Welcome to the MLB Club Credentialing System
This is the menu for all of your system options.

To begin, click on Club Management.
Club Management

• This is the Club information page.
• You can manage site content and staff members from this page.
Manage Site Content

- From this page you can access the homepage media sees when they apply to your events, add tabs with additional media information and upload your team’s logo.
Homepage Example

• Each team has a unique homepage that allows them to provide media information to each applicant.
Example Tabs

- Along with the homepage, the tabs provide each club the opportunity to provide supplemental information to the media.
- This information can range from media guidelines to credential pick-up times and locations.
- Clubs can add up to a total of five tabs.
Event Management

- You can create an online application for any event held at your stadium.
- When creating spring training and regular season daily events, the system automatically generates your game schedules for you.
- The system will keep an archive of all of your past events.
Add New Event

Setting this event to “Daily Credentials” generates a schedule of dates and opponents for your team pulled from MLB.com.
Affiliation Management

- When you begin to receive phone calls from media on how to apply, the first thing you should do is search the system to see if they already exist.

- The affiliation might be listed with a slight variation to their name, so it is important to search using the “contains” option. For example, Toronto’s The Globe and Mail is listed under Globe and Mail, The.
Existing Affiliation

1. Check to see if the person requesting the login information has already used the system before. If they have, their name will appear in the “Affiliate Managers” box. If their name is there, you can let them know that their username is their email address.

2. If they are not already an affiliate manager, you can provide them with the affiliate number so they can register.

3. If they are not an affiliate manager, but listed in the “Affiliation Members” box, you can upgrade them to an affiliate manager.
Affiliation Page

To upgrade an existing member, click here.

This 5-digit code is unique to each affiliation.

This is a list of the events the affiliation has previously applied to.

Applicants listed in this box have the authority to apply for events.

Affiliation members do not have the authority to apply, but can be upgraded.
New Affiliation

• To begin the process of adding a new affiliation, you need to click on the “Add Affiliation” button on the Affiliation Management page.
  • All of the information marked in red needs to be filled out for each new affiliate.

• Once all of the necessary information is filled out, scroll to the bottom and click “Save and Go Back.” When the page refreshes, a 5-digit affiliation code will be generated. This is the code you will give to the applicant to register for the system.
What the Media Sees

For existing affiliate managers, all they need to do is enter their username and password. The username is always their email address. If they don’t remember their password, they can click on “Forgot Password?” to be emailed a new one.

New affiliates need to click here.
Media Registration

• When a new media member clicks on the “Register” button on the homepage, they will be asked to input the affiliation code you provided them with.

• After clicking “Lookup,” they will be asking to complete a profile page.

• Upon completion of the profile, an email with their username and password will be sent to them.
Media Application

- This is the media’s homepage. They have the ability to apply for any Jewel and Club events from one central location.
Club Events

• The Club homepage appears when media click on your team name. This is where your logo and unique homepage will appear once they have been created.
The names of the available members of the affiliation will be listed here. The manager will select the names of those covering your event and move them to the selected members box.

Once the names appear in the Selected Members box, the manager will have to double-click on each name to select the correct grid for each applicant.

Managers can provide you with more information if necessary.

• Once the application is complete, the media will scroll to the bottom of the page and click “Submit.” Once they submit, their application will be locked.
Completed Application

• The media will receive this message after they submit their application.
• If you selected the notification option on the Event Management page, you will receive an email informing you of the new application.
Approvals/Denials

• To begin the approval and denial process, click on Credential Management and select Credential Approvals.
• This screen allows you to search for a specific event, affiliation and status.
Approval Page

- The approval screen allows you to designate Allotment Type, Credential Type, Access Type and Status for each applicant.
- Status letters can also be sent from this page.

Click this button to send the status letter.

You can preview your letters before you send them.
Email Management

• Manage Event Emails is available for each event you have.

• You are able to create an Approval, Denial and Partial email that is sent to the applicant
  • The Approval Email is for when everyone requested is approved, Denial is for when all applicants are denied and the Partial email is for when some applicants are approved and others are denied.
The from and reply email can be sent from your club’s credential account or MLB’s account. This is the subject line that will appear in the applicant’s inbox. “Dear”

Clubs are responsible for writing their own body and closing for the letters. The system generates the rest with the name of those approved and denied listed clearly.
Sample Partial Letter

Acme Press

Dear Acme Manager,

Thank you for your organization’s interest in covering the 2009 MLB All-Star Game and its surrounding events at Busch Stadium in St. Louis. Your request for working media credentials to the 2009 MLB All Star Game has been approved for the following person(s) based on the priority listing submitted on your application. Please review this list carefully to ensure that the applicants confirmed are correct.

**Approved Credentials:**

Name
Guy, Baseball

Unfortunately due to severe space restrictions the following applicants have been denied.

**Denied Credentials:**

Name
Duck, Lucky
Manager, Acme

*This letter is your receipt for your approved credentials. Please have it with you on-site when picking up your credentials.*

Due to severe space limitations, it is important that you notify us via credentials@mlb.com in advance about any credentials that will go unused. Any credentials that are not picked up or cancelled by your organization will force us to re-evaluate your status and possibly deny any future requests.

The body portion of the email.

The system-generated approval and denial information.

The closing.
From your event screen, you will be able to run a report of all the applicants approved for your event.
Report Options

• There are several options by which you can run your report. The easiest for your club would be the Credential Type or Allotment Type categories.

• The other categories are helpful for you to analyze applicants and trends after the event has concluded.

• Once you have selected the field by which to run your report, click Run Report and an HTML report will be generated for you.
Sample Report

## 2010 All-Star Game

Report by: Allotment Type - selectAll

<table>
<thead>
<tr>
<th>Code</th>
<th>Allotment type</th>
<th>Telephone</th>
<th>Name</th>
<th>Credential</th>
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Credential Search

- The Credential Search provides the club user a one-stop location to search a person, an affiliation and also to print labels.
Event searches can be done by event name and credential type to find specific people or affiliations.

You can search an affiliation by its name or the city, region, state or country it originated in.

Person searches by name let you know if and where they've previously been granted credentials.
Labels

Click on Print Labels after the search screen is populated to have the system generate labels for your credentials.

Once you run a search by your Event and Approved Credentials, a list populates on the bottom of the screen.
Sample Labels

- The Credential System generates a PDF of Avery 5660 labels for use with Division Series and Daily Credentials.

<table>
<thead>
<tr>
<th>Name</th>
<th>Name</th>
<th>Name</th>
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<tbody>
<tr>
<td>Mary Delach Leonard</td>
<td>Alvin Reid</td>
<td>David Wilhelm</td>
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<tr>
<td>St. Louis Beacon</td>
<td>St. Louis Beacon</td>
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<tr>
<td>Joe Ostermeier</td>
<td>Rod Kloeckner</td>
<td>Norm Sanders</td>
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<td>Derik Holtmann</td>
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<tr>
<td>Scott Wuerz</td>
<td>Steve Porter</td>
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<tr>
<td>Belleville News-Democrat</td>
<td>Alton Telegraph</td>
<td>Alton Telegraph</td>
</tr>
</tbody>
</table>

- The system also gives users the option to print credential with only they affiliation names for seat cards.
Questions

For any other credential system questions, please don’t hesitate to contact John Blundell (212.931.7885) or Lydia Panayotidis (212.931.7621).