Although he put up big numbers, Rodriguez faced a stubborn reputation as a cheater" (Table 1 Article # 18). Another player Barry Bonds had one article state,

"Some current players have said privately that Bonds needs to go if the organization truly wants a new start...Even while recognizing his abilities and feats, many players past and present have chafed at Bonds' demeanor and attitude...Publically, players said the move to part with Bonds could benefit him as well as the team" (Table 1 Article # 21).

One article on Vladimir Guerrero had only positive things to say mentioning,

"He had hubris and he had balls, that's what made him so much damn fun to watch, win or lose...Ultimately, Guerrero has the traditional stats and accolades in his favor, not to mention a certain aesthetic charm borne of his electrifying style" (Table 1 Article # 23).

Lastly, there were only positive things to say about Chipper Jones giving him the upmost respect in both of his articles. One author stating,

"For some reason this year it seems like he's coming up with more big hits than ever. He's been in the middle of everything. It's like he can see the finish line, and he's giving it all he's got, and it's great to see...Chipper is the guy who's had the greatest value to the organization that picked him...Jones was always wanting to get something done so he'd stay here forever...He's just got a way of rising to those moments" (Table 1 Article # 20).

One last quote from this same article really stands out on the character of Chipper Jones, and how the media truly wanted to portray how dedicated of a ball player he was.

"He missed the first six or seven days of the season because of his knee surgery. When he was ready to come back, I was begging him to go down to get some at bats and rehab. He said, just give me some BP. I'll be fine. I said you sure? He looks at me and said I'm sure. Then he goes out there, his parents are in the stands, and he doubles in his first at-bat, hits a home run next at-

bat. And as he's going around the bases, Hinske is yelling at him, it can't be that easy" (Table 1 Article # 20).

Clearly we see how some players like Alex Rodriguez and Barry Bonds didn't have the best things said about their character. This is likely due to the fact their baseball career was tied up in the steroid scandal for so many years. Many people as well as teammates had different things to say about them, which will be uncovered more in the perception by the public. More importantly even though they had bad things said there was so much that was good that came from the articles about these players as well. For instance their work ethic and how dedicated they always were to the game of baseball. The problem still lies in how the media decides to talk about these players of different caliber more, as well as how the narrative is different for these Superstar Hitters.

Through the public perception category, we also see how the narrative in the media shifts from superstar hitters to non-superstar hitters. Furthermore it shows us how they construct the articles differently, talking more about players of a higher caliber. One article on Chipper Jones had nothing but praise mentioning,

"So as men like Chipper play into their twilight, it's the counting numbers that become their most magical, and memorable mileposts...That moment, the moment of reflection when it all hits you, when you realize what it is you've been watching all these years as the great Chipper Jones has gone about his inimitable business...the only Chipper in baseball history fits in the annals of the greatest third baseman, greatest switch-hitters, greatest No. 1 picks and greatest winners who ever played" (Table 1 Article # 20).

Vladimir Guerrero was praised in great depth as well just stating two quotes from an article,

"He gained renown as the game's best bad-ball hitter, he even homered on a pitch that bounced in the dirt...Ultimately, Guerrero's electrifying style went beyond sheer numbers, and I suspect he'll build enough support among voters to attain his bronze plaque. As a player who made the hair on the back of people's necks stand up, he won't soon be forgotten" (Table 1 Article # 24).

While only mentioning a piece of the articles, these are just two of the players that were talked about through the eyes of the public in great depth by the media. This allows us to see how the media is scripting their narrative differently with the superstar hitters to put them on another pedestal than the non-superstar hitters. When comparing the non-superstar hitters one article only states, "Ausmus

emerged as one of the more respected veterans players in the game” (Table 1 Article # 27). Another article Jason Kendall says, “After 15 years, people still don’t know what to think about me, and I love it. I kept people on their toes a lot of the time” (Table 1 Article # 32). One of these is more talking about the perception people around the league had on Brad Ausmus, while the other is what Kendall thought people were thinking about him.

The last major difference where we can see how retirement articles of Major League Baseball players are different with players of different caliber is athlete on-field success. The media mentions athlete on-field success twice the amount of times for superstar hitter’s rather than non-superstar hitters. For instance with Barry Larkin in both articles the only mention of his on-field success is about his stolen bases just briefly mentioning them in both. One article reading, “he had 379 stolen bases” (Table 1 Article # 25). The other article similarly stating, “ he stole over 370 bases” (Table 1 Article # 26). The media doesn’t go in depth to try and talk about how he was so successful or the time and effort he put in to steal those bases. The narrative for these non-superstar hitters is simply listing the statistics and moving on.

Another non-superstar hitter Matt Stairs had mention one time in both of his articles. The first author wrote, “ His walk-off, game-winner hammered off of the White Sox’s Keith Foulke in the bottom of the ninth on August 8, 1999” (Table 1 Article # 29). Meanwhile the other article written on Stairs only mentioned, “He played in the postseason four times” (Table 1 Article # 30). In both of these articles the media does not go in-depth on anything that they write. The media fails to talk in depth about these players as if it doesn’t matter. Yet, when they write stories on the superstar athletes the articles, and the narrative within the articles, are much more articulated and in depth.

The two articles about Chipper Jones provide an excellent example about the depth that is afforded to superstar athletes. For instance just some of the points made in only one of the article for Chipper Jones are,

“As Jones enjoyed a journey that likely has him pointed toward enshrinement in Cooperstown, he fueled the most successful stretch in Braves history...Babe Ruth, Ted Williams, Stan Musial and Lou Gehrig are the only players in Major League History to record a career .300 batting average with at least 450 homers, 500 doubles, 1,400 walks, a .400 on-base percentage and .500 slugging percentage. Well, Jones hit .304 with 454 homers, 526 doubles, 1,455 walks, a .402 on base percentage and a .533 slugging percentage...In addition, Jones is the only switch-hitter in Major League history to post a .300 career average and hit more than 300 homers...When people as me, where do you put Chipper Jones? When I put him in that company, he’s a first ballot Hall of Famer” (Table 1 Article # 19).

In the other article here are just a couple of points made about the success of Chipper Jones,

“His career slugging percentage: .530...He’s just so consistent, the number that sticks out to me is that he’s got more walks than strikeouts in his career. To me, that’s not even comprehensible...all season, every time he passed a guy, another name, you’d be like, Hold Crap. They’re all guys you never saw play, but you see them in the history books...The numbers: Here Jones is, after more than 10,000 trips to the plate, still able to say he has piled up more career walks (1,505) than strikeouts (1,409), that’s hard to do...A consistent run-production machine and a man who hit third or fourth in every one of the 92 postseason games he played in...Jones had been just 2.7 wins above replacement, making him merely the fourth-most valuable player on his own team” (Table 1 Article # 20).

Chipper Jones alone was talked about in depth in his retirement article on the success of his career more than every non-superstar athlete combined. These athletes who are playing at this level and having this long of a career should be recognized no matter how incredible, or not, of a career they had. Just because the success of one athlete was greater than another does not warrant the media to degrade the player and not talk about them any less than the one who was more successful. Each athlete who not only makes it to Major League Baseball but also endures a long career such as these non-superstar athletes in this study should have nothing but praise from the media when they retire.

Conclusion

The media shouldn’t continue to cover certain professional MLB players over and above others when they retire. It is important to understand that all athletes aren’t receiving the same recognition when they retire from professional baseball due to various reasons as identified above. Although one this is for sure, is that it is extremely rare for someone to even make it to that level of baseball. If one were to look at the amount of kids who play t-ball, to grow up and play high school ball, thus after

graduating going on to play collegiate ball. That in and of itself is an accomplishment, let alone the percentage of athletes who then actually do go on to play professional baseball. Even though these players may be classified as “non-superstar” athletes in this study they are still in the small percentage of athletes to have made not only made it to the MLB, but have also endured a long career when compared with the “superstar athletes”. These non-superstar athletes need to be given more credit for what they have accomplished statistically throughout their entire career, and aren’t getting the recognition and affirmation that is needed by the media.

The career of an athlete will shape the narrative that the media uses. However, the articles shouldn’t depict how much the athlete should be revered and talked about. The media portrays these athletes in a certain light through the narratives they use, heightening the light for these superstar athletes, which essentially leaves the non-superstar athletes in the shadows. The media needs to learn how to construct their articles differently when comparing players of different caliber. The media needs to expand on the narrative and give more insight to the career of non-superstar athletes. It isn’t fair to these players to have such an incredible career to have it devalued or diminished by the media when they retire, just because it simply was not as good as a superstar athlete. The media also does not do any uncovering to see what fans truly thought about these players who had long Major League Baseball careers. All athletes no matter superstar or not are perceived by the public not only throughout their career, but when they retire as well. All baseball players should receive a fair amount of coverage upon retirement no matter how good their career depicts they are. All athletes whether superstar or not should be getting the farewell from Major League Baseball that they deserve.

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Table 1

Description of Qualitative Population			
Name	Position	Retirement Year	Service Time
Randy Johnson	Pitcher	2009	22
Roy Halladay	Pitcher	2013	16
Pedro Martinez	Pitcher	2009	18
Chris Carpenter	Pitcher	2012	15
Carl Pavano	Pitcher	2012	14
Tom Gordon	Pitcher	2009	21
Jeff Nelson	Pitcher	2006	15
Kevin Millwood	Pitcher	2012	16
Alex Rodriguez	Hitter	2016	22
Chipper Jones	Hitter	2012	19
Barry Bonds	Hitter	2007	22
Vladimir Guerrero	Hitter	2011	16
Barry Larkin	Hitter	2004	19
Brad Ausmus	Hitter	2010	18
Matt Stairs	Hitter	2011	19
Jason Kendall	Hitter	2010	15

Table # 2

Data Collection Table for Pitchers

Athlete Category	Variables Measured	Quantitative Measurement	# of Times used	Qualitative Measurement
Athlete Name				
Position	Pitcher			
Athlete Awards	Cy-Young	Y/N		
	MVP	Y/N		
	All-Star	Y/N		
Athlete Statistics	Strike-Out / Walk	Y/N		
	WHIP	Y/N		
	Innings Pitched	Y/N		
	Strikeouts	Y/N		
	ERA	Y/N		
	Career Record	Y/N		
Athlete Career / Personal Aspects	World Series Win	Y/N		
	Teams Played For	Y/N		
	Character of Athlete	Y/N		
	Public Perception	Y/N		
	On field Success	Y/N		
	Off Field Success	Y/N		
	On Field Problems	Y/N		
	Off Field Problems	Y/N		

Table # 3

Data Collection Table for Hitters

Athlete Category	Variables Measured	Quantitative Measurement	# of Times used	Qualitative Measurement
Athlete Name				
Position	Hitter			
Athlete Awards	MVP	Y/N		
	Gold Glove	Y/N		
	Silver Slugger	Y/N		
	All-Star			
Athlete Statistics	Record	Y/N		
	Hits	Y/N		
	OBP	Y/N		
	Home Runs	Y/N		
	Batting Average	Y/N		
	RBI	Y/N		
Athlete Career / Personal Aspects	World Series Win	Y/N		
	Teams Played For	Y/N		
	Character of Athlete	Y/N		
	Public Perception	Y/N		
	On field Success	Y/N		
	Off Field Success	Y/N		
	On Field Problems	Y/N		
	Off Field Problems	Y/N		

Table 4

Articles Used in Content Analysis			
Article	Player	Source	Citation
1	Randy Johnson	SF Gate	Schulman, H. (2010). <i>Big unit retires after 22 seasons and 303 victories</i> . Retrieved from http://www.sfgate.com/sports/article/Big-Unit-retires-after-22-seasons-and-303-3276448.php
2	Randy Johnson	ESPN	Press, A. (2010). <i>Lefty Johnson retires</i> . Retrieved from http://www.espn.com/mlb/news/story?id=4799462
3	Roy Halladay	MLB	Zolecki, T. (2013). <i>Ready for next chapter, Halladay retires from game</i> . Retrieved from http://m.mlb.com/news/article/64503426//
4	Roy Halladay	Sports Illustrated	Corcoran, C. (2013). <i>Halladay retires as a Blue Jay after injuries cut short hall of fame career</i> . Retrieved from https://www.si.com/mlb/strike-zone/2013/12/09/roy-halladay-blue-jays-phillies-retire
5	Pedro Martinez	Bleacher Report	Shapiro, B. (2011). <i>Pedro Martinez retires: Looking back on dominance in Boston</i> . Retrieved from http://bleacherreport.com/articles/967577-pedro-martinez-retires-looking-back-on-dominance-in-boston
6	Pedro Martinez	MLB	Drellich, E. (2009). <i>Pedro plans to officially announce retirement</i> . Retrieved from http://m.mlb.com/news/article/26087740//
7	Chris Carpenter	MLB	Press, A. (2013). <i>Chris Carpenter announces retirement</i> . Retrieved from http://m.mlb.com/news/article/64077130/chris-carpenter-announces-retirement/
8	Chris Carpenter	ESPN	Press, A. (2013). <i>Chris Carpenter calls it a career</i> . Retrieved from http://www.espn.com/mlb/story/_/id/10007043/chris-carpenter-st-louis-cardinals-announces-retirement
9	Carl Pavano	Sports Illustrated	Jaffe, J. (2014). <i>Oft-injured Carl Pavano, favorite target of backpages, retiring after 14 seasons</i> . Retrieved from https://www.si.com/mlb/strike-zone/2014/02/27/carl-pavano-retire-twins-yankees-expos-marlins
10	Carl Pavano	Sports on Earth	Span, E. (2014). <i>The truth hurts</i> . Retrieved from http://www.sportsonearth.com/article/68392476/carl-pavano-long-history-of-injuries-hurt-his-career-and-his-reputation

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Table # 5

Constructed Elements in Pitching Articles

	Superstars	Non-Superstars
Athlete Awards		
Cy-Young	13	0
MVP	3	0
All-Star	6	6
Athlete Statistics		
Strikeout / Walk Ratio	6	1
WHIP	5	1
Innings Pitched	6	2
Strikeouts	14	0
ERA	16	12
Career record	19	7
Athlete Career / Personal Aspects		
World Series Win	8	5
Number of Teams Played for	7	3
Character of Athlete	10	6
Perception by Public	4	6
Athlete On Field Success	53	19
Athlete Off Field Success	4	6
Athlete On Field Problems	15	15
Athlete Off Field Problems	0	10

Table # 6

Constructed Elements in Hitting Articles

	Superstars	Non-Superstars
Athlete Awards		
MVP	11	2
Gold Glove	0	2
Silver Slugger	0	0
All-Star	10	6
Athlete Statistics		
Record	2	0
Hits	15	3
OBP	9	2
Home Runs	28	7
Batting Average	21	9
RBI	8	5
Athlete Career / Personal Aspects		
World Series Win	3	5
Number of Teams Played for	10	8
Character of Athlete	14	5
Perception by Public	18	5
Athlete On Field Success	40	21
Athlete Off Field Success	2	6
Athlete On Field Problems	7	5
Athlete Off Field Problems	1	0

Table # 7

Article Differences in Player Caliber for Pitchers

	χ^2
Athlete Awards	
Cy-Young	12.444**
MVP	3.692*
All-Star	.291
Athlete Statistics	
Strikeout / Walk Ratio	1.333
WHIP	1.333
Innings Pitched	1.333
Strikeouts	12.444**
ERA	.410
Career Record	1.333
Athlete Career / Personal Aspects	
World Series Win	.254
Number of Teams Played for	2.286
Character of Athlete	2.286
Perception by Public	.291
Athlete On Field Success	2.286
Athlete Off Field Success	.291
Athlete On Field Problems	4.267*
Athlete Off Field Problems	3.692*

Table # 8

Article Differences in Player Caliber for Hitters

	χ^2
Athlete Awards	
MVP	9.600**
Gold Glove	2.286
Silver Slugger	-
All-Star	.000
Athlete Statistics	
Record	1.067
Hits	4.267*
OBP	4.267*
Home Runs	1.067
Batting Average	.291
RBI	1.067
Athlete Career / Personal Aspects	
World Series Win	.254
Number of Teams Played for	.410
Character of Athlete	4.267*
Perception by Public	5.333*
Athlete On Field Success	-
Athlete Off Field Success	2.618
Athlete On Field Problems	.000
Athlete Off Field Problems	1.067

Note. The dash indicates that all hitters no matter if they were Superstar or Non-Superstar had On Field Success mentioned. The dash indicates that all hitters no matter if they were Superstar or Non-Superstar did not have Silver Slugger mentioned. * means that it is significant. * indicates $p < .05$ when conducting a chi-square test for pitchers and hitters. ** indicates $p < .01$ when conducting a chi-square test for pitchers and hitters.