

Heckler compiling insults for book

After more than five years of heckling the opposing team's batters at baseball games, Chris Snead has become an expert of sorts.

Or an expert at getting people out of sorts.

Now he's sharing his knowledge. His book, "The Bleacher Bible: Every Fan's Gameday Handbook," is scheduled to be published in October by Cotten Publishing Co. And if all goes well, Snead is hoping to follow it up with a second edition.

It all began on notecards, said Snead, who started teasing players at Texas Tech baseball games in 1990. He now is the resident heckler at Crickets games.

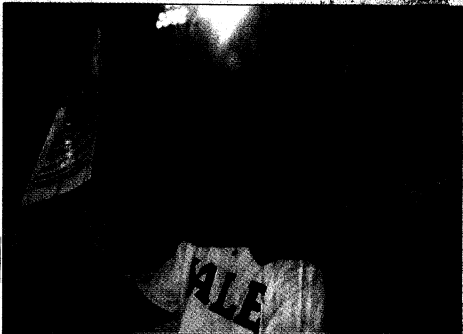
Snead and his friends began recording on notecards all the good cutdowns they heard at games.

"But they got all worn out and soggy, so we wrote them all down in a notebook. The notebook just kinda evolved into (book)," he said.

The book is divided into chapters classifying the type of person to be taunted, such as fat person or skinny person or loud mouth.

For example, in "Chapter 3: Loud Mouths" is the cutdown, "Let's see some leg, cheerleader," by Mike Gustafson of Lubbock, a former Tech second baseman.

Snead said the collection of insults was intended as a "way for us to remember all the good stuff we heard."



Hecklers Les Cullen and Chris Snead hold up an eye chart as they question a call.

But when people kept asking him if they could buy copies, he thought he'd call a publisher to check out the possibilities.

"When we first put it in book form, somebody said, 'Why don't you publish it?'" he said. "So I called a publisher and asked him what he thought, and he said, 'Hey, this will sell.'"

Maybe the book will not only

teach people how to be hecklers, but will give an inside look into heckling itself.

"In heckling, the object is to get the player off his game," Snead explained. "People think we're just up there to insult the player, but we're just trying to get him to get his mind off what's going on on the field and put his attention on what we're saying up in the stands."