

**Re: This Week In Baseball**

**Air Date: April 7, 2007**

**TWB #801**

TWIB began the 2007 season by giving viewers more of their successful formula, that is, an all access pass to Major League Baseball through hidden microphones and behind the scenes cameras. This opening week the focus was on the many new faces in new places.

The show actually began with the conclusion of the 2006 World Series Championship victory by the St. Louis Cardinals. But as Cardinals manager Tony LaRussa said, "The day the World Series is over everyone is tied for first place and clubs think they can contend." This great optimism carries over into spring training and that's where TWIB focused. Some of the new teammates in the spring camp are in America for the first time, like Japanese star pitchers Daisuke Matsuzaka and Kei Igawa. This meshing of cultures makes the spring training diamond a classroom, with everyone learning from each other.

**Educational theme:** Attitude is everything. A fresh and positive attitude is a powerful force. It is the thing that makes the biggest difference. It is contagious. The harder you work the harder it is to surrender.

**Educational theme:** Athletes learn through massive numbers of repetition. Teaching new skills is best conducted at a slow repetitive pace.

**"Act Two":** The director's cut of the classic baseball movie, "The Natural", was recently released. So TWIB showed the famous movie bat, "Wonderboy," to several MLB players during spring training to capture their reactions.

San Diego Padres superstar relief pitcher Trevor Hoffman demonstrated his off-season workout with trainer Leba Packlick. The workout featured core body, strength and endurance training, then a weight-training workout at Petco Park. World-class athletes know that professional athletics is incredibly competitive and that a yearlong conditioning program is required. Hard winter workouts will pay off in the regular season.

**Educational theme:** Dreams are sometimes wild fancy and hope; however, sometimes dreams come true. It is a natural human emotion to dream of excelling in sport.

**Educational theme:** Periodization is a planned program of year-around conditioning. This involves in-season and out-of-season training, including cardio-vascular, strength, skill development and rest.

**"Front Row Fans":** Comedians Randy and Jason Sklar reviewed the 2006 season by pointing out their favorite moments from their unique humorous point of view. If something happens in MLB the Sklar Brothers say they will make fun of it.

**Educational theme:** Baseball is an American institution, i.e., the "National Pastime." Humor, jesting and flippancy regarding cherished establishments are particular components of the American culture.

**"Savor the Good Stuff":** Since this is TWIB's 30<sup>th</sup> year on the air, they will flash back each week to a segment from the past. We can expect to see current Hall of Famers when they were rookies and other "time capsule" moments. This week, TWIB replayed a 1989 April Fool's joke they played on the players and viewers by announcing that MLB had legalized the aluminum bat.

**Educational theme:** The controversy of the aluminum bat continues to this day. Wood versus metal has become both a legal and political issue.

**Educational theme:** Children must learn the record of significant technological events so that they can understand the game of baseball at all levels, i.e., professional and amateur.

**"The Most Spectacular Clutch Performances":** Hall of Fame catcher Johnny Bench defined the meaning of "clutch" as being the right person in the right place at the right time knowing they can get the job done. Yankees captain Derek Jeter wisely pointed out that "You cannot be afraid to fail." Video clips of great plays included David "Big Papi" Ortiz game winning home runs, and the classic spectacular over-the-shoulder catch by Willie Mays in the 1954 World Series. Diamondbacks broadcaster Mark Grace said, "The greatest players turn it into excitement."

**Educational theme:** For some athletes pressure can be an oppressive condition of mental stress. One way to combat it is to practice under pressure.

**“Dangers of Steroids”:** This is a uniquely appropriate anti-drug public service notice regarding the dangerous side effects of performance enhancing drugs.

**Educational theme:** This was a particularly clever and poignant anti-drug message obviously directed at young boys and teens.

**“How ‘bout That!”:** To kick off TWIB’s 30th season, the greatest plays and bloopers from the last 30 years were shown. Among the many clips were clever defensive plays, leaping and diving catches, bare handed catches, outfielders crashing into fences, celebrations, innovative base running, and home runs.

**Educational theme:** The artistic value of sport can be found in the beauty, grace and rhythmic movement of elite athletes. The aesthetic quality of a well-executed play enhances the appreciation and enjoyment of baseball. Once the biomechanics have been carefully observed, then it can be mimicked and performed.

**Educational theme:** These spectacular plays were judged to be the best of the past 30 years.