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| Code | 311021 |
| Subject | Bob DiBiasio, Public Relations for the Cleveland Indians |
| Date | 12/2/2005 |
| Interviewer | lisa kelly |
| Special Notes | cleveland indians, marketing, 1990s urban renewal, nice quotes about baseball |

minutes:

- 1 introduction and background, "hometown pride"
- 2 early love of baseball
- 3 "Cleveland Press had a [free tickets for] straight A's program"
- 4 favorite player: Rocky Calovito
- 5 mother was a member of the Base Belles ladies fan club
- 6 "the beauty of the game"
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- 8 [7:45 forward] visiting other baseball parks
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- 12 [11:40 forward] duties as public relations director
- 13 marketing the "core players"
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- 15 [14:45 forward] promotional events
- 16 Larry Doby, the first african-american player in the american league
- 17 getting started in the sports marketing business
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- 20 promoting the team
- 21 recent changes in how teams are marketed
- 22 Jacobs Field, "the most significant move of our franchise... ever."
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- 25 League Park history and restoration project
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- 27 interpreting historic photos of the fans
- 28 baseball is universal and family-friendly
- 29 Society for American Baseball Research (SABRE)
- 30 Five Reasons why Jacobs Field sold every ticket for 458 games in a row
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- 32 downtown cleveland was "booming" in the mid 1990s
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- 36 ownership of Cleveland Indians organization (Dick Jacobs versus Larry Dolan)
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- 39 naming stadiums
- 40 Jacobs Field was "built to last"
- 41 Designing Jacobs Field
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- 43 keys to success
 - Minor Leagues: "the farm system is the life blood of middle-market baseball... but that's
- 44 not a sexy thing."

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46 2005 national attendance records for baseball (major and minor leagues)
47 Lake County Captains marketing campaign
48 monetary value of minor league teams
49 Baseball History
50 "the hard reality of museums is that they don't make any money"
51 [50:40 forward] the many names of cleveland's baseball team (from Naps to Indians)
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54 high point: the opening of jacobs field in 1995
55 "reenergizing the city"
56 low point: the unfortunate death of Ray Chapman in 1920
57 book: The Pitch That Killed
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60 jacobs field was part of a larger urban renewal project
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62 opening night, 1995
63 minor league clubs affiliated with the Indians organization
64 minor league teams in dominican republic teach "cultural assimilation"
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66 end