

Ralph Nader  
Washington DC 20036

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Robert D. Manfred Jr.  
Commissioner  
Joe Torre  
Chief Baseball Officer  
Major League Baseball  
245 Park Avenue, 31st Floor  
New York, NY 10167  
Phone: 212-931-7800  
Fax: 212-949-5654.

Dear Mr. Manfred and Mr. Torre:

Growing up in Connecticut, I'd listen with pleasure to Mel Allen's broadcasts of the New York Yankee games.

The few commercials were reserved for the commercial breaks – between half innings.

Now, the commercials are increasingly taking over the game broadcast.

Six years ago, I wrote to the New York Yankees about the proliferation of in-game ads during New York Yankees radio broadcasts.

In-game ads are those during a game broadcast.

At that time, we came up with 22 in game ads during one game in 2012.

The Yankees did not respond to my letter.

Now, things have gotten worse.

This year, we had an associate listen to one game – the Baltimore Orioles and the New York Yankees on May 31, 2017.

This time, he counted 46 in-game ads during the game broadcast.

And these do not include the 21 in-game ads during the pre-game show and the 15 in-game ads during the post-game show – for a total of 82 in-game ads. (See listing below.)

And the 82 in-game ads do not include the scores of ads between innings or during the commercial breaks pre-game and post game.

Between innings and during the commercial breaks is where ads belong – not during the game or during pre-game and post-game commentary.

The Yankees and other Major League Baseball teams are boorishly distracting fans from the game's action, leading to unnecessary fan frustration.

Yankee radio broadcasters John Sterling and Suzyn Waldman seem to barely hide their irritation at having to read incessant in-game ads over and over.

Saturation ads take the spirit out of the game's high points.

Let us count the interruptions that are imposed on the fans and announcers during the game.

**"The game time temperature** is brought to you by Brothers Supply, your number one source for ice air PTACs, water source heat pumps and fan coils."

**"The call to the bullpen** is brought to you by Geico, 15 minute can save you 15% or more on your car insurance."

**"The national anthem salute to America** is brought to you by Mutual of America."

**"The first walk of the game** is brought to you by Intel Power 2 in 1, flexible as you are."

**"The defensive alignment** is brought to you by Black Bear Forest Fresh deli meats, franks and cheeses, only at ShopRite."

**"The starting battery** is brought to you by Interstate Battery Distributors of New York and Connecticut. Every battery for every need."

**"The seventh inning stretch** is brought to you by Empire City Casino."

(For a complete list, see below.)

In professional baseball, commercialism has it's place – between innings and during commercial breaks. *Commercialism should be off limits during the game.*

During the off-season, let's try and resolve this escalation before it consumes our national pastime.

The advertisers themselves should rethink why they expect irritated listeners to buy their products or services – that is if they even stay tuned for them.

Please give me a call to discuss this matter.

Sincerely,

Ralph Nader

#### Pre-Game

1. "The manager's show is brought to you by New York Community Bank and the NYCB Family of Banks."
2. "What's on the menu presented by Buffalo Wild Wings. Wings. Beers. Sports."
3. "Starting lineups are sponsored by Vintage, New York's favorite seltzer."
4. "Pregame show brought to you by Nissan."
5. "Diamond Notes brought to you by Spectrum."
6. "Who's Hot and Who's Not brought to you by Sub-Zero & Wolf appliances."
7. "Hit for the Cycle Contest brought to you by Nissan Dodge."
8. "Domino's the official pizza of the Yankees radio network."
9. "Lead off spot brought to you by your Tri-State Ford dealers."
10. "Our lead off spot guests will also receive a gift certificate courtesy of Grand Central Oyster Bar, New York Freshest Seafood since 1913."
11. "Today in Yankees history brought to you by Montefiore, state of the art health care."
12. "Starting lineups are sponsored by Vintage, New York's favorite seltzer."
13. "Pitching matchups sponsored by Domino Pizza, the official pizza of the New York Yankees Radio Network."
14. "From one import to another, Sapporo beer raises a glass to Masahiro Tanaka."

Sapporo wishes him all of the best this season. Please enjoy Sapporo beer responsibly.”

15. “The defensive alignment is brought to you by Black Bear Forest Fresh deli meats, franks and cheeses, only at ShopRite.”

16. “The starting battery brought to you by Interstate Battery Distributors of New York and Connecticut. Every battery for every need.”

17. “The keys to the game brought to you by the all new Mercedes Benz of Goldens Bridge, one of the biggest selections of Mercedes Benz in Westchester.”

18. “The game time temperature is brought to you by Brothers Supply, your number one source for ice air ptacs, water source heat pumps and fan coils.”

19. “We are coming to you today from the Sunoco Broadcast Booth. The Sunoco Free Fuel 5000. Get the decal, get spotted and win.”

20. “Copyright broadcast brought to you by Cellino and Barnes – one of our nation’s largest personal injury firms.”

21. “Tonight’s national anthem salute to America is performed by Christopher Redovy and brought to you by Mutual of America, your retirement company shares their spirit of America by recognizing today’s salute to America.”

#### First Inning

22. “Choosing the pitcher is important, your choices matter too when you drive in New York City, a reminder from Vision Zero Initiative.”

23. “The Orioles are coming up on the WFAN New York Yankees Radio Network driven by Jeep.”

24. “The first walk of the game brought to you by Intel Power 2 in 1, flexible as you are.”

25. “No score on the WFAN New York Yankees Radio Network driven by Jeep.”

#### Second Inning

26. “Acme Markets home run pay off contestant will win a \$100 Ace Markets gift card for every time the Yanks hit a homerun in the second inning of the game.”

27. “Scoreboard update is brought to you by Mercedes Benz Tri-State dealer.”

28. “No score on the WFAN New York Yankees radio network driven by Jeep.”

29. "New York Yankees baseball sponsored by Tri-State Ford."

30. "Now the end of two on the WFAN New York Yankees Radio Network driven by Jeep."

#### Third Inning

31. "No score, on the WFAN New York Yankees Radio Network driven by Jeep."

32. "We are coming to you live from the Sunoco broadcast booth."

33. "The 15th out of the game brought to you by Geico, 15 minutes could save you 15% or more on your car insurance."

34. "At the end of three innings of play is 4-0 Baltimore on the WFAN New York Yankees Radio Network driven by Jeep."

#### Fourth Inning

35. "Judge Roy Bean hails the Judge of the Bronx, Aaron Judge. Judge Roy Bean Public House is midtown's favorite craft beer house."

36. "Scoreboard update is brought to you by New York Presbyterian, amazing things are happening here."

37. "The top of fourth is brought to you by Domino's Pizza, the pizza with the best toppings. Domino's, the official pizza of the Yankees Radio Network."

38. "It's 4-1 Baltimore on the WFAN New York Yankees Radio Network driven by Jeep."

39. "Bat day, first 14,000 guests, 14 and younger will receive a Yankees bat courtesy of Bank of America."

40. "The fourth inning is brought to you by Kars4Kids, donate your car today and have it picked up tomorrow."

41. "Now at the end of four innings of play, 7-1 Baltimore on the WFAN New York Yankees Radio Network driven by Jeep."

#### Fifth Inning

42. "The buy Ford now sales event is on at your local Ford store. You can get huge Memorial Day savings on the exciting line up of Ford vehicles."

43. "Consultation at the mound is brought to you by Cellino and Barnes, call them today for a free consultation."

44. "At the end of four and half 7-3 Baltimore on the WFAN New York Yankees Radio

Network driven by Jeep.”

45. “We’ve played five innings at Camden Yards. Baltimore has 7-3 on WFAN New York Yankees Radio Network driven by Jeep.”

#### Sixth Inning

46. “Scoreboard update is brought to you by Bigelow Tea, the tea that encourages you to grab a mug and tea proudly. Let’s see what’s the brewing around the League.”

47. “This call to bullpen is brought to you by Cash for Life from the New York Lottery.”

48. “This pitching change is brought to you by our Tri-State Ford dealers.”

49. “It’s 7-3 Baltimore on the WFAN New York Yankees radio network driven by Jeep.”

50. “Recovery room health update is sponsored by New York Presbyterian, amazing things are happening here.”

51. “This call to the bullpen is brought to you by Geico, 15 minute can save you 15% or more on your car insurance.”

52. “Pitching change also brought to you by AT&T, mobilize your world.”

53. “It’s 7-3 Baltimore on the WFAN New York Yankees Radio Network driven by Jeep.”

#### Seventh Inning

54. “Speed report is brought to you by Old Dominion Freight Line, the official freight line of the Yankee Radio Network and the official freight carrier of Major League Baseball.”

55. “The game box score brought to you by RSM.”

56. “It’s seven to three Baltimore on the WFAN New York Yankees radio network, driven by Jeep.”

57. “Seventh inning stretch is brought to you by Empire City Casino.”

58. “Now at the end of seven innings of play, nine three Baltimore on the WFAN New York Yankees Radio Network driven by Jeep.”

#### Eighth Inning

59. “This drive around the league is brought to you by Hyundai.”

60. “MLB TV premium is back and better than ever.”

61. “We are coming to you live from the Sunoco broadcast booth.”

62. “Call to the bullpen is brought to you by the New Jersey Motor Vehicle

Commission.”

63. “The call to the bullpen also brought to you by 877 Cars for Kids, the easy way to donate your car.”

64. “Now at the end of eight innings of play, it is ten four Baltimore on the WFAN New York Yankees Radio Network driven by Jeep.”

Ninth Inning

65. “Today’s game attendance brought to you by Columbia Bank, serving New Jersey for 90 years. Today’s attendance is 22,983.”

66. “Following the game, stay tuned for the Agera Energy New York Yankees Post Game show. Agera Energy – energy to power your world.”

67. “We are back in a moment with more here in the WFAN New York Yankees Radio Network Driven by Jeep.”

Post Game

68. “Anyway, Baltimore wins it ten four and we are back with the totals in a moment on the WFAN New York Yankees Radio Network, driven by Jeep.”

69. “Agera Energy New York Yankees Post Game Show.”

70. “Let’s talk to Suzyn Waldman in the clubhouse is brought to you by Cash for Life from the New York lottery.”

71. “This is the Agera Energy Yankees postgame show on the WFAN New York Yankees Radio Network.”

72. “The highlights of the game brought to you by Smithtown Nissan.”

73. “Turning point of the game brought to you by Wendy’s.”

74. “A chance to win pair Yankees tickets brought to you by Adorama, so much more than a camera store.”

75. “Drive of the game is brought to you by your trusty Audi dealer.”

76. “This is the Agera Energy Yankees postgame show on the WFAN New York Yankees Radio Network.”

77. “Back on the Agera Energy Yankees postgame show.”

78. “This is the Agera Energy Yankees postgame show on the WFAN New York Yankees Radio Network.”

79. “Back on the Agera Energy Yankees postgame show.”

80. "Sounds of the game is brought to you by Polk Audio."

81. "Sounds of the game is also brought to you by Jersey Mike's, the official sandwich of the New York Yankees."

82. "This is the Agera Energy's post game show on the WFAN New York Yankees Radio Network."