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"No Shortage of Blogs"

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Back in the day, passionate fans went to sports bars to commiserate about what ailed their team. That still works, but fans no longer have to leave their office or living room to debate the merits of new manager Joe Girardi or Joba Chamberlain's remaining in the bullpen.

Nearly every pro team has a fan Web site, but the Yankees have dozens. From NoMaas.org to WasWatching.com to NYYFans.com to BronxBanter.BaseballToaster.com, there's something for everyone.

Some sites favor certain players, some are critical of the team, some offer plentiful discussion. So just who are the people behind the sites?

NoMaas was taken from the Spanish for no more with the extra 'A' added as a reminder of Kevin Maas, the ultimate flash in the pan who hit 10 home runs in his first 77 at-bats for the Yankees in 1990. NoMaas probably is best known for its hilarious photoshopped pictures that riff on Yankees news, and for strongly favoring the Yankees getting rid of manager Joe Torre.

Just last week, after Girardi said, "I'm not a big believer that you have to have big-league experience to be successful," NoMaas ran the headline: "Joe Girardi, will you marry us?"

Last month, after Yankees general partner Hank Steinbrenner said: "Being insulted by [Jonathan] Papelbon is like being attacked by a mouse," NoMaas wrote: "We take back everything we said about Hank" and ran a picture of Papelbon with mouse whiskers, a tail and mice feet added.

The man who started NoMaas in May 2005 is a 29-year-old from Rhode Island who uses the pen name John Kreese to stay anonymous. Kreese said: "We were a group of disgruntled fans. We had this message board that we complained a lot about how the Yankees organization was being run, from the field to the front office. It was just our opinion that it was a very dysfunctional organization, that the GM wasn't really the GM. You had that whole Tampa vs. New York faction going on."

Kreese and a handful of others didn't see their opinions reflected elsewhere, so they began NoMaas as a hobby. It's become wildly popular, so much so that the writers have met former mayor Rudy Giuliani. Yankees GM Brian Cashman recently revealed to The Journal News that he reads NoMaas.

The fans who run these sites come from all over the country. Replacement Level Yankees Weblog, at ReplacementLevel.com, gets into extra sabermetrics and statistical analysis.

Bronx Banter gives in-depth, nuanced analysis of developments with the team, adding human touches such as going to Yankee Stadium and having the home opener rained out.

Steve Lombardi runs WasWatching.com, a site he began in 2005. Lombardi, who lives in Monmouth County, N.J., said: "I started it with almost zero expectations ... I was shocked how quickly it became popular."

Ben Kabak, 25, of Brooklyn, runs RiverAveBlues.com with two friends who met through blogging for other sites. Said Kabak: "I don't think any of us expected it to be so popular."

Kabak also has learned that fans take things seriously. Kabak said they wrote on April Fool's Day "that Andy Pettitte was going to be out for two months and that Kei Igawa was going to be replacing him. People did not like that joke."

Maureen Ryan, 24, from San Diego, runs the comedic site Yankees-chick.blogspot.com. After the marriage bet among Hideki Matsui, Bobby Abreu and Derek Jeter, Ryan volunteered to be Jeter's "personal date-finder extraordinaire."

Even Phil Hughes, who started for the Yankees last night, has joined the bloggers. The 21-year-old righthander has his own blog at PhilHughes.wordpress.com. He talks almost no baseball but provides insight into his interests and personality, plus gives away autographed items in trivia contests.

"It's been fun," Hughes said. "It's hard to maintain during the season, but I wouldn't have started it if I didn't think I could keep it up. It's cool because you get to see other people's personalities and how much they appreciate little things."



NoMaas.org was founded in May 2005 and has quickly become one of the most popular baseball blogs in the United States. Combining an unmistakable blend of satire and baseball analysis, the site is closely followed by fans, writers, and MLB executives. Averaging 30,000 unique visitors per month, NoMaas has been cited by media outlets across the country, with significant publicity among major New York-based news services. It has also featured interviews with prominent baseball analysts such as ESPN's Rob Neyer and Keith Law, as well as former Presidential candidate and New York City mayor, Rudy Giuliani.