

Samuel O. Regalado
California State University-Stanislaus

Read All about It!
**California's Spanish-Language Print Media
and the Dodgers and Giants**

American baseball history has long utilized print journalism to describe its storied past, but, other than black newspapers, U.S. social historians have long ignored ethnic papers, like those found in both the Hispanic and Asian neighborhoods, as primary sources. This paper features the California Spanish-language dailies at the time that major league baseball came to establish itself in that state, and as Latin players also came into their own as stars in professional baseball.

I want to present a study of the barrio newspapers and their attempts to increase the attention paid to West Coast Latin big leaguers from 1958 to 1981. The dates signify the arrival of the Dodgers and Giants and this topic culminates with the euphoria of Fernandomania. More specifically, by 1981 the arrival of cable TV lessened the impact of

the newspapers. However, between 1958 and 1981, papers like LA Opinion in Los Angeles grappled with such personalities and episodes as Phil Ortega, the Marichal-Roseboro battle, and Orlando Cepeda's drug bust, as well as other issues of particular significance to the Latin community. Through it all, I look at the various "takes" of Spanish-language columnists compared to those of their English-speaking counterparts at the *LA Times* and *SF Chronicle*.



Nancy B. Bouchier addresses an attentive group.



Western Ontario & Windsor well represented at the banquet.