



Sports Illustrated

Sports Illustrated Media Briefing sheet

Clayton Kershaw's Retirement and Ending career as World Series Champion

ABOUT THE OPPORTUNITY

Logistics:

- **Interview Date & Time:** Friday, Dec 5, 2025, at 10:00 a.m. PT
 - **ARRIVAL TIME: 8:30 a.m. PT**
- **Interview Duration:** Live Segment will be 5 -10 minutes long
- **Interviewer:** Tom Verducci
- **Interviewee:** Clayton Kershaw, Retired MLB Pitcher, Los Angeles Dodgers

About Sports Illustrated:

Sports Illustrated is recognized as one of the most iconic names in sports media in the world. Launching in 1945, S.I. has covered the biggest moments in sports history. The magazine is known for its true emphasis on competition, photography and storytelling. The magazine shares the excitement and passion of sports fans everywhere through its print issues, website, and online platforms. S.I. maintains its global readership of millions who follow the athletes and sports events that drive public enthusiasm.

10 Burning Questions:

10 Burning Questions segment features top athletes and sports figures answering questions about their careers along with personal moments. Topics often include reflections on big games, pre-game rituals and life outside of sports. Guests featured in these segments are typically professional athletes or coaches who bring entertaining personality to the conversation.

Example 10 Burning Questions Segment:

- [10 Burning Questions with Michael Penix Jr. | Sports Illustrated](#)
- [10 Burning Questions with Victor Wembanyama | Sports Illustrated](#)
- [10 Burning Questions with Jayson Tatum | Sports Illustrated](#)
- [10 Burning Questions with Angel Reese | Sports Illustrated](#)



About Tom Verducci:

Tom Verducci has worked for Sports Illustrated since 1983 and is one of the most well-known baseball writers in the country. Verducci's role stands as Chief Correspondent for Sports Illustrated and is an analyst on FOX Sports and MLB Network. Verducci has reported on numerous major baseball events throughout his career, making him a very respected sports journalist.

**About the Interview:**

Following Clayton Kershaw's retirement after winning the World Series, Sports Illustrated will feature a 10 Burning Questions segment reflecting on his legendary career. The interview explains what it takes to become a champion and shares his experiences from his time with the Dodgers and his feelings about retiring from baseball. While Tom Verducci usually reports on more serious baseball news, his long-lasting connection to Kershaw makes him the ideal person to this light-hearted and casual conversation. The segment gives fans a fun, behind the scenes look at Kershaw's career and honors one of the game's greatest pitchers of all time.

DAY OF LOGISTICS**Location & Getting There:**

- **Location:** Sports Illustrated Studios at Radford Studio Center, 4024 Radford Avenue, Studio City, CA 91604
 - Clayton Kershaw and agency team members to meet at Sports Illustrated Studios by 8:30 a.m. PT to check in and get settled in the green room.
 - When you arrive, please check in at the Radford Studio Center main gate, where they will direct you to the Sports Illustrated building. They have been provided and are aware of the list of attendees.
 - Clayton Kershaw (Interviewee)
 - Tom Verducci (Interviewer)
 - Matt Jones, account director
 - Ian Cohen, senior account executive

Day-of Contact:

Matt Jones, account director

123-456-7891

MJones@gmail.com

What to Wear:

Guests featured on the 10 Burning Questions segment often wear outfits that reflect their personality. The recommended attire for this conversation should be a casual Dodgers-branded shirt instead of business clothes to create a relaxed, light-hearted tone.

Products to Bring:

- All three World Series rings
- Pitchers Glove
- Bottle of BuzzRock Wicked Curve ale (Kershaw charity challenge)
- Picture of his family
- Dodgers hat
- Kershaw signed baseball

KEY MESSAGES AND TALKING POINTS



Anticipated Topics of Discussion:

- Life after baseball
- Passions and projects outside of baseball
- Top memories from career
- Questions about family

Tips to Consider:

- Share short and to the point stories rather than longer explanations
- Try to bring humor into the conversation to make it more of a genuine conversation throughout the interview. This will make it more engaging for the audience and for both Kershaw and Verducci.
- Discuss the impact of Kershaw's Challenge when it comes up
- This segment is meant to feel conversational and fun, speak from your heart.
- Mention what you'll miss most about baseball
- Talk about defining moments in your career
- End on a positive note, express your new excitement/ plans in retirement
- Speak about people who played a big role in your career

TOUGH Q&A

With growing discussion about the uncertainty of Major League Baseball's upcoming seasons, including debates over a possible salary cap and concerns about a potential work stoppage, it is important to be prepared for related questions and how to address them. Below are sample questions to use as references.

Potential Questions & Recommended Responses:

- **The upcoming season is at risk of cancellation because owners and players have not agreed on salary cap terms. How realistic is this?**
 - The current situation has a lot of tension around it. Both sides understand progress must be made to see a future of MLB. Everyone involved knows the importance and are committed to keep baseball strong.
- **Do you side more with the players or owners in this debate?**
 - I don't pick sides. Players and owners both care about the game, they also need each other for this sport to work. All I want is for everyone to figure it out and find a balanced compromise.

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