

2Q 2009 ISSUES FOX

4/5 FOX NEWS SUNDAY: ECONOMY, FUTURE OF THE GOP: WYOMING REPRESENTATIVES ARE ALL REPUBLICAN WHICH WAY SHOULD THE GOP GO

5/9 FOX NEWS SUNDAY: SWINE FLU: HEALTH ISSUES IN THIS COUNTRY AROUND SWINE FLU

5/10 FOX NEWS SUNDAY: IRAQ/AFGHANISTAN: WAR ISSUES IN OTHER COUNTRIES AFFECT THE STATE

6/14 FOX NEWS SUNDAY: HEALTHCARE REFORM, ECONOMY: HEALTHCARE REFORM AND SMALL BUSINESS ISSUES

6/28 FOX NEWS SUNDAY: HEALTHCARE, IRAQ: HEALTHCARE AND HOW IT WILL AFFECT SOCIAL SECURITY

4/5/09 **TOPIC:**  
Economy, Future of the  
GOP  
**GUESTS:**  
David Axelrod, Gov.  
Mark Sanford (R-SC),  
Newt Gingrich, Debbie  
Wasserman Schultz

4/12/09 **TOPIC:**  
Economy  
**GUESTS:**  
Sen. Evan Bayh (D-IN),  
Sen. Tom Coburn (R-  
OK), Jenna Lee, Liz  
Claman, Archbishop  
Donald Wuerl.

4/19/09 **TOPIC:**  
Interrogation Memos,  
National Security  
**GUESTS:**  
Gen. Michael Hayden,  
Sen. Claire McCaskill  
(D-MO), Sen. Lindsey  
Graham (R-SC), Denyce  
Graves.

4/26/09 **TOPIC:**  
Interrogation Memos,  
First 100 Days  
**GUESTS:**  
Lawrence Summers,  
Sen. Kit Bond (R-SC),  
Sen. Carl Levin (D-MI),  
Maj. Gen. Carla  
Hawley-Bowland.

5/3/09 **TOPIC:**  
Swine Flu  
**GUESTS:**  
Janet Napolitano,  
Kathleen Sebelius, Dr.  
Richard Besser,

5/10/09 **TOPIC:**  
Iraq/Afghanistan, GOP  
**GUESTS:**  
Gen. David Petraeus,  
Newt Gingrich

5/17/09 **TOPIC:**  
Notre Dame, Iraq  
**GUESTS:**  
Rev. Frank Pavone, Rev.  
Richard McBrien, Sen.  
Mitch McConnell (R-  
KY), Patty Stonesifer

5/24/09 **TOPIC:**  
National Security, GOP  
**GUESTS:**  
Sen. Jon Kyl (R-AZ),

5/31/09 Sen. Ben Nelson (D-NE),  
Karl Rove, Tom Day  
TOPIC:  
SCOTUS, GOP  
GUESTS:  
Sen. Lindsey Graham  
(R-SC), Sen. Arlen  
Specter (D-PA), Mitt  
Romney

6/7/09 TOPIC:  
Economy  
GUESTS:  
Sen. Richard Shelby (R-  
AL), Austan Goolsbee,  
Fred Malek, Eric  
Schmidt, Michael Copps

6/14/09 TOPIC:  
Healthcare Reform,  
Economy  
GUESTS:  
Sen. Chris Dodd (D-CT),  
Sen. Charles Grassley  
(R-IA), Thomas  
Donohue, Steve  
Chaconas

6/21/09 TOPIC:  
Iran, GOP, Fatherhood  
GUESTS:  
Sen. Evan Bayh (D-IN),  
Rep. Pete Hoekstra (R-  
MI), Karim Sadjadpour,  
Rep. Paul Ryan (R-WI),  
Sen. John McCain (R-  
AZ)

6/28/09 TOPIC:  
Healthcare, Iraq  
GUESTS:  
Kathleen Sebelius, Sen.  
Mitch McConnell (R-  
KY), Gen. Ray Odierno.

July 1, 2009

Dear Fox Broadcasting Company Affiliates:

The following reports have been updated with the information to fully complete the network information for the 2nd Quarter 2009:

1. FBC (Primetime, Sports, and Late Night) 2nd Quarter PSA Report which includes April 1, 2009 through June 30, 2009. This report has been updated to reflect the additional Psas that aired between June 24th thru June 30th, 2009.
2. FOX SPORTS' "This Week In Baseball" synopsis for 6/20/2009 and 6/27/2009.

If you have any questions regarding the network information for 2nd Quarter 2009, please do not hesitate to call me at 212-556-2560.

Best Regards,

Ruth Levenson

cc: FBC Network Distribution  
Ellen Agress – Deputy General Counsel, -News America Incorporated  
Caroline White – FBC Commercial Administration

June 25, 2009

RE: QUARTERLY PUBLIC FILE REPORTS

Dear Fox Broadcasting Company Affiliates:

In this report you will find the following network public file information for 2nd Quarter 2009:

1. FBC (Prime-time, Sports and Late Night) 2nd Quarter PSA Report for 2009 which includes April 1, 2009 through June 23, 2009. **Please check the July 3<sup>rd</sup> Fox Insider for additional PSAs that air 6/24/09 - 6/30/09.**
2. Information provided by the network pertaining to FBC's educational programming for 2nd Quarter 2009 and educational program schedule for 3rd Quarter 2009. This information should be used to help you complete FCC Form 398. **Please be aware that the enclosed Form 398 cannot be filed directly with the FCC.** **Part I** lists the regularly - scheduled educational programs which aired on the network from April 1, 2009 through June 30, 2009. Please note that we have included four sections:
  - (A) Identify the publishers who were sent information for each Core Program. This is responsive to Question 3b;
  - (B) "Core" Programming responsive to Question 4;
  - (C) "Non-Core" Programming Responsive to Question 5;
  - (D) The Preemption Report. The chart must be completed for each "Core" program listed in Question 4 that was preempted during the past three months. **You are responsible for noting regional or station preemptions.**

**Part II** lists the educational programs which will be regularly - scheduled for the next quarter - July 1, 2009 through September 30, 2009. This is in response to Question 14.

FOX SPORTS' "This Week In Baseball" series meets the FCC's requirements for "core" educational/informational programming and can be counted towards your station's three hour per week educational programming requirement. . Although this new series aired only 12 times during the second quarter, FOX plans to broadcast the program in the same time period at least 1 more time during the third quarter, satisfying the FCC's definition for a "regularly scheduled" program. We have included a synopsis of each episode aired through Saturday, June 13th which highlights the educational themes within each program. **The synopsis for the June 20<sup>th</sup> and June 27<sup>th</sup> programs will be included on the July 3<sup>rd</sup> cybermailer by July 9<sup>th</sup>.**

**Please note: This program was preempted by FOX SPORTS on April 18<sup>th</sup>, May 2<sup>nd</sup>, and May 9<sup>th</sup> for live sport's programming. We only note these network preemptions on the preemption report. We remind you that you must note individual station preemptions accordingly. Only rescheduled episodes continue to count as "core".**

**FOX informed the FCC that the preempted TWIB episodes will be rescheduled to a "second home," and that the network will comply with all the appropriate on-air announcements in TWIB and in the relevant MLB game promos (as well as notifying the listing services of the new times). The FCC concurred that FOX affiliates can continue to count the rescheduled episodes of TWIB as "core" educational children's programming.**

If you have any questions regarding the network information, please do not hesitate to call me at 212-556-2560.

Best Regards,

Ruth Levenson

cc: Ellen Agress - Deputy General Counsel, News America Incorporated  
Nicole Lawson - FBC Network Distribution  
Diane Smith - Fox Television Station Group  
Caroline White - FBC Commercial Administration

2ND QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

DATE	PROGRAM	DAY	TIME	ISCI
2-Apr-09	BONES	THU	8:52:04P	NAB14TECH30ENG
3-Apr-09	SARAH CONNOR CHRONICLES	FRI	8:14:52P	PSA30PAUSECOMF
3-Apr-09	SARAH CONNOR CHRONICLES	FRI	8:54:05P	NAB14TECH30ENG
4-Apr-09	COPS	SAT	8:22:15P	FOXSGK30200910H
4-Apr-09	AMERICA'S MOST WANTED	SAT	9:14:46P	XNPI260220H
4-Apr-09	AMERICA'S MOST WANTED	SAT	9:56:22P	PSA30PAUSECOMFY
5-Apr-09	NASCAR TEXAS 500	SUN	5:48:50P	FOXSGK30200910H
5-Apr-09	AMERICAN DAD	SUN	7:28:30P	NAB14TECH30ENG
7-Apr-09	AMERICAN IDOL	TUE	9:01:21P	FZAA0472
9-Apr-09	HELL'S KITCHEN	THU	9:53:46P	NAB14TECH30ENG
10-Apr-09	SARAH CONNOR CHRONICLES	FRI	8:11:26P	PSA20PAUSETEXT
10-Apr-09	SARAH CONNOR CHRONICLES	FRI	8:53:43P	DETP0249
11-Apr-09	COPS	SAT	8:02:04P	XNPI260220H
11-Apr-09	COPS	SAT	8:22:09P	PSA30PAUSETEXT
11-Apr-09	AMERICA'S MOST WANTED	SAT	9:55:45P	FZAA0471
12-Apr-09	KING OF THE HILL	SUN	8:57:58P	PSA30PAUSETEXT
13-Apr-09	24	MON	9:58:43P	GREENMLYNNR30
14-Apr-09	AMERICAN IDOL	TUE	8:55:49P	PSA20PAUSECOMFY
15-Apr-09	BONES	WED	8:07:27P	XNPI260220H
16-Apr-09	HELL'S KITCHEN	THU	9:14:31P	FOXSGK30200910H
17-Apr-09	PRISON BREAK	FRI	8:12:30P	NAB14TECH30ENG
17-Apr-09	PRISON BREAK	FRI	9:53:11P	PSA20PAUSECOMFY
18-Apr-09	NASCAR PHOENIX 500	SAT	11:44:18P	FOXSGK30200910H
19-Apr-09	AMERICAN DAD	SUN	9:58:36	PSADTV15FERESTEN
20-Apr-09	24	MON	9:58:42P	GREENCARLOS30
21-Apr-09	AMERICAN IDOL	TUE	8:12:05P	PSA20PAUSECOMFY
22-Apr-09	LIE TO ME	WED	8:10:06P	PSA15DEVEDAY
22-Apr-09	AMERICAN IDOL	WED	9:12:01P	PSA15NOZEDAY
23-Apr-09	BONES	THU	8:06:23P	PSA30PAUSETEXT
24-Apr-09	PRISON BREAK	FRI	8:55:17P	DETP0249
25-Apr-09	COPS	SAT	8:02:02P	XNPI260220H
25-Apr-09	COPS	SAT	8:22:01P	PSA30TWFMALARIA
25-Apr-09	AMERICA'S MOST WANTED	SAT	9:55:48P	PSA30TWFMALARIA
26-Apr-09	NASCAR TALLADEGA 500	SUN	6:03:58P	FOXSGK30200910H
26-Apr-09	KING OF THE HILL	SUN	7:38:44P	YDZT8143MATC
28-Apr-09	AMERICAN IDOL	TUE	8:09:09P	FOXSGK30200910H
29-Apr-09	AMERICAN IDOL	WED	9:50:59P	YDZT9023MATC
30-Apr-09	HELL'S KITCHEN	THU	9:12:19P	XNPI260220H
30-Apr-09	HELL'S KITCHEN	THU	9:54:19P	PSA30PAUSECOMFY

2ND QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

PSA DESCRIPTION	LENGTH
DIGITAL TV TRANSITION	:30
KAISER FAMILY FOUNDATION	:30
DIGITAL TV TRANSITION	:30
SUSAN G KOMEN	:30
GATORADE/NFL/ELI MANNING PLAY	:20
KAISER FAMILY FOUNDATION	:30
SUSAN G KOMEN	:30
DIGITAL TV TRANSITION	:30
FOUNDATION FOR A BETTER LIFE	:20
DIGITAL TV TRANSITION	:30
KAISER FAMILY FOUNDATION	:20
DRUG FREE AMERICA/ PATDOWN	:30
GATORADE/NFL/ELI MANNING PLAY	:20
KAISER FAMILY FOUNDATION	:30
FOUNDATION FOR A BETTER LIFE	:30
KAISER FAMILY FOUNDATION	:30
GREEN PSA/ MARY LYNN RAJSKUB	:30
KAISER FAMILY FOUNDATION	:20
GATORADE/NFL/ELI MANNING PLAY	:20
SUSAN G KOMEN	:30
DIGITAL TV TRANSITION	:30
KAISER FAMILY FOUNDATION	:20
SUSAN G KOMEN	:30
DIGITAL TV/ SPIKE	:15
24 GREEN PSA/ CARLOS	:30
KAISER FAMILY FOUNDATION	:20
EVERY DAY OBSOLETE ADVICES	:15
EVERY DAY NOZZLES	:15
KAISER FAMILY FOUNDATION	:30
DRUG FREE AMERICA/ PATDOWN	:30
GATORADE/NFL/ELI MANNING PLAY	:20
MALARIA NO MORE/ KEIFER	:30
MALARIA NO MORE/ KEIFER	:30
SUSAN G KOMEN	:30
ONDCP "ANTI- DRUGS"	:30
SUSAN G KOMEN	:30
ONDCP "ANTI- DRUGS"	:30
GATORADE/NFL/ELI MANNING PLAY	:20
KAISER FAMILY FOUNDATION	:30

2ND QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

DATE	PROGRAM	DAY	TIME	ISCI
1-May-09	PRISON BREAK	FRI	8:55:21P	ZOMN0247
2-May-09	MLB RS GAME	SAT	7:24:06P	MFOX2009H
2-May-09	NASCAR RICHMOND 400	SAT	10:29:25P	FOXSGK30200910H
5-May-09	AMERICAN IDOL	TUE	8:15:37P	PSA30PAUSECOMFY
6-May-09	AMERICAN IDOL	WED	9:23:24P	ZOMN0257
7-May-09	HELL'S KITCHEN	THU	9:53:50P	ZOMN0177
8-May-09	PRISON BREAK	FRI	8:10:35P	XNPI260220H
8-May-09	PRISON BREAK	FRI	8:54:53P	PSA30PAUSETEXT
9-May-09	NASCAR DARLINGTON 500	SAT	9:35:12P	KOMENFOUNDATION
12-May-09	FRINGE	TUE	9:48:48P	PSA30PAUSETEXT
14-May-09	HELL'S KITCHEN	THU	9:12:35P	PSA30PAUSECOMFY
15-May-09	PRISON BREAK	FRI	8:20:46P	PSA30PAUSETEXT
16-May-09	MLB RS GAME	SAT	7:23:02P	MFOX2009H
16-May-09	COPS	SAT	8:02:34P	XNPI260220H
16-May-09	COPS	SAT	8:22:13P	PSA30PAUSETEXT
19-May-09	GLEE	TUE	9:46:06P	ZOMN0177
21-May-09	SO YOU THINK YOU CAN DANCE	THU	8:17:18P	ZOMN0237
22-May-09	DON'T FORGET THE LYRICS	FRI	8:55:17P	PSA30PAUSECOMFY
23-May-09	MLB RS GAME	SAT	6:49:07P	MFOX2009H
23-May-09	COPS	SAT	8:21:52P	PSA30PAUSETEXT
23-May-09	COPS	SAT	8:32:19P	XNPI260220H
24-May-09	NASCAR PRE-RACE	SUN	5:26:44P	FZAA0797
24-May-09	NASCAR PRE-RACE	SUN	6:10:20P	FOXSGK30200920H
24-May-09	NASCAR CHARLOTTE 600	SUN	6:51:20P	FOXSGK30200930H
24-May-09	AMERICAN DAD	SUN	7:08:46P	FZAA0796
24-May-09	KING OF THE HILL	SUN	7:39:48P	PSA30PAUSETEXT
24-May-09	THE SIMPSONS	SUN	8:23:52P	ZOMN0177
24-May-09	KING OF THE HILL	SUN	8:56:21P	PSA30PAUSECOMFY
24-May-09	FAMILY GUY	SUN	9:07:05P	ZOMN0177
25-May-09	NASCAR CHARLOTTE RAIN DELAY	MON	1:46:55P	FOXSGK30200930H
25-May-09	NASCAR CHARLOTTE RAIN DELAY	MON	5:01:44P	FOXSGK30200910H
25-May-09	NASCAR CHARLOTTE RAIN DELAY	MON	5:40:44P	FOXSGK30200930H
25-May-09	NASCAR CHARLOTTE RAIN DELAY	MON	6:03:57P	FOXSGK30200910H
25-May-09	BONES	MON	9:52:19P	PSA30PAUSECOMFY
26-May-09	MENTAL	TUE	9:41:52P	PSA30PAUSETEXT
27-May-09	SO YOU THINK YOU CAN DANCE	WED	8:13:27P	PSA30PAUSETEXT
28-May-09	SO YOU THINK YOU CAN DANCE	THU	8:54:50P	PSA30PAUSECOMFY
29-May-09	MENTAL	FRI	9:07:02P	ZOMN0237
30-May-09	MLB RS GAME	SAT	7:17:46P	MFOX2009H
30-May-09	AMERICA'S MOST WANTED	SAT	9:31:12P	XNPI260220H
30-May-09	AMERICA'S MOST WANTED	SAT	9:56:40P	ZOMN0197
31-May-09	NASCAR DOVER 400	SUN	4:59:37P	FOXSGK30200910H
31-May-09	AMERICAN DAD	SUN	7:56:37P	ZOMN0247

2ND QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

PSA DESCRIPTION	LENGTH
PREVENT TEEN PREGNANCY	:30
MICHAEL J FOX FOUNDATION	:30
SUSAN G KOMEN	:30
KAISER FAMILY FOUNDATION	:30
PREVENT TEEN PREGNANCY	:15
PREVENT TEEN PREGNANCY	:30
GATORADE/NFL/ELI MANNING PLAY	:20
KAISER FAMILY FOUNDATION	:30
KOMEN/ JEFF GORDON/ DUPONT HAT	:30
KAISER FAMILY FOUNDATION	:30
KAISER FAMILY FOUNDATION	:30
KAISER FAMILY FOUNDATION	:30
MICHAEL J FOX FOUNDATION	:30
GATORADE/NFL/ELI MANNING PLAY	:20
KAISER FAMILY FOUNDATION	:30
PREVENT TEEN PREGNANCY	:30
PREVENT TEEN PREGNANCY	:30
KAISER FAMILY FOUNDATION	:30
DIGITAL TV TRASITION	:30
KAISER FAMILY FOUNDATION	:30
GATORADE/NFL/ELI MANNING PLAY	:20
FOUNDATION FOR A BETTER LIFE	:30
SUSAN G KOMEN	:30
SUSAN G KOMEN	:30
FOUNDATION FOR A BETTER LIFE	:60
KAISER FAMILY FOUNDATION	:30
PREVENT TEEN PREGNANCY	:30
KAISER FAMILY FOUNDATION	:30
PREVENT TEEN PREGNANCY	:30
SUSAN G KOMEN	:30
KAISER FAMILY FOUNDATION	:30
PREVENT TEEN PREGNANCY	:30
MICHAEL J FOX FOUNDATION	:30
GATORADE/NFL/ELI MANNING PLAY	:20
PREVENT TEEN PREGNANCY	:30
SUSAN G KOMEN	:30
PREVENT TEEN PREGNANCY	:30

2ND QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

DATE	PROGRAM	DAY	TIME	ISCI
1-Jun-09	BONES	MON	9:49:59P	PSA30PAUSETEXT
2-Jun-09	MENTAL	TUE	9:08:22P	PSA30PAUSECOMFY
3-Jun-09	SO YOU THINK YOU CAN DANCE	WED	8:15:47P	MFOX2009H
3-Jun-09	SO YOU THINK YOU CAN DANCE	WED	9:20:01P	USOE0915
4-Jun-09	BONES	THU	8:07:16P	PSA30PAUSECOMFY
5-Jun-09	MENTAL	FRI	9:07:51P	FZAA0797
6-Jun-09	MLB GAME RS GAME	SAT	8:16:25P	MFOX2009H
6-Jun-09	AMERICA'S MOST WANTED	SAT	9:35:15P	XNPI260220H
6-Jun-09	AMERICA'S MOST WANTED	SAT	9:57:21P	DETP0250
7-Jun-09	AMERICAN DAD	SUN	9:58:21P	PSA30PAUSETEXT
8-Jun-09	BONES	MON	9:06:03P	MFOX2009H
9-Jun-09	MENTAL	TUE	9:58:44P	PSA30PAUSECOMFY
10-Jun-09	SO YOU THINK YOU CAN DANCE	WED	8:11:49P	FZAA0797
11-Jun-09	BONES	THU	8:19:54P	PSA30PAUSECOMFY
12-Jun-09	MENTAL	FRI	9:05:08P	FZAA0797
13-Jun-09	MLB GAME RS GAME	SAT	7:24:36P	MFOX2009H
13-Jun-09	COPS	SAT	8:21:25P	XNPI260220H
13-Jun-09	AMERICA'S MOST WANTED	SAT	9:57:43P	HRCA2009
14-Jun-09	KING OF THE HILL	SUN	7:05:17P	USOE0915
14-Jun-09	AMERICAN DAD	SUN	9:39:50P	FZAA0813
15-Jun-09	HOUSE	MON	8:12:42P	PSA30PAUSETEXT
16-Jun-09	MENTAL	TUE	9:07:29P	PSA30PAUSETEXT
17-Jun-09	SO YOU THINK YOU CAN DANCE	WED	8:42:31P	PSA30PAUSECOMFY
18-Jun-09	BONES	THU	8:51:42P	MFOX2009H
19-Jun-09	MENTAL	FRI	9:32:04P	PSA30PAUSETEXT
20-Jun-09	MLB GAME RS GAME	SAT	6:30:19P	MFOX2009H
20-Jun-09	MLB GAME RS GAME	SAT	7:54:00P	MFOX2009H
20-Jun-09	COPS	SAT	8:12:42:P	USOE0910
20-Jun-09	COPS	SAT	8:21:58P	PSA20PAUSETEXT
20-Jun-09	AMERICA'S MOST WANTED	SAT	9:39:08P	XNPI260220H
21-Jun-09	AMERICAN DAD	SUN	9:36:38P	CNFI91301
22-Jun-09	LIE TO ME	MON	9:58:11P	CNAU93301
23-Jun-09	MENTAL	TUE	9:08:23P	PSA30PAUSETEXT
24-Jun-09	SO YOU THINK YOU CAN DANCE	WED	8:50:41P	PSA30PAUSECOMFY
25-Jun-09	BONES	THU	8:08:51P	CNAU91301
26-Jun-09	FOX MOVIE: VIRTUALITY	FRI	8:19:29P	PSA30PAUSETEXT
27-Jun-09	COPS	SAT	8:21:08P	HRCA2009
28-Jun-09	AMERICAN DAD	SUN	10:01:50P	PSA30PAUSETEXT
29-Jun-09	AMERICAN IDOL ENCORE	MON	9:42:51P	PSA30PAUSECOMFY
30-Jun-09	FOX MOVIE: LEGALLY BLOND	TUE	8:22:40P	PSA30PAUSECOMFY

2ND QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

PSA DESCRIPTION	LENGTH
KAISER FAMILY FOUNDATION	:30
KAISER FAMILY FOUNDATION	:30
MICHAEL J FOX FOUNDATION	:30
THE USO DAYS END	:15
KAISER FAMILY FOUNDATION	:30
FOUNDATION FOR A BETTER LIFE	:30
MICHAEL J FOX FOUNDATION	:31
GATORADE/NFL/ELI MANNING PLAY	:20
PARTNERSHIP FOR A DRUG-FREE AMERICA	:31
KAISER FAMILY FOUNDATION	:31
MICHAEL J FOX FOUNDATION	:31
KAISER FAMILY FOUNDATION	:30
FOUNDATION FOR A BETTER LIFE	:30
KAISER FAMILY FOUNDATION	:30
FOUNDATION FOR A BETTER LIFE	:30
MICHAEL J FOX FOUNDATION	:31
GATORADE/NFL/ELI MANNING PLAY	:21
PROSTATE HOME RUN CHALLENGE	:30
THE USO DAYS END	:15
FOUNDATION FOR A BETTER LIFE	:15
KAISER FAMILY FOUNDATION	:30
KAISER FAMILY FOUNDATION	:30
KAISER FAMILY FOUNDATION	:30
MICHAEL J FOX FOUNDATION	:30
KAISER FAMILY FOUNDATION	:30
MICHAEL J FOX FOUNDATION	:30
MICHAEL J FOX FOUNDATION	:31
USO DAYS END	:10
KAISER FAMILY FOUNDATION	:20
GATORADE/NFL/ELI MANNING PLAY	:20
AD COUNCIL/FATHERHOOD/OBAMA	:30
AD COUNCIL/ICE AGE/ADOPTION/FOSTER CARE	:31
KAISER FAMILY FOUNDATION	:31
KAISER FAMILY FOUNDATION	:30
ICEAGE/ AD COUNCIL ADOPTION	:31
KAISER FAMILY FOUNDATION	:30
PROSTATE HOME RUN CHALLENGE	:30
KAISER FAMILY FOUNDATION	:31
KAISER FAMILY FOUNDATION	:30
KAISER FAMILY FOUNDATION	:30



**C. NON-CORE" Programming Responsive to Question 5 - NO NETWORK INCLUSIONS 2Q 2009**

<u>Title of Program:</u>		<u>Origination</u> Local _____ Network _____ Syndicated _____	
<u>Days/Times Program Regularly Scheduled:</u>	<u>Total times aired:</u>	<u>Number of Preemptions:</u>	<u>If preempted &amp; rescheduled, list date &amp; time aired:</u> <u>Dates</u> _____ <u>Times</u> _____
<u>Length of Program:</u> ____ (Minutes)		<u>Age of Target Child Audience</u> (if applicable): from ____ years to ____ years	
<u>Describe the</u>			
Does the program have educating and informing children ages 16 and under as a significant purpose?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, does the licensee identify by displaying throughout the program the symbol E/I?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, does the licensee provide information regarding the program, including an indication of the Target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?		<input type="checkbox"/> Yes	<input type="checkbox"/> No

**D. PREEMPTION REPORT**

PREEMPTION REPORT

Complete the chart below for each core program listed in Question 4 of FCC Form 398 that was preempted during the past three months. **You must indicate all local/regional preemptions accordingly.**

<u>Title of Program:</u> This Week In Baseball		
<u>Total Times Aired :</u> 12	<u>Number of Preemptions for Other than Breaking News:</u> 3	<u>Number of Preemptions Rescheduled</u> 3
<u>Date Preempted/Episode #</u> 4/18/09 TWB #1002 5/02/09 TWB #1004 5/09/09 TWB #1005	<u>If rescheduled ,date and time rescheduled</u> 4/18/09 3P (ET) 5/02/09 3P (ET) 5/09/09 3P (ET)	<u>Is the rescheduled date the second home?</u> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input type="checkbox"/> Yes <input type="checkbox"/> No		
<u>Reason for Preemption:</u> <input type="checkbox"/> Public Interest <input checked="" type="checkbox"/> Sports <input type="checkbox"/> Non-breaking News <input type="checkbox"/> Other		

**FOX NETWORK**

**The Following "Core" Educational and Informational Programs Are Scheduled to Air on FOX NETWORK for the Period of July 1, 2009 through September 30, 2009. This Information Is Responsive To Question 14.**

<u>Title of Program:</u> This Week In Baseball		<table border="0"> <tr> <td></td> <td style="text-align: center;"><u>Origination</u></td> <td></td> </tr> <tr> <td style="text-align: center;"><u>Local</u></td> <td style="text-align: center;"><u>Network</u></td> <td style="text-align: center;"><u>Syndicated</u></td> </tr> <tr> <td></td> <td style="text-align: center;">X</td> <td></td> </tr> </table>			<u>Origination</u>		<u>Local</u>	<u>Network</u>	<u>Syndicated</u>		X	
	<u>Origination</u>											
<u>Local</u>	<u>Network</u>	<u>Syndicated</u>										
	X											
<u>Days/Times Program Regularly Scheduled (EST):</u> Sat at 3:30P (7/04/09 – 9/26/09)	<u>Total times to be aired:</u> 13	<u>Length of Program:</u> 30 Minutes	<u>Age of Target Child Audience:</u> From <u>13</u> years to <u>16</u> years									

Describe the educational and informational objective of the program and how it meets the definition of Core Programming:

"This Week In Baseball" highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week In Baseball" seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life. The program will be regularly scheduled and air between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides.

**Re: This Week In Baseball**  
**Air Date: April 11, 2009**

**TWB Show #1001 -- "The Phillies"**

**Act One -- "The Phillies":** TWIB began its 32nd season by adhering to its tradition of leading off with the defending MLB champions – this year the Philadelphia Phillies. Opening Day in South Philadelphia was unlike any since 1981, which was the Opener the year after the team's last World Championship. The Phils' hoisted their pennant and received their diamond clustered World Series championship rings.

The Phillies' fans showed much love, as they recalled the excitement of closer Brad Lidge, using his devastating slider, to clinch the final game of the World Series. Lidge's strike out resulted in a celebratory "dog pile" of Philadelphia players.

Numerous Phillies commented on the upcoming season, especially the importance of hard work, focusing, and team chemistry as it relates to repeating as champions.

**Educational theme:** Symbols of achievement are examples of recognition of excellence. Recognition 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:** Community celebration and recognition of winners are appropriate methods to remember historic events. Paying honor to the past is necessary to envision the future. Sport history is part of the excitement of athletics for both fans and players.

**Educational theme:** Goal setting is the initial phase in the pursuit of excellence and success. Goals give one direction and points of evaluation necessary for reaching greater heights in life.

**Act Two --"Shane on the Links":** Shane Victorino, a.k.a. The Flying Hawaiian, ventured back to his home island of Maui during the off-season and TWIB joined him for the trip. The Gold Glove winning center fielder is one of only three Major Leaguers from Maui and the only one with a championship ring. While visiting family and friends, Shane took time to get a bird's eye view of his island, give a motivational and inspirational speech to the current students of St. Anthony's High School, and host a celebrity golf tournament.

The charity golf tournament is designed to raise both money and awareness in the fight against Alzheimer's disease. Many Philadelphia players, including Jimmy Rollins and Ryan Howard came to aid and support their teammate.

The answer to the *Twibia* question is Lenny Dykstra. He's the man who holds the Phillies franchise record for most post-season home runs with six.

In a new feature, entitled *Winning Road Trips*, TWIB will pay homage to the team that wins the most road games in a row. Last year, the Cleveland Indians led MLB with 10 consecutive road wins. The all-time single season mark of 17 straight is shared by both the 1916 New York Giants and the 1984 Detroit Tigers.

**Educational theme:** Motivational speeches are designed to inspire, provide incentive and to promote positive actions. This is an example of wise use of celebrity.

**Educational theme:** Family and friends are the roots of one's stability. Families are to teach, provide and protect their members. The journey to greatness is embraced and

taught by the family.

**Educational theme:** Alzheimer's disease is a condition marked by the progressive loss of memory.

**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 -- "Clutch 2008 Review":** Every player's dream is to perform well in big situations. A player who consistently delivers in crucial situations is called "clutch." Fans voted for the 2008 Clutch Award. The nominees were Albert Pujols of the Cardinals, CC Sabathia of the Brewers, Lance Berkman of the Astros, Francisco Rodriguez of the Angels, Justin Morneau of the Twins, and Cliff Lee of the Indians. The winner was CC Sabathia

TWIB introduced a new featured called *Gillette Rookies*, in which they will feature the most outstanding rookie of each month. . One first year player destined for stardom is outfielder Jordan Shaefer of the Atlanta Braves. Jordan is off to a good start with a home run in his first Major League at bat.

*The XM Radio Call of the Week* featured Houston's Jeff Keppinger. In his first at bat with his new team, Jeff singled to left field driving in the game-winning-run.

**Educational theme:** Visualization is the forming of a mental image, which has become an accepted method for learning athletic skills. If you can't see it, you won't do it.

**Educational theme:** Landmark performances are important events in the history of baseball, especially a player's career. An athletic accomplishment with historic significance is marked for preservation by aficionados, players and governing bodies.

**Educational theme:** The glory and romance of sport is 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 -- "All Star Classics":** All-Star Classics showed an assemblage of historic All-Star Game plays, including home runs by Babe Ruth and Ted Williams. The Game unites the greatest players in the world, thus setting the stage for some unforgettable moments.

This week TWIB looked back at the 1993 All-Star Game at Camden Yards in Baltimore. This game featured a classic example of gamesmanship between the American League's hard throwing pitcher Randy Johnson and the National League's John Kruk. Johnson's first pitch was deliberately several feet over Kruk's head. From that point on, John merely wanted to avoid being hit by a pitch and stay alive. On Johnson's next three pitches, John bailed out of the batting box and struck out, but he lived.

In *Big League Blast*, Ken Griffey, Jr. hit a home run in his first game as a Mariner, since 1999, Ken tied Frank Robinson for the most opening day home runs with eight.

**Educational theme:** These are many moments to remember, moments that become legendary in the annals of sport and bring excitement to the game.

**Educational theme:** All-Star Games and the players are held in high regard by sports fans. They become iconic events and heroes that are recognized as enduring symbols

of achievement. This respect is earned by achievement, accomplishment and approach.

**Educational theme:** Gamesmanship is a tactical maneuver to gain an advantage. It is a matter for debate, because some believe it is a dubious ploy to win at all costs.

**Act Five -- "How 'bout that!":** Set to the music of *Papa Roach* - from their album *Metamorphosis*, TWIB presented baseball's best plays of the week from the opening week of the 2009 season. The segment featured numerous home runs, including the Marlins' Emilio Bonifacio's dramatic inside-the-park home run. There were many spectacular diving catches, excellent throws and game winning hits.

**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: April 18, 2009**

**TWB Show #1002**

**Act One -- "Yankee Stadium":** TWIB celebrated the opening of two new baseball stadiums in New York City. The Mets now have Citi Field and the Yankees have a new ball park with a familiar name -- Yankee Stadium. Both NY teams were awestruck by their new facilities. In the Bronx, the Yankees tried to build a new home honoring the past while embracing the future.

The Yankees new baseball cathedral took more than two years to build. In an attempt to capture the past glory of the old Yankee Stadium (built in 1923 and known as "The House That Ruth Built") the architects incorporated classic friezes, cathedral windows and the front facade that would lead one to recall the past glories of the great franchise. Memories of winning, tradition, excellence, World Series Championships, and legendary heroes like Ruth, DiMaggio and Mantle help make Yankee Stadium different from any other stadium in the world.

**Educational theme:** State-of-the-art facilities advance sport to new levels of excellence. It is the highest level of development for the enhancement of athletic performance and fan enjoyment.

**Educational theme:** Goal setting is the initial step in a successful project. Goals provide direction, milestones, timelines, needs, work habits, sacrifices and purpose for all actions. Done properly goal setting is the essence of intrinsic motivation.

**Educational theme:** Fame and fortune are passed on from generation to generation. Prolonged achievement creates a positive attitude of expectation for winning. You can tell luck from ability by its duration.

**Act Two --"Citi Field":** For 45 years, Shea Stadium was home to both the Mets and generations of fans. The dreams of World Series Championships have not changed, but now they too have a new state-of-the-art stadium in Queens. Here the architects paid homage to the beloved ballpark -- Ebbetts Field in Brooklyn. There are many hints of the Brooklyn Dodgers throughout Citi Field, but none more significant than "The Jackie Robinson Rotunda" honoring the man who broke the color barrier in 1947. MLB sought to remind everyone of the monumental impact Robinson had upon baseball and society, when they brought his number 42 out retirement on Jackie Robinson Day. Every MLB player, coach and manager wore number

42 for all to see.

The answer to the *TWIBIA Question* is Tom Seaver and "Doc" Gooden, who are tied for the most opening day victories for the Mets with six each.

In the segment *Winning Road Trips*, the Seattle Mariners currently have the longest road winning streak with four.

**Educational theme:** Dreams are often goals, aims or aspirations that come true with proper planning. Once they come to fruition fans, players and related team personnel find pleasure in these voluntary visions of ambition.

**Educational theme:** Traditions are cultural elements passed down from generation to generation, usually by oral communication. In this case, communities identified the various monuments of baseball as part of the game they love.

**Educational theme:** Robinson is a true symbol of America, especially, excellence, courage and citizenship.

**Act Three -- "Opening Days":** TWIB looked back at some of the most memorable Opening Day moments in the history of MLB. In 1910 at Washington's Griffith Stadium, U.S. President William Howard Taft began the tradition of throwing out the first pitch of the MLB season. In 1923, "Babe" Ruth hit the first home run in Yankee Stadium. In 1920, Walter Johnson of the Washington Senators pitched a 15-inning shut out. In 1940, the Cleveland Indians Bob Feller pitched the only opening day no run - no hit game. In 1947, Jackie Robinson of the Brooklyn Dodgers became the first African-American to play in the big leagues. In 1974, Hank Aaron of the Atlanta Braves hit his 714th home run to tie the career record "that would never be broken." In 1975, Frank Robinson of the Cleveland Indians became the first black manager in MLB. In 1988, Joe Carter of the Toronto Blue Jays hit three home runs. In 2000, MLB's first opening day game was in Tokyo Japan. In 2001, the Seattle Mariners' Ichiro Suzuki became the first Japanese MLB position player. In 2008, the Washington Nationals Ryan Zimmerman hit a game winning "walk-off" home run, which was the first in National Stadium. Then in 2009, Ken Griffey, Jr. returned to Seattle and hit his 8th opening day home run to tie the MLB record.

In the *XM Radio Call of the Week*, TWIB celebrated the life and career of Hall of Fame broadcaster Harry Kalas, long the voice of the Philadelphia Phillies. Harry was loved by fans and players alike. This past week Harry Kalas passed away. He will be missed by all who heard his unforgettable voice, which graced the Phillies games since 1971.

**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.

**Educational theme:** Opening Day is a special event because it traditionally marks the beginning of spring and, of course, a new baseball season. Anticipation of a new beginning and the end of "Hot Stove" talk, all are symbolic of Opening Day. Memorable events occur all over the United States and now the world on Opening Day.

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

**Educational theme:** Obituaries are published notices of death. Modern media often have video clips which are often tastefully used to tell the story on one's life and career.

**Act Four -- "All Star Classics":** In 2008, the MLB All-Star Game was held at old Yankee Stadium for the fourth and final time. During the Home Run Derby, Josh Hamilton provided a power hitting display joining the many legendary occurrences of the fabled field. New York City was filled with both past and present All Stars. Many felt it was the greatest collection of Hall of Fame members ever assembled. These men are the living legends of Cooperstown. They took the field with the current All Stars and then honored Yankees' owner George Steinbrenner. The game went 15 innings, as it appeared the venerable stadium did not want to end its reign. With hustle, not power the American League won the game.

In the segment *Rookies*, normally the top first year players in both the American and National Leagues are honored. But with the passing of former Detroit Tigers pitcher Mark "The Bird" Fidrych, TWIB looked at his brief and illustrious career. The Bird's amazing 19-9 rookie season and his colorful character and antics of talking to the baseball and personally grooming the mound excited fans throughout baseball. Mark was truly a unique guy who was admired by all.

**Educational theme:** This group of Hall of Fame members was like a gathering of eagles. They come one at a time. These are special celebrated athletes who represented the best of baseball for more than 60 years.

**Educational theme:** Entertainment is an important aspect of Major League Baseball, a.k.a., "The Show." Unique characters and personalities are a source of fun and interest for both fans and players alike.

**Act Five -- "How 'bout that!":** With the music of Rev. Theory, from their album "Light It Up," TWIB showed a sampling of the best plays of the week. There were many diving, reaching and leaping catches in the infield, outfield and at the wall. LA Dodger Orlando Hudson and Ian Kinsler of the Texas Rangers hit for the cycle. Pittsburgh's triple play was shown. Many home runs were also featured. Several humorous misplays and bloopers were shown.

**Educational theme:** Hitting for the cycle means getting a single, double, triple and home run in the same game. It is a rare multifaceted feat that demonstrates all offensive tools, including hitting, power hitting and running speed.

**Educational theme:** Documentation of landmark and recognizing peak performances are informal methods to evaluate performance, activity and achievement.

**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: April 25, 2009**

**TWB Show #1003**

**Act One - "Dodgers":** This week TWIB featured the LA Dodgers as they reviewed the powerful lineup of the men in Dodger blue. Manny Ramirez joined the Dodgers in July of '08 and nearly singlehandedly led them to the playoffs. Manny is a lovable character and fan favorite who is seldom challenged by pitchers. His great hitting craftsmanship frequently helps others in the batting order. One such recipient is Orlando Hudson who is leading the club in hitting. The Dodgers feed off Manny's confidence and composure. The team has an excellent mix of veterans and young players and both the infield and outfield is loaded with talent, enough to give Dodger fans dreams of post-season play in October.

**Educational theme:** Building a competitive team is the essence of winning. It is a critical to work together as a team and less as individuals. Baseball managers play their best nine, not necessarily the best nine players.

**Educational theme:** Goal setting, enthusiasm and ambition are key principles of success. The initial step is to set the goal, then to perform with enthusiasm, and then comes the inspiration to be great. One should remember that good is the enemy of great, because good is simply not good enough.

**Educational theme:** Character is the basic element of a person. It is who you are and what you do when nobody else is looking. The character of a person is critically evaluated by fans, media, prospective employers, etc.

**Educational theme:** The difference between a good day and a bad day is one's attitude. It is a key principle of success. "The strength of the wolf is in the pack, and the strength of the pack is in the wolf." *Rudyard Kipling*

**Act Two - "Tommy":** Tommy Lasorda managed the LA Dodgers for 21 years and is internationally recognized as an ambassador of the game. Tommy began teaching Japanese the American game of baseball in 1965.

This past winter the Japanese Emperor bestowed on him one of Japan's highest honors -- The Order of the Rising Sun. For nearly 50 years, Tommy has been the baseball bridge bringing Japanese players to MLB, such as pitcher Hideo Nomo, the first Japanese player embraced by the American people.

In the World Baseball Classic, Japan proved its prowess by repeating

as the champions of international baseball. Team Japan featured present day MLB stars such as Boston's Dice K and Seattle's Ichiro. Lasorda complimented the Japanese success by saying, " We've seen how much the Japanese players have improved and it's all worthwhile because of the time you spend with them, work with them."

The answer to the *TWIBIA* Question is the Atlanta Braves' Bobby Cox, who's managed the most NL post-season games with 125.

*Winning Road Trips* cited the Florida Marlins, who have this season's longest winning streak with six straight.

**Educational theme:** The Order of the Rising Sun is Japan's second most prestigious decoration. It is conferred on non-Japanese nationals. It is awarded in the name of the Emperor.

**Educational theme:** Ambassadors are often unofficial messengers or representatives of sport.

**Educational theme:** International baseball has grown to the point where many foreign baseball teams are now competitive with teams in the United States. Baseball is the fastest growing sport in the world.

**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 - "Fresh Faces - Hudson":** The fresh face in LA is second baseman Orlando "O Dog" Hudson. The talkative Orlando put his name in the record books when he hit for the cycle to become the first Dodger to do it since 1970. O Dog has won over fans with hustle, positive attitude and talent. Like Hudson, the LA fans are very passionate about their Dodger blue and their Dodgers.

On Jackie Robinson Day this month, Hudson proudly wore #42 to pay respect to the man who opened the door for Afro-Americans and others of ethnic backgrounds in the USA.

The *Radio Call of the Week* came from the Bronx, where the Yankees Melky Cabrera ended a 14-inning and five hour baseball game with a two run walk-off home run.

TWIB presented one of this month's candidates for "Rookie of the Month." It's Toronto Blue Jays' pitcher Rickey Romero, who is undefeated in three starts.

**Educational theme:** The cycle in baseball terminology means getting a single, double, triple and home run in the same game. It is a rare multifaceted feat that demonstrates all offensive tools, including hitting,

power hitting and running speed.

**Educational theme:** Hustle is a habit. It doesn't take ability to hustle. It takes pride and desire. There is no excuse for not hustling. Hustling makes one look like a quality player.

**Educational theme:** Fans passion for their favorite teams is a powerful emotion with boundless enthusiasm.

**Act Four - "All Star Classics":** Tommy Lasorda's true passion is the Dodgers. Lasorda says "... (the Dodgers) are the greatest organization in the world." He lovingly represented the Dodgers at many MLB All Star Games. Perhaps the most memorable was as the third base coach in 2001. That's when Tommy, while avoiding a broken bat, tripped and fell backwards in a classic roll that would have made a gymnast proud. The crowd cheered when they recognized Tommy was unharmed.

Manny Ramirez is the featured star in the "*Big League Blast*" segment. Manny hit a monstrous home run at Minute Maid Park that left the stadium, went over the railroad tracks and onto the street.

**Educational theme:** A positive self image allows one to turn problematic issues into achievement and pleasure.

**Educational theme:** Comical events are humorous and amusing behaviors that elicit laughter and relief. Sometimes it requires one to enjoy an embarrassing moment.

**Educational theme:** Landmark events are documented to recognize peak performances to informally evaluate performance, activity and achievement.

**Act Five - "How 'bout that!":** TWIB presented the best plays of the week - set to the music of Mastodon. A grand slam and other dramatic home runs were featured. "Gold Glove" catches, diving snags, home run robbing catches at the fence, creative defensive maneuvers and many sensational defensive plays were shown. Humorous misplays and bloopers made for an enjoyable ending to the show.

**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: May 2, 2009**

**TWB Show #1004**

**Act One - "Don Wakamatsu":** Don Wakamatsu became the first Japanese-American manager in MLB history when the Seattle Mariners hired him for this season. It has been a life-long dream for Don and a road filled with hard work, patience and preparation. His family endured the hardships of World War II, when his grandparents were two of the 120,000 Japanese-Americans placed in internment camps for nearly three years. Don's life lesson from his grandparents' perseverance remains with him today. Wakamatsu humbly embraces the opportunity to manage the Mariners.

Wakamatsu is particularly well prepared to manage in the big leagues. Don caught in the minor leagues and for a brief time for the White Sox, then coached in the Major Leagues for a number of years. Obviously, Don knows how to handle pitchers and teach the game.

Don faced a daunting task of changing the mindset of a team that had lost 100 games in 2008. With a new coaching staff and a bunch of new players, the Mariners have created an environment that emphasizes hard work. The primary goal is to be prepared to play the game properly and to improve daily. Don credits the players for their early season success, but it all begins with the manager -- Don Wakamatsu.

**Educational theme:** Perseverance is the hard work one has already done. Perseverance isn't merely the willingness to work hard. It is also the willingness to be stubborn about your self-image.

**Educational theme:** Leaders are first to see the need, envision the plan, and empower the team for action. By the strength of the leader's commitment, the power of the team is unleashed. True leaders have the confidence to stand alone, the courage to make tough decisions and the compassion to listen to the needs of others.

**Educational theme:** True leaders always try to be first and credit their success to the team.

**Act Two - "WBC Japan":** Japan is a baseball-loving country that has produced some of MLB's top players. Japan's impact on baseball increases yearly, as proven by their winning ways in the two World Baseball Classics.

In the 2006 WBC, Japan defeated the international super power Cuba, 10-6, and introduced the world to Japanese pitching sensation Daisuke Matsuzaka. Dice K was named the Most Valuable Player of the WBC that year – and one year later,

he would earn his first World Series Championship with the Boston Red Sox.

In the 2009 WBC, Dice K would join with Ichiro Suzuki to split four games with arch-rival South Korea as both teams advanced to the final game. To get this far in the classic, Japan had to twice beat the powerful Cuban ball club. In the semi-finals, Japan used its great running speed and sound baseball fundamentals to beat Team USA 9-4 and earn the right to defend their title.

The WBC Championship game was played in LA's Dodger Stadium in front of passionate fans who had traveled from afar to witness the classic contest between the arch-rivals, Japan and South Korea. In the 10th inning, Ichiro singled to center field to drive in two runs to take the lead. Then in the bottom of the inning, Japan's newest pitching sensation, 22 year-old Yu Darvish closed the door, and Japan had successfully defended its WBC title.

The answer to the *TWIBIA* is Teddy Higuera of the Milwaukee Brewers, who won at least 15 games as a pitcher, in each of his first two seasons in the Majors. He is the last man to accomplish this feat before Dice K.

In *Winning Road Trips*, TWIB reported the longest winning road streak belongs to the Houston Astros. The Astros began their four game stretch in Pittsburgh and continued in Cincinnati.

**Educational theme:** The journey to greatness is one step at a time with purpose and passion.

**Educational theme:** Fans who truly love the game often find other ways to express their passion and patriotism. Fellow country men, family and friends are critical components for success. Nationalism is a primary reason to support an individual or team.

**Educational theme:** Fundamentals are not merely important to the game. They are the game. The easiest way to play baseball is to use the fundamentals.

**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 - Clutch":** TWIB announced the nominees for The April Clutch Performer of the Month Award. The nominees are Alfonso Soriano of the Chicago Cubs, Johan Santana of the NY Mets, Jason Bay of the Boston Red Sox, Jason Kubel of the Minnesota Twins, Zack Greinke of the KC Royals, and Michael Young of the Texas Rangers. Fans are asked to vote to elect the winner.

*The Rookie of the Month* will be announced in next week's show. One of the candidates might be the Colorado Rockies' Dexter Fowler, who stole five bases in a game versus the SD Padres.

*The Call of the Week* was a dramatic straight steal of home plate by Jacoby

Ellsbury of the Boston Red Sox against the NY Yankees' southpaw pitcher Andy Pettite.

**Educational theme:** Performing under pressure requires practicing under pressure. The sport psychology of clutch performers involves ambition, determination, emotionality, mental toughness and self-confidence.

**Educational theme:** Voting is a right and responsibility of good citizenship. Children participating in an election by expressing their choice may learn that their votes are meaningful. Hopefully this will carry over into adulthood.

**Educational theme:** Documenting landmark achievements is the history of the present. But if you lose sight of the past you lose sight of the future. This is the glory and romance preserved in chronicles.

**Act Four - "All Star Classics":** All Star Classics featured Ichiro Suzuki who has been an eight-time all-star sensation. In 2007, Ichiro demonstrated his speed, power and grace when he hit the ball off San Francisco's brick wall for a two-run inside-the-park home run. It was the first inside-the-park home run in All Star history. Ichiro was named the Ted Williams MVP.

The *Big League Blast* was a special home run by the NY Mets' Omir Santos. Omir's first MLB home run was also a grand slam.

**Educational theme:** History is the formal recorded narrative and chronology of events. The documentation of athletic achievements and landmark events become the standard used to measure accomplishment and achievement.

**Educational theme:** Recalling the highlights is a particularly interesting way to permit fans to relive and interpret athletic history in an artistic and creative milieu.

**Act Five - "How 'bout that!":** TWIB featured the plays of the week set to the music of Single File from their album, Common Struggles. Once again, unbelievable diving and leaping catches, a mix of long home runs and grand slam home runs, sensational base running, head first sliding, and nasty strike out pitches were shown to demonstrate the skills of MLB athletes .

**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: May 9, 2009**

**TWB Show #1005**

**Act One - "J.R. Richard":** TWIB featured the tragic but inspiring story of J.R. Richard. In his prime J.R. was at the top of the baseball world. In the late '70s, he was arguably the best pitcher in baseball - twice striking out more than 300 batters in a season and earning the start as the NL's pitcher in the 1980 All Star Game. His fast ball was clocked at more than 100 MPH and his slider was the fastest ever at 98 MPH. But as the 1980 season progressed, J.R. unexpectedly tired while pitching. In late July, while playing catch, he suddenly suffered a stroke and was rushed to the hospital. Initially, J.R. was totally paralyzed on the left side of his body. After medical treatment and rehabilitation, J.R. regained movement in his left side and tried an unsuccessful comeback. His baseball career was over, and in the following decade, personal issues and a series of bad investments combined to send Richard's life out of control -- homeless and living under an overpass. But J.R.'s life changed for the better, when he re-discovered his faith and began to pursue a life in the ministry.

**Educational theme:** All athletic careers will come to an end; therefore, it is critical to prepare for future. The value of education lies in the acquisition of knowledge or skill to develop mental or moral growth.

**Educational theme:** Stroke is a serious cerebrovascular accident. It is also called a "brain attack" that suddenly results in loss of brain function caused by a blockage or rupture of a blood vessel to the brain.

**Educational theme:** Ministry is the act of serving the professional duties of a Christian minister. This is an inspirational story of survival and achievement.

**Educational theme:** Faith is encountered in all cultures of the world.

Cultural values and patterns are used to express the meaning and purpose of worship.

**Act Two - "Bo":** Bo Jackson is considered the most talented athlete ever -- strong, smart, daring, and incredibly fast. Bo was a legitimate two-sport star for the KC Royals and the NFL's Oakland Raiders. But his athletic career suddenly came to an end, when he suffered a severe hip injury during a NFL playoff game.

After the injury, the Royals released Bo. He proceeded to get hip replacement surgery and following extensive rehab, he returned to MLB with the Chicago White Sox. But after two seasons Bo was forced to retire. The positive thinking Jackson saw it as a stepping stone to his new business -- Bo Jackson's Elite Sports. Bo, the entrepreneur, and his business partner John Cangelosi have an outstanding indoor baseball facility in the Midwest.

The answer to the *TWIBIA* question is Willie Mays of the NY Giants. He was the first man to hit a home run and steal a base in the MLB All Star Game.

*In Winning Road Trips*, the Texas Rangers were noted for winning four straight helped by hitting a MLB leading 25 home runs.

**Educational theme:** Athletic academies are facilities designed to create an atmosphere of learning for competitors and students of the game. These academies are a part of a community's sports culture.

**Educational theme:** Hip replacement surgery is a major orthopedic medical operation that requires extensive rehabilitation.

**Educational theme:** If you do not have a plan for the future, you have a plan for failure. Entrepreneurship is a path to post-athletic success. Entrepreneurs organize, operate and assume the risk for business ventures.

**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 - "Clutch":** TWIB announced The Clutch Performer of the Month of April. The nominees were the Cubs Alfonso Soriano, Johan Santana of the Mets, Jason Bay of the Red Sox, Jason Kubel, and Michael Young of the Rangers. The final nominee and the winner is Zach Greinke of the KC Royals. Zach gained his first career shut out, his third career game, and a new Royals record of 34 consecutive shutout innings.

TWIB presented *The Rookie of the Month* for April, honoring the top rookies in both the American and National Leagues. In the AL, the winner is Scott Richmond of the Toronto Blue Jays. Richmond won three games, had a 2.70 ERA and led all AL rookies with 20 strike outs. April's top rookie in the NL is Brian Barden of the St. Louis Cardinals. Barden hit .385, had a .641 slugging percentage and led all NL rookies in home runs.

*The Radio Call of the Week* comes from Tampa Bay, where Carl

Crawford stole six bases in one game to tie a modern day baseball record.

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

**Educational theme:** The glory and romance are preserved in the chronicles of landmark performances because history is written by the winners.

**Act Four - "All Star Classics":** In Bo Jackson's first MLB All Star Game, he put on a show. Bo wanted to know if he could compete on the same level as other All Star players. In the bottom of the first inning leading off, Bo hit a 450' home run and later stole a base. Bo was the All Star MVP doing what great athletes do.

*The Big League Blast* segment highlighted the Philadelphia Phillies' Ryan Howard hit a grand slam home run against his hometown team the St. Louis Cardinals.

**Educational theme:** Documentation of athletic achievements and record setting performances are part of sport history. Many baseball traditions are based upon such historic performances that are the measure of accomplishment and standards of achievement.

**Educational theme:** Competing at the elite level of sport is no different than competing at any level of sport. Competition is a test of skill and an opportunity to prove yourself. It is the essence of sport.

**Educational theme:** Hometown players enjoy the opportunity to perform in front of family and friends. The family is the primary support system for an individual. It presents the first opportunity for well-being, learning and love. True friends provide deep and lasting relationships that are critical in solving the problem of social isolation.

**Act Five - "How 'bout that!":** The best plays of the week were set to the music of Eric Hutchinson, from his album, "Sounds Like This." The plays included several leaping catches at the fence, many diving grabs by infielders, spectacular ground ball catches, uncharacteristic errors, tape measure home runs, walk off base hits to win games, and Carl Crawford's stolen base record.

**Educational theme:** These are highly motivational examples of the excellent

skill and maximum effort needed to play at the elite level of athletics. Children should be motivated to play because it is essential to their physical, emotional and mental development.

**Educational theme:** Documenting landmark achievements is the history of the present. But if you lose sight of the past you lose sight of the future. This is the glory and romance preserved in chronicles.

**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: May 16, 2009**

**TWB Show #1006**

**Act One - "The Marlins":** The Florida Marlins had a torrid start to the 2009 season and still lead the NL East despite a recent slump. The Marlins potent offense is led by clean up hitter Jorge Cantu, superstar Hanley Ramirez and speedy leadoff hitter Emilio Bonifacio. The potentially outstanding pitching staff features Josh Johnson, Ricky Nolasco and Chris Volstad.

Manager Fredi Gonzalez has a balanced and dangerous lineup. Over the long baseball season, he hopes to ride the winning peaks a little longer than the valleys during losing streaks to keep the Marlins in the mix for the post-season. Fredi's goal is to win series, two out of three games, and see what happens.

**Educational theme:** A team is a collection of individuals. It only takes a few committed people to change a group's attitude and environment. The essence of team play is when individuals say, "I" and teams say "We."

**Educational theme:** Goal setting keeps your head in the right direction. It is the initial step in a plan of action for something to work toward and hope to achieve.

**Act Two - "Maybin and Baker":** Players regularly move from the minors to the majors, and then back again, while chasing their dream career. Catcher John Baker spent seven seasons in the minors bouncing back between the Marlins and the Athletics organizations. His patience finally paid off when Josh made his big league debut. He shared the moment with his biggest supporter - his Dad. Baker's .299 average in his rookie season led to his role as the starting catcher this year.

Cameron Maybin took the fast track to the Majors when he made his MLB debut at age 20 with the Detroit Tigers. In 2007, Cameron became a Marlin as part of a blockbuster trade. Cameron is an obviously phenomenal prospect. He recently returned to the minors, but is expected to return soon.

Maybin and Baker candidly shared thoughts about their professional baseball journeys, especially the pressure to perform. Baker feels his baseball ability was validated by making the opening day roster. Maybin says that hitting his first MLB home run in historic Yankee Stadium was "a very special time."

The answer to the TWIBIA question is Joe McCarthy. Joe is the manager who never played MLB who has the most all time career wins with 2125.

In *Winning Road Trips*, the Cincinnati Reds were celebrated because of their stellar pitching and solid lineup. The Reds completed a three game sweep over the Arizona Diamondbacks.

**Educational theme:** Patience and perseverance are the hard work one has already done, plus the willingness to be stubborn about your self belief. Winners never quit and quitters never win.

**Educational theme:** Fun and pressure lead to the competition that gives pleasure. Fun can be defined as wisely using one's time. It is a primary motivation for the actions that one takes.

**Educational theme:** The path to achievement takes many directions. In some cases, the best leader and instructors are not the best performers.

**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 - "Fresh Faces":** The Marlin's superstar shortstop Hanley Ramirez was the Rookie of the Year in 2006, and already has more than 600 hits. In 2008, Hanley earned the Silver Slugger Award. Last season, Hanley was the starting shortstop in the MLB All Star Game, where he got a pair of hits. Hanley hits for a high average with tremendous power, shows great arm strength and has better-than-average running speed.

This season, Ramirez has been moved into a leadership position of batting third, where he is the focal point of the lineup. In his new role, Ramirez is learning to be a team leader, particularly by encouraging teammates to do a little extra work. Hanley plays the game the right way knowing that his teammates will follow his example.

*Rookies* continues to honor the top rookies in both the AL and NL each month. One of this month's candidates is former University of Michigan, Chicago Cubs rookie infielder, Bobby Scales.

**Educational theme:** Every at bat, every play and every game is an opportunity to prove yourself.

**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:** Many professional baseball players are spending time in college to further their education and develop baseball skills. The will to prepare to succeed is critically important to long term achievement.

**Act Four - "All Star Classics":** One of the most famous plays to end a MLB All Star Game personified the tenacity of Pete Rose. Rose, aka "Charlie Hustle" played all out, gave a 100% effort and was a winner.

In the 1970 All Star Game in Cincinnati with the score tied in extra innings, Pete was on second base when Jim Hickman singled to center field. At home plate, Rose barreled a shoulder into AL catcher Ray Fosse. The powerful play at the plate gave the NL its eighth straight All Star victory. Rose believes the win was the opportunity to demonstrate the National League's superiority to the American League.

The *Big League Blast* segment showed a game winning grand slam for Minnesota's Joe Crede.

**Educational theme:** Hustle is a habit. It shows pride, desire, a positive work ethic, and enthusiasm. On the other hand, lack of hustle is nauseating to any baseball man.

**Educational theme:** There is no substitute for victory. You build a reputation of excellence by doing it.

**Act Five - "How 'bout that!":** This week the plays of the week were presented to the music of Green Day from their Album 21st Century Breakdown. This episode featured a unique double play, and several diving catches of ground balls by infielders. Outfielders made many sensational diving catches, long runs to make a catch, and leaping catches at the wall. A-Rod's first home run, a game winning grand slam for Joe Crede, and Blalock's "walk-off" homer -- all were shown. Exciting run scoring plays at the plate and Jayson Werth's fourth stolen base of the night were also shown. Jason Zimmerman of the Washington Nationals extended his hitting streak to 30 consecutive games.

**Educational theme:** The pursuit of historic achievements is the history of the present. If you lose sight of the past you lose sight of the future. It is the source of fun and interest for both fans

and players.

**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: May 23, 2009**

### **TWB Show #1007**

**Act One - "Lou Brissie":** This Memorial Day weekend TWIB honored those who fought for America's freedom. TWIB looked back at some of the most famous MLB players who put their baseball careers on hold to serve the USA. Lou Brissie isn't a household name, but he was a promising left handed pitcher from South Carolina. Brissie worked out with the Philadelphia Athletics, impressing the legendary manager Connie Mack. When his dream of playing in the Major Leagues was about to be realized, World War II broke out. In 1942, Lou enlisted in the Army. Then in 1944 his squad fought in heavy combat in Italy. He was severely wounded but refused to allow his leg to be amputated. Lou underwent 23 surgeries and countless hours of rehab. After his discharge in 1946 Lou signed with the A's. Two years later, he lived his dream of pitching in the Majors and in 1949 Lou was an American League All Star. Brissie was traded in 1951 to Cleveland, where he finished his seven-year major league career. These days, Lou visits the VA Hospital Center in Augusta, Georgia where he shares his inspirational story with wounded veterans.

**Educational theme:** On Memorial Day, the nation honors U.S. men and women of the armed forces who gave their lives in service to the country. It was first enacted to commemorate Union soldiers in the American Civil War, but it was expanded after WWI to include any American casualties of any war or military action.

**Educational theme:** Persistence and perseverance are components of a good work ethic. Persistence is to be steadfast and repetitious in purpose. Perseverance is the willingness to work hard and to be stubborn about your self-image. This story is a particularly good example of persistence and perseverance.

**Educational theme:** Inspirational stories stimulate the mind and emotions to a high level of feeling. Both the story teller and the listeners are motivated to act brilliantly.

**Act Two - "MLB War Vets":** Many MLB players have suspended their big league careers to serve in the armed forces. Some of the great players went overseas early in the war. In 1940, Detroit's Hank Greenberg served five years in the Army Air Force. Hall of Fame pitcher Bob Feller of the Cleveland Indians joined the Navy. At the peak of his career, Joe DiMaggio of the NY Yankees did a three year stint in the Army Air Force. Yankees shortstop Phil Rizzuto served three years in the Navy. Ted Williams of the Boston Red Sox hit .401 in 1941 and won the Triple Crown in 1942, then spent three years training to be a fighter pilot. Ted returned to MLB for seven years, then flew combat missions in the Korean Conflict. All these men and others lost critical years in their baseball careers to protect the sovereignty of America.

The answer to the *TWIBIA* question is Amos Rusie of the New York Giants, who had the most strikeouts by his age 22 season. Amos turned 22 in 1893 and finished with 1283 strikeouts.

In *Winning Road Trips* the defending world champion Phillies won their first five road games this past week to add to their MLB best record away from home.

**Educational theme:** Patriotism is love and devotion to one's country. These heroes loved, supported and defended their country. They put freedom before baseball as they sacrificed for the good of the country. This is an excellent lesson of a principle considered worthwhile and

important.

**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 - "Fresh Faces":** Actor Michael J. Fox has been diagnosed with Parkinson's disease. Fox, an activist and incurable optimist, shared his unique views about the game of baseball – views from which we all can learn. The fact that baseball moments can live forever is one of the reasons Michael loves the game. Fox sees the game as an experience to be shared with companions. He notes baseball has fields, parks, expanses, music, plus scents of grass and hot dogs. It presents a time to relax and enjoy several hours of one's day. Michael's magical moments include Hank Aaron's 715th home run and Jim Abbott's no hitter. Abbott has only one hand but somehow accomplished one of the rarest feats in baseball.

Optimistically, Michael went to Chicago, where hope never dies. Through 100 years of disappointment and failure the Cubs community remains optimistic forever in their hope for a World Series championship. The fans believe it is going to happen and they want to be in Wrigley Field when it does.

In *The Rookie of the Month*, TWIB honored Mat Gamel of the Milwaukee Brewers.

The *Radio Call of the Week* featured a triple play by the Texas Rangers. This was part of a unique fact that there have been three MLB triple plays already this year and it's only May.

**Educational theme:** Optimism is circumstances of a special and unique manner. Optimists expect the best possible outcome and dwell on the hopeful aspects of a situation. The glass is half full rather than half empty.

**Educational theme:** Aficionados are enthusiastic devotees to a sport, team and/ or player. Sports fans particularly have fun watching baseball. Fun can simply be defined as the wise use of one's time.

**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 Four - "All Star Classics":** One of the biggest thrills in baseball is getting a big hit in an All Star Game. Perhaps the biggest hit was Ted Williams' dramatic two out walk-off home run in Detroit. There was a genuine serious rivalry between the American and National Leagues. Williams considers hitting that home run "the most important hit of his career."

In the *Big League Blast* segment the New Yankees hit back to back to back home runs against the Baltimore Orioles in the new Yankee Stadium. It was Swisher, Cano and Cabrera!

**Educational theme:** The thrill of victory is a sudden intense excitement that is one of the greatest personal rewards when one competes. As the level of competition rises, the rivalry and the importance of the game increases and the thrill intensifies.

**Act Five - "How 'bout that!":** The plays of the week were set to the music of The Von Bondies from their album *Love, Hate and Then There's You*. The segment featured several incredible strong outfielders' throws, some hilarious bloopers, a few leaping and diving catches, and several acrobatic catches with the players flipping over various barriers. Several walk-off home runs were shown as well as Ryan Theriot's and Prince Fielder's two homer games.

**Educational theme:** Documenting landmark achievements is the history of the present. But if

you lose sight of the past you lose sight of the future. This is the glory and romance preserved in chronicles.

**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: May 30, 2009**

**TWB Show #1008**

**Act One - "Giants":** TWIB traveled to San Francisco and AT&T Stadium to check out the Giants. The Giants feature a great young pitching staff with Tim Lincecum and Matt Cain. The youngsters have benefited from the guidance of veteran pitchers Barry Zito and Randy Johnson. The bullpen is led by all-star reliever Brian Wilson, who had 40 saves last year.

Offensively, the Giants can manufacture runs with proper execution. Just like the pitchers the young position players like Fred Lewis are learning from veterans like Randy Winn. Winn plays the game correctly and hard. Other veterans include newly acquired shortstop Edgar Renteria and center fielder Aaron Rowand. Lewis and Pablo Sandoval give the Giants hope. The mix of youthful exuberance and veteran experience gives the Giants an opportunity to win every game.

**Educational theme:** Leadership is based on inspiration and cooperation. Veterans communicate a player's worth and potential, until it becomes self-evident.

**Educational theme:** Veterans demonstrate their knowledge and proper execution by example. Learners learn from learners. Amateurs work until they get it right. Professionals work until they cannot get it wrong.

**Educational theme:** Work ethic is defined by what you are willing to do when nobody else is looking. The harder you work the harder it is to surrender.

**Educational theme:** It only takes a few good players to make an impact. The essence of winning baseball games is working together as a team and less as individuals. Wise managers don't play the nine best, they play their best nine.

**Act Two - "Fred Lewis":** In only his fourth MLB season, Fred Lewis is demonstrating his all-around talent, especially his exciting speed. While in LA, TWIB followed Fred as he did some shopping for some clothes. Later, he stopped by the Pediatric Intensive Care Unit at Cedars-Sinai Medical Center to visit some children. As a father of two, Fred understands the importance of uplifting the spirits of the patients and their families. Fred said, "It makes me feel all warm inside to come and be around kids and to brighten their day."

The answer to the *TWIBIA* question is Gary Ward, who hit for the cycle in his 14th MLB game. Fred Lewis accomplished the cycle in his 16th MLB game.

Ward is the only player since 1954 that did it in fewer games than Lewis.

In the *Winning Road Trips* segment, TWIB saluted the Detroit Tigers and pitcher Justin Verlander because they know how to win on the road. Verlander has been especially effective away from home, fanning 32 in his last three starts.

**Educational theme:** All-around talent of a baseball player includes arm strength, running speed, defensive skill, hitting for average and hitting with power.

**Educational theme:** Making wise use of one's time is the way to get the most out of life and have fun. You waste a lot of time if you do not have someone to lead.

**Educational theme:** Sharing one's self and time is an example of charity. True charity needs no reason or cause. It shows a man's true character.

**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 - "Fresh Faces":** Tim Lincecum has dominated the National League, since rapidly advancing to the Majors after just 13 minor league games. In 2006, Tim was the 10th pick in the MLB free agent draft out of the University of Washington. While a Husky, he was given the nickname "The Freak." At UW, the diminutive Husky established school records for wins and strikeouts in just three seasons. Tim also broke the Pac 10 Conference record with 491 strikeouts. His collegiate success earned Tim USA Baseball's most prestigious honor -- The Golden Spikes Award.

In 2007, Lincecum led all NL rookies with 150 strikeouts. One year later, Tim adjusted to the league to lead the Majors with 265 strikeouts. He won the coveted Cy Young Award for the National League.

TWIB presented *The Rookie of the Month* -- honoring the top rookie in both the American and National Leagues. Nolan Reimold of the Baltimore Orioles hit his first big league home run and his first game winning RBI in the major leagues.

The *Radio Call of the Week* was from Cleveland, where the Indians staged an incredible comeback victory. The Indians once trailed the Rays 10 to 0. In the bottom of the ninth inning, the Indians scored seven runs to win.

**Educational theme:** The value of a college education includes the opportunity to develop baseball skills, while academically learning.

**Educational theme:** Size does not preclude one from professional athletic stardom. This is an example of a diminutive athlete, who has excelled to prominence.

**Educational theme:** The Golden Spikes Award is awarded annually to the best amateur baseball player. It is awarded by USA Baseball and sponsored by the MLB Players Association.

**Educational theme:** The often quoted Hall of Fame member Yogi Berra once said, "The game's not over until it's over." One of the great concepts of baseball is there are no time limits. In baseball, there is always time and a chance for victory.

**Act Four - "All Star Classics":** Some of the greatest all-star moments were spun by pitchers. Perhaps the most memorable was in 1934, when New York Giants southpaw Carl Hubbell used his tricky screwball to fan three of the most powerful sluggers in MLB history - Babe Ruth, Lou Gehrig and Jimmie Foxx. It seemed Carl had done the impossible but in the next inning he struck-out two more future Hall of Famers in Al Simmons and Joe Cronin. Later Carl said, "... (Ruth) was the only one I was trying to strike out."

In the 1986 All-Star Game, the LA Dodgers phenomenal Fernando Valenzuela similarly mowed down American League hitters with his screwball.

The *Big League Blast* featured a 477 foot home run in the new Yankee Stadium by the Yankees Raul Ibanez.

**Educational theme:** Screwball is a reverse curve ball that would dive down into the feet of left handed hitters and away from right handed hitters.

**Educational theme:** Pitchers' plans include trying to strike out a hitter only at crucial times in the game. They do not try to acquire statistics for personal gain or numbers. This is an advanced baseball strategy designed to win the game.

**Educational theme:** Of all the aspects of sport, curiosities of small and trivial information are the most deeply appreciated by players and fans. No baseball statistic is too small or trivial.

**Act Five - "How 'bout that!":** How 'bout that! presented the plays of the week set to the music of *Metallica* from their album *Death Magnetic*. TWIB documented Ken Griffey, Jr.'s 616th home run and the Minnesota Twins Michael Cuddyer's cycle. TWIB also showed Gary Maxwell's home run robbing over the fence catch, a weird ground ball assist, several spectacular diving catches, Carl Crawford's 30th stolen base of the year, and the umpires' use of TV re-play to correctly call a home run.

**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:** 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: June 6, 2009**

**TWB Show #1009**

**Act One - "The Negro Leagues":** TWIB looked back at the history of the Negro Leagues. In the era of segregation black baseball players were denied the opportunity to play in the Major Leagues. But teams of black players "barnstormed" (toured) the USA playing the game they loved and had fun doing it. Due to a lack of organizational structure "barnstorming" was less than perfect, and that led to the idea of forming the "Negro Leagues," which flourished for several decades. Then came Branch Rickey's "Great Experiment" -- when Jackie Robinson signed with the Brooklyn Dodgers and broke baseball's color barrier. Robinson was degraded by fans and opponents, but he endured and played well enough to be named NL Rookie of the Year. Many believe this was the beginning of the Civil Rights movement in America.

**Educational theme:** The Segregation Era in America was a time when black Americans were discriminated against and were treated unequally from whites. This included a series of laws, customs and social mores that prevented races from competing in sports.

**Educational theme:** Professional baseball is more than a sport. It is an entertainment business requiring public relations, advertising, and promotions.

**Educational theme:** MLB's great social experiment allowed for a positive change in racial policies. Breaking the color line was the most visible signs of change to most Americans.

**Educational theme:** The study of history is necessary, if we are not to repeat the mistakes of the past. In a multi-cultural society like the United States, the wise implementation of diversity brings out the best in everyone involved. Diversity seeks the best of the best, regardless of race, color, creed, or country of natural origin.

**Act Two - "Great Negro League Players":** Legendary players such as Jackie Robinson, Satchel Paige, Buck Leonard, and Josh Gibson were stars. Clever nicknames were a big part of the Negro Leagues culture. Names such as, Neale "Bobo" Henderson, Bob "Peach Head" Mitchell, Mack "The Knife" Pride, Ted "Double Duty" Radcliffe, Mule Suttles and James "Cool Papa" Bell. Willie Mays and Roy Campanella both played Negro League baseball yet many believe Oscar Charleston is the "best ball player" and Josh Gibson "the best hitting catcher ever." Josh had charisma and awesome hitting power. The greatest superstar was the best pitcher of the Negro Leagues -- Satchel Paige. There are countless legendary stories that made the Negro Leagues compelling.

The answer to the *TWIBIA* question is Tim Lincecum. Lincecum is the switch-hitter with the most stolen bases in MLB history. Tim pilfered 808 bases in his career.

In *Winning Road Trips*, the team and players who know how to win away from home are saluted. This week the Philadelphia Phillies were honored, as they swept the San Diego Padres in powerful fashion to continue their magic on the road.

**Educational theme:** Remembering legendary past players unites the past with the future.

**Educational theme:** Nicknames are descriptive names added to or replacing a proper name. In sport, it is normally a sign of respect rather than harassment or heckling.

**Educational theme:** The history of athletics often leads and/ or parallels the history of a culture.

**Act Three - "Clutch Nominees":** TWIB announced an election for *The May Clutch Performer of the Month Award*. Fans are requested to vote for the most deserving candidate. The nominees are: Joe Mauer of the Minnesota Twins, Torii Hunter of the Los Angeles Angels, Justin Verlander of the Detroit Tigers, Carl Crawford of the Tampa Bay Devil Rays (who tied a modern day MLB record with 6 stolen bases in a game), the New York Yankees Melky Cabrera, and Roy Halladay of the Toronto Blue Jays.

*The Rookie of the Month* honors the best first year players in both the AL and NL each month of the baseball season. This week's candidate is Tampa Bay pitcher Jeff Nieman. Jeff pitched his first complete game in a two hit shut out victory over the KC Royals.

*The Radio Call of the Week* came from Chicago where slugger Jim Thome hit an opposite field three run homer to lead the Chicago White Sox to a 5-2 win. It was Thome's 550th home run.

**Educational theme:** Performing under pressure results in heroic game-winning actions. This is a learned skill. Competitors must practice under pressure to be able to perform consistently in a mythical manner.

**Educational theme:** Athletic recognition is symbolic of athletic achievement and character that are regarded as something special.

**Educational theme:** Voting is a fundamental right in a free and democratic society. Creating exercises for a democratic society are terrific methods for children to learn the responsibilities of citizenship.

**Educational theme:** Documentation of record setting accomplishments gives fans and players a greater appreciation of the history of baseball. Historic performances are the measure of achievement.

**Act Four - "All Star Classics":** In 1933, Chicago hosted the World's Fair. To add to the festivities, Chicago Tribune editor Arch Ward suggested the first-ever Major League All Star Game. In the same year, Negro League innovator Gus Greenlee created the East-West Classic. Both games were held at Comiskey Park. The Classic brought the best black players together in an already natural rivalry. The East-West Classic was a rousing success that drew record crowds. The great spectacle was a huge financial success that caught the attention of MLB. Now only one game is needed to showcase the stars.

*Big League Blast* featured Miguel Tejada of the Houston Astros, who was a one man show with a game winning homer in the bottom of the ninth inning. It was Miggie's fourth hit of the game. And he drove in all three of the Astros' runs.

**Educational theme:** Baseball players and fans are in search of a multitude of entertainment activities. Having fun is an important part of life. Receiving and giving pleasure and love are primary motivators for athletic participation and spectator attendance at events. Fun includes the need for stimulation and excitement.

**Educational theme:** Trivia is insignificant and superfluous events; however, it is an important aspect of the lore, legends and traditions of MLB. For fans and players, trivia is a source of fun and interest in the American institution called baseball.

**Act Five - "How 'bout that!":** The plays of the week were presented to the music of *Taking Back Sunday* from their album *New Again*. Outfielders made many diving, leaping and fence crashing catches. Infielders made barehanded grabs of slow rollers, backhanded stabs and strong throws. Pitchers dove to execute plays. Catchers juggled pop ups to get outs. Lead off, game

ending and grand slam home runs were shown. Several walk-off base hits and the post-game celebrations were shown. Autographs were signed. Baltimore Orioles rookie Matt Wieters first MLB hit was documented. As was the great San Francisco southpaw Randy Johnson's 300th win. All this for TWIB to go beyond the game to show the fun and excitement of Major League Baseball.

**Educational theme:** Numerous baseball traditions are based upon historic performances that become the measure of accomplishment. Pursuit of a rare baseball performance creates attention and enthusiasm for both fans and players.

**Educational theme:** Landmark performances and events lead to excitement for fans and players.

**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: June 13, 2009**

**TWB Show #1010**

**Act One - "The Braves":** This week TWIB looked at the amazing career of the Atlanta Braves manager Bobby Cox, who has more than 2000 wins with the Braves and is the fourth man to win that many with one team. He also holds the record for consecutive division championships with 14. One component of the Braves' success has been player evaluation, selection and development. In the 2009 First Year Player Draft on MLB Network, the Braves selected left-handed pitcher Mike Minor, who they hope will develop like current Braves stars Chipper Jones, Brian McCann and Jeff Francoeur.

Dominant pitching has defined Atlanta's success for nearly two decades. Last season, injuries decimated the pitching staff, so the Braves uncharacteristically went outside the organization to rebuild by signing Derek Lowe. Lowe has been sensational, as has Jair Jurrjens. The Braves championship philosophy begins with starting pitching to get them into the sixth or seventh inning. They have added offensive run production with Tommy Hall and all-star center fielder Nate McLouth. The Braves like winning championships, so they would love to start another streak this season.

**Educational theme:** Documentation of record setting accomplishments gives fans and players a greater appreciation of the history of baseball. Historic performances are the measure of achievement.

**Educational theme:** Player evaluation is a critical component of player selection and development. A professional baseball projection includes an appraisal of physical talent and skills, psychological assessment of his professional make up, and character both on and off the diamond.

**Educational theme:** Baseball pedagogy provides an efficient method to provide learners with the components of biomechanics and techniques of motor learning. Properly planned instruction is the most effective way to learn and improve.

**Educational theme:** Winning is a habit and so is losing. The will to prepare to win is more important than the will to win. Ty Cobb once said, "Winning is not the most important thing. It is the only thing."

**Act Two - "50 Years of Bobby Cox":** Bobby Cox has unexpectedly devoted a half of a century to the game of baseball. After playing eight years in the minor leagues, Bobby broke in to MLB as the NY Yankees third baseman in 1968. Cox was thrilled to play in Yankee Stadium with the great Mickey Mantle. This was also an educational experience with the opportunity to learn from one of baseball's great managers Ralph Houk. After two MLB seasons, Bobby thought his baseball career was over, but he became a manager for the Yankees farm club in the Florida State League. In 1978, he became the manager of the Atlanta Braves. In 1981, Bobby was let go by Atlanta and moved to Toronto, where he led the Blue Jays to the Division title in 1985. The Braves promptly re-hired Cox as their General Manager. Using his eye for identifying talented baseball players, Bobby acquired many of Atlanta's future stars. But missing the excitement of managing the game, he returned to the dugout in 1990. In only one year he led the Braves to first place and revived Atlanta's passion for baseball. Cox led the Braves to five straight World Series

appearances, including the 1995 World Series Championship. Amazingly, the Braves have averaged over 10 new players on their roster each year with Bobby's ability to blend the new with the returning players to create a winning team.

With more than 2300 MLB wins, Cox ranks fourth all-time. At age 68, Bobby is still passionate about the game. In the history of Atlanta Braves baseball, the most memorable names are the great Hank Aaron and the legendary Bobby Cox.

The answer to the *TWIBIA* question is John McGraw, who has the second most ejections from a game with 117. Cox has the record with 140.

Winning Road Trips salutes the teams and players, who win on the road. The Colorado Rockies have a season best eight straight wins away from home with victories over Houston and St. Louis.

**Educational theme:** Perseverance is tenacity with purpose in the face of discouragement, warnings and obstacles. It is a refusal to give up. Winners never quit and quitters never win.

**Educational theme:** Baseball pedagogy provides an efficient method to provide learners with the components of biomechanics and techniques of motor learning. Properly planned instruction is the most effective way to learn and improve.

**Educational theme:** Leaders strive to strengthen the team by their commitment to winning. The true leader has the confidence to stand alone and to give their all to the success of the team. A leader is the principle player in an organization or team. By the strength of the leader's commitment the power of the team is unleashed. Leaders are found one at a time.

**Educational theme:** Spectators have deep and lasting loyalties to teams that contribute to the total meaning of baseball in the American culture.

**Act Three - "Clutch":** The fans' votes were counted, now the winner of *The May Clutch Performer of the Month* is announced. The nominees are Joe Mauer of the Minnesota Twins, Torii Hunter of the LA Angels, Justin Verlander of the Detroit Tigers, Carl Crawford of the Tampa Bay Rays, Roy Halladay of the Toronto Blue Jays and the winner Melky Cabrera of the NY Yankees.

*The Rookie of the Month* honors the top rookie in both the AL and NL. This week's candidate is the Pittsburgh Pirates Andrew McCutchen. The speedy center fielder is off to a good start in the majors.

*The Radio Call of the Week* comes from LA's Dodger Stadium, where Andre Ethier hit a walk off home run to beat the Phillies.

**Educational theme:** In a democracy the right to vote is an important responsibility. Teaching children how to vote and giving them the opportunity to exercise that right is a fantastic learning opportunity.

**Educational theme:** Performing under pressure can be learned by practicing under pressure. The manner in which one practices will determine how one plays.

**Educational theme:** Trivia is insignificant and superfluous events; however, it is an important aspect of the lore, legends and traditions of MLB. For fans and players, trivia is a source of fun and interest in the American institution called baseball.

**Act Four - "All Star Classics":** Reggie Jackson quickly established himself as a feared slugger by hitting more than 100 home runs in his first four seasons. In the 1971 All Star Game at Detroit's Tiger Stadium, Reggie hit an amazingly long home run that nearly left the ball park. It was one on the hardest and longest tape measure home runs ever hit.

In the *Big League Blast* segment, Mark DeRosa hit a dramatic grand slam home run in Cleveland.

**Educational theme:** Once one loses sight of the past, one also loses sight of the future. Knowledge of historical events and personalities are important to future success.

**Educational theme:** Documentation of the achievements of a great athlete is part of sports history. Many baseball traditions are based upon historic performances that are the measure of accomplishment.

**Act Five - "How 'bout that!":** The plays of the week were presented to the music of the legendary *Booker T* on the B3 and *Neil Young* on guitar from their album *Potato Hole*. TWIB continued to show the amazing skillful plays of MLB players. Included are leaping and diving catches by both infielders and outfielders. Bobby Abreu's 2000th career base hit was shown and documented.

**Educational theme:** Children learn best by watching and mimicking athletic performance. Kinesthetic modeling can duplicate biomechanical skills. This was a particularly good example of the skills needed to compete at the elite level of competitive sport.

**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: June 20, 2009**

**TWB Show #1011 -- "Father's Day"**

**Act One - "The Uptons":** In honor of Father's Day, TWIB examined the very special baseball bond existing between fathers and sons. They first looked at the Upton family -- brothers B.J., Justin and dad Manny. Dad was always there to teach them the little things of the game. They would play catch in the yard and go to a batting cage for hours. Dad knows baseball builds character, perseverance and a work ethic. The Uptons know baseball shows one how to be a man and carry one's self.

B.J. was drafted second overall by Tampa Bay in 2002 and Justin was the first player selected in the 2005 MLB draft. Justin is the reigning NL Player of the Month and B.J. hit seven homers in the 2008 playoffs to tie the MLB record. Manny sees B.J. as laid back and unperturbed by events around him while Justin is always intense.

**Educational theme:** Bonding is the formation of close and specialized personal lifelong relationships such as those that link a father and son. Learning is fun when interest and desire to learn are present.

**Educational theme:** Sports pedagogy is an important aspect of the learning process. Demonstration and explanation are initial steps in the process.

**Educational theme:** Character is the basic dependability of a person. It is what you do when nobody else is looking. The character of a person is critically evaluated by fans, media, prospective employers, etc.

**Educational theme:** Family and friends are the roots of one's stability. Families are to teach, provide and protect their members. The journey to greatness is embraced and taught by the family.

**Act Two - "The Lincecums":** Last year's Cy Young Award winner, Tim Lincecum of the San Francisco Giants, is a special pitcher. Tim has a fastball, curve ball and change up that was taught to him by his father. This Father's Day story is one of shared success between father and son. Father Chris taught Tim pitching mechanics. Chris's pitching philosophy began with his father and was passed on to Tim. Tim's unusual delivery involves loading on the back leg and turning the shoulders and hips creating a windmill effect with a whip-like arm motion, and then finishing over the front leg with the upper body that allows for a complete follow through. Tim is slight of build, but throws 95 MPH by maximizing all of his ability.

Lincecum led MLB in strike outs in 2008, and was selected to the NL All Star team. All this success began with a father who took time to teach the mechanics of the game. Both father and son hold high expectations that have led to Tim's continued success. Chris believes the key is trust.

Lincecum's 265 strikeouts last year were the most by a Giants pitcher since the move from New York more than 50 years ago. The answer to the *TWIBIA* question was Jason Schmidt with 251 K's in 2004. Tim broke Jason's record.

With *Winning Road Trips*, TWIB salutes the players and teams who know how to win away from home. Aaron Hill of the Toronto Blue Jays is tied for the MLB lead with 53 hits on the road and he just completed a 19-game road hitting streak.

**Educational theme:** Fathers like teachers and coaches can utilize this quality time as an

opportunity for instruction. Sport pedagogy involves the demonstration and explanation of baseball biomechanics, strategies, skills, and mental aspects of athletic performance.

**Educational theme:** After careful observation and study, theories and philosophies are developed. It is a system of assumptions, principles and guidelines that must be tested and validated. In this case, the validation is there.

**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:** Love of the game is passed on from father to son, then from generation to generation. Passion for baseball is a powerful emotion. It is an ardent love and boundless enthusiasm of a uniquely American way of life.

**Act Three - "Re-Fresh":** Baseball games are the source of tales told over and over for generations, especially those stories of time shared between father and son. TWIB looked at the special moments from men who are MLB players today. Derrick Lee and Andy Pettitte remembered it all began with playing catch with Dad in the back yard. Carlos Pena recalled family and friends played baseball all day in a family atmosphere. These children felt their Dad's love while they bonded. Trevor Hoffman and Matt Holliday recalled family vacations that allowed travel to see different parks and ball games. Their fathers will always hold a special place in the hearts of these men.

*The Rookie of the Month* honors the top rookies in both the American and National Leagues. This week's future star is Matt Wieters of the Baltimore Orioles. Wieters hit his first MLB home run and the fans at Camden Yards demanded a curtain call.

The *Radio Call of the Week* came from Angel Stadium in Anaheim, where Torri Hunter hit his third home run of the game.

**Educational theme:** The showing of affection by a father is a crucial part of raising a child. The responsibility of a father to his family is the act of love.

**Educational theme:** Baseball is an excellent vehicle to teach the game of life while playing the game itself.

**Educational theme:** Traditions are elements of a culture passed down from generation to generation, usually by oral communication. In this case, winning is more than a habit -- it is an expectation.

**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 Four - "All Star Classics":** From 1960 to 1987 the NL went 26-4-1 to dominate the American League in All Star Games. The AL followed with six straight victories, so in 1994 the NL was trying to get back in the win column. In the ninth inning trailing by two runs, pinch hitter Fred McGriff hit a home run to tie the game and send it into extra innings. In the bottom of the 10th inning, Tony Gwynn singled to set the stage for his mad dash. Moises Alou drove the pitch into the gap in left center field and Gwynn took off running. The AL executed a perfect relay to home plate. It was a bang-bang play, as Tony scored the winning run to defeat the AL 8 to 7. Gwynn said, "I jumped up with my arms and it is the only time in my career I acted like I was in high school. Spontaneous, yeah!"

The *Big League Blast* segment took place in Cleveland. With the Milwaukee Brewers trailing by three runs in the eighth inning, Prince Fielder hit a grand slam home run.

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

**Educational theme:** Glory and romance are preserved in the chronicles of landmark performances because history is written by the winners. It is the joy of victory.

**Educational theme:** Recalling major accomplishments gives both fans and players a greater appreciation of winning and championship achievements.

**Act Five - "How 'bout that!":** The plays of the week were presented to the music of *Disturbed* from their album *Indestructible*. Snippets of outstanding plays were shown. Outfielders were shown making excellent diving and sliding catches of line drives and fly balls. Infielders also made sliding grabs of grounds balls, scooped thrown balls out of the dirt and executed a classic double play. A few physical and mental errors were shown. Offensively, game winning hits were shown, as were landmark performances by Torri Hunter and Miguel Tejada.

**Educational theme:** More than 70% of people are visual learners. Watching elite athletes play baseball at the highest level is an excellent method of learning.

**Educational theme:** Milestone performances are important events in the history of baseball, especially a player's career. This is the history of amazement. Recalling landmark events is an informal way to evaluate performance, activity, and achievement. It is an account of history collected, written, and preserved for future generations.

**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: June 27, 2009**

**TWB Show #1012 -- "Milwaukee Brewers"**

**Act One - "The Brewers":** The Milwaukee Brewers have developed a team full of homegrown talent that is performing well under manager Ken Macha. Nine players on the current roster came up through the Milwaukee farm system, including Prince Fielder, Rickie Weeks, Corey Hart, J.J. Hardy, and Ryan Braun. It is a source of comfort and fun for one of the top scoring teams in the NL. Braun and Fielder supply the bulk of the power hitting. The Brewers attack is pretty much the same one that took them to the playoffs in 2008 but they lost pitchers CC Sabathia and Ben Sheets over the winter. The current staff is anchored by another homegrown talent in Yovani Gallardo and veteran relief pitcher Trevor Hoffman. The senior leadership comes from Hoffman, Jason Kendall and Mike Cameron. Macha believes the positive clubhouse attitude is a result of both team success and senior leadership.

**Educational theme:** Player development is the core concept when building a baseball team. It is the pedagogy of athletics, especially the style of play, philosophy and expectations.

**Educational theme:** Senior leadership is one type of leadership a team receives from experienced players. Leadership by example is based on a spiritual quality; the power to inspire others to follow. Learners learn from each other.

**Educational theme:** Positive attitude is the key to team chemistry. A positive attitude builds self-confidence. Self-confidence is an important component of sports psychology. Athletes must be sure about themselves and their ability. It is a significant part of the evaluation process.

**Act Two - "Uke":** TWIB traveled to Wisconsin to look at the career of legendary broadcaster Bob Uecker. He is a source of pleasure for his many fans who listen to him on the Brewers Radio Network. Uecker's path to radio began while catching for the Milwaukee Braves. Bob often pokes fun at his six-year MLB career, but although he didn't hit much he was a solid defensive catcher. In 1971, Uke returned to Milwaukee to do play-by-play and became one of baseball's funniest broadcasters. At his Hall of Fame induction in Cooperstown, he was typically humorous. Like many broadcasters, Bob has a signature call: "... way back, get up, get outta here, gone." Uke has a marvelous association with the Brewers and the fans that he appreciates.

Bob Uecker failed to hit a triple during his career of 843 plate appearances. The answer to the *TWIBIA* question is Johnny Estrada, who holds the record for the most plate appearances (more than 2200) without ever hitting a triple.

TWIB salutes the teams and players who know how to win as visitors in *Winning Road Trips*. Cincinnati Reds pitcher Johnny Cueto has six wins and only two losses with an ERA of 2.14 while on the road.

**Educational theme:** Athletic careers always come to an end. Baseball offers many career opportunities for former players, such as scouting, coaching, front office jobs and broadcasting.

**Educational theme:** Humor is the quality of being laughable and enjoyable. It may be a primary motivation for the action's that one takes.

**Educational theme:** Recalling the highlights is a particularly interesting way for fans to relive and interpret athletic history in an artistic and creative milieu.

**Educational theme:** Hall of Fame recognition is the highlight of one's career. 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.

**Act Three - "Fresh Faces":** In less than three seasons, Ryan Braun has become one of the most feared power hitters in the National League. Manager Ken Macha explained Braun's approach as simply trying to "stay inside the fastball and pull the breaking ball." Ryan enjoys the pressure situations when he is needed to deliver in the clutch. Since moving to the outfield, Braun has become a complete player now that he can better utilize his speed and athleticism.

*The Rookie of the Month* honors rookies in both the American and National Leagues. This week's star is Luis Valbuena of the Cleveland Indians, who had his first multi-home run game.

From Detroit, *The Radio Call of the Week* was Ryan Raburn's game winning home run. Ryan was mobbed at the plate by his happy Tigers teammates.

**Educational theme:** Proper utilization of relaxation techniques can help an athlete to relieve tension and pressure in stressful situations.

**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.

**Educational theme:** Recognition 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.

**Act Four - "All Star Classics":** From 1950 to 1982, the National League posted a 30-6-1 record against the American League, including 11 in a row. The American League players came into the 1983 All Star Game with a chip on their shoulders, tired of losing to the National League. That day, Fred Lynn hit the first grand slam in All Star history. As Lynn rounded first base, he did a fist pump, something he never did for fear of showing up his opponents. The American League set an all star record for runs in an inning with seven and won the game 13-3. Ever since then, the American League has dominated the National League by winning 19 of the last 26 games.

TWIB presented the *Big League Blast* feature, where the ailing Ryan Howard of the Philadelphia Phillies came out of a hospital that morning and hit a three run pinch hit home run that evening.

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

**Educational theme:** Glory and romance are preserved in the chronicles of landmark performances because history is written by the winners. It is the joy of victory.

**Educational theme:** Recalling major accomplishments gives fans a greater appreciation of winning and championship achievements.

**Educational theme:** Excitement and drama are components of competitive athletics. It enhances the fun and interest for both players and fans in the game of baseball.

**Act Five - "How 'bout that!":** The plays of the week were presented to the music of *Linkin Park* from the new "*Transformers*" sound track. The amazing thing about these plays is that they are seldom practiced. Catchers were shown making diving catches and blocking the plate to tag out a runner. Outfielders made strong throws and numerous diving and sliding catches of line

drive and fly balls. Infielders made incredible catches and creative plays, including a unique double play. Hitters were shown hitting deep home run blasts.

**Educational theme:** Since most people are visual learners, this is a good demonstration of how to play the game of baseball.

**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.

TO: GENERAL MANAGERS, GENERAL SALES MANAGERS, PROMOTION MANAGERS, PROGRAM DIRECTORS, TRAFFIC DIRECTORS

FROM: RUTH LEVENSON - FBC/NY

DATE: JUNE 18, 2009

SUBJECT: 2ND QUARTER PUBLIC FILE REPORT

PLEASE BE ADVISED THAT THE 2ND QUARTER PUBLIC FILE REPORT WILL BE AVAILABLE JUNE 25<sup>TH</sup> ON THE JUNE 19<sup>TH</sup> FOX INSIDER IN THE NETWORK DISTRIBUTION SECTION. ALL INFORMATION WHICH COULD BE COMPLETED PRIOR TO THE CLOSE OF THE QUARTER WILL BE INCLUDED. ANY ADDITIONAL INFORMATION, INCLUDING ANY PSAS AIRED BETWEEN JUNE 24TH THRU JUNE 30TH AND/OR ANY OTHER REVISIONS WILL BE UPDATED ON THE JULY 3RD FOX INSIDER BY JULY 9TH.

AS YOU KNOW, THE REPORT REQUIRES STATIONS TO IDENTIFY THE PUBLISHERS OF PROGRAM GUIDES WHO WERE SENT INFORMATION IDENTIFYING EACH "CORE" PROGRAM, INCLUDING AN INDICATION OF THE TARGET AUDIENCE, AIRED ON ITS STATION FOR THE QUARTER. ALTHOUGH WE WILL INCLUDE THIS INFORMATION IN OUR 2ND QUARTER PUBLIC FILE REPORT, LISTED BELOW IS THE NETWORK INFORMATION FOR FOX SPORTS' EDUCATIONAL/INFORMATIONAL PROGRAM :

THIS WEEK IN BASEBALL (SAT 3:30P ET 4/11/09 - 6/27/09)  
ATLANTA JOURNAL CONSTITUTION, BALTIMORE SUN, BOSTON GLOBE, CHARLOTTE OBSERVER, CHICAGO TRIBUNE, DALLAS MORNING NEWS, DENVER POST, DETROIT FREE PRESS, GREENSVILLE NEWS, HOUSTON CHRONICLE, INDIANAPOLIS STAR, JOURNAL NEWS, KANSAS CITY STAR, LONG BEACH PRESS TELEGRAM, LOS ANGELES DAILY NEWS, LOS ANGELES TIMES, MIAMI HERALD, MILWAUKEE JOURNAL SENTINEL, MINNEAPOLIS STAR TRIBUNE, NASHVILLE TENNESSEAN, NEW YORK DAILY NEWS, NEW YORK POST, NEWARK STAR LEDGER, NEWSDAY, ORLANDO SENTINEL, PHILADELPHIA DAILY NEWS, PHILADELPHIA INQUIRER, PITTSBURGH POST GAZETTE, ROCKY MOUNTAIN NEWS, SAN FRANCISCO CHRONICLE, SAN FRANCISCO EXAMINER, SEATTLE TIMES, ST LOUIS POST DISPATCH, ST PETERSBURG TIMES, WASHINGTON TIMES, USA TODAY, ASSOCIATED PRESS, DIRECTV, SPORTS ILLUSTRATED, SPORTS VUE, TRIBUNE, TV GUIDE, TV MEDIA, VITAC, WORLD FEATURES SYNDICATE.

PLEASE FEEL FREE TO CALL ME AT 212/556-2560 SHOULD YOU HAVE ANY QUESTIONS REGARDING THE NETWORK INFORMATION FOR THIS REPORT. YOU SHOULD SEEK THE ADVICE OF YOUR LEGAL COUNSEL REGARDING ANY QUESTIONS CONCERNING YOUR LOCAL STATION.