

KSWB/5 :
 07/01/10 -
 09/30/10 :
 With Spot
 Count & Time
 Count Includes
 Open Inventory
 [Sorted by: Air
 Date]

Log Summary [PSA/Q3 2010] : 07/01/10 - 09/30/10 (10/04/10 9:49:59 AM)

Product	Program	Field 1
✓/Corp For National & Community Service	Paid Program	Volunteer Opportunities
✓/Breast Cancer Research	KSWB Movie	
✓/Ad Council Underage Drinking Prevention	KSWB Movie	Public Health & Safety
✓/Angel's Depot	KSWB Movie	Seniors
✓/Autism Awareness	KSWB Movie	
✓/California Broadcasters Association	KSWB Movie	CBA Army National Guard
✓/Ad Council	KSWB Movie	Personal Finance
✓/National Runaway Switchboard	KSWB Movie	Child Safety
✓/Leukemia & Lymphoma Society	KSWB Movie	Minority Education
✓/National Parks Project	KSWB Movie	Environment
✓/USDA	Street Court	Health
✓/NOAA National Weather Services	Street Court	Public Safety
✓/The Global Fund	Street Court	Public Health
✓/National Parks Project	Street Court	Environment
✓/National Runaway Switchboard	Street Court	Child Safety
✓/National Education Alliance for B.P.D.	Street Court	Health
✓/Will Rogers Institute	Street Court	Health
✓/American Diabetes Association	Street Court	Health
✓/Leukemia & Lymphoma Society	Street Court	Minority Education
✓/United States Navy	Street Court	Military Service
✓/Will Rogers Institute	Fox5 Morning News	Health
✓/National Parks Project	Fox5 Morning News	Environment
✓/COALITION TO SALUTE USA HEROES	Fox5 Morning News	Military
✓/Social Security Administration	Fox5 Morning News	Public Health
✓/American Lung Association	Fox5 Morning News	Health
✓/Make A Wish	Fox5 Morning News	Children
✓/National Education Alliance for B.P.D.	Divorce Court	Health
✓/Rescue Mission/San Diego Rescue Mission	Jerry Springer	Public Assistance
✓/Ad Council	Everybody Loves Raymond	Childrens Health
✓/Autism Awareness	Everybody Loves Raymond	
✓/Federal Citizen Information Center	Everybody Loves Raymond	Government Services
✓/I Participate	My Name Is Earl	Volunteer Opportunities
✓/Federal Citizen Information Center	My Name Is Earl	Government Services
✓/Ad Council	My Name Is Earl	Personal Finance
✓/Help Hospitalized Veterans	My Name Is Earl	Veterans
✓/Rescue Mission/San Diego Rescue Mission	My Name Is Earl	Public Assistance
✓/Will Rogers Institute	My Name Is Earl	Health
✓/Ad Council Underage Drinking Prevention	My Name Is Earl	Public Health & Safety
✓/American Diabetes Association	Paid Program	Health
✓/DISABLED AMERICAN VETERANS	Paid Program	Military
✓/Boys & Girls Club San Diego	Star Trek: The Next Generation	Children

/Angel's Depot
 /Ad Council - Childhood Asthma
 /Ad Council
 /California Broadcasters Association
 /I Participate
 /California Broadcasters Association
 /Ad Council
 /Help Hospitalized Veterans
 /USDA
 /Ad Council
 /NOAA National Weather Services
 /Breast Cancer Research
 /Alcoholics Anonymous
 /American Academy Of Orthopedic Surgeons
 /Ad Council - Men's Preventative Health

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Star Trek: The Next Generation
 Star Trek: The Next Generation

Seniors
 Childrens Health
 Childrens Health
 CBA Army National Guard
 Volunteer Opportunities
 CBA Army National Guard
 Personal Finance
 Veterans
 Health
 Minority Education
 Public Safety

 Health and Safety
 Health
 Health

Log Summary [PSA/Q3 2010] : 07/01/10 - 09/30/10 (10/04/10 9:49:59 AM)

Product

/Breast Cancer Research
 /Boys & Girls Club San Diego
 /I Participate
 /USA.GOV
 /USDA
 /The Greyhound Project, Inc.
 /Make A Wish
 /National Runaway Switchboard
 /National Parks Project
 /Federal Citizen Information Center
 /Ad Council - Campaign For Mental Health Recovery
 /Will Rogers Institute
 /Social Security Administration
 /ALZHEIMERS ASSOCIATION
 /National Education Alliance for B.P.D.
 /Rescue Mission/San Diego Rescue Mission
 /Autism Awareness
 /Breast Cancer Research
 /Ad Council Underage Drinking Prevention
 /ALZHEIMERS ASSOCIATION
 /Boys & Girls Club San Diego
 /Ad Council
 /California Broadcasters Association
 /I Participate
 /California Broadcasters Association
 /Ad Council

Program

Street Court
 Fox5 Morning News
 According to Jim
 According to Jim
 Everybody Loves Raymond
 My Name Is Earl
 My Name Is Earl

Field 1

Children
 Volunteer Opportunities
 Information
 Health
 adopt-a-greyhound.org
 Children
 Child Safety
 Environment
 Government Services
 Health
 Health
 Public Health
 Health
 Health
 Public Assistance

 Public Health & Safety
 Health
 Children
 Childrens Health
 CBA Army National Guard
 Volunteer Opportunities
 CBA Army National Guard
 Personal Finance

#USDA
 #NOAA National Weather Services
 #National Runaway Switchboard
 #Ad Council - Campaign For Mental Health Recovery
 #National Parks Project
 #California Broadcasters Association
 #National Education Alliance for B.P.D.
 #The Greyhound Project, Inc.
 #Rescue Mission/San Diego Rescue Mission
 #Will Rogers Institute
 #American Diabetes Association
 #Breast Cancer Research
 #Ad Council Underage Drinking Prevention
 #ALZHEIMERS ASSOCIATION
 #Boys & Girls Club San Diego
 #Ad Council
 #California Broadcasters Association
 #I Participate
 #USDA
 #NOAA National Weather Services

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My Name Is Earl
 Paid Program
 Paid Program
 Star Trek: The Next Generation
 Star Trek: The Next Generation

Health
 Public Safety
 Child Safety
 Health
 Environment
 CBA Army National Guard
 Health
 adopt-a-greyhound.org
 Public Assistance
 Health
 Health

 Public Health & Safety
 Health
 Children
 Childrens Health
 CBA Army National Guard
 Volunteer Opportunities
 Health
 Public Safety

Product

#California Broadcasters Association
 #Ad Council
 #National Runaway Switchboard
 #Ad Council - Campaign For Mental Health Recovery
 #National Parks Project
 #National Education Alliance for B.P.D.
 #National Education Alliance for B.P.D.
 #National Runaway Switchboard
 #Ad Council Underage Drinking Prevention
 #Boys & Girls Club San Diego
 #California Broadcasters Association
 #USDA
 #Ad Council - Campaign For Mental Health Recovery
 #American Red Cross
 #Mana San Diego
 #Federal Citizen Information Center
 #American Lung Association
 #Ad Council
 #I Participate
 #Federal Citizen Information Center
 #National Education Alliance for B.P.D.

Program

Star Trek: The Next Generation
 Street Court
 Fox5 Morning News
 Fox5 Morning News
 Fox5 Morning News
 Fox5 Morning News

Field 1

CBA Army National Guard
 Personal Finance
 Child Safety
 Health
 Environment
 Health
 Health
 Child Safety
 Public Health & Safety
 Children
 CBA Army National Guard
 Health
 Health
 Public Health & Safety
 Public Service
 Government Services
 Health
 Childrens Health
 Volunteer Opportunities
 Government Services
 Health

/Ad Council - Childhood Asthma
 /Ad Council
 /California Broadcasters Association
 /I Participate
 /Help Hospitalized Veterans
 /Angel's Depot
 /National Education Alliance for B.P.D.
 /Ad Council - Campaign For Mental Health Recovery
 /American Red Cross
 /The Greyhound Project, Inc.
 /Make A Wish
 /Federal Citizen Information Center
 /Ad Council Underage Drinking Prevention
 /The Greyhound Project, Inc.
 /American Diabetes Association
 /Will Rogers Institute
 /National Education Alliance for B.P.D.
 /Federal Citizen Information Center
 /Boys & Girls Club San Diego
 /United States Marine Corps.
 /Partnership For Prescription Assistance
 /The Greyhound Project, Inc.
 /Ad Council
 /Ad Council
 /The Greyhound Project, Inc.
 /Ad Council
 /Ad Council - Men's Preventative Health
 /Leukemia & Lymphoma Society
 /The Greyhound Project, Inc.
 /Ad Council
 /Crohn's & Colitis Foundation Of America
 /Ad Council - Campaign For Mental Health Recovery
 /United States Navy
 /TeamHank.com
 /Ad Council Underage Drinking Prevention

Legend Of The Seeker
 Paid Program
 Turning Point
 Street Court
 Fox5 Morning News
 My Name Is Earl
 My Name Is Earl
 My Name Is Earl
 Paid Program
 Paid Program
 Paid Program
 Star Trek: The Next Generation
 Star Trek: The Next Generation

Childrens Health
 Childrens Health
 CBA Army National Guard
 Volunteer Opportunities
 Veterans
 Seniors
 Health
 Health
 Public Health & Safety
 adopt-a-greyhound.org
 Children
 Government Services
 Public Health & Safety
 adopt-a-greyhound.org
 Health
 Health
 Health
 Government Services
 Children
 Military
 Public Health & Safety
 adopt-a-greyhound.org
 Environmental
 Minority Education
 adopt-a-greyhound.org
 Environmental
 Health
 Minority Education
 adopt-a-greyhound.org
 Personal Finance
 Health
 Health
 Military Service
 Health
 Public Health & Safety

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Product

/National Education Alliance for B.P.D.
 /NOAA National Weather Services
 /Make A Wish
 /AD COUNCIL ENERGY EFFICIENCY
 /Ad Council - Campaign For Mental Health Recovery
 /Ad Council

Program

Star Trek: The Next Generation
 Street Court
 Street Court

Field 1

Health
 Public Safety
 Children
 Environmental
 Health
 Personal Finance

/National Parks Project
 /Ad Council
 /Ad Council
 /Federal Citizen Information Center
 /Autism Awareness
 /Make A Wish
 /Alcoholics Anonymous
 /The Greyhound Project, Inc.
 /Ad Council Underage Drinking Prevention
 /DISABLED AMERICAN VETERANS
 /Ad Council Underage Drinking Prevention
 /ALZHEIMERS ASSOCIATION
 /US Air Force
 /Angel's Depot
 /Boys & Girls Club San Diego
 /California Broadcasters Association
 /I Participate
 /DISABLED AMERICAN VETERANS
 /Drug Free California
 /Drug Free California/MLB
 /Ad Council/Feeding America
 /United States Navy
 /American Lung Association
 /Social Security Administration
 /Make A Wish
 /National Education Alliance for B.P.D.
 /National Runaway Switchboard
 /American Lung Association
 /Ad Council Underage Drinking Prevention
 /Social Security Administration
 /Crohn's & Colitis Foundation Of America
 /National Education Alliance for B.P.D.
 /RED CROSS SAN DIEGO
 /Rescue Mission/San Diego Rescue Mission
 /Social Security Administration
 /TeamHank.com
 /Ad Council
 /California Broadcasters Association
 /Ad Council
 /NOAA National Weather Services

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Street Court
 Street Court
 Street Court
 Everybody Loves Raymond
 Everybody Loves Raymond
 Everybody Loves Raymond
 My Name Is Earl
 My Name Is Earl
 My Name Is Earl
 Paid Program
 Star Trek: The Next Generation
 Street Court
 Street Court
 Street Court
 According to Jim
 Everybody Loves Raymond
 Everybody Loves Raymond
 Everybody Loves Raymond
 My Name Is Earl
 My Name Is Earl
 My Name Is Earl
 Star Trek: The Next Generation
 Street Court
 Street Court
 Street Court
 Street Court

Environment
 Minority Education
 Financial
 Government Services

 Children
 Health and Safety
 adopt-a-greyhound.org
 Public Health & Safety
 Military
 Public Health & Safety
 Health
 Military
 Seniors
 Children
 CBA Army National Guard
 Volunteer Opportunities
 Military
 Kids/Drugs
 Parents/Drugs
 Hunger
 Military Service
 Health
 Public Health
 Children
 Health
 Child Safety
 Health
 Public Health & Safety
 Seniors
 Health
 Health
 Military
 Public Assistance
 Seniors
 Health
 Minority Education
 CBA Army National Guard
 Personal Finance
 Public Safety

Log Summary [PSA/Q3 2010] : 07/01/10 - 09/30/10 (10/04/10 9:49:59 AM)

Product
 /Ad Council/Feeding America

Program
 Street Court

Field 1
 Hunger

/National Education Alliance for B.P.D.
 /Ad Council
 /Federal Citizen Information Center
 /Make A Wish
 /ALZHEIMERS ASSOCIATION
 /California Dept Of Insurance
 /Ad Council Underage Drinking Prevention
 /Ad Council
 /Crohn's & Colitis Foundation Of America
 /Corp For National & Community Service
 /Autism Awareness
 /DISABLED AMERICAN VETERANS
 /ALZHEIMERS ASSOCIATION
 /The Greyhound Project, Inc.
 /Breast Cancer Research
 /Angel's Depot
 /Ad Council - Childhood Asthma
 /California Broadcasters Association
 /The Greyhound Project, Inc.
 /California Broadcasters Association
 /I Participate
 /Help Hospitalized Veterans
 /Ad Council
 /USDA
 /NOAA National Weather Services
 /Make A Wish
 /National Runaway Switchboard
 /Ad Council - Campaign For Mental Health Recovery
 /National Parks Project
 /National Education Alliance for B.P.D.
 /Ronald McDonald House
 /scue Mission/San Diego Rescue Mission
 /I Participate
 /California Broadcasters Association
 /Boys & Girls Club San Diego
 /National Parks Project
 /National Education Alliance for B.P.D.
 /NOAA National Weather Services
 /American Diabetes Association
 /American Red Cross
 /The Greyhound Project, Inc.
 /Ad Council
 /USDA
 /scue Mission/San Diego Rescue Mission
 /Will Rogers Institute

Street Court
 Street Court
 Street Court
 Street Court
 Fox5 Morning News
 My Name Is Earl
 Paid Program
 Paid Program
 Paid Program
 Paid Program
 Star Trek: The Next Generation
 Street Court
 Fox5 Morning News
 Fox5 Morning News
 Fox5 Morning News
 Fox5 Morning News
 Fox5 Morning News

Health
 Financial
 Government Services
 Children
 Health
 Financial
 Public Health & Safety
 Minority Education
 Health
 Volunteer Opportunities

 Military
 Health
 adopt-a-greyhound.org

 Seniors
 Childrens Health
 CBA Army National Guard
 adopt-a-greyhound.org
 CBA Army National Guard
 Volunteer Opportunities
 Veterans
 Minority Education
 Health
 Public Safety
 Children
 Child Safety
 Health
 Enviroment
 Health
 Children
 Public Assistance
 Volunteer Opportunities
 CBA Army National Guard
 Children
 Enviroment
 Health
 Public Safety
 Health
 Public Health & Safety
 adopt-a-greyhound.org
 Minority Education
 Health
 Public Assistance
 Health

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Product	Program	Field 1
/Autism Awareness	My Name Is Earl	
/Breast Cancer Research	Everybody Loves Raymond	Health and Safety
/Alcoholics Anonymous	Everybody Loves Raymond	Health
/American Academy Of Orthopedic Surgeons	Everybody Loves Raymond	Children
/Boys & Girls Club San Diego	Everybody Loves Raymond	Childrens Health
/Ad Council - Childhood Asthma	Everybody Loves Raymond	Childrens Health
/Ad Council	Everybody Loves Raymond	Personal Finance
/Ad Council	Everybody Loves Raymond	Public Health
/The Global Fund	Everybody Loves Raymond	Veterans
/Help Hospitalized Veterans	Everybody Loves Raymond	Health
/ALZHEIMERS ASSOCIATION	Everybody Loves Raymond	Minority Education
/Ad Council	Paid Program	Health
/USDA	Star Trek: The Next Generation	Public Safety
/NOAA National Weather Services	Star Trek: The Next Generation	Child Safety
/National Runaway Switchboard	Star Trek: The Next Generation	Health
/Ad Council - Campaign For Mental Health Recovery	Star Trek: The Next Generation	Enviroment
/National Parks Project	Star Trek: The Next Generation	Health
/National Education Alliance for B.P.D.	Star Trek: The Next Generation	Public Health & Safety
/American Red Cross	Star Trek: The Next Generation	Public Assistance
Rescue Mission/San Diego Rescue Mission	Star Trek: The Next Generation	Health
/Will Rogers Institute	Star Trek: The Next Generation	Health
/American Diabetes Association	Star Trek: The Next Generation	CBA Army National Guard
/California Broadcasters Association	Star Trek: The Next Generation	Volunteer Opportunities
/I Participate	Paid Program	Veterans
/Help Hospitalized Veterans	Paid Program	Health
/Crohn's & Colitis Foundation Of America	Paid Program	
/Breast Cancer Research	Mystery Hunters	Health and Safety
/Breast Cancer Research	Mystery Hunters	Seniors
/Alcoholics Anonymous	Mystery Hunters	Kids/Drugs
/Angel's Depot	Animal Rescue	Parents/Drugs
/Drug Free California	Young Icons	Government Services
/Drug Free California/MLB	Young Icons	
/Federal Citizen Information Center	Young Icons	
/Autism Awareness	Young Icons	
/Ad Council	Mad About...	Personal Finance
/Ad Council	Mad About...	Minority Education
/USDA	Mad About...	Health
/NOAA National Weather Services	Mad About...	Public Safety
/Ad Council Underage Drinking Prevention	Mad About...	Public Health & Safety
/National Parks Project	Career Day	Enviroment
/National Education Alliance for B.P.D.	Eco Company	Health

/Autism Awareness
 /Ad Council
 /California Broadcasters Association
 /California Broadcasters Association
 /ALZHEIMERS ASSOCIATION
 /I Participate
 /Ad Council
 /The Global Fund
 /ALZHEIMERS ASSOCIATION
 /Ad Council

My Name Is Earl
 Paid Program
 Paid Program
 Star Trek: The Next Generation
 Star Trek: The Next Generation

Childrens Health
 CBA Army National Guard
 CBA Army National Guard
 Health
 Volunteer Opportunities
 Personal Finance
 Public Health
 Health
 Minority Education

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Product

/USDA
 /National Runaway Switchboard
 /Ad Council - Campaign For Mental Health Recovery
 /California Broadcasters Association
 /Autism Awareness
 /Federal Citizen Information Center
 /United States Marine Corps.
 /Rescue Mission/San Diego Rescue Mission
 /American Diabetes Association
 /NFHA Foreclosure Prevention
 /Ad Council - Campaign For Mental Health Recovery
 /National Education Alliance for B.P.D.
 /National Runaway Switchboard
 /USDA
 /The Global Fund
 /Ad Council
 /USDA
 /Breast Cancer Research
 /Alcoholics Anonymous
 /Angel's Depot
 /Ad Council - Childhood Asthma
 /Ad Council
 /California Broadcasters Association
 /I Participate
 /California Broadcasters Association
 /Autism Awareness
 /National Runaway Switchboard
 /Ad Council Underage Drinking Prevention
 /American Lung Association
 /I Participate
 /California Broadcasters Association

Program

Star Trek: The Next Generation
 Everybody Loves Raymond
 Fox5 Morning News
 Fox5 Morning News
 According to Jim
 Everybody Loves Raymond
 My Name Is Earl
 My Name Is Earl
 Star Trek: The Next Generation
 Everybody Loves Raymond
 Everybody Loves Raymond
 Everybody Loves Raymond
 Everybody Loves Raymond
 Everybody Loves Raymond

Field 1

Health
 Child Safety
 Health
 CBA Army National Guard

 Government Services
 Military
 Public Assistance
 Health
 Financial
 Health
 Health
 Child Safety
 Health
 Public Health
 Personal Finance
 Health

 Health and Safety
 Seniors
 Childrens Health
 Childrens Health
 CBA Army National Guard
 Volunteer Opportunities
 CBA Army National Guard

 Child Safety
 Public Health & Safety
 Health
 Volunteer Opportunities
 CBA Army National Guard

/Ad Council - Childhood Asthma
 /Federal Citizen Information Center
 /Breast Cancer Research
 /United States Navy
 /Ad Council
 /Breast Cancer Research
 /Federal Citizen Information Center
 /American Academy Of Pediatrics
 /Ad Council/Feeding America
 /Make A Wish
 /Ad Council/Feeding America
 /Ad Council - Childhood Asthma
 /Leukemia & Lymphoma Society
 /Ad Council Underage Drinking Prevention
 /Ad Council

Everybody Loves Raymond
 Everybody Loves Raymond
 Everybody Loves Raymond
 Everybody Loves Raymond
 Curb Your Enthusiasm(SYN)
 Everybody Loves Raymond
 Everybody Loves Raymond
 My Name Is Earl
 Star Trek: The Next Generation
 Star Trek: The Next Generation
 Star Trek: The Next Generation
 Star Trek: The Next Generation

Childrens Health
 Government Services

 Military Service
 Financial

 Government Services
 Public Health
 Hunger
 Children
 Hunger
 Childrens Health
 Minority Education
 Public Health & Safety
 Childrens Health

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Product

/I Participate
 /The Global Fund
 /Ad Council
 /Ad Council - Campaign For Mental Health Recovery
 /Leukemia & Lymphoma Society
 /Federal Citizen Information Center
 /Help Hospitalized Veterans
 /NOAA National Weather Services
 /Ad Council - Men's Preventative Health
 /Ad Council
 /Breast Cancer Research
 /California Broadcasters Association
 /National Education Alliance for B.P.D.
 /National Runaway Switchboard
 /March Of Dimes
 /ALZHEIMERS ASSOCIATION
 /United States Marine Corps.
 /Ad Council Underage Drinking Prevention
 /Make A Wish
 /Breast Cancer Research
 /Ad Council
 /Ad Council Underage Drinking Prevention
 /Ad Council Underage Drinking Prevention
 /Ad Council
 /Boys & Girls Club San Diego
 /Ad Council - Childhood Asthma

Program

Star Trek: The Next Generation
 Everybody Loves Raymond
 Fox5 Morning News
 Everybody Loves Raymond
 Everybody Loves Raymond
 My Name Is Earl
 My Name Is Earl
 My Name Is Earl
 Star Trek: The Next Generation
 Star Trek: The Next Generation

Field 1

Volunteer Opportunities
 Public Health
 Personal Finance
 Health
 Minority Education
 Government Services
 Veterans
 Public Safety
 Health
 Personal Finance

 CBA Army National Guard
 Health
 Child Safety
 Health
 Health
 Military
 Public Health & Safety
 Children

 Environmental
 Public Health & Safety
 Public Health & Safety
 Environmental
 Children
 Childrens Health

/I Participate
 /Ad Council
 /The Global Fund
 /Help Hospitalized Veterans
 /California Broadcasters Association
 /Ad Council
 /USDA
 /National Runaway Switchboard
 /Ad Council - Campaign For Mental Health Recovery
 /National Parks Project
 /National Education Alliance for B.P.D.
 /American Red Cross
 /ALZHEIMERS ASSOCIATION
 /California Broadcasters Association
 /Rescue Mission/San Diego Rescue Mission
 /Will Rogers Institute
 /American Diabetes Association
 /California Broadcasters Association
 /Breast Cancer Research
 /American Academy Of Pediatrics
 /Breast Cancer Research
 /Boys & Girls Club San Diego
 /Federal Citizen Information Center
 /Ad Council
 /Help Hospitalized Veterans

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Everybody Loves Raymond
 Paid Program
 Paid Program
 Star Trek: The Next Generation
 Paid Program
 Paid Program
 Paid Program
 Paid Program
 Mystery Hunters

Volunteer Opportunities
 Personal Finance
 Public Health
 Veterans
 CBA Army National Guard
 Minority Education
 Health
 Child Safety
 Health
 Environment
 Health
 Public Health & Safety
 Health
 CBA Army National Guard
 Public Assistance
 Health
 Health
 CBA Army National Guard

 Public Health

 Children
 Government Services
 Personal Finance
 Veterans

Product

/Ad Council
 /USDA
 /NOAA National Weather Services
 /Make A Wish
 /National Runaway Switchboard
 /Ad Council - Campaign For Mental Health Recovery
 /National Parks Project
 /Ad Council
 /National Education Alliance for B.P.D.
 /Ad Council Forest Conservation
 /Breast Cancer Research
 /Leukemia & Lymphoma Society
 /Boys & Girls Club San Diego
 /Federal Citizen Information Center
 /Ad Council
 /Help Hospitalized Veterans

Program

Mystery Hunters
 Animal Rescue
 Animal Rescue
 Animal Rescue
 Young Icons
 Young Icons

Field 1

Minority Education
 Health
 Public Safety
 Children
 Child Safety
 Health
 Environment
 Environmental
 Health
 Kids

 Minority Education
 Children
 Government Services
 Personal Finance
 Veterans

/Mana San Diego
 /Ad Council
 /USDA
 /NOAA National Weather Services
 /Ad Council - Men's Preventative Health
 /Make A Wish
 /National Runaway Switchboard
 /Peace Corps
 /Ad Council - Campaign For Mental Health Recovery
 /National Parks Project
 /National Education Alliance for B.P.D.
 /Ad Council Forest Conservation
 /Breast Cancer Research
 /Crohn's & Colitis Foundation Of America
 /Boys & Girls Club San Diego
 /UNICEF
 /American Diabetes Association
 /BIG BROTHERS/BIG SISTERS
 /Will Rogers Institute
 /Rescue Mission/San Diego Rescue Mission
 /Corp For National & Community Service
 /Ronald McDonald House
 /The Greyhound Project, Inc.
 /Ad Council Patient Involvement
 /National Education Alliance for B.P.D.
 /National Parks Project
 /Ad Council - Campaign For Mental Health Recovery
 /National Runaway Switchboard
 /Make A Wish
 /Make A Wish

Young Icons
 Young Icons
 Young Icons
 Young Icons
 Young Icons
 Mad About...
 Mad About...
 Mad About...
 Mad About...
 Mad About...
 Career Day
 Career Day
 Career Day
 Eco Company
 Eco Company
 Ugly Betty(SYN)
 Legend Of The Seeker
 Legend Of The Seeker

Public Service
 Minority Education
 Health
 Public Safety
 Health
 Children
 Child Safety
 Business
 Health
 Enviroment
 Health
 Kids

 Health
 Children
 Children
 Health
 Health
 Health
 Health
 Public Assistance
 Volunteer Opportunities
 Children
 adopt-a-greyhound.org
 Health
 Health
 Enviroment
 Health
 Child Safety
 Children
 Children

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Product

/NOAA National Weather Services
 /PETA
 /USDA
 /Corp For National & Community Service
 /Help Hospitalized Veterans
 /The Global Fund
 /Ad Council
 /I Participate
 /Boys & Girls Club San Diego
 /Breast Cancer Research
 /UNICEF

Program

Legend Of The Seeker
 Legend Of The Seeker
 Legend Of The Seeker
 Legend Of The Seeker
 According to Jim
 According to Jim

Field 1

Public Safety
 Public Safety
 Health
 Volunteer Opportunities
 Veterans
 Public Health
 Personal Finance
 Volunteer Opportunities
 Children

 Children

/American Diabetes Association	According to Jim	Health
/Will Rogers Institute	According to Jim	Health
scue Mission/San Diego Rescue Mission	According to Jim	Public Assistance
/Ronald McDonald House	According to Jim	Children
/Ad Council Patient Involvement	According to Jim	Health
/National Education Alliance for B.P.D.	According to Jim	Health
/National Parks Project	According to Jim	Environment
/BIG BROTHERS/BIG SISTERS	Paid Program	Health
/Ad Council - Campaign For Mental Health Recovery	Paid Program	Health
/The Greyhound Project, Inc.	Paid Program	adopt-a-greyhound.org
/American Lung Association	Paid Program	Health
/Social Security Administration	Paid Program	Public Health
/Ad Council	Paid Program	Personal Finance
/California Broadcasters Association	Paid Program	CBA Army National Guard
/National Education Alliance for B.P.D.	FOX News Sunday	Health
/Breast Cancer Research	FOX News Sunday	
/National Education Alliance for B.P.D.	Entourage(SYN)	Health
/National Education Alliance for B.P.D.	Curb Your Enthusiasm(SYN)	Health
/Ad Council - Men's Preventative Health	Ugly Betty(SYN)	Health
/American Lung Association	Ugly Betty(SYN)	Health
/Ad Council - Campaign For Mental Health Recovery	Legend Of The Seeker	Health
/Ad Council - Childhood Asthma	Legend Of The Seeker	Childrens Health
/American Diabetes Association	Legend Of The Seeker	Health
/AD COUNCIL ENERGY EFFICIENCY	Legend Of The Seeker	Enviromental
/Ad Council Underage Drinking Prevention	Legend Of The Seeker	Public Health & Safety
/American Diabetes Association	Legend Of The Seeker	Health
/American Red Cross	Legend Of The Seeker	Public Health & Safety
/Ad Council - Childhood Asthma	Legend Of The Seeker	Childrens Health
/Boys & Girls Club San Diego	KSWB Movie	Children
/Breast Cancer Research	KSWB Movie	
/CA Office Of Traffic Safety	KSWB Movie	Health & Safety
/California Broadcasters Association	KSWB Movie	CBA Army National Guard
/CANCER PROJECT	KSWB Movie	Health
/California Broadcasters Association	KSWB Movie	CBA Army National Guard
/CASA DE AMPARO	KSWB Movie	Health

KSWB/5 :
07/01/10 -
09/30/10 :
With Spot
Count & Time
Count Includes
Open Inventory
[Sorted by: Air
Date]

Log Summary [PSA/Q3 2010] : 07/01/10 - 09/30/10 (10/04/10 9:49:59 AM)

Product	Program	Field 1
/COMMUNITY ENGAGEMENT	KSWB Movie	Business
/National Education Alliance for B.P.D.	KSWB Movie	Health
/National Parks Project	KSWB Movie	Environment
/American Lung Association	KSWB Movie	Health
/National Runaway Switchboard	KSWB Movie	Child Safety
/Leukemia & Lymphoma Society	Everybody Loves Raymond	Minority Education

/Ad Council Underage Drinking Prevention
 /Make A Wish
 /Ad Council - Campaign For Mental Health Recovery
 /USDA
 /The Global Fund
 /NFHA Foreclosure Prevention
 /Will Rogers Institute
 /American Diabetes Association
 /United States Navy
 /Rescue Mission/San Diego Rescue Mission
 /Corp For National & Community Service
 /Crohn's & Colitis Foundation Of America
 /The Greyhound Project, Inc.
 /SHRINERS HOSPITALS
 /Leukemia & Lymphoma Society
 /The Global Fund
 /The Global Fund
 /American Association Of Orthodontists
 /Rescue Mission/San Diego Rescue Mission
 /The Global Fund
 /Help Hospitalized Veterans
 /Federal Citizen Information Center
 /Make A Wish
 /American Red Cross
 /National Parks Project
 /NFHA Foreclosure Prevention
 /National Runaway Switchboard
 /American Lung Association
 /Credit Counseling
 /Make A Wish
 /USDA
 /American Diabetes Association
 /Ad Council Patient Involvement
 /Ad Council - Childhood Asthma
 /CA Office Of Traffic Safety
 /California Broadcasters Association
 /National Education Alliance for B.P.D.
 /Will Rogers Institute
 /Ad Council
 /Ad Council - Men's Preventative Health

KSWB/5 :
 07/01/10 -
 09/30/10 :
 With Spot
 Count & Time
 Count Includes
 Open Inventory
 [Sorted by: Air
 Date]

Log Summary [PSA/Q3 2010] : 07/01/10 - 09/30/10 (10/04/10 9:49:59 AM)

Everybody Loves Raymond
 Fox5 Morning News
 Fox5 Morning News
 Fox5 Morning News
 Curb Your Enthusiasm(SYN)
 According to Jim
 According to Jim
 According to Jim
 According to Jim
 Everybody Loves Raymond
 My Name Is Earl
 Paid Program
 Paid Program
 Paid Program
 Paid Program
 Star Trek: The Next Generation
 Star Trek: The Next Generation

Public Health & Safety
 Children
 Health
 Health
 Public Health
 Financial
 Health
 Health
 Military Service
 Public Assistance
 Volunteer Opportunities
 Health
 adopt-a-greyhound.org
 Health
 Minority Education
 Public Health
 Public Health
 Health
 Public Assistance
 Public Health
 Veterans
 Government Services
 Children
 Public Health & Safety
 Environment
 Financial
 Child Safety
 Health
 Business
 Children
 Health
 Health
 Health
 Childrens Health
 Health & Safety
 CBA Army National Guard
 Health
 Health
 Childrens Health
 Health

Product

/Ad Council Underage Drinking Prevention

Program

Star Trek: The Next Generation

Field 1

Public Health & Safety

KSWB/5 :
 07/01/10 -
 09/30/10 :
 With Spot
 Count & Time
 Count Includes
 Open Inventory
 [Sorted by: Air
 Date]

Log Summary [PSA/Q3 2010] : 07/01/10 - 09/30/10 (10/04/10 9:49:59 AM)

Product

/National Education Alliance for B.P.D.
 /Federal Citizen Information Center
 /National Runaway Switchboard
 /National Parks Project
 /Will Rogers Institute
 /American Red Cross
 /Rescue Mission/San Diego Rescue Mission
 /Ad Council - Campaign For Mental Health Recovery
 /I Participate
 /Ad Council
 /California Broadcasters Association
 /National Education Alliance for B.P.D.
 /ALZHEIMERS ASSOCIATION
 /California Broadcasters Association
 /The Greyhound Project, Inc.
 /ALZHEIMERS ASSOCIATION
 /California Broadcasters Association
 /Ad Council Underage Drinking Prevention
 /I Participate
 /Ad Council
 /Ad Council
 /USDA
 /NOAA National Weather Services
 /Make A Wish
 /National Runaway Switchboard
 /Ad Council - Campaign For Mental Health Recovery
 /National Parks Project
 /National Education Alliance for B.P.D.
 /Ronald McDonald House
 /ALZHEIMERS ASSOCIATION
 /Rescue Mission/San Diego Rescue Mission
 /Will Rogers Institute
 /American Diabetes Association
 /UNICEF
 /California Broadcasters Association
 /I Participate
 /Ronald McDonald House
 /Ad Council - Childhood Asthma
 /The Global Fund
 /Ad Council Underage Drinking Prevention
 /Ad Council

Program

Everybody Loves Raymond
 Fox5 Morning News
 Fox5 Morning News
 Fox5 Morning News
 According to Jim
 My Name Is Earl
 Paid Program
 Paid Program
 Star Trek: The Next Generation
 My Name Is Earl
 My Name Is Earl
 Star Trek: The Next Generation

Field 1

Health
 Government Services
 Child Safety
 Environment
 Health
 Public Health & Safety
 Public Assistance
 Health
 Volunteer Opportunities
 Personal Finance
 CBA Army National Guard
 Health
 Health
 CBA Army National Guard
 adopt-a-greyhound.org
 Health
 CBA Army National Guard
 Public Health & Safety
 Volunteer Opportunities
 Personal Finance
 Minority Education
 Health
 Public Safety
 Children
 Child Safety
 Health
 Environment
 Health
 Children
 Health
 Public Assistance
 Health
 Health
 Children
 CBA Army National Guard
 Volunteer Opportunities
 Children
 Childrens Health
 Public Health
 Public Health & Safety
 Childrens Health

/Help Hospitalized Veterans
 /The Greyhound Project, Inc.
 /Rescue Mission/San Diego Rescue Mission
 /National Parks Project
 /California Broadcasters Association

KSWB/5 :
 07/01/10 -
 09/30/10 :
 With Spot
 Count & Time
 Count Includes
 Open Inventory
 [Sorted by: Air
 Date]

Star Trek: The Next Generation
 Paid Program
 Star Trek: The Next Generation
 Everybody Loves Raymond
 My Name Is Earl

Veterans
 adopt-a-greyhound.org
 Public Assistance
 Environment
 CBA Army National Guard

Log Summary [PSA/Q3 2010] : 07/01/10 - 09/30/10 (10/04/10 9:49:59 AM)

Product

/NOAA National Weather Services
 /USDA
 /Ad Council Underage Drinking Prevention
 /Ad Council - Men's Preventative Health
 /Ad Council Underage Drinking Prevention
 /Crohn's & Colitis Foundation Of America
 /USDA
 /California Broadcasters Association
 /National Parks Project
 /Will Rogers Institute
 /Ad Council
 /Ad Council - Campaign For Mental Health Recovery
 /The Global Fund
 /Leukemia & Lymphoma Society
 /I Participate
 /Ad Council
 /The Global Fund
 /Ad Council
 /National Education Alliance for B.P.D.
 /National Runaway Switchboard
 /Help Hospitalized Veterans
 /Ad Council Underage Drinking Prevention
 /Mana San Diego
 /Ad Council - Men's Preventative Health
 /American Diabetes Association
 /Will Rogers Institute
 /Rescue Mission/San Diego Rescue Mission
 /National Education Alliance for B.P.D.
 /California Broadcasters Association
 /NOAA National Weather Services

Program

Paid Program
 Star Trek: The Next Generation
 Everybody Loves Raymond
 My Name Is Earl
 Star Trek: The Next Generation
 My Name Is Earl
 My Name Is Earl
 Star Trek: The Next Generation
 Star Trek: The Next Generation
 Everybody Loves Raymond
 Everybody Loves Raymond
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 Paid Program
 Star Trek: The Next Generation
 Everybody Loves Raymond
 Star Trek: The Next Generation
 Everybody Loves Raymond
 Everybody Loves Raymond
 My Name Is Earl
 Everybody Loves Raymond

Field 1

Public Safety
 Health
 Public Health & Safety
 Health
 Public Health & Safety
 Health
 Health
 CBA Army National Guard
 Environment
 Health
 Minority Education
 Health
 Public Health
 Minority Education
 Volunteer Opportunities
 Minority Education
 Public Health
 Personal Finance
 Health
 Child Safety
 Veterans
 Public Health & Safety
 Public Service
 Health
 Health
 Health
 Public Assistance
 Health
 CBA Army National Guard
 Public Safety

Re: This Week In Baseball
Air Date: July 3, 2010

TWIB Show #1113 "Fourth of July"

Act One - "Nationals Rebuilding": After several disappointing seasons, the attitude of the Washington Nationals has changed the culture and mindset of the entire organization, thanks in part to GM Mike Rizzo. It begins with the homegrown talent of Gold Glove third baseman Ryan Zimmerman, Ian Desmond at shortstop, and Roger Bernadina in right field. The future of the Nationals is based around two of their first round selections in the first year player drafts. In 2009 and 2010, they picked two college phenoms: pitcher Stephen Strasburg and power hitting youngster Bryce Harper. With power hitters Adam Dunn, Josh Willingham and Zimmerman already in the middle of the lineup, the future looks bright. Two veterans, future Hall of Fame catcher Ivan Rodriguez and pitcher Livan Hernandez, give the experience and stability needed for the young team to develop. Rizzo is moving all the pieces into place for a championship caliber franchise.

Educational theme: Putting together a team is a process that only takes a few good men or women. Every revolution starts with small groups of people.

Educational theme: Leadership; the power to inspire others.

Educational theme: A blend of successful teams and organizations, as well as age, race and religion.

Educational theme: Goal setting and achievement. This is an ongoing process of setting and creating higher goals. Developing motivation.

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Public File

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Act Two - "Batolin": Glenn Donnellan is a violinist for the National Symphony Orchestra. One day he played electric violin for a children's concert featuring technology, science and music. Inspired by that event, Donnellan decided to make a "Batolin", which he made by

attaching components of an electric violin to a wooden baseball bat. Glenn has already played the National Anthem on his Batolin at three Nats games, with one more remaining on the schedule. He would like to play at the MLB All Star Game, and then have the winner of the Home Run Derby attempt to blow it up, by using it to hit the baseball.

The *TWIBIA* question was who was the last third baseman to hit in 30 straight games? The answer is George Brett, who had a 30 game hitting streak when he hit .390 in 1980.

The *Winning Road Trips* segment salutes the teams and players that are able to win away from home. The Chicago White Sox have played nine games in National League parks this month and were victorious eight times. The Sox have played magnificently away from home.

Educational theme: Innovation and creativity requires imagination to create new ideas or things. The concept of combining sports and the arts is a successful use of a new idea.

Educational theme: Patriotic songs and various other kinds of music are meaningful symbols of who we are, as an individual, team, university, or country. They are the part of sport designed to create and enhance the atmosphere of excitement, joy and celebration.

Educational theme: Trivia is a seemingly superfluous and insignificant event; however, it is an important component of baseball legend, lore and tradition. For both fans and players, trivia is a source of fun and interest in the American institution called baseball.

Act Three - "Pepsi Refresh": The *Pepsi Refresh Project* reexamines the men and moments in MLB history that helped change the world by breaking down barriers and building communities. This is a tribute to refreshing ideas. In the bicentennial year of 1976, Rick Monday of the Chicago Cubs was playing center field at Dodger Stadium, when two anti-Americans attempted to set fire to the American flag. Rick quickly ran in and scooped up the flag before they could burn the Stars and Stripes. The LA fans gave Monday a well deserved ovation for his patriotic act. Rick went on to have a career year for the Cubs, and then was acquired by the Dodgers. He spent eight years in LA and helped the Dodgers reach the World Series.

The *XM Call of the Week* comes from Arizona, where Edwin

Jackson threw the second no-run no-hitter in Diamondbacks history.

Gillette Rookies of the Month honors the top rookies in both leagues each month of the season. Jose Tabata of the Pittsburgh Pirates has hit safely in 15 of his first 19 MLB games.

Educational theme: Respect for the flag is an indication of patriotism. Public dishonoring of the flag is regarded as an extreme form of dissent. In the USA making the public affirmation of loyalty to the flag is a civic duty.

Educational theme: The national flag represents our country. It's an unchanging symbol of characteristics of our country, an ideal, and means of being proud of the United States of America.

Educational theme: Patriotic acts are those that mark significant points in history. A heroic act in an athletic venue with historical significance is one that is marked for preservation by aficionados and players.

Educational theme: The glory and romance of sport are preserved in the chronicles of landmark performances, because history is written by the victors. Documenting important events in a career create the history of the present. For if you lose sight of the past, you will lose sight of the future.

Act Four - "Diamond Demos": Harold Reynolds of the MLB Network spoke about the proper techniques needed to steal a base. The first component is a good lead off the base. The second component is a good start using a cross over step, as soon as the pitcher begins his motion to pitch.

The Going All Out segment is a close up look at players who have gone the extra mile. On July 4, 1985 over 44,000 fans watched the fireworks after the Mets and Braves game. After several thunderstorms, the rain delay was at 2 hours and 11 minutes. The game was a dramatic battle that finally finished in the 19th inning with a Mets victory. Then at 4:00 A.M., the post-game Fourth of July Fireworks display began.

The State Farm Big League Blast honors the Texas Rangers power hitter Josh Hamilton, who is on a 21 game hitting streak.

Step Up To The Plate For Your Health featured Roger Caplinger, the head athletic trainer for the Milwaukee Brewers. For those athletes

who do not want to go to the gym to work out, it is suggested that they find other enjoyable methods of exercise, such as, running or playing baseball to stay active.

Educational theme: Advanced baseball strategies include base running and base stealing skills. This requires more than mere speed, but also a cognitive component; therefore, this is a learned skill that can be taught.

Educational theme: Sports pedagogy is an important aspect of the learning process. Demonstration and explanation are initial steps in the process. Children learn best by watching and mimicking athletic performance.

Educational theme: Baseball is not a game measured by time, since it is measured in outs. To succeed one must keep hitting and pitching to keep the game alive and you have defeated time.

Educational theme: Good conditioning and proper nutrition are important parts of athletic training for better performance.

Act Five - "How 'bout that!": The plays of the week were presented to the song "Gold Guns Girls" by the band Metric. TWIB showed several long and significant home runs, along with numerous outstanding defensive plays by infielders and outfielders. Also, a few errors, collisions and celebrations were noted. Edwin Jackson's no-hitter was once again cited.

Educational theme: Documenting landmark performances is the history of the present. But if you lose sight of the past, you lose sight of the future.

Educational theme: There is much to be learned from playing baseball. The game and the game of life are very similar. The way a person performs on the field may be the same way he performs in the game of life.

Educational theme: The artistic value of sport can be found in the beauty, grace, and rhythmic movements of elite athletes. The aesthetic quality of a well-executed play enhances the appreciation of baseball.

Educational theme: Once the student-learner has carefully observed the required effort and the bio-mechanics of the premier athletes, then

the movements can be more easily duplicated and performed by the learner. The student is then physically educated.

Re: This Week In Baseball

Air Date: July 10, 2010

TWIB Show #1114 "All Star Preview"

Act One - "American League Starters": The American League All-Star starting line-up, as selected by the fans, was announced. The outfielders are Carl Crawford of the Rays, Josh Hamilton of the Rangers and Ichiro of the Mariners. The Rangers Vlad Guerrero is the DH. The infield is Evan Longoria of the Rays at third, the Yankees Derek Jeter at shortstop, another Yankee, Robinson Cano, at second and Justin Morneau of the Twins at first base. Also from the Twins is Joe Mauer who will be handling the catching.

Educational theme: Aficionados are enthusiastic devotees to a sport, team and/ or player. Sports fans particularly have fun watching baseball. Fan involvement in the selection process enhances their role in the game of baseball.

Educational theme: Honors and recognition are symbolic of athletic achievement and character that are regarded as something special. It is both humbling and satisfying to know that fans really respect one's accomplishments and how it was done.

Educational theme: Fans and communities often establish passion for teams and individual athletes. There is an importance for spectator support. Cheering raises the emotions of athletes that lead to enhanced performance.

Educational theme: Trivia is a seemingly superfluous and insignificant event; however, it is an important component of baseball legend, lore and tradition. For both fans and players, trivia is a source of fun and interest in the American institution called baseball.

Act Two - "National League Starters": As selected by the fans, the National League All-Star starting line-up was announced. The infield is Chase Utley of the Phillies at second base, Hanley Ramirez of the Marlins at shortstop, the Mets' David Wright at third base, and the Cardinals' Albert Pujols at first base. Yadier Molina of the Cardinals is the catcher. The outfield is Ryan Braun of the Brewers, Jason Heyward of the Braves and Andre Ethier of the Dodgers.

The *TWIBIA* question asked who was the last player before Torii Hunter to be an all-star for both the Twins and the Angels? The answer is Hall of Famer Ron Carew. Carew represented the Twins from 1967 to 1978, then the Angels from 1979 to 1984.

The *Winning Road Trips* segment salutes the teams and players that are able to win away from home. The Tampa Bay Rays have the best road record in baseball over the first half of the season. The Rays are 28 and 14 away from home.

Educational theme: Aficionados are enthusiastic devotees to a sport, team and/ or player. Sports fans particularly have fun watching baseball. Fan involvement in the selection process enhances their role in the game of baseball.

Educational theme: Honors and recognition are symbolic of athletic achievement and character that are regarded as something special. It is both humbling and satisfying to know that fans really respect one's accomplishments and how it was done.

Educational theme: Fans and communities often establish passion for teams and individual athletes. There is an importance for spectator support. Cheering raises the emotions of athletes that lead to enhanced performance.

Educational theme: Trivia is a seemingly superfluous and insignificant event; however, it is an important component of baseball legend, lore and tradition. For both fans and players, trivia is a source of fun and interest in the American institution called baseball.

Act Three - "Pepsi Refresh": The *Pepsi Refresh Project* reexamines the men and moments in MLB history that helped change the world by breaking down barriers and building communities. This is a tribute to refreshing ideas. Past All-Star Games are filled with unforgettable iconic moments. In 1934, Carl Hubbell struck out five future Hall of Famers in a row: Babe Ruth, Lou Gehrig, Jimmy Foxx, Al Simmons and Joe Cronin. In 1971, Reggie Jackson's home run at Tiger Stadium was a tape measure shot. In 1941, fans watched Joe DiMaggio -- in the midst of his 56 game hitting streak -- batting back-to-back with Ted Williams, who was hitting over .400 at the time. Williams hit a game winning walk off home run to lead the AL to victory.

The *XM Call of the Week* comes from Denver, where the

Colorado Rockies scored nine runs in the ninth to win. It was the most unforgettable comeback in Rockies history.

Gillette Rookies of the Month honors the top rookies in both leagues each month of the season. The Pittsburgh Pirates' Pedro "El Toro" Alvarez hit his first MLB home run, the highlight of an eight game hitting streak.

Educational theme: Recalling landmark events in a career are informal ways to evaluate performance, activity, and achievement. It is an account of athletic history collected, written and preserved for future generations.

Educational theme: The glory and romance of sport are preserved in the chronicles of landmark performances, because history is written by the victors. Documenting important events in a career create the history of the present. For if you lose sight of the past, you will lose sight of the future.

Educational theme: Clutch performances occur when a player delivers prime efforts time after time.

Educational theme: Landmark performances are those that mark a turning point in history. An athletic accomplishment with historical significance is one that is marked for preservation by aficionados, players and national governing bodies of sport.

Act Four - "Diamond Demos": Former Major League star infielders Barry Larkin and Harold Reynolds of MLB Network talked about and demonstrated the proper techniques needed to execute the relay throw from outfield to shortstop. The shortstop must give the outfielder a target, catch the ball on the glove side, slide his feet to prepare to throw and throw the ball chest high to the third baseman.

The Going All Out segment is a close up look at community leaders who have gone the extra mile. In St. Louis at the 2009 All-Star Game, MLB paid tribute to the *All-Stars Among Us*, ordinary folks who have performed acts of kindness and compassion for the benefit of others. Ryan Housley of Atlanta founded *Hero Box*, which is an organization that creates and ships custom care packages to service men overseas. California's Christine Shively started *Knots of Love*, which is a charity that makes caps for cancer patients and others in need. Richard Nares founded the *Emilio Nares Foundation* that offers

information and support to families whose children are stricken with cancer. TWIB recounted these stories as a prelude to the revelation of this year's All-Stars Among Us selectees.

The State Farm Big League Blast salutes Gentleman Jim Thome of the Minnesota Twins, who just passed Harmon Killebrew of the Washington Senators and Twins, to stand alone in 10th place on the all time home run list.

Step Up To The Plate For Your Health featured Roger Caplinger, the head athletic trainer for the Milwaukee Brewers. He discussed the value of strength training to prevent osteoporosis, improve balance, mental health and to assist with sleep.

Educational theme: Sports pedagogy is an important aspect of the learning process. Demonstration and explanation are initial steps in the process. Children learn best by watching and mimicking athletic performance.

Educational theme: Giving back to the community through community service activities or fund raising programs for medical research are important to the life of the health of a community and its cultural aspirations.

Educational theme: Milestones are methods to define achievement and preserve elite athletic performances. Records provide much of the tradition, lore and customs of sport.

Educational theme: Strength training is an integral part of one's fitness program. It involves various modes resistance exercise that causes muscles to increase in strength, tone, mass and/or endurance.

Act Five - "How 'bout that!": The plays of the week were presented to the music of *The Gas Light Anthem* and their song *Boxer* from their album *American Slang*. TWIB again showed several leaping, over the shoulder and diving catches. More home runs by Albert Pujols and Josh Hamilton were shown, as was Jim Thome's 573rd home run. A few errors and misplays were noted. There were excellent examples of the curve ball and cutter pitches featured.

Educational theme: There is much to be learned from playing baseball. The game and the game of life are very similar. The way a person performs on the field may be the same way he performs in the game of life.

Educational theme: To err is human. Baseball is a game of failure, so it is how one rebounds and responds that is crucial. To understand Americans one must understand the game of baseball. Baseball in many ways defines the best philosophies of the American culture.

Educational theme: The artistic value of sport can be found in the beauty, grace, and rhythmic movements of elite athletes. The aesthetic quality of a well-executed play enhances the appreciation of baseball.

Educational theme: Once the student-learner has carefully observed the required effort and the bio-mechanics of the premier athletes, then the movements can be more easily duplicated and performed by the learner. The student is then physically educated.

Re: This Week In Baseball
Air Date: July 17, 2010

TWIB Show #1115 "First Half"

Act One - "First Half Pitching": TWIB reflected on the remarkable first half of the 2010 season. The big story was the incredible pitching from all corners of the Major Leagues. The natural competitive nature of athletes is apparently pushing everyone else to do well, as 18 starters had an ERA under 3.00. No season has ever finished with that many since 1992. There already have been four no-hitters. Ubaldo Jimenez pitched the first no-hitter in Colorado Rockies history, Edwin Jackson threw the second no-hitter in Arizona D-backs history and fans even witnessed two perfect games. Dallas Braden threw a perfect game for the Oakland A's on Mother's Day and Roy Halladay of the Philadelphia Phillies followed with just the 20th perfect game in MLB history. Unfortunately, due to a bad call by umpire Jim Joyce, Armando Galarraga did not get to pitch a perfect game. However, the next day Galarraga and Joyce showed a great deal of class, when prior to the game, Galarraga presented the starting line-up to Joyce in a gesture of sportsmanship.

The pitching excellence was continued in the MLB All-Star Game. The NL staff allowed only six hits, which was their lowest since 1999. The National League celebrated its first all-star victory in 14 years, which gave them home field advantage for the World Series.

Educational theme: Landmark performances are those that mark a turning point in history. An athletic accomplishment with historical significance is one that is marked for preservation by aficionados, players and national governing bodies of sport.

Educational theme: Documenting a milestone performance is the history of the present. But if you lose sight of the past, you lose sight of the future.

Educational theme: Sportsmanship is the practice of behaving with fairness, courtesy, and the attitude of a gracious winner or cheerful loser. One's desire for good sportsmanship must be equal to one's desire to win.

Act Two - "Big Boi & Heyward": Due to his amazing skills, Jason Heyward of the Atlanta Braves earned all-star status as a rookie. For this behind-the-scenes feature, Jason hooked up with fellow Atlanta resident and Grammy Award-winning artist Big Boi. Jason felt honored to tour the rap artists' music studio where he asked questions, listened attentively and learned. The comrades then toured Turner Field, where Big Boi visited the Atlanta club house and hit some baseballs off a batting tee. Big Boi referred to this as "grown man Tee-ball."

The *TWIBIA* question asked which Atlanta Braves rookie hit the most home runs. The answer is Wally Berger, who established a MLB rookie record with 38 home runs in 1938.

The *Winning Road Trips* segment salutes the teams and players that are able to win away from home. This week, the honor goes to the National League All-Star Team. The NL was the visiting team for the 2010 MLB All-Star Game in LA. They finally beat the AL all-stars for the first time since 1996.

Educational theme: Recognition of one's talent is an important psychological need of all human beings. To attain self-actualization one must attain esteem to have self-respect and to achieve goals.

Educational theme: Entertainers and athletes have much in common because both are performers that are judged by the fans. There is a natural bond of respect.

Educational theme: Big league baseball events are designed to create an atmosphere of fun and interest for fans and competitors.

Educational theme: Trivia is a seemingly superfluous and insignificant event; however, it is an important component of baseball legend, lore and tradition. For both fans and players, trivia is a source of fun and interest in the American institution called baseball.

Act Three - "Pepsi Refresh": The *Pepsi Refresh Project* reexamines the men and moments in MLB history that helped change the world by breaking down barriers and building communities. This is a tribute to refreshing ideas. The 14th annual Pitch, Hit and Run finals took place during the MLB's All-Star Week in Anaheim, as 24 children got to showcase their skills in this nationwide competition. The program began with over 600,000 participants across the country, which was

pared down to just 24 winners of local and sectional competition. All the competitors were winners just by going to the All-Star Game. It is a childhood dream come true.

In addition to the top players, the top chefs from MLB stadiums battled to determine which league has the best ballpark food. Six chefs from each the AL and NL prepared their signature cuisine and then they gave the fans a taste of the food and an opportunity to vote. The entrees included barbecued pork, a sausage and pepper sandwich, Astro nachos and Fenway's lobster roll. After three days of cooking and tasting, the final vote determined the American League food the best.

Gillette Rookies of the Month honors the top rookies in both leagues each month of the season. St. Louis Cardinals' left-handed pitcher Jamie Garcia has a 2.17 ERA over the first half of the season. This is third best in the MLB.

The *XM Call of the Week* comes from Anaheim where MLB paid tribute to the unforgettable voice of the NY Yankees legendary PA announcer, the late Bob Sheppard. The leadoff hitter for the American League was announced via a recording of Sheppard's classic introductory style, "Now batting for the American League, from the New York Yankees, the shortstop, #2, Derek Jeter, #2."

Educational theme: Competition is a natural need for children and an important component of competitive athletics. It enhances the fun and interest for both players and fans in the game of baseball.

Educational theme: Competition is the essence of sport. It is a test of skill or ability leading to a rivalry between two teams. Competition is a valuable motivational tool for the promotion of optimal performance, especially when the consequence is considered to have merit.

Educational theme: History is a vital aspect of sport, especially providing standards of achievement and evaluation, while providing year round fun and interest for both players and fans.

Educational theme: Landmark performances are those that mark a turning point in history. An athletic accomplishment with historical significance is one that is marked for preservation by aficionados, players and national governing bodies of sport.

Educational theme: Tributes and recognition are earned through superior performance, service, merit or longevity. This formal

acknowledgement is meant to show appreciation by reward of public honor.

Act Four - "Diamond Demos": Former MLB star, Harold Reynolds of the MLB Network, talked about sliding and some alternative moves at second base. First the "pop up slide" was explained. An alternative slide is the "swim move," which is a head first dive into the base that is used when the runner expects to be out.

The State Farm Big League Blast salutes David "Big Papi" Ortiz of the Boston Red Sox, who won the Home Run Derby at this year's All-Star Game.

Good conditioning and proper nutrition makes an athlete perform better. This week, *Step Up To The Plate For Your Health* featured Roger Caplinger, the head athletic trainer for the Milwaukee Brewers. Roger suggested that players pack some light snacks before they leave home to avoid unhealthy eating at airports and hotels.

The *Going All Out* segment is a close up look at players who have gone the extra mile. Amid the festivities of the All-Star Game, there was the somber reminder that baseball had lost a legend with the passing of NY Yankees owner George Steinbrenner, nicknamed "The Boss." His first spring training camps were run like military boot camps and Steinbrenner had a sign on his desk that read -- "Lead, follow, or get the hell out of the way." As the leader, George did what he believed needed to be done to be successful. He had an insatiable appetite for winning. Every season he expected the Yankees to win the World Series. The result was the NY Yankees being the most successful franchise of the century. Much of baseball history is Yankee history. He raised the bar for opponents around baseball in their attempt to compete with the Yankees. But there is another side of the bombastic Mr. Steinbrenner. George was a generous man who truly cared about people, especially children.

Educational theme: Sports pedagogy is an important aspect of the learning process. Demonstration and explanation are initial steps in the process. Children learn best by watching and mimicking athletic performance.

Educational theme: Conditioning and nutrition are important parts of athletic performance. Children need to learn that it is what you learn

after you know it all that counts. The only way to get better is to get smarter; therefore, don't be seduced by the allure of mediocrity.

Educational theme: Leadership by example is based on a spiritual quality; the power to inspire others to follow. Learners learn from each other.

Educational theme: "Winning isn't everything, but the will to win is everything." Vince Lombardi

Educational theme: Caring and charity are benevolent acts to help the needy without any expectation for reward. It is an act of love and a wonderful example of character.

Act Five - "How 'bout that!": TWIB presented the best plays from the first half of the season to the sounds of Big Boi - featuring Vonnegutt. This was a particularly outstanding collection of creative, exciting and spectacular plays, both offensively and defensively. Players crashed into the wall, dove, leaped to make catches and made strong throws. Stephen Drew's inside-the-park-home run was shown as was Jim Thome's 574th home run. The four no-hitters were recalled as was Galarraga's near perfect game. Finally, Brain McCann's double to lead the NL to victory in the All-Star Game was featured.

Educational theme: Advanced baseball strategies include base running and base stealing skills. This requires more than mere speed, but also a cognitive component; therefore, this is a learned skill that can be taught.

Educational theme: In athletics, iconic players and performances are recognized as enduring symbols of achievement. They are respected and held in high esteem by aficionados. This respect is earned by achievement, accomplishment and approach.

Educational theme: The artistic value of sport can be found in the beauty, grace, and rhythmic movements of elite athletes. The aesthetic quality of a well-executed play enhances the appreciation of baseball.

Educational theme: Once the student-learner has carefully observed the required effort and the bio-mechanics of the premier athletes, then the movements can be more easily duplicated and performed by the learner. The student is then physically educated.