

ClearBuck.com founder speaks at 11th Annual Spring Training Conference for *Nine: A Journal of Baseball History and Culture*

ClearBuck.com founder and president Dr. David Fletcher will present ***ClearBuck.com: The Crusade to Bring Back Buck Weaver to Baseball*** on Friday, March 12, 2004 at 8:00 p.m. at the Best Western Inn at the Airport in Tucson, AZ.

Fletcher, a lifelong baseball fan from Chicago will outline the history of the Black Sox scandal, Buck Weaver's own, unsuccessful attempts at reinstatement and how this tragic story influenced Dr. Fletcher to continue Weaver's fight on his behalf.

ClearBuck.com, the case study, will discuss the goals and strategies of this public relations effort in the age of the Internet. Dr. Fletcher will point out the importance of a consistent message and call to action – ClearBuck.com – and include key objectives and tactics used in the campaign to generate, mobilize and sustain the level of local and national activism needed to influence Commissioner Selig.

Fletcher will take a look at Pete Rose's possible reinstatement and how current discussions have helped revive interest in Buck Weaver's tragic story. He will discuss future plans for a movie project and proposals for an urban development aimed to revive the area around U.S. Cellular Field and honor the history of Comiskey Park I.

Events for the 11th Annual Spring Training Conference will take place Thursday, March 11th through Sunday, March 14th. Saturday night's keynote speaker will be [Eight Men Out](#) author Eliot Asinof. If you are interested in attending any of the events or if you would like more information, please visit <http://www.ninejournalofbaseball.com>.

The ClearBuck.com campaign has achieved tremendous success in its first few months of establishment:

Commissioner Selig has gone on record stating that Major League Baseball is reviewing Buck Weaver's case.

The campaign launch was the top story in Chicago during the All-Star festivities at U.S. Cellular Field in July 2003. (*see media page on this website*)

ClearBuck.com ambassadors attended the 100th Anniversary celebration in Cooperstown in October, handing out petitions and the popular, neon-yellow ClearBuck t-shirts. (*available at the store on this website*)

The campaign has been endorsed by Illinois Governor Rod Blagojevich, Illinois Senator Dick Durbin, Chicago Mayor Richard M. Daley and actors associated with Eight Men Out, including the author of the original book, Eliot Asinof.

Supporters attended the baseball winter meetings in New Orleans in December 2003 discussing the issue with people like Sox Owner/Chairman Jerry Reinsdorf, Executive Advisor to Sox GM Roland Hemond, ESPN's Peter Gammons, Marlins World Series Championship Manager Jack McKeon and Cubs GM Jim Hendry.

Dr. Fletcher, Buck's niece/surrogate daughter Patricia Anderson, and The Ginger Kid author Irv Stein will be at SoxFest at the Hyatt Regency the last weekend of January 2004.

In addition, you will find ClearBuck ambassadors circulating petitions, handing out flyers and answering questions at the Cubs vs. Sox spring training game on Friday, March 13, 2004 at HoHoKam in Mesa, AZ.

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