

An Interview with Branch Rickey III

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Maury Brown's interview with Branch Rickey III is [now online at Baseball Prospectus](#) . Rickey is the grandson of Branch Rickey, Sr. and now serves as the president of the Pacific Coast League.

Topics include his earliest baseball memories, his time as Business Manager of Kingsport Pirates of the Appalachian League, his time in the Peace Corps, the successes and challenges during his tenure as Pacific Coast League president; the plans for the future for the PCL, and much more. Here is an excerpt:

BP: What do you see as some near-term goals for the PCL?

Rickey: The near-term and the far-term are married, and they're both the same thing, which is successful, stable operation. We've seen such a renaissance in recent years of breaking attendance, almost every year, our attendances are going higher and higher and that's due to some wonderful new facilities, and some wonderful improvements in operation. The thing that you want more than anything else is to be able to successfully provide this magnificent product--live, professional, Triple-A baseball--to the marketplace that your team is in, and the fact that fans are coming out to this as never before is I think a very positive reflection of how well we are reading what the fans enjoy, and how well we're doing that.