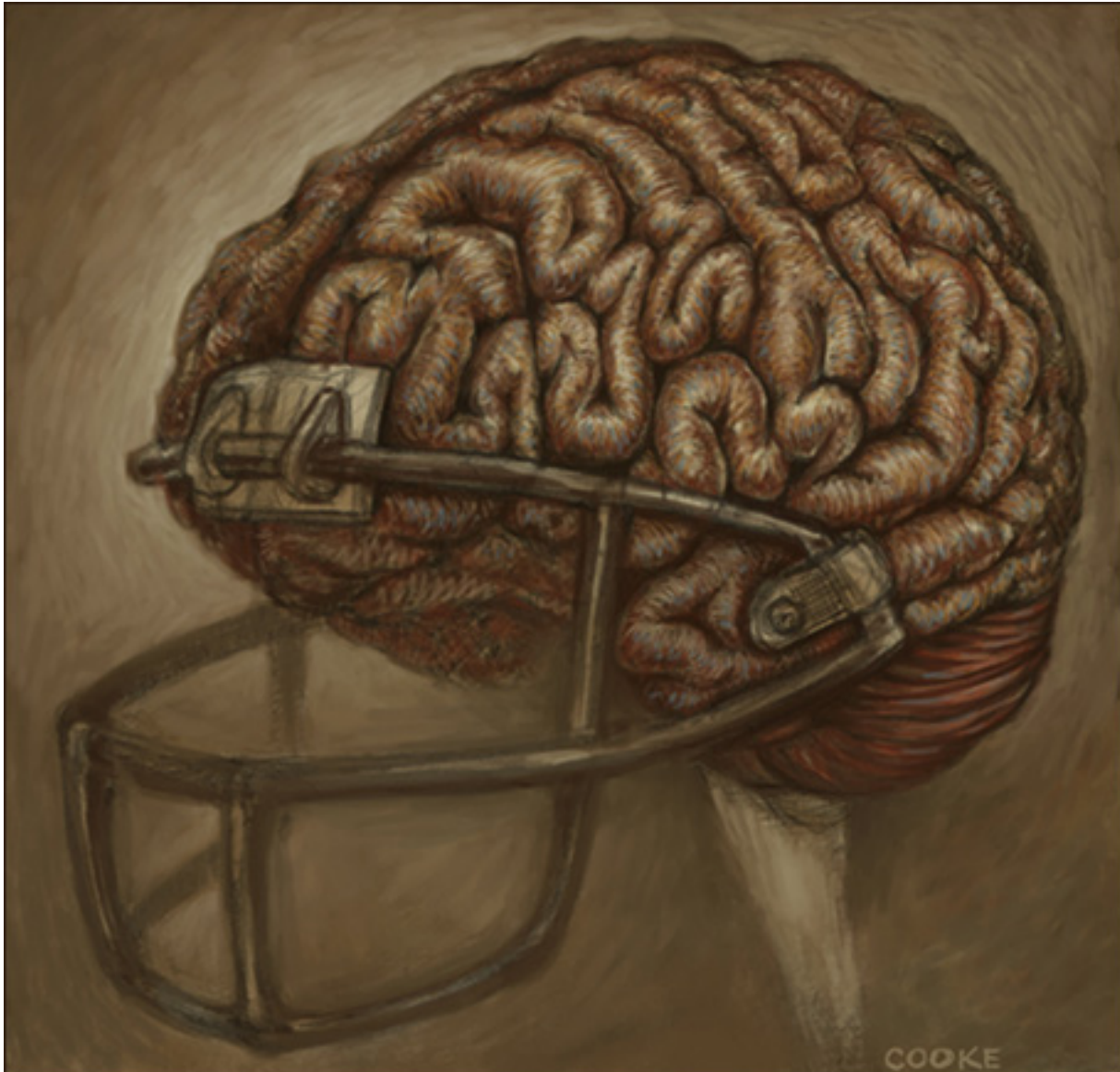


## NFL.com Plays Redirection by Running Story About Concussions... in MLB

Written by Maury Brown

Friday, 13 September 2013 19:40

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One of the key issues facing the BBWAA has been that they currently block writers of the league-owned MLB.com because writers could be mouthpieces for the league.

Imagine how the National Football Writers Association feel today.

Yes, Bill Bradley, contributing editor of **NFL.com**, published a story today about concussions. No, it wasn't about the near billion dollar settlement, or the fact that several players, including

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Chargers Hall of Famer Junior Seau committed suicide, or about the prevalence of chronic traumatic encephalopathy (CTE) within football. No,

[the story](#)

was this:

## **Concussion issue continues to grow in Major League Baseball**

This is a fantastic bit of redirection. "See? Don't just think of us when you think of head injuries, baseball has the problem, too! We're NFL.com so we're unbiased in our reporting."

To be fair, Bradley was simply (cough, cough) pointing out the Jorge L. Ortiz [piece](#) on USA Today in which it's reported:

*Teams have put players on the disabled list due to concussions or head injuries 18 times this year, five more than all of last season and seven more than in 2011, when the seven-day concussion DL was implemented. In 10 of those 18 instances, the players were catchers, including the Boston Red Sox's David Ross twice.*

That's not good. But, it's not some mouthpiece for Roger Goodell to write the piece. Maybe he'd mention that 4,500 former players with head trauma were part of the class action lawsuit that was settled for \$765 million. Maybe Bradley would reference the NFL's massive head and neck injury issues and mention that while the NFL is leading the way, and is not done with the matter because one class action lawsuit was settled, MLB should try and avoid how the National Football League has approached the matter. Bradley referenced the NFL once in the article saying, "it appears MLB is dealing with the same concussion culture that the NFL has been trying to change. Players say many of their peers are playing with head injuries."

"Trying to change"?!?

If Keith Olbermann has this one on his radar, I can't imagine how Bill Bradley isn't "World's Worst"

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