

**KJTL-TV**  
**LISTING OF COMMUNITY ISSUES/NEEDS AND**  
**KJTL-TV RESPONSIVE PROGRAMMING**

3rd Quarter 2002

(July, August & September)

KJTL FOX 18 takes great pride in our community involvement.

From July 1 through July 19, KJTL held an On-Line Job Fair, utilizing the FOX-18 Website. Twenty-two area businesses posted job opportunities as well as resume and interview tips.

In the pages that follow you will find:

1. A list Public Service Announcements that aired during Primetime during 3rd quarter.
2. The 3rd quarter Kids PSA report.
3. Commercial Time Certification sheets for our children's programming.
4. Summary pages for each episode of "This Week In Baseball".
5. Summary pages for each episode of "NFL Under The Helmet".
6. A copy of our 3<sup>rd</sup> Quarter FCC398 Children's Report

TO: ALL GENERAL MANAGERS, GENERAL SALES MANAGERS, PROGRAM DIRECTORS, PROMOTION MANAGERS, AND PUBLIC AFFAIRS DIRECTORS

FROM: RUTH LEVENSON FBC  
JASON HAIKARA FBC  
LOUISE CARTER FBC

DATE: SEPTEMBER 25, 2002

RE: NETWORK PRIMETIME/SPORTS/LATE-NIGHT PSA "3RD" QUARTER 2002 REPORT

BELOW IS THE LIST OF PSAS THAT AIRED IN 3RD QTR 2002:

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
7/04/02	BEYOND BELIEF 8P	8:09:52P	KHOG 01	UNITED WE STAND/KOH "OLD GLORY"	:20
7/04/02	BEYOND BELIEF 9P	9:11:26P	911AS 0602	OPERATION 911/AMERICA SERVES	:30
7/18/02	THE PULSE	9:16:24P	JKPNT	POWER OF YOU:JANE KACZMAREK	:20
7/19/02	X-FILES	9:33:29P	YDZA 0425	ONDCP: COMMUNITY DRUG PREV.	:15
7/20/02	MLB RS GAME SAT	5:01:06P	YDZA 1723	ONDCP: NAT'L MENTORING PARTNERSHIP	:30
7/20/02	COPS 8P	8:02:35P	YDZA 0672	ONDCP: COMMUNITY DRUG PREV.	:20
7/20/02	MAD TV 11P	11:26:52P	YDZT 0365	ONDCP: GIRLS & BOYS TOWN	:15
7/21/02	FOX NEWS SUN 9A	9:33:15A	BCVOL 11	POWER OF YOU: BRYAN CRANSTON	:20
7/21/02	SIMPSONS 7P SUN	7:10:04P	YDZA 0415	ONDCP: GIRLS & BOYS TOWN	:15
7/25/02	THE PULSE	9:15:55P	YDZA 1723	ONDCP: NAT'L MENTORING PARTNERSHIP	:30
7/26/02	X-FILES 9P FRI	9:07:13P	YDZA 0445	ONDCP: US DEPT. TRANSPORTATION	:15
7/27/02	COPS 8P	8:11:03P	YDZA 0435	ONDCP: COMMUNITY DRUG PREV.	:15
7/27/02	MAD TV 11P SAT	11:29:48P	YDZT 0385	ONDCP: US AIR FORCE	:15
7/28/02	FUTURAMA 7P SUN	7:09:40P	YDZA 0652	ONDCP: GIRLS & BOYS TOWN	:20
8/01/02	BEYOND BELIEF 8P THURS	8:21:41P	YDZA 0445	ONDCP: US DEPT. TRANSPORTATION	:15
8/01/02	THE PULSE 9P THURS	9:14:11P	YDZA 0425	ONDCP: COMMUNITY DRUG PREV.	:15
8/01/02	THE PULSE 9P THURS	9:46:30P	BCVOL	POWER OF YOU:BRYAN CRANSTON	:20
8/03/02	AMW 9P SAT	9:48:29P	BCVOL	POWER OF YOU: BRYAN CRANSTON	:20
8/03/02	MAD TV 11P SAT	11:29:24P	YDZT 0395	ONDCP: US ARMY/OPERATION GRADUATION	:15
8/04/02	FUTURAMA 7P SUN	7:17:55P	YDZA 0652	ONDCP: GIRLS & BOYS TOWN	:20
8/04/02	GREG THE BUNNY 7:30P SUN	7:57:05P	YDZA 0672	ONDCP: COMMUNITY DRUG PREV.	:20

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
8/08/02	THE PULSE 9P THURS	9:26:14P	YDZA 0405	ONDCP: CENTER FOR SUBSTANCE ABUSE TREATMENT	:15
8/10/02	AMW 9P SAT	9:13:51P	YDZA 0672	ONDCP: COMMUNITY DRUG PREV.	:20
8/10/02	MAD TV 11P SAT	11:26:47P	YDZT 1453	ONDCP: CHRIS FARLEY FOUNDATION	:30
8/11/02	FUTURAMA 7P SUN	7:17:26P	YDZA 1723	ONDCP: NAT'L MENTORING PARTNERSHIP	:30
8/11/02	GREG THE BUNNY 7:30P SUN	7:46:33P	YDZA 0672	ONDCP: COMMUNITY DRUG PREV.	:20
8/15/02	THE PULSE 9P THURS	9:13:38P	YDZA 0435	ONDCP: COMMUNITY DRUG PREV.	:15
8/16/02	NFL PRESN GAME 8P FRI	10:42:05P	XNPU 3850	NFL/UNITED WAY	:30
8/16/02	NFL PRESN GAME 8P FRI	10:47:38P	YDZA 0321	ONDCP: NAT'L MENTORING PARTNERSHIP	:10
8/17/02	MLB RS GAME SAT	5:02:27P	YDZA 0321	ONDCP: NAT'L MENTORING PARTNERSHIP	:10
8/17/02	COPS 8P SAT	8:02:42P	YDZA 0425	ONDCP: COMMUNITY DRUG PREV.	:15
8/17/02	AMW 9P SAT	9:12:58P	YDZA 0405	ONDCP: CENTER FOR SUBSTANCE ABUSE TREATMENT	:15
8/17/02	MAD TV 11P SAT	11:25:23P	YDZT 1453	ONDCP: CHRIS FARLEY FOUNDATION	:30
8/18/02	FUTURAMA 7P SUN	7:16:27P	YDZA 0652	ONDCP: GIRLS & BOYS TOWN	:20
8/18/02	GROUNDED 7:30P SUN	7:33:33P	YDZA 0415	ONDCP: GIRLS & BOYS TOWN	:15
8/19/02	TEEN CHOICE AWARDS	8:41:07P	YDZA 1633	ONDCP: CHRIS FARLEY FOUNDATION	:30
8/22/02	THE PULSE 9P	9:21:15P	YDZA 0672	ONDCP: DRUG PREV.	:20
8/24/02	THIS WEEK IN BASEBALL	12:53:04P	JBGUN	POWER OF YOU: J BERFIELD	:20
8/24/02	AMW 9P SAT	9:17:12P	YDZA 0652	ONDCP: GIRLS & BOYS TOWN	:20
8/24/02	MAD TV 11P SAT	11:26:33P	YDZT 0385	ONDCP: US AIR FORCE	:15
8/25/02	FUTURAMA 7P SUN	7:17:17P	YDZA 1723	ONDCP: NAT'L MENTORING PARTNERSHIP	:30
8/26/02	BOSTON PUBLIC 8P MON	8:04:18P	YDZA 0662	ONDCP: FATHERHOOD INITIATIVE	:20
8/26/02	BOSTON PUBLIC 9P MON	9:27:05P	YDZA 0445	ONDCP: US DEPT. TRANSPORTATION	:15
8/29/02	THE PULSE 9P THURS	9:14:50P	YDZA 0435	ONDCP: COMMUNITY DRUG PREV.	:15
8/31/02	MAD TV 11P SAT	11:20:06P	YDZT 0301	ONDCP: GIRLS & BOYS TOWN	:10
9/07/02	MAD TV 11P SAT	11:17:27P	YDZT 0385	ONDCP: US AIR FORCE	:15
9/14/02	AMW 9P SAT	9:11:08P	ZOMN 3530	SEPT 11 <sup>TH</sup> FUND: JENNA & OTTO	:30
9/14/02	MAD TV 11P SAT	11:41:07P	YDZT 0301	ONDCP: GIRLS & BOYS TOWN	:10
9/15/02	NFL NATIONAL GAME	5:40:22P	NPUW 3918	NFL/UNITED WAY	:30

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
9/22/02	NFL REG'L GAME SUN	3:29:45P	XNPU 1841	NFL/UNITED WAY	:10
9/22/02	NFL NAT'L GAME SUN	4:53:31P	XNPU 1841	NFL/UNITED WAY	:10

PLEASE CHECK THE OCTOBER 4TH CYBERMAILER FOR PSAS THAT AIR SEPT 25 - 30, 2002.

\*ONDCP STANDS FOR "OFFICE OF NATIONAL DRUG COUNCIL POLICY"

SHOULD YOU HAVE ANY QUESTIONS REGARDING THIS REPORT, PLEASE CONTACT LOUISE CARTER AT (310) 369 - 1329.

TO: ALL GENERAL MANAGERS, GENERAL SALES MANAGERS, PROGRAM DIRECTORS,  
PROMOTION MANAGERS, AND PUBLIC AFFAIRS DIRECTORS

FROM: RUTH LEVENSON

DATE: SEPTEMBER 27, 2002

RE: KIDS PSA 3RD QUARTER 2002 REPORT

<u>DATE</u>	<u>PROG TIME</u>	<u>PROGRAM</u>	<u>TIME AIRED</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
7/06/02	11:30A	MON COLLE KNIGHTS	11:46:09A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45
7/13/02	11:30A	MON COLLE KNIGHTS	11:53:38A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45
7/20/02	11:30A	MON COLLE KNIGHTS	11:56:04A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45
7/27/02	11:30A	MON COLLE KNIGHTS	11:37:06A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45
8/03/02	11:30A	MON COLLE KNIGHTS	11:37:56A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45
8/10/02	11:30A	MON COLLE KNIGHTS	11:54:15A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45
8/17/02	11:30A	MON COLLE KNIGHTS	11:55:42A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45
8/24/02	11:30A	MON COLLE KNIGHTS	11:53:36A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45
8/31/02	11:30A	MON COLLE KNIGHTS	11:54:50A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45
9/07/02	11:30A	MON COLLE KNIGHTS	11:54:46A	FKPSAJUN01	ANTI-SMOKING ANIMATION PSA	:45

\*\*\*\* PLEASE CHECK THE OCTOBER 4<sup>th</sup> CYBERMAILER FOR PSAS THAT AIR ON 9/28/02 \*\*\*\*

# COMMERCIAL TIME CERTIFICATION

## **SATURDAY 2001 - 2002 SEASON**

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### KSAT20

**SATURDAY 8:30 - 9A : 7/06/02 - 9/07/02**

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4:30 Net/1:00 Local Split  
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#### PROGRAM SEGMENT 1

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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:20
Network Bumper	:05
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Total	3:00

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#### PROGRAM SEGMENT 2

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Network Bumper	:05
Network Commercial	1:00
Network Promo	:30
Local Commercial	1:00
Local ID	:06
Network Bumper	:05
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Total	2:46

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#### PROGRAM SEGMENT 3

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Network Bumper	:05
Network Commercial	2:00
Network Promo	:50
Network Bumper	:05
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Total	3:00



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PROGRAM SEGMENT 4  
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TIME SUMMARY  
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Program Time	21:14
Network Commercial	4:30
Network Promo	2:40
Network Bumper	:30
Local Commercial	1:00
Local ID	:06
Total	30:00

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**KSAT21**  
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**SATURDAY 9:30 - 10A : 7/06/02 - 9/07/02**  
**SATURDAY 10:30 - 11A : 7/06/02 - 9/07/02**

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4:00 Net/1:30 Local Split  
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PROGRAM SEGMENT 1  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:10
Network Bumper	:05
Total	2:50

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PROGRAM SEGMENT 2  
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Network Bumper	:05
Network Commercial	1:00
Network Promo	:10
Local Commercial	1:30
Local ID	:06
Network Bumper	:05
Total	2:56

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PROGRAM SEGMENT 3  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:20
Network Bumper	:05
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Total	3:00

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PROGRAM SEGMENT 4  
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TIME SUMMARY  
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Program Time	21:14
Network Commercial	4:00
Network Promo	2:40
Network Bumper	:30
Local Commercial	1:30
Local ID	:06
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Total	30:00

\*\*\*PLEASE NOTE ON 9/07/02 ONLY\*\*\*

THE LOCAL ID IN THE 10:30A PROGRAM WAS :10 AND AIRED AT THE END OF  
THE LAST SEGMENT, NOT IN BREAK 2.

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**KSAT22**  
**SATURDAY 11:30A - 12:00P : 7/06/02 - 9/07/02**  
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4:00 Net/1:30 Local Split  
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PROGRAM SEGMENT 1  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:10
Network Bumper	:05
-----	
Total	2:50

-----  
PROGRAM SEGMENT 2  
-----

Network Bumper	:05
Network Commercial	1:00
Network Promo	:15
Local Commercial	1:31
Network Bumper	:05
-----	
Total	2:56

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PROGRAM SEGMENT 3  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:10
Network Bumper	:05
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Total	2:50

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PROGRAM SEGMENT 4  
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Local ID	:10
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TIME SUMMARY  
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Program Time	21:14
Network Commercial	4:00
Network Promo	2:35
Network Bumper	:30
Local Commercial	1:31 (1 Second Black)
Local ID	:10
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Total	30:00

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**KSAT 23**

**SATURDAY 8 - 8:30A : 7/06/02 - 9/07/02**  
**SATURDAY 9 - 9:30A : 7/06/02 - 9/07/02**  
**SATURDAY 10 - 10:30A : 7/06/02 - 9/07/02**  
**SATURDAY 11 - 11:30A : 7/06/02 - 9/07/02**  
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4:00 Net/1:00 Local Split  
Plus :30 Local Promo  
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**PROGRAM SEGMENT 1**  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:10
Network Bumper	:05
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Total	2:50

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**PROGRAM SEGMENT 2**  
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Network Bumper	:05
Network Commercial	1:00
Network Promo	:30
Local Commercial	1:00
Local Promo	:30
Local ID	:06
Network Bumper	:05
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Total	3:16

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**PROGRAM SEGMENT 3**  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05
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Total	2:40

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PROGRAM SEGMENT 4  
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TIME SUMMARY  
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Program Time	21:14
Network Commercial	4:00
Network Promo	2:40
Network Bumper	:30
Local Commercial	1:00
Local Promo	:30
Local ID	:06
Total	30:00

\*\*\*PLEASE NOTE ON 7/20/02, 8/03/02, 8/10/02, 8/17/02, and 8/24/02 ONLY\*\*\*

THE LOCAL ID IN THE 10:00A PROGRAM WAS :10 AND AIRED AT THE END OF THE LAST SEGMENT, NOT IN BREAK 2.

**2002 - 2003 SEASON**

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**KSAT24**  
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<b>SATURDAY 8:00 - 8:30A</b>	<b>: 9/14/02 - 9/28/02</b>
<b>SATURDAY 9:00 - 9:30A</b>	<b>: 9/14/02 - 9/28/02</b>
<b>SATURDAY 10:00 - 10:30A</b>	<b>: 9/14/02 - 9/28/02</b>
<b>SATURDAY 11:00 - 11:30A</b>	<b>: 9/14/02 - 9/28/02</b>

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4:00 Net/1:30 Local Split  
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PROGRAM SEGMENT 1  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05
Total	2:40

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PROGRAM SEGMENT 2  
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Network Bumper	:05
Network Commercial	1:00
Network Promo	:40
Local Commercial	1:30
Local ID	:06
Network Bumper	:05
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Total	3:26

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PROGRAM SEGMENT 3  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05
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Total	2:40

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PROGRAM SEGMENT 4  
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TIME SUMMARY  
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Program Time	21:14
Network Commercial	4:00
Network Promo	2:40
Network Bumper	:30
Local Commercial	1:30
Local ID	:06
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Total	30:00

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**KSAT25**  
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<b>SATURDAY 8:30 - 9:00A</b>	<b>: 9/14/02 - 9/28/02</b>
<b>SATURDAY 9:30 - 10:00A</b>	<b>: 9/14/02 - 9/28/02</b>
<b>SATURDAY 10:30 - 11:00A</b>	<b>: 9/14/02 - 9/28/02</b>

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4:00 Net/1:00 Local Split  
Plus :30 Local Promo  
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PROGRAM SEGMENT 1

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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05
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Total	2:40

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PROGRAM SEGMENT 2

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Network Bumper	:05
Network Commercial	1:00
Network Promo	:40
Local Commercial	1:00
Local Promo	:30
Local ID	:06
Network Bumper	:05
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Total	3:26

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PROGRAM SEGMENT 3

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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05
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Total	2:40

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PROGRAM SEGMENT 4

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TIME SUMMARY

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Program Time	21:14
<hr/>	
Network Commercial	4:00
Network Promo	2:40
Network Bumper	:30
<hr/>	
Local Commercial	1:00
Local Promo	:30
Local ID	:06
<hr/>	
Total	30:00

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**KSAT26**

**SATURDAY 11:30A - 12:00P : 9/14/02 - 9/28/02**

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4:00 Net/1:00 Local Split  
Plus :30 Local Promo  
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**PROGRAM SEGMENT 1**  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05
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Total	2:40

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**PROGRAM SEGMENT 2**  
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Network Bumper	:05
Network Commercial	1:00
Network Promo	:35
Local Commercial	1:00
Local Promo	:31 (1 second black)
Network Bumper	:05
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Total	3:16

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**PROGRAM SEGMENT 3**  
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Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05
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Total	2:40

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**PROGRAM SEGMENT 4**  
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Local ID	:10
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Total	:10



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TIME SUMMARY  
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Program Time	21:14
Network Commercial	4:00
Network Promo	2:35
Network Bumper	:30
Local Commercial	1:00
Local Promo	:31 (1 second black)
Local ID	:10
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Total	30:00

**Re:** This Week In Baseball

**Air Date:** July 6, 2002

**TWIB Show #306**

**“His House”:** Minnesota Twins center fielder, Torii Hunter, hosted this week’s episode of TWIB from the Metrodome. This week, Hunter was elected by the fans to start in the MLB All-Star Game. His offensive performance has improved every year due to a simple baseball philosophy – “See the ball. Hit the ball. I don’t think about anything else.” Hunter, a Gold Glove winner, is known for his defensive skills and effort. Torii explained his fielding philosophy and techniques while viewers watched some of his amazing spinning, sliding, and leaping catches he has made in his career.

The Minnesota Twins are winning and having fun. Hunter believes the reason is that they are just trying to compete.

**Educational theme:** Every successful endeavor begins with a philosophy, including athletics. It is the fundamental before the fundamentals of the game. This is a perfect example of the K.I.S.S. method of coaching and performance, also known as the “Keep It Simply Smart” approach to sport.

**Educational theme:** The artistic value of sport is found in the beauty of human movement and the maximum effort needed to perform at the elite level of Major League Baseball.

**Educational theme:** The pursuit of competition is the pursuit of excellence, that is the fundamentally sustaining motivation for sport. The concept of competition involves coming together, standardized performance, and rivalry. It involves individuals and groups striving for excellence within the rules and traditions of the game.

**“TWIB Notes”:** TWIB presented a segment about baseball players acting in their teams’ commercials.

**Educational theme:** Professional sport is more than just a game. Promotion and entertainment are important aspects of “The Show.” Some players may find a new career beyond baseball after playing years are completed. These career opportunities sometimes appear when least expected. The prudent person must be prepared.

**“Before the Bigs”:** This story was a look at the life of New York Yankee shortstop, Derek Jeter, as a youngster. Jeter’s grandmother would set up a batting T for him to hit and would play catch with him. Derek always wanted to be included, and because he was a baby, he had to be better. His parents were very supportive of anything he wanted to do, including his childhood dream of playing professional baseball for the Yankees. His mother stated, “If anybody wanted to do something and they work, have vision, and continue to dream, they could achieve that goal.”

**Educational theme:** Family involvement and family values are crucial components of a child’s growth and development.

**Educational theme:** Setting a realistic goal allows the athlete to gain control over an important part of his sport participation – his own success. Goals give the athlete purpose and direction for decisions, practices and performance. Dreams do come true with proper planning and hard work.

**“Skill of the Week”:** Oakland pitcher, Barry Zito, explained the pitches that allow him to succeed at the Major League level. TWIB used game video pictures while Zito explained the strategies he uses to strike out batters.

**Educational theme:** Modern baseball strategies involve highly sophisticated and complicated ideas. The psychological and mental components of elite performance are subtle and very precise.

**Educational theme:** Sport pedagogy is necessary to the formal learning of athletic skills and strategies.

**“TWIB Classic”:** In 1991, Portland Beavers out fielder, Rodney McCray, literally ran through the outfield fence while catching a fly ball in Vancouver.

**Educational theme:** Physical participation in athletics involves the risk of injury. At the Major League level the hazards are lessened due to improved and safer materials used on warning tracks and wall padding. Proper equipment is necessary to reduce the chance of serious injury.

**Re:** This Week In Baseball

**Air Date:** July 13, 2002

**TWIB Show #307**

**"Their House":** Several MLB All-Stars hosted this special Major League Baseball All-Star Game edition of TWIB at Miller Park in Milwaukee. The All-Star Game is an opportunity for players to showcase their considerable skills and to enjoy the atmosphere.

TWIB reported on the Home Run Derby 2002. This contest was conducted the night before the MLB All-Star Game featuring many of the best power hitters in MLB. New York Yankee slugger, Jason Giambi, won the Home Run Derby despite an early-round explosion by Sammy Sosa that featured several thunderous home runs that traveled well over 500 feet.

TWIB showed some of the best moments of the MLB All-Star Game; especially significant were the pre-game talks by the respective managers and American League center fielder, Torii Hunter's spectacular catch of Barry Bonds' bid for a home run.

All-Star memories of the late great Ted Williams were also presented. Williams hit several of the most famous and dramatic home runs in MLB All-Star Game history. Ted hit the game winning home run in the ninth inning of the 1941 game, and then hit another in his last All-Star at bat in 1956. Williams was known by many as "the greatest hitter that ever lived," and TWIB put together a montage that showed him graciously sharing several of his theories about hitting. These ideas were presented in a simple and concise manner easily understood by the listeners.

**Educational theme:** Focused on the historical documentation of two major athletic events.

**Educational theme:** The artistic value of sport is found in the beauty of human movement.

**Educational theme:** Focused on the pedagogical component of lecture and demonstration of hitting skills. It was an analysis of the bio-mechanical and psychological aspects of hitting. This explanation was particularly outstanding because it was concise and accurate.

**"TWIB Notes":** For the first time in television broadcast history, Major League Baseball Productions is producing a television show entirely in Spanish. "Sabor a Beisbol" is shown on the Fox Sports World Espanol. Hosted by Celines Toribio, "Sabor a Beisbol" takes you inside the world of MLB's many Latin American players.

**Educational theme:** Major League Baseball's inclusion of Latin athletes is an example of the multiculturalism of the United States and sports in America. The focus was on the historical expansion of televised entertainment of American sports to the worldwide market.

**Educational theme:** There is value in the ability to learn and speak more than one language.

**"Pitch, Hit and Run":** The Pepsi - Major League Baseball Pitch, Hit & Run National Finals were also held in Milwaukee. This is a national program for children ages 7 to 14 that gives them opportunities to learn the basic fundamentals of baseball. Nearly a half million children participated this season.

**Educational theme:** Competition is a basic psychological need of children. Competition may involve games and contests. The result of competition is an important method to measure achievement which can have a positive effect on self-image and self-esteem.

**“How ‘bout that!”:** National League All-Stars, Junior Spivey and Jimmy Rollins, hosted this segment. TWIB showed the best plays of the first half of the 2002 season. Two plays were particularly interesting because they demonstrated creative use of baseball fundamentals. New York Mets second baseman, Roberto Alomar and Toronto Blue Jays first baseman, Carlos Delgado, made backhanded flip throws from unusual locations on the field to get an out.

**Educational theme:** Demonstrated the creativity of elite athletes when they are allowed to function without strict and formal rules and regulations. Athletic creativity often occurs when risks are taken and adaptations of previously learned skills are made.

**Educational theme:** Focused on the pedagogical component of demonstrating outstanding athletic movement.

**Re:** This Week in Baseball

**Air Date:** July 20, 2002

**TWIB Show #308**

**“His House”:** Anaheim Angels left fielder, Garret Anderson, a 2002 American League All-Star known for his consistency hosted this edition of TWIB at Edison Field. Garret has the second most hits in the past five seasons of MLB. Normally, he shows no overt emotion, but when he hits a home run, he enjoys it with a smile.

Former Anaheim Angels hitting instructor and MLB Hall of Fame member, Rod Carew, spoke about teaching Anderson to hit the inside pitch by turning his hips to make better contact.

After tying for the slowest start in franchise history, the Angels are back in the pennant race. The Angels pitching and defense have been solid all season. When they began to hit, they began to win. Manager Mike Scioscia believes that the team refuses to lose. They have skilled players brimming with confidence and pride.

**Educational theme:** The ability to control one’s emotions is crucial to achieving a consistently elite performance. Mental and social developmental concepts are important content standards of physical education and sport.

**Educational theme:** The pedagogy of baseball involves the application of movement concepts and principals to the learning and development of motor skills. Hitting a pitched baseball requires recognition and then the appropriate adjustments in the batter’s swing.

**Educational theme:** Competition provides the opportunity for challenging self-expression and demonstrating character. Pride and confidence are important components of success.

**“TWIB Classic”:** In 1985, seven time American League batting champion, Rod Carew, got his 3000th hit as a Anaheim Angel. Carew stated that the key to this rare achievement was his consistency at bat and that he remained free of injury throughout his career.

**Educational theme:** Focused on the importance of a health-enhancing level of physical fitness. Maintaining the concept of total wellness is critical to longevity in a career.

**Educational theme:** Documented the historical fete in the career of an elite Major League Baseball player. Historic performances provide much of the tradition of sport that establishes standards to measure performance, improvement, goal setting, while creating great interest for fans and players.

**“TWIB Notes”:** NASCAR superstar driver and baseball fan, Dale Earnhardt, Jr., had the MLB All-Star Game logo on his race car when he won the Pepsi 400 NASCAR Race in 2001. So like any superstitious athlete, he again displayed the logo for the 2002 race. Later in the year while attending the MLB All-Star Game, Dale also played in the Celebrity All-Star Game and signed autographs at the MLB Fanfest.

**Educational theme:** There is wisdom in the idea that athletes play many sports as a child because of the carry-over value of one sport to the other. Sometimes that reward is merely enjoyment.

**“Beyond the Fence”:** American League All-Star pitcher of the Oakland Athletics, Barry Zito, spoke about his hobbies. Zito learned surf boarding while in college. Barry does not surf during the baseball season due to the risks involved that could lead to injury. So during the season, he plays guitar to relax as a part of his pre-game routine. During the past off-season, he took a song writing class to learn to write music.

**Educational theme:** Learning is a lifetime activity. Whether that learning is formal or informal people continue to learn throughout their lives.

**Educational theme:** Relaxation is a crucial aspect of performing under pressure. At the elite level of sport playing in pressure situations is necessary in winning.

**“Sweat It Out”:** Atlanta Braves relief pitcher, John Smoltz, became only the fourth pitcher in MLB history to achieve the rare “double-double” by winning 20 games in a single season and to also have a 20 save season. This unusual fete has been accomplished by the Minnesota Twins “Mudcat” Grant, the Chicago White Sox Wilbur Wood, and Dennis Eckersley of the Oakland Athletics.

**Educational theme:** A well-educated athlete is provided the opportunity to be challenged. One’s performance can be judged once standards are established from a historical perspective.

**Re:** This Week In Baseball

**Air Date:** July 27, 2002

**TWIB Show #309**

**“His House”:** Shortstop, Ozzie Smith, the newest member inducted into the National Baseball Hall of Fame, hosted this week’s edition of TWIB in Cooperstown, New York. Ozzie’s career featured 13 straight Gold Glove Awards. No shortstop in MLB history has more assists, chances, and double plays. Because of these amazing statistics, Smith is considered by many people to be the greatest shortstop of all-time. Nicknamed, “The Wizard,” Ozzie did it with grace, flare and showmanship.

In January, Ozzie got a telephone call from the Major League Baseball Writers Association that informed him that he was the only person elected to the Hall of Fame this year. Smith did not expect the emotion of the moment, but he appreciated the great feeling of accomplishment that he is considered one of the game’s best players.

Smith worked as hard as he could with his God-given talent to do the very best he could. He took pride in changing the momentum of the game by making an outstanding defensive play. Often that play was diving for a ground ball, catching it, and then quickly getting to his feet to throw out the runner. Several current MLB shortstops give Smith credit for re-defining the position, and inspiring them to play defense.

After Ozzie retired from MLB, he hosted TWIB for two years.

**Educational theme:** Documented the career of an elite Major League Baseball player. Especially significant was the mental discipline needed to proficiently perform motor skills at a superior level on a consistent basis.

**Educational theme:** This was an example of a near perfect role model for award winners. Showed a socially acceptable manner in which to accept and emotionally deal with a potentially overwhelming honor.

**Educational theme:** Physically demonstrated the understanding that sport provided the opportunity for challenge and self-expression of a gifted athlete.

**Educational theme:** There are careers beyond sports. Youngsters must prepare academically, socially and ethically for adult life.

**“TWIB Notes”:** Hitting two home runs in a game is quite a feat, but hitting two home runs on your birthday is even better. This season Boston Red Sox shortstop, Nomar Garciaparra, established a new standard when he hit three home runs on his birthday!

**Educational theme:** A well-educated athlete is provided the opportunity to be challenged. One’s performance can be judged once standards are established from a historical perspective. More than any other sport, baseball provides a multitude of statistical standards.

**“Pitch, Hit and Run - Skill of the Week”:** Cincinnati Reds center fielder, Ken Griffey, Jr., graciously explained and demonstrated how to reach above the fence to rob an opponent of a home run. Griffey told the viewer that the outfielder quickly looks at the wall and then the ball to know exactly where he is. Then once he reaches the warning track, he has about two steps to the fence. To jump high, he plants his foot on the wall to push up and also grab the top of the fence to pull himself even higher to make the catch.



**Educational theme:** The pedagogy of baseball involves the application of movement concepts and principals to the learning and development of motor skill.

**Educational theme:** Demonstrated the defensive competency necessary for an athlete using body awareness, space awareness and effort to make a complex locomotor skill.

**Re:** This Week In Baseball

**Air Date:** August 3, 2002

**TWIB Show #310**

**“His House”:** New York Yankee shortstop, Derek Jeter, hosted this week’s edition of TWIB in Yankee Stadium. No MLB player has had more hits since 1996 than Derek. Jeter is a popular celebrity who connects well with the fans. During the games, Derek often talks with the younger fans when he is in the on deck circle, yet he maintains the great concentration to perform at the Major League level of excellence.

Playing baseball has allowed Jeter to establish the “Turn 2 Foundation.” This foundation has reached out to children with an anti-drug and anti-alcohol message.

In the off-season, Derek, MLB, and Partnership for a Drug-Free America made a public service message to convince kids to stay off drugs so they can reach their goals and dreams. (During the show, TWIB showed the message.) Jeter strongly believes that the platform provided by his celebrity must be used to reach out to as many people as possible. Off the field, Derek leads by example by maintaining a drug-free life. Jeter is devoted to the community, his family, and his parents. All of this makes him a terrific role model and teen-idol.

**Educational theme:** The physically educated person achieves and maintains a healthy life style and physical fitness. The drug-free and alcohol-free life styles are important parts of healthful living.

**Educational theme:** Athletes understand that sport provides the opportunity for social interaction, athletic challenge, and social responsibility. Elite athletes are important role models in the American culture and they promote positive character.

**Educational theme:** Parental involvement is crucial to the growth and development of a child’s character and social behavior.

**“TWIB Notes”:** Something about insects and baseball has often caught the attention of TWIB. This past week, a swarm of bees nested on a seat at Pro Player Stadium in Miami, Florida. To remove the 20,000 bees, the Florida Marlins called in the “bee man” to vacuum them into a bag.

**Educational theme:** Many auxiliary personnel are needed to provide a safe environment for players and fans. This was an example of an ecologically correct method to remove potentially dangerous pests.

**“Pure Baseball”:** TWIB looked back at two of the most eloquent acceptance speeches ever given at the National Baseball Hall of Fame. Former St. Louis Cardinal shortstop, Ozzie Smith’s, speech was exceptionally motivating. Notably, Smith stated, “Nothing is good enough, if it can be made better.”

Philadelphia Phillies broadcaster, Harry Kalas, also gave a poetic and passionate acceptance speech at the podium.

**Educational theme:** Communication skills are important for success in school and life. These were excellent examples of the successful communication of experiences in a public forum.

**Educational theme:** Excellence is the key to self-image. Excellence can only be attained if one constantly strives for perfection and if you care enough to do your very best in every thing and in every way.

**“Beyond the Fence”:** In 1987, the Seton Hall University baseball team was nationally ranked as one of the NCAA’s best clubs. Along the way to the Big East Conference championship, they were led by three future big league stars - Craig Biggio, Mo Vaughn, and John Valentin. Also in the lineup was first baseman, Marteese Robinson, whom many people believe was the most talented of the four. But Robinson never made it to the majors as a player because he signed with the Oakland Athletics who, at the time, had the great slugger, Mark McGwire, playing first base. This is positive proof that being in the right place at the right time is important to success because it is not always talent that allows one to succeed.

After four seasons in the minor leagues with Oakland, Robinson retired to enter a career in law enforcement, which he held for eight years. Now Marteese Robinson has joined his college teammates in the Major Leagues as the Director of Pro Scouting for the St. Louis Cardinals.

Author, David Siroty, has written a book about these four men and their journey from college to the pros called, “The Hit Men.”

**Educational theme:** The difference between a successful person and others is not a lack of knowledge but rather a lack of desire. Persistence and determination alone are omnipotent.

**Educational theme:** Career opportunities associated with Major League Baseball may involve the evaluation and recruitment of prospective players.

**“Sweat It Out”:** This week, New York Yankee third baseman, Robin Ventura, hit career grand slam home run number 16. Currently, Ventura is tied for sixth place on the all-time list, and creeping up on the record of 23 held by the legendary Lou Gehrig.

**Educational theme:** Documented the feat in the career of a Major League Baseball player. Historic performances provide much of the tradition of sport that establishes standards to measure performance, improvement, and goal setting while creating interest for fans and players.

**Re: This Week In Baseball**

**Air Date:** August 10, 2002

**TWIB Show #311**

**"His House":** Cincinnati Reds' center fielder, Ken Griffey, Jr., hosted this edition of TWIB at Cinergy Field. Junior is the youngest player to reach the 350, 400, and 450 career home run marks. Ken Jr. was also the youngest member of MLB's All-Century team. In addition to his power hitting role with the Reds, he offers advice to the young Cincinnati outfielders to help them better understand the strategies of baseball. TWIB also showed some of the amazing defensive plays that highlighted his career.

Griffey, Jr. played baseball to be like his father, Ken Griffey, Sr. The senior Griffey played 19 seasons in the major leagues. Both Junior and Senior have excelled at all phases of the game and both father and son had the unique opportunity to play in the outfield for the 1990 Seattle Mariners. On one occasion, they hit back-to-back home runs.

When Ken Jr. is not at the ball park, he is with his family. Now, Griffey has an eight-year-old son named Trey whose swing is remarkably similar to Ken's. The question was asked if Trey could possibly make it three generations of Griffey's in the major leagues.

**Educational theme:** The physically educated person demonstrates competencies in movement while exhibiting a physically active lifestyle.

**Educational theme:** Documented the career of an elite Major Baseball player. Especially significant was the role of family in the development of children. Sometimes this role is social and psychological, but there appears to be a genetic link as well.

**Educational theme:** The regular use of pedagogical kinesiology, especially the accurate application of biomechanical analysis of performance, is an important step in the development of athletes. It appears that learners learn from learners, i.e., athletes who are students of the game.

**"TWIB Notes":** MLB launched the "Memorable Moments Campaign" and is creating a series of shows entitled, "Inside the Moment" hosted by actor and baseball fan Ray Liotta. TWIB took us behind the scenes while Liotta performed his on-camera segments at Dodger Stadium.

**Educational theme:** Story telling is one manner of passing on the legends of one generation to another. This campaign is MLB's attempt to teach youngsters the lessons learned from some of baseball's most significant events.

**"Before the Bigs":** Like Ken Griffey, Jr., the Pittsburgh Pirates' catcher, Jason Kendall, also had a father who played big league baseball. Fred Kendall spent 12 seasons in the major leagues. Fred says his greatest reward watching Jason perform at the major league level is knowing that he is a nice person. Jason credits his dad with inspiring him but not pushing him to follow in his footsteps. As a youngster, Jason had a burning desire to hone his skills playing Little League and amateur baseball.

**Educational theme:** In addition to genetic attributes, desire is needed to succeed in one's selected field of endeavor. Hustle does not take ability. It just takes pride and desire. There are few excuses for not hustling because hustle is a habit of premier players.

**"Skill of the Week":** Oakland Athletics' pitcher, Mark Mulder, demonstrated and explained the strategies and techniques of throwing the two-seamed fastball. The concept is to get the pitch down and away so that the pitch will sink away from the batter.

**Educational theme:** This was an excellent example of sport pedagogy. Young people learn sport skills and sport strategies from designated instructors.

**"TWIB Classic":** In 1993, Ken Griffey, Jr., then with the Seattle Mariners, became the third person to hit home runs in eight consecutive games to tie the MLB record. The record was established in 1956 by the Pittsburgh Pirates' Dale Long. Then in 1987, the New York Yankees' Don Mattingly became the first to tie the record.

**Educational theme:** Documented a feat in the career of a Major League Baseball player. Historic performances provide much of the tradition of sport that establishes standards to measure goal setting, improvement, and achievement while creating interest for both fans and participants.

**Re:** This Week In Baseball

**Air Date:** August 17, 2002

**TWIB #312**

**“His House”:** Chicago Cubs superstar right fielder, Sammy Sosa, hosted this edition of TWIB at Wrigley Field. For the past few years, Sammy has played in the shadow of other great home run hitters. In 1998, the St. Louis Cardinals Mark McGwire set the single season home run record with 70. Then in 2001, the San Francisco Giants Barry Bonds broke that with 73. Over the long haul, however, Sammy is the most prolific home run hitter of the past decade. He holds the Major League record for most home runs in the course of six, seven, and eight year periods. He’s just the third man ever with four straight 50 home run seasons, and the only man ever with three 60 home run seasons. This past week at Coors Field, he set another Major League record with 14 RBIs in consecutive games.

Sosa is a native of the Dominican Republic where baseball is a passion and a lifeline to the future. In the Dominican Republic, the first thing children do when they wake up in the morning is to play baseball.

Early in his major league career, Sammy struggled with the Texas Rangers and the Chicago White Sox, then he blossomed with the Chicago Cubs at Wrigley Field.

Every time Sammy hits a home run, he invokes the unique “Latin Spirit,” which typically motivates the play and performance of many Latin players. After he hits a home run, Sammy does his patented “Sosa Hop” – a symbol of success. He follows that with “The Kiss” – which is for his mother – a gesture that means, “I love you Mamma” – and a way for Sammy to show his mother he is always thinking of her. There is so much Latin passion in everything Sosa does. He truly enjoys every minute playing baseball.

**Educational theme:** Documented several feats in the career of a Major League athlete. Historic performances provide much of the tradition of sport that establishes standards to measure achievement, improvement, and goal setting while creating interest for both fans and participants.

**Educational theme:** Some people dream of success while others wake up and work hard at it. During early childhood, participation in sport is an important factor in the development of lifetime learning and the development of a physically active lifestyle. Self-motivated informal play sometimes leads to more formalized forms of play.

**Educational theme:** Success is a journey, not a destination. Persistence and determination are needed to succeed.

**Educational theme:** Public displays of emotion are appropriate when both the opponent and game are treated with respect, responsibility, understanding, and effort. It is inappropriate to exploit other players and teams. Displaying good sportsmanship is of equal importance with winning!

**“TWIB Notes”:** In the history of Major League Baseball, San Francisco Giants left fielder Barry Bonds is now just the fourth man to have reached the 600 career home run summit. Barry joined Hank Aaron, George Herman “Babe” Ruth, and his godfather, Willie Mays. Mays is not only Barry’s godfather, but his idol, too. Bonds believes that Mays inspired and pushed him in a manner that made him want to succeed.

**Educational theme:** If you lose touch with the past, you lose sight of the future.

Documented the achievement of a standard that measures the performance of an elite athletic career. Historic performances create interest for both fans and participants.

**Educational theme:** Family involvement is crucial in the growth and development of a child's character and career choices. The family is often extended to include friends and relatives. In early childhood, children often select elite athletes as idols and role models. In this unique situation, the extended family included an elite athlete.

**"Sweat It Out":** Few teams in baseball score more runs than the Texas Rangers. In fact, once this year they scored 17 runs on 22 hits and tied a MLB record with six doubles in an inning. The next day they recorded 19 runs while establishing a club record with 6 home runs in a home game. In the last 50 years, Texas is just the second team to score 17 runs in back-to-back games.

**Educational theme:** Documented the achievements of an excellent team performance. Much of baseball's traditions are based upon surpassing historic performances that are the measure of accomplishment.

**"Pure Baseball":** TWIB honored the late great Pittsburgh Pirate outfielder, Roberto Clemente. It has been 30 years since his death, yet he still commands respect like no other Latin player. Clemente won four National League batting titles, twelve Gold Gloves, and had 3000 career hits. Roberto was the first Latin player inducted into the Hall of Fame. Clemente had many gifts on the field and quite a presence off the field. Roberto left an inspirational legacy for both his family and Latin players. In 1972, Nicaragua suffered a devastating earthquake. A native Puerto Rican, Clemente felt compelled to join a mercy mission that would fly in supplies on New Years Eve. Despite a premonition of his death in an airplane crash, he flew. Shortly after take-off the airplane crashed into the ocean killing all aboard.

**Educational theme:** Do it now! You cannot build a reputation on what you are going to do. Reputation is what others believe. Elite athletes often are role models whether they wish to lead by example or not to lead.

**Educational theme:** True leaders strive to be first and give their all for the success of the team and community. They are the first to see the need, envision the plan, and empower the group for action. One becomes the leader by the quality of his actions and the integrity of his intent.

**"TWIB Classic":** TWIB also honored the memory of the St. Louis Cardinals right fielder, Enos "Country" Slaughter, who passed this week. Slaughter may be best remembered for his "mad dash" that won the seventh game of the 1946 World Series against the Boston Red Sox when he scored from first base. Enos believed that if you have desire and determination, learn the fundamentals of the game, and execute them with proper practice, you will have confidence.

**Educational theme:** Hustling does not take any ability. It just takes pride and desire. There is no excuse for failing to hustle, if an athlete makes it a habit to hustle.

**Educational theme:** Persistence and determination are necessary for one to succeed. Success requires not only that you work hard, but work smarter.

**Re:** This Week In Baseball

**Air Date:** August 24, 2002

**TWIB Show #313**

**“His House”:** Dennis Quaid, baseball fan and actor in the inspirational movie, “The Rookie,” hosted this week’s edition of TWIB in Hollywood. Dennis is a natural in sports movies. His most recent movie, “The Rookie,” is critically acclaimed and highly successful. Dennis stars as the real life major league pitcher, Jim Morris, who at the age of 35 was challenged to pursue his dream by the Texas high school team he coached. The deal was that if the high school team won a district championship, then Morris had to try-out for a major league team. The teenagers won, and as he had promised, Jim tried out for the Tampa Bay Devil Rays. At the camp, the radar gun recorded that Morris threw 97 miles per hour. Because of that excellent velocity, the Devil Rays signed the science teacher-coach to a minor league contract. After winning three games with the Durham Bulls, Morris was called up to the big leagues. On September 18, 1999, against the Texas Rangers, Jim made his debut by striking out the first batter he faced

Jim Morris recognizes he had a second chance to accomplish his lifelong dream of playing Major League Baseball.

The effort Quaid put into the role made Morris feel good about the silver screen portrayal. Dennis thought it was important to make it look correct. To make his performance athletically right, Dennis played catch every other day with former big league pitcher, Jim Gott. Morris observed that making movies requires hard work and dedication. Just as in professional baseball spring training, movie actors do it over and over again, until they get it right.

**Educational theme:** Success is a journey, not a destination. Dreaming, goal setting, persistence, and determination are needed to succeed.

**Educational theme:** Desire to be challenged, then accept the challenge. There are no barriers in life, only challenges.

**Educational theme:** Repetition is necessary in the learning process. The quality of performance is in direct proportion to their commitment to excellence, regardless of their field of endeavor.

**“TWIB Notes”:** Acting was also the focus of this segment. To make the “2002 Authentic MLB Collection” commercial, two of the New York Mets clubhouse personnel made their acting debuts. Mets first baseman, Mo Vaughn, graciously appeared in the spot as well.

**Educational theme:** The career opportunities in Major League Baseball are numerous. Support personnel are necessary to produce the entertainment product fans enjoy.

**“Pure Baseball”:** This segment looked at some amazing feats accomplished this week by MLB hitters. Former American League batting champion, Bernie Williams, of the New York Yankees put together quite a streak. With 11 straight hits, Bernie is now tied for third place on the all-time list for consecutive hits. His Yankee teammate, Alfonso Soriano, became the first second baseman in MLB history to join the “30-30 Club” with at least 30 home runs and 30 stolen bases in a single season. Finally, Texas Ranger

superstar Alex Rodriguez - who is a member of the "40-40 Club," became the sixth player ever to hit 40 home runs in five straight seasons.

**Educational theme:** The well-educated athlete is provided an opportunity to be challenged. Historic performances provide much of the tradition in sport that establishes standards to measure achievement while creating interest for both fans and players.

**"Beyond the Fence":** The Houston Astros, Octavio Dotel, has emerged as one of the top relief pitchers in Major League Baseball. Octavio is a native of the Dominican Republic. This country has produced more than its share of big league players. Dotel credits his former coach and mentor, Hilario Rijo, with developing his character and pitching skills. Dotel's training routine is hard but basic -- and is a natural extension of what he learned in the Dominican Republic. For instance, he loves to run through the streets while dragging a heavy tire attached to him with a harness.

**Educational theme:** The harder one works, the harder it is to surrender. People recognize those athletes who give a sincere, intense, focused and honest effort.

**Educational theme:** This is an excellent example of the pedagogical responsibilities of the coach. The role of a mentor is in character development and motor learning.

**"TWIB Classic":** On Opening Day in 1981, Los Angeles Dodger rookie pitching sensation, Fernando Valenzuela, shutout the Houston Astros which was the beginning of "Fernandomania." Valenzuela took the baseball world by storm. The 20-year-old Mexican became the first rookie to be honored with the Cy Young Award and helped the Dodgers win the World Series.

**Educational theme:** This is another fine example of the multi-cultural aspect of Major League Baseball.

**Educational theme:** Documented the achievements of an excellent individual. Many of baseball's traditions are based upon surpassing historic performances that are the measure of accomplishment. If you lose touch with the past, you lose sight of the future.



**Re:** This Week In Baseball

**Air Date:** August 31, 2002

**TWIB Show #314**

**“His House”:** St. Louis Cardinal left fielder, Albert Pujols, hosted this edition of TWIB at Busch Stadium. Last season, Pujols posted one of the finest rookie seasons in baseball history. Albert hit over .317 with 37 home runs, 130 RBIs, and 112 runs scored - the first National League Rookie to post those impressive numbers. Albert easily won the National League Rookie of the Year Award and finished fourth in the voting for the MVP. During the season, Cardinal manager, Tony La Russo, challenged him when he had Albert play several different defensive positions, including left field, first base, third base, and shortstop. He displayed his versatility and athleticism by playing them all well.

Albert's winning ways have quickly turned him into a mega-star. For example, he and his wife Deidra posed for the most recent swim suit issue of Sports Illustrated magazine. Pujols knows that all the attention he is getting off the field is the result of his on field performance.

Albert remembered and shared the sadness of the St. Louis baseball community this year. First the venerable announcer Jack Buck passed away. Then, just two weeks later, the sudden death of Cardinal pitcher Darryl Kile further shook the team but the Cards had to move forward. They have responded in winning ways.

**Educational theme:** This segment documented the feats in the career of an outstanding athlete. Historic performances provide much of the tradition of sport that establishes standards to measure achievement and goal setting while creating interest for both fans and participants.

**Educational theme:** Nothing is more common than unsuccessful people with talent. Changing positions and versatility provides an increased opportunity for playing time.

**Educational theme:** The difference between a successful team is not the lack of ability or knowledge, but rather the lack of will to prepare to win. This permits them to focus on the common vision of winning. Teamwork is the ability to direct individual accomplishments toward the team's objectives.

**“TWIB Notes”:** This segment dealt with the making of the amazing McFarland action figures. It begins with Todd McFarland, the creator of the comic book series, “Spawn,” and McFarland Toys. Todd is a comic book illustrator by trade. He has created some of the “coolest” characters in comic history, but his passion for baseball has led him to make a line of toy action figures of MLB stars. His dedication to detail has made his action figures so life like that he has established a new standard for the industry.

Todd also spent more than \$3,000,000 for the baseball that Mark McGuire hit for the record breaking 70<sup>th</sup> home run. After putting the ball in his collection, he then put it on display so more fans could see it.

**Educational theme:** Baseball has many spin-off businesses and associated careers.

**Educational theme:** The artistic beauty of human movement is found in the aesthetic value of sport. This is captured and displayed by the artisans who create objects belonging to the realm of art, such as, paintings, sculptures, drawing, etc.

**Educational theme:** Museums may take many forms. It is a place where works of art and objects of permanent value are kept and displayed.

**“Sweat It Out”:** New York Yankee shortstop, Derrick Jeter, became the third man in history to score 100 runs in his first three seasons in the big leagues. Former New York Yankee, Earl Combs, and the late great Boston Red Sox star, Ted Williams, both did it in their first eight seasons.

**Educational theme:** This documented the feat in the career of an elite athlete. Historic performances provide much of the tradition of sport that establishes standards to measure achievement, improvement, and goal setting while creating interest and enjoyment for fans and players. If you lose touch with the past, you lose sight of the future.

**“Pure Baseball”:** MLB sponsors the Arizona Fall League which begins play in October. In 1992, MLB saw a need to keep America’s top prospects in the United States. Before then, the future stars of the game went to Venezuela, Puerto Rico or the Dominican Republic to play. Today, results show that 36% of the players on opening day rosters and one-third of the MLB All-Stars played in the Arizona Fall League.

**Educational theme:** Training programs for elite athletes include year long planning and periodization. The progressively more challenging periodization includes more difficult competition, advanced instruction of skills and strategies, and high performance conditioning to increase body size, speed and strength. Putting young and developing prospective Major League players in a “practice under pressure” situation provides them with opportunities to develop more rapidly because without challenge there is little achievement.

**Skill of the Week”:** Pitcher Tim Hudson of the Oakland Athletics graciously talked about and demonstrated the split-finger fastball.

**Educational theme:** The teaching and coaching (pedagogy) of sport provides an efficient and formal manner to provide learners with competencies in the biomechanics of motor movement.

**Educational theme:** Learning provides the only way to get better. The only way to get better is to get smarter.

**Re:** This Week In Baseball

**Air Date:** September 7, 2002

**TWIB Show # 315**

**“His House”:** Arizona Diamondback infielder, Junior Spivey, hosted this edition of TWIB at Bank One Ballpark. Spivey, a 36<sup>th</sup> round draft selection in 1996, is the only Diamondback to have a five hit game in 2001 – in fact, he did it twice. Since his call up to the big leagues in June of 2001, he has been to a World Series and selected for the 2002 National League All-Star team. He is a consistent player, as shown by this season’s statistics. Spivey leads the D’backs in batting average, runs scored, hits and doubles.

Junior looks forward to coming to the ballpark everyday because he can see something new and different. As a rookie, he gets the opportunity to see many major league stadiums for the first time – but sometimes he gets lost. Junior’s time management skills are his greatest challenge as a rookie. Because of his lateness he has earned the nickname, “Can’t get it right.” This is part of the friendly teasing and heckling that his teammates give him which has forced Junior to develop a “tough skin.”

**Educational theme:** The difference between success and failure can be measured by one’s desire. That is why some ball players succeed because of physical talents, but many succeed because of determination. Success is a journey, not a destination.

**Educational theme:** There are few great people in the world, but many great challenges which ordinary people rise to meet.

**Educational theme:** “Sticks and stones can break my bones, but names will never hurt me.” Mental toughness is crucial in dealing with harassment. It permits the athlete to remain focused on the objective of high-level performance.

**“TWIB Notes”:** The Oakland Athletics are one of the most amazing stories that this game has ever seen. In May, they were finding ways to lose. Now, they are finding ways to win. Everyone knows the Athletics have outstanding pitching. Now, the Oakland hitters have begun to hit as well. This past week, the Oakland Athletics won their 20<sup>th</sup> straight game to establish an American League record.

In 2001, Arizona Diamondbacks teammates, Curt Shilling and Randy Johnson, became the second teammates ever to finish first and second in the voting for the Cy Young Award. The first teammates to do so were Dr. Mike Marshall and Andy Messersmith for the 1974 Los Angeles Dodgers. This year it appears that Shilling and Johnson will do it again in the National League. In the American League, Boston Red Sox pitchers, Derrick Lowe and Pedro Martinez, might also turn the trick. TWIB posed the question, “Will this be the first time that teammates finish first and second in both leagues?”

**Educational theme:** This segment documented one of the most surprising and wonderful feats by a team in modern baseball history. Historic performances provide much of the tradition of sport that establishes standards to measure achievement.

**Educational theme:** The will to prepare to win is more important than the will to win. Winning is a habit. Wining is the residue of design.

**Educational theme:** Teamwork is the ability to work together toward a common vision. It is the ability to direct individual accomplishment towards the team’s goal. It is the fuel that allows common people to attain uncommon results.

**“Before the Bigs”:** There are not many baseball families like the Boone’s. Last year, Seattle Mariner Bret Boone hit more home runs and had more RBIs than any second baseman in American League history. This season, his little brother Aaron, the Cincinnati Reds third baseman, has hit more runs than Bret has. Their grandfather, Ray, is proud but their father, Bob, knows that the only thing that got them to the big leagues is their love of the game.

As a child, Bret was always on the major league diamond with his father, Bob, then with the Philadelphia Phillies. Bret took it for granted. He believed then that every youngster could be on the field. Today, Bret encourages teammates with children to bring them to the field so they can learn to enjoy and love baseball.

Bob Boone, Aaron’s father and his manager for the Cincinnati Reds, is also his biggest mentor in the game. Aaron often takes advantage of his father’s knowledge and wisdom to grow as a man and a player.

When Bret played in the 1998 All-Star Game, the Boone family became the first family to have three generations of Major League all-stars. Bret joined his grandfather, Ray, an all-star third baseman with the Detroit Tigers, and his father, Bob, an all-star catcher with the Phillies. Bret has a two-year-old son, Jacob, whom Ray says already is showing signs of a baseball future. The family Boone believes that baseball is in the blood and you have to have it inside you.

**Educational theme:** Every person is cerebrally designed to excel in some sport. Research reveals that a person will pursue physical activity if an activity is chosen to one’s liking because people usually like to succeed.

**Educational theme:** Physique, muscle fiber characteristics, heart and lung size, and other factors affecting athletic performance are inherited.

**“Skill of the Week”:** Cincinnati Reds center fielder, Ken Griffey, Jr., graciously spoke about and demonstrated the art of diving for an outfield fly ball. Junior said that one must try to get to the correct position to read the flight of the ball.

**Educational theme:** Sport pedagogy provides an efficient and formal opportunity for students of the game to learn the biomechanical skills and strategies of motor movement.

**“TWIB Classic”:** Arizona Diamondbacks manager, Bob Brenly, then playing with the San Francisco Giants became just the fourth player in Major League history to commit four errors in one inning. Playing third base, he was charged with tree fielding and one throwing error, but reciprocated with four RBI’s on three hits featuring two home runs, including the game-ending home run.

**Educational theme:** The difference between the professional and amateur is how well they deal with the adversity. The amateur often lingers and laments mistakes while the professional maintains composure and continues to compete. Some people make things happen while others wonder what happened.

**Re:** This Week in Baseball

**Air Date:** September 14, 2002

**TWIB Show #316**

**“His House”:** Atlanta Braves closer, John Smoltz, hosted this edition of TWIB at Turner Field. John is just the second MLB pitcher in history to record both a 20 win and 50 save season.

MLB remembered and reflected upon the tragedy of 9/11/01 when the USA came under a cowardly attack. Baseball honored those who lost their lives, risked their lives, and those who protect our land and our freedom. Throughout history, baseball has served as a diversion from the tragedies our country has faced. For generations, the game has endured as our national pastime and has played a significant role in our society. Baseball helped bring Americans together in the 9/11 healing process and proved that America is strong and stands united.

When New York City firemen responded to the cowardly attack on the World Trade Centers, they suffered a tremendous loss. More than 300 firemen died in an effort to save others. One who lost a friend was former New York Yankee first baseman, Frank Tepedino, the only fireman at Ground Zero to play Major League Baseball. On that tragic day, he lost a friend at Ground Zero, firefighter Keith Roma. All that remained was Roma's Yankees' baseball hat. Tepedino contacted his former teammate, Bobby Mercer, who set up a pre-game ceremony to honor Roma and his fellow fire fighters.

TWIB host, John Smoltz, is a four-time National League All-Star who sat out most of the 2000 season after tearing the medial collateral ligament in his right elbow. John has overcome numerous injuries and surgeries to become one of the most dominating closers in baseball. His approach to the game remains the same, but there is a different mental approach for the starting pitcher as opposed to the relief pitcher. As a starter, the pitcher decides the tempo and environment on a daily basis. Closers wait for everything to happen and must be ready on a daily basis.

Now a reliever, John was once a member of an amazing starting staff that won 11 division titles and a World Series championship. In 1996, he won 24 games and the Cy Young Award. This season, he is closing in on Bobby Thigpen's MLB record of 57 saves in a season. TWIB posed the question -- “Could Smoltz be the first to win a Cy Young Award as a starter and closer?”

In his second year as a closer, John explained life in the bullpen. To beat the heat at Atlanta's Turner Field, there is an air-conditioned auxiliary room connected to the bullpen with amenities similar to the clubhouse.

The relief pitching staff is the backbone of the Atlanta Braves. The bullpen staff is the reason the Braves have been able to “shorten the game” and win the close ones. Together, they boast the best ERA in MLB.

The Braves are a team that is the sum of all its parts. Atlanta does not rely on super defense, offense, or pitching. Their success is a combination of all components and a tribute to manager, Bobby Cox. The Braves' 11 straight Division championships are an unprecedented accomplishment in all of sport.

**Educational theme:** Sport allows for the refreshment of our character by the means of various pastimes, vigorous exercise, diversion, or other resources affording relaxation and enjoyment.

**Educational theme:** People have many chances to make character choices. One of those is to be gracious to those who serve the community. This quality of deeply appreciating the sacrifice others has made for the community is an example of great character.

**Educational theme:** Team play is the ability to work together toward a common goal. It is the ability to direct individual achievement toward the baseball club's goals. It is the fuel that allows common people to attain uncommon results.

**Educational theme:** Climate plays a major role in athletic performance. Acclimatization is necessary to provide athletes the opportunity to adapt to stressful environments and reach peak performance. Environmental accommodations are one way to give athletes every opportunity to succeed.

**Educational theme:** The proper mental approach is crucial to successful competition and athletic enjoyment. The mental aspect is believed to be five times more important than the physical.

**"Swat It Out":** New York Yankee, Jason Giambi, and Philadelphia Philly, Jeremy Giambi, are close to an all-time MLB record for home runs in a season by brothers. The record of 59 was set in 1937 when Vince DiMaggio of the Boston Red Sox hit 13 and his brother, Joe DiMaggio, hit 46.

**Educational theme:** Genetics and environmental influences are important factors in the development of athletes. The eventual expression of inherited characteristics is influenced by environmental factors such as diet, pedagogy, and training.

**Educational theme:** Historic performances provide much of the traditions of sport that establishes standards to measure achievement and creating interest and fun for players and fans.

**"Calls of the Week":** The Texas Rangers established a new Major League record with home runs in 26 consecutive games. The Oakland Athletics also set a new American League record with 20 consecutive victories.

**Educational theme:** This segment documented the feats of two teams. Historic performances provide much of the tradition of sport that establishes standards to measure achievement, improvement, and goal setting while creating interest and enjoyment for fans and players. If you lose touch with the past, you might lose sight of the future.

**Re:** This Week In Baseball

**Air Date:** September 21, 2002

**TWIB Show #317**

**“His House”:** Texas Rangers shortstop, Alex Rodriguez, hosted this edition of TWIB at The Ballpark in Arlington. Alex is only the fifth player in history with consecutive 50 home run seasons. He plays the game with a lot of passion because he loves baseball and loves playing it the proper way. Some people consider Rodriguez to be the best player in the Major Leagues. The argument exists that Alex should be the Most Valuable Player in the American League, even though he plays for a last place team. That has only happened once before. Alex’s amazing statistics supersede everyone else - .305 batting average, 56 home runs, and 138 RBIs.

Recognized by his peers for both his defensive skills and power hitting, Rodriguez holds the MLB record for the most home runs hit by a shortstop in a single season. No one has ever hit more home runs at the age of 27 than Alex.

After eight years in the Major Leagues, he has grown as a man and has embraced his role as a team leader and mentor. He does a great job helping other players, making sacrifices for the team, and serving as the “field general.”

Boys and Girls Clubs of America made Alex the national spokesman. Alex feels a responsibility to give back both in time and financially to the organization that supported him as a youngster. Rodriguez’s motivational speeches encourage children to be good people, to be very good students, and to focus on the future as well as the present.

Rodriguez’s future plans include a family with a couple of children and World Series Championship rings.

**Educational theme:** Educated persons understand that physical activity provides opportunities for enjoyment, challenge, self-expression, and social interaction. Historic performances provide much of the tradition of sport that establishes standards to set goals and to measure achievement and creating interest and fun for players and fans.

**Educational theme:** Leadership comes from the quality of one’s actions and the integrity of his intent. True leaders are the 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.

**Educational theme:** Outstanding citizens are concerned about responsibilities and obligations rather than rights and privileges. Community service is an important component of character.

**Educational theme:** Goal setting is necessary to success. If you don’t have a plan for the future, you have a plan for failure.

**“TWIB Notes”:** In the history of baseball, only 13 men have hit home runs in consecutive appearances, including such legendary Hall of Fame stars such as Philadelphia Phillies Mike Schmidt, Philadelphia Athletics Jimmie Foxx, and New York Yankees Lou Gehrig and “Babe” Ruth. When Anaheim Angels’ Troy Gloss did it this week, it was the third time this season. Earlier this year, Seattle Mariners Mike Cameron and the Los Angeles Dodgers Shawn Green did it in just one game. Gloss needed two games to hit four home runs in a row.

**Educational theme:** This segment documented a feat in the career of an elite athlete. Historic performances provide much of the tradition of sport that establishes standards to measure achievement while creating fun and interest for the athletes and fans.

**“Sweat It Out”:** Whether it is on the baseball field or during commercials for his Anti Drug Campaign, the camera is on New York Yankees shortstop, Derek Jeter. Derek’s latest endeavor is a Gatorade commercial. TWIB showed the viewer the artistic and technical development used to create the Gothic scene with Jeter batting against Gargoyles pitching “balls of fire.”

**Educational theme:** Career opportunities for elite athletes extend beyond the sport venue.

**Educational theme:** The artistic value of sport is found in the beauty of human movement. Through the use of modern technology, artisans can create unique and imaginative works of art.

**“Beyond the Fence”:** The Minnesota Twins are the second team this year to win their division and qualify for post-season play. This may delay the post-season recreational passion of teammates Doug Mientkiewicz, Brad Radke, and Eric Milton – fishing!

**Educational theme:** Physically educated persons demonstrate competency in many athletic and movement forms and exhibit a physically active lifestyle.

**Educational theme:** Recreational activities provide for refreshment by means of some pastime, diversion, or exercise.

**“TWIB Classic”:** In 1990, while pitching for the Texas Rangers, Nolan Ryan pitched his sixth no-hitter- a shutout over the Oakland Athletics. A year later at the age of 44, Ryan pitched his seventh no-hit game- a shutout over Toronto. His seven no-hitters are a Major League record and, at age 44, Nolan was the oldest pitcher ever to throw a no-hitter.

**Educational theme:** Historic performances provide many of the traditions of sport that set standards to evaluate achievement while creating enjoyment and interest for fans and players. If you lose sight of the past, you might lose sight of the future.



## **Under the Helmet—Program # 1**

**August 24,2002**

**Tag along with Derrick (dirty) Deese in Training Camp**—This segment follows one of the unsung heroes of football - an offensive lineman for the San Francisco 49ers. He goes through the routine that is followed by all NFL football players during training camp. It is hard work for all the athletes. Showing the various techniques that are perfected to allow Derrick to pass protect in the NFL, coaches work with him on hand techniques and how to counter defensive moves. He also goes into ice after practice to slow down muscle soreness and to recover from heat stress. He loves the game and knows that training camp is where the team becomes closer. If the team can become tight during training camp, everything else is easy. The head coach makes each player feel a part of the family. (Christmas Card). The reality of life comes when the fans do not know who the offensive lineman is. They care only about the super star and are unaware of the men in the trenches.

**Educational Theme: Proper nutrition is important to the players.**

**Educational Theme: Basic and counter techniques are essential to any task, including football.**

**Education Theme: Information on training techniques and injury prevention are mentioned, including the use of ice baths to reduce inflammation and manage heat.**

**Educational Theme: Love of the game and teamwork will lead to success. (family)**

**Educational Theme: Sometimes effort goes unrecognized.**

**Educational Theme: Hard work leads to success.**

### **How Hula Dancing Transfers to the Football Field**

LaVar Arrington (Washington Redskins) and Brandi Chastain enjoy the ultimate vacation in Hawaii which includes a hula dance for LaVar. He is instructed to stretch which he has to do as a linebacker, although he finds it embarrassing to do something that he's uncomfortable about. He learns that he has to bend his legs and keep his back straight as he does as a linebacker. In uniform he feels the full effect. He learns that quicker movement will improve his dancing and linebacking, and uses his pass rush technique for his hand movement in the hula. He learned to develop new moves and a new respect for dancing. The players in the Pro Bowl enjoyed each other's company.

**Educational Theme: Basic athletic skills can be used for things other than football.**

**Educational Theme: Skill in one area does not guarantee skill in another.**

**Educational Theme: Others interests and skills can be appreciated.**

**Educational Theme: All Star games are an enjoyable reward for effort during the year. There is more enjoyment and less pressure in this game.**

### **The Best Play of 2001**

Adam Venetari (cousin of Evil Knevil) makes a field goal to win the Super Bowl. Turnovers make the difference. Rams come back with pride and effort. They fight and claw their way back into the game. The game is tied with 21 seconds left. Adam makes a 48- yard field goal with seven seconds left to win the Super Bowl. We are all Patriots and tonight the Patriots are the world champions.

**Education Theme: Practice makes perfect; too many mistakes in a task will guarantee failure.**

**Educational Theme: Success comes to those who perform in pressure situations**

**Educational Theme: One person performing well under pressure can lead to team success**

## **Under The Helmet - Program #2**

**August 31, 2002**

### **Hugh Douglas (Eagles Defensive End) Makes His Own Segment!**

This segment was about how Hugh tried to produce his own segment of an *Under the Helmet* production. Introducing a new perspective to *Under the Helmet* productions from "under the helmet," he talked about the people that produce the regular show, introducing them to the audience and explaining their jobs.

**Education Theme: Illustrated the technical knowledge needed to edit and produce films. It also showed how you can add segments and music to enhance the enjoyment of the film.**

### **Tom Brady (Quarterback of the New England Patriots) Playground Playbook!**

This was a portrait of a young Tom Brady who grew up loving football and having idols like Joe Montana. Tom reflected on his feelings as the 49ers beat the Cowboys. He grew up in a high school where baseball was the sport. He tried baseball, but realized his talents were geared more toward football. Many can relate to his memories of the good and bad moments of high school football games. Committed to being the best, he was embarrassed when he threw an interception that cost his team a game. Tom enjoyed the success of his sisters in their various sports, and talked about a paper he wrote on being a baby brother.

**Educational Theme: It is good to have positive role models in our lives.**

**Educational Theme: Examine your skills and talents and pursue the sport that is best for you. It must be fun!!**

**Educational Theme: Family is an important part of a balanced life.**

**Educational Theme: You can be a role model for others when you are successful at what you love.**

### **Junior Seau's (San Diego Chargers Linebacker) Best Hits 11 Years All Pro.**

Junior sings and enjoys music, loves to be around kids, and remembers how important heroes are in the lives of children. He plays the game of football with enthusiasm and excitement. He talks on the football field to release tension and to get his defensive tackles in the right hole. Junior gives his input to the coach; sometimes he listens, sometimes not. He loves the challenge of matching strategies between the offense and defense. He does not like to be criticized. He knows that sometimes he will have to give up the game, but until then, he will have fun.

**Educational Theme: If we show interest in other people, they will show interest in us. We live in a world full of people-practice the Golden Rule: do unto others as you would have others do unto you.**

**Educational Theme: It is important to approach our profession with enthusiasm**

**and have fun no matter what we choose to do.**

**Educational Theme: Life presents mentors and challenges; as we utilize these recourses, we can reach our potential.**

**Educational Theme: It is important to live life to its fullest (as a child, as a player, after playing career ends).**

## **Under the Helmet # 3**

**September 7, 2002**

### **Back In The Days . . .**

This clip is about Brian Urlacher (linebacker for the Chicago Bears) growing up in Lovington, New Mexico. He reflected on his memories of growing up in a small town and being involved in many sports. A Dallas Cowboys fan, he idolized Darren Wilson (safety for the Cowboys) and tried to pattern his play after Darren. Brian played safety, wide receiver, and on all the special teams in high school. He shared his high school athletic experiences such as: catching the football, making big tackles on defense, playing on the same team as his brother, and returning a kick-off for a touchdown to help his team win a game. He has always enjoyed playing sports with his friends and loves his teammates today.

Brian has used his talents from high school to become one of the top linebackers in the NFL. He even caught a pass for a touchdown in the NFL using those talents he developed in high school. Committed to his roots, he contributed \$40,000 to the weight program at his school and \$25,000 to the school scholarship fund.

**Educational Theme:** It is good to participate in many activities before specializing in one.

**Educational Theme:** You can excel in an area if you enjoy the task and enjoy the workplace. (Brian loves to tackle and enjoys his teammates.)

**Educational Theme:** It is important that we appreciate those who have helped us reach greater heights in our lives.

### **Peyton Manning Sound Bits**

Manning, the quarterback of the Indianapolis Colts, has thrown for 3,000 yards during his first four years as a professional establishing his credentials within his profession. His communication with his offensive team becomes interesting in the clip as he uses colors, direction, and objects to communicate. An example of this is the word "pistol" which alerts the players it is a safety blitz. The wide receiver runs a post pattern for a first down, and a smart quarterback has made the right adjustment to attack a blitzing defense.

Peyton questions a holding call to show he is trying to support his linemen. Realistically, he knows reporters will criticize him if the offense fails. Peyton also shows frustration about the offense's mistakes and penalties. He shows his human likable side by eating sunflower seeds, kidding with the Gatorade ball boys, and singing at the end of the game. Peyton is a positive player who respects his supporting cast.

**Educational Theme:** Choices made during competition can lead to either success or failure. (Challenges, times of opposition.)

**Educational Theme:** One should respect others and treat them accordingly.

**Educational Theme:** Be positive with peers; it will help them perform at a higher level.

## **Under the Helmet # 3**

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## **Under the Helmet #4**

**September 14, 2002**

### **Sounds of the week featuring Steve Mariucci and Jim Fassel**

The sound bites revealed some interesting conversation between two NFL coaches before and during the game. Steve (49ers) wonders what the new camera was that was suspended to get better shots of the game. Comparing it to a space ship, he was totally fascinated with this new instrument. He also chatted with Coach Jim Fassel (Giants) before the game about the kickers. They seemed to be friends and enjoyed each other's company before the game. He then got into the intense "competition mode." He said, "Throw it to us" to the Giants' QB. Jim tells his players to relax and they will succeed. Steve is trying to exploit a weakness in the Giants defense and finds out that he does not have a play to do this, so he tells his veteran quarterback and receiver to make up a signal for the "smoke and go" pass pattern. On the last drive, Steve breaks football down into its simplest form which is just playing throw and catch with the football. Terrell Owens makes the big catch and puts the 49ers in a position to win. Steve is a positive coach. He says, "Great catch TO" (Terrell Owen); "Go win the game Cortez" (this is his kicker); and, after the win, he tells his quarterback, "Nice win. It is hard to win on the road, and I am proud of you, Jeff."

**Educational Theme:** You can be friendly with the opposing coach before a game without jeopardizing competition. (Respect opponents, coaches, and officials.)

**Educational Theme:** Positive reinforcement can result in success in football or in any profession.

### **Play Station Game Between Randy Moss and Daunte Culpepper**

Daunte is the quarterback and Randy is the receiver on the Minnesota Vikings team. Randy states that the coin-toss in the real game should be the same thought process as the coin-toss for the Play Station game. The two teammates become involved in an intense, highly competitive game of Play Station football. They joke with each other on decisions made, but it is all in fun.

**Educational Theme:** Players can compete off the field, but still be friends and teammates when they are on the football field.

### **NFL Fashion Show**

Greg Granel (NFL vice president of apparel) put up a "call to arms" for all New York design houses to use NFL gear to focus on a theme of New York, NFL teams, and Americana. Former NFL players, models, and Rebecca Grant model gear designed by famous designers.

**Educational Theme:** Players' uniforms are designed by experts to meet the taste and marketing direction of a team; in this instance, to honor NYC.

**Educational Theme:** An interesting profession could be redesigning uniforms to make them more fashionable and marketable.

Federal Communications Commission  
Washington D.C. 20554

Approved by OMB  
3060-0754

## FCC 398 Children's Television Programming Report

Report reflects information for quarter ending (mm/dd/yyyy) 09/30/2002

1. Call Sign	Channel Number	Community of License			
KJTL-TV	18	City	State	County	ZIP Code
		Wichita Falls	TX	Wichita	76309
Licensee					
Mission Broadcasting of Wichita Falls, Inc.					
<input checked="" type="checkbox"/> Network Affiliation: FOX		Nielsen DMA		World Wide Web Home Page Address (if applicable)	
<input type="checkbox"/> Independent		Wichita Falls TX-Lawton OK		www.kjtlfox18.com	
Facility ID Number	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yyyy)		
7675			08/01/2006		

### Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 3.42  
47 C.F.R. Section 73.671(c).
3. Does the licensee identify each Core Program at the beginning of the airing of each program as ☒ Yes ☐ No required by C.F.R. Section 73.673?
4. a. Does the licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? ☒ Yes ☐ No
- b. Identify publishers who were sent information in 4.a.

Stargate - Infinity :TV GUIDE, TV DATA/TMS, THE ADVOCATE, ARIZONA DAILY STAR, ARIZONA REPUBLIC, ASBURY PARK PRESS, ATLANTA JOURNAL & CONSTITUTION, AUSTIN AMERICAN STATESMAN, BALTIMORE SUN, BERKSHIRE EAGLE, BIRMINGHAM NEWS, BIRMINGHAM POST HERALD, BOSTON GLOBE, BOSTON HERALD, BUFFALO EVENING NEWS, CHARLOTTE OBSERVER, CHICAGO DEFENDER, CHICAGO SUN TIMES, CHICAGO TRIBUNE, CINCINNATI ENQUIRER, CINCINNATI POST, CLEVELAND PLAIN DEALER, COMMERCIAL APPEAL, COURIER JOURNAL, COURIER POST, DAILY BREEZE, DAILY COMMERCIAL, DAYTON DAILY NEWS, DEMOCRATIC & CHRONICLE, DENVER POST, DES MOINES REGISTER, DETROIT FREE PRESS, DETROIT NEWS, THE DISPATCH, EVANSVILLE COURIER & PRESS, FAYETTEVILLE OBSERVER, FLINT JOURNAL, FLORIDA TIMES UNION, FLORIDA TODAY, FRESNO BEE, FT. LAUDERDALE SUN, FT. WORTH STAR TELEGRAM, THE GAZETTE, GRAND RAPIDS PRESS, GREEN BAY PRESS GAZETTE, GREENVILLE NEWS, HARTFORD COURANT, HERALD & REVIEW, HERALD JOURNAL & POST STANDARD, HOME NEWS TRIBUNE, HOUSTON CHRONICLE, HUTCHINSON NEWS, INDIANAPOLIS STAR, INTELLIGENCER JOURNAL, JOHNSON CITY PRESS, LA OPINION, LINCOLN JOURNAL STAR, LOS ANGELES DAILY NEWS, LOS ANGELES TIMES, MIAMI HERALD, MILWAUKEE JOURNAL SENTINEL, MINNEAPOLIS STAR TRIBUNE, NEW YORK DAILY NEWS, NEW YORK POST, NEW YORK TIMES, NEWSDAY, NORTHWEST HERALD, OAKLAND TRIBUNE, OMAHA WORLD HERALD, OREGONIAN, ORLANDO SENTINEL, PALM BEACH POST, PATRIOT



NEWS, PHILADELPHIA DAILY NEWS, PHILADELPHIA INQUIRER, PITTSBURGH POST, POST TRIBUNE, RALEIGH NEWS OBSERVER, THE RECORD, RICHMOND TIMES DISPATCH, RIVERSIDE PRESS ENTERPRISE, ROANOKE TIMES, ROCK MOUNTAIN NEWS, SAN DIEGO UNION TRIBUNE, SAN FRANCISCO CHRONICLE, SCRANTON TRIBUNE, SOUTH BEND TRIBUNE, SPARTANBURG HERALD-JOURNAL, SPOKESMAN REVIEW, SPRINGFIELD NEWS SUN, SSA PR, ST. LOUIS POST DISPATCH, ST. PETERSBURGH TIMES, STANDARD EXAMINER, STAR LEDGER, STAR PRESS, STATE JOURNAL REGISTER, THE STATE, STATESMAN JOURNAL, SUN NEWSPAPERS, SUNDAY NEWS, TAMPA TRIBUNE, TEXARKANA GAZETTE, THE BLADE, TIMES UNION, TRIBUNE CHRONICLE, TRIBUNE REVIEW, TV GUIDE CHANNEL, VERO BEACH PRESS JOURNAL, VIRGINIAN PILOT, WASHINGTON TIMES, WATERLOO CEDAR FALLS COURIER, WICHITA EAGLE, WINSTON SALEM JOURNAL, WISCONSIN STATE JOURNAL, ARKANSAS DEMOCRAT, BRYAN COLLEGE STATION EAGLE, CHARLESTON DAILY MAIL, CHATTANOOGA TIMES, CHICAGO SUN TIMES, CHRISTIAN SCIENCE MONITOR, COLUMBUS DISPATCH, DAILY HERALD, DAILY OKLAHOMAN, DALLAS MORNING NEWS, DAYTONA BEACH NEWS-JOURNAL, HONOLULU ADVERTISER, INLAND VALLEY DAILY, KENOSHA NEWS, LAS VEGAS REVIEW-JOURNAL, MILWAUKEE JOURNAL, MODESTO BEE, NEW HAVEN REGISTER, NEW ORLEANS TIMES-PICAYUNE, ORLANDO SENTINEL, PROVIDENCE JOURNAL, SACRAMENTO BEE, SALT LAKE TRIBUNE, SAN ANTONIO EXPRESS, SAN DIEGO UNION TRIBUNE, SAN FRANCISCO EXAMINER, SAN JOSE MERCURY NEWS, SARASOTA HERALD TRIBUNE, SEATTLE POST INTELLIGENCER, SEATTLE TIMES, THE SIGNAL, STATEN ISLAND ADVANCE, STOCKTON RECORD, TENNESSEAN, TRIBUNE MEDIA, TULSA WORLD, USA TODAY, VANCOUVER COLUMBIAN, THE VINDICATOR, WASHINGTON POST, AND YORK DAILY RECORD.

Under The Helmet and This Week In Baseball: BERGEN RECORD, NEW YORK TIMES, PREVUE NETWORKS, SPORTS ILLUSTRATED, SPORTS MENU, SPORTS VUE, SYGMA NEWS, TRIBUNE MEDIA SERVICES, TV DATA, TV GUIDE, TOTAL TV/CABLE GUIDE, TV LISTINGS, VITAC, NEW YORK POST, CHICAGO TRIBUNE, LOS ANGELES TIMES, ASSOCIATED PRESS, LOS ANGELES DAILY NEWS, NEWSDAY, NEWARK STAR LEDGER, GULF SPORTS RADIO, REUTERS, USA TODAY, WORLD SYNDICATE, AND WORLDNOW.COM

Magic School Bus: TV Data, Tribune Media Services, TV Guide

Jack Hanna: TV Data, Tribune Media Services, TV Guide

5. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Program #1: <b>Magic School Bus</b>			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
<b>Monday-Friday 7:30am CST (7/7/02-9/6/02)</b>	<b>45</b>	<b>0</b>	
Length of Program: <b>30 (minutes)</b>			
Age of Target Child Audience: from <b>6</b> years to <b>9</b> years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. A significant purpose of Scholastic's "The Magic School Bus" is to educate and inform children between the ages of 6 and 9. The educational and informational objectives of the series are to: motivate children's interest in science; introduce science ideas; inspire positive attitudes toward science and education; and model age appropriate science problem solving behavior. Each of the fifty-two half-hour episodes explores a different science topic through an animated journey aboard the magically transformed school bus to destinations such as the center of the earth, inside the human body, to outer space, to remote ecological environments, inside of a molecule, and inside of a plant. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm.			

#### Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the

past three months. \* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #1: <b>Magic School Bus</b>		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
45	0	

Date preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
		Yes No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption: <input type="checkbox"/> Breaking News <input type="checkbox"/> Sports <input type="checkbox"/> Other <input type="checkbox"/> Other News <input type="checkbox"/> Public		

Title of Program #2: <b>Archie's Weird Mysteries</b>		Origination Network	
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
<b>Wednesdays 7:30 am CST (9/11/02 &amp; 9/25/02), Thursdays &amp; Fridays 7:30 am CST (9/12/02-9/27/02)</b>	<b>8</b>	<b>0</b>	
Length of Program: <b>30 (minutes)</b>			
Age of Target Child Audience: from <b>8</b> years to <b>11</b> years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Each week Archie and the gang negotiate their way through yet another "weird mystery." They encounter many of the same problems and issues confronting today's pre-teens: how to get along with others; how to build and maintain self-confidence; what kinds of values and behaviors lead to both self-respect and respect from others. Because Archie, Jughead, Betty, Veronica and their classmates are engaging characters with whom young viewers easily identify, they serve as excellent role models. As they deal with such pro-social issues as honesty, perseverance, dependability diversity, self-reliance, and self-respect, their struggles and what they finally learn provide young viewers with the kinds of "life lessons" that study after study indicates parents and teachers value. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm.			

### Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. \* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #2: <b>Archie's Weird Mysteries</b>		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
<b>8</b>	<b>0</b>	

Date preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?

	Yes	No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption:		
<input type="checkbox"/> Breaking News	<input type="checkbox"/> Sports	<input type="checkbox"/> Other
<input type="checkbox"/> Other News	<input type="checkbox"/> Public	

Title of Program #3: <b>Sherlock Holmes in the 22nd Century</b>			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
<b>Mondays &amp; Tuesdays 7:30 am CST (9/16/02-9/30/02) Wednesday 7:30 am CST 9/18/02</b>	<b>6</b>	<b>0</b>	
Length of Program: <b>30 (minutes)</b>			
Age of Target Child Audience: from <b>9</b> years to <b>11</b> years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The series is designed to build problem-solving and informational management skills and to model the pro-social values and behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrate fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem-solving as exciting, fun and within their capacity. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm.			

### Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. \* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #3: <b>Sherlock Holmes in the 22nd Century</b>		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
<b>6</b>	<b>0</b>	

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
		Yes No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption:		
<input type="checkbox"/> Breaking News	<input type="checkbox"/> Sports	<input type="checkbox"/> Other
<input type="checkbox"/> Other News	<input type="checkbox"/> Public	

Title of Program #4: <b>Stargate-Infinity</b>			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
<b>Saturdays at 7:00 am CST (9/14/02-9/28/02)</b>	<b>3</b>	<b>0</b>	

Length of Program: 30 (minutes)

Age of Target Child Audience: from 9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. In every episode, the Stargate Explorers enter another new world. About the only things they can be sure of are that they will encounter life forms and cultures very different from their own, that they will face problems that require functioning smoothly as a team, and that a team is only as strong as the character and abilities of its individual members. At its core, "Stargate-Infinity" explores issues, attitudes, and behaviors important to learning how to get along with others – whether those others are from different races, cultures, and species, or from their own team of trainees. The young explorers serve as models for the young audience. As the cadets learn hard lessons about such things as trying to see the world from the perspective of other cultures, the positive benefits in diversity, or how to mesh their own strengths and abilities with those of others on the team, so too do young viewers. The series examines fundamental issues about how and why to get along with others who may be very different from oneself, and about the kinds of abilities and strength of character necessary to be a good Stargate Explorer – and a good person. The program will be regularly scheduled and air between the hours of 7:00 am and 10:00 pm.

## Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. \* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #4: Stargate-Infinity		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
3	0	

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
		Yes No

If rescheduled, were promotional efforts made to notify public of rescheduled date and time? ☐ Yes ☐ No

Reason for Preemption:

☐ Breaking News☐ Sports☐ Other☐ Other News☐ Public

Title of Program #5: This Week In Baseball			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
Saturdays at 2:30pm CST 7/6/02-9/28/02)	7	6	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 13 years to 16 years			
<p>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 is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm.</p>			

## Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. \* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #5: <b>This Week In Baseball</b>		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
<b>13</b>	<b>6</b>	<b>6</b>

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
<b>7/13/02 #307</b>	<b>7/13/02 11:30 am CST</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption: <input type="checkbox"/> Breaking News <input checked="" type="checkbox"/> Sports <input type="checkbox"/> Other <input type="checkbox"/> Other News <input type="checkbox"/> Public		

Date Preempted/Episode # (2)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
<b>7/20/02 #308</b>	<b>7/20/02 11:30 am CST</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption: <input type="checkbox"/> Breaking News <input checked="" type="checkbox"/> Sports <input type="checkbox"/> Other <input type="checkbox"/> Other News <input type="checkbox"/> Public		

Date Preempted/Episode # (3)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
<b>7/27/02 #309</b>	<b>7/27/02 11:30 am CST</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption: <input type="checkbox"/> Breaking News <input checked="" type="checkbox"/> Sports <input type="checkbox"/> Other <input type="checkbox"/> Other News <input type="checkbox"/> Public		

Date Preempted/Episode # (4)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
<b>8/03/02 #310</b>	<b>8/03/02 11:30 am CST</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption: <input type="checkbox"/> Breaking News <input checked="" type="checkbox"/> Sports <input type="checkbox"/> Other <input type="checkbox"/> Other News <input type="checkbox"/> Public		

Date Preempted/Episode # (5)	If rescheduled, date and time	Is the rescheduled date the second
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	rescheduled. If not rescheduled, enter N/A	home?
8/17/02 #312	8/17/02 11:30 am CST	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption: <input type="checkbox"/> Breaking News <input checked="" type="checkbox"/> Sports <input type="checkbox"/> Other <input type="checkbox"/> Other News <input type="checkbox"/> Public		

Date Preempted/Episode # (6)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
9/28/02 #318	9/28/02 11:30 am CST	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption: <input type="checkbox"/> Breaking News <input checked="" type="checkbox"/> Sports <input type="checkbox"/> Other <input type="checkbox"/> Other News <input type="checkbox"/> Public		

Title of Program #6: NFL Under The Helmet			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
Saturdays at 11:00 am CST (8/24/02-9/28/02)	6	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 13 years to 16 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. NFL "Under The Helmet" showcases the pro-social on and off the field activities of the NFL's leading players and coaches. Working with the National Association for Sports and Physical Education (NASPE), the program (1) educates teens about dedication, hard work, teamwork, goal setting and community service, (2) provides examples of responsible social and personal behavior, (3) demonstrates how to deal constructively with the differences among people, and (4) teaches the benefits of physical activity and fitness. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm.			

### Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. \* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #6: NFL Under The Helmet		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
6	0	

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
		<input 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		

Reason for Preemption:

☐ Breaking News  
☐ Other News

☐ Sports  
☐ Public
☐ Other

Title of Program #7: <b>Jack Hanna's Animal Adventures</b>			Origination Syndicated
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
<b>Sundays 7:00 am CST (7/7/02-9/8/02)</b>	<b>10</b>	<b>0</b>	
Length of Program: <b>30</b> (minutes)			
Age of Target Child Audience: from <b>13</b> years to <b>16</b> years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. <b>"Jack Hanna's Animal Adventures" is a half-hour live action television program designed to meet the educational and informational needs of children. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. In order for parents, children, and listing services to clearly identify the program as one that fulfills the FCC description of a program that meets kids' educational television needs, the beginning of each episode includes a 15 second video billboard with the recommended rating TV-G E/I.</b>			

## Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. \* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #7: <b>Jack Hanna's Animal Adventures</b>		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
<b>10</b>	<b>0</b>	

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
		Yes No
If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption:		
<input type="checkbox"/> Breaking News <input type="checkbox"/> Other News		
<input type="checkbox"/> Sports <input type="checkbox"/> Public		
<input type="checkbox"/> Other		

## Non-Core Educational and Informational Programming

6. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

Title of Program #1:	Origination

Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Length of Program: (minutes)			
Age of Target Child Audience: from    years to    years			
Describe the program.			
Does the program have educating and informing children ages 16 and under as a significant purpose? <span style="float: right;">___ Yes ___ No</span>			
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <span style="float: right;">___ Yes ___ No</span>			
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? <span style="float: right;">___ Yes ___ No</span>			

### Other Matters

7. Complete the following for each program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Program #1: <b>Archie's Weird Mysteries</b>			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
<b>Wednesdays - Fridays 7:30 am CST (10/2/02-12/27/02)</b>	<b>39</b>	<b>30 (minutes)</b>	<b>from 8 to 11 (years)</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Each week Archie and the gang negotiate their way through yet another "weird mystery." They encounter many of the same problems and issues confronting today's pre-teens: how to get along with others; how to build and maintain self-confidence; what kinds of values and behaviors lead to both self-respect and respect from others. Because Archie, Jughead, Betty, Veronica and their classmates are engaging characters with whom young viewers easily identify, they serve as excellent role models. As they deal with such pro-social issues as honesty, perseverance, dependability diversity, self-reliance, and self-respect, their struggles and what they finally learn provide young viewers with the kinds of "life lessons" that study after study indicates parents and teachers value. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm.			

Title of Program #2: <b>Sherlock Holmes in the 22nd Century</b>			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
<b>Mondays - Tuesdays 7:30 am CST (10/1/02-12/31/02)</b>	<b>27</b>	<b>30 (minutes)</b>	<b>from 9 to 11 (years)</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The series is designed to build problem-solving and informational management skills and to model the pro-social values and behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrate fundamental principles of gathering, evaluating, and interpreting			



information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem-solving as exciting, fun and within their capacity. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm.

Title of Program #3: Stargate-Infinity	Origination Network
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Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays at 7:00 am CST (10/5/02-12/28/02)	13	30 (minutes)	from 9 to 11 (years)

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. In every episode, the Stargate Explorers enter another new world. About the only things they can be sure of are that they will encounter life forms and cultures very different from their own, that they will face problems that require functioning smoothly as a team, and that a team is only as strong as the character and abilities of its individual members. At its core, "Stargate-Infinity" explores issues, attitudes, and behaviors important to learning how to get along with others – whether those others are from different races, cultures, and species, or from their own team of trainees. The young explorers serve as models for the young audience. As the cadets learn hard lessons about such things as trying to see the world from the perspective of other cultures, the positive benefits in diversity, or how to mesh their own strengths and abilities with those of others on the team, so too do young viewers. The series examines fundamental issues about how and why to get along with others who may be very different from oneself, and about the kinds of abilities and strength of character necessary to be a good Stargate Explorer – and a good person. The program will be regularly scheduled and air between the hours of 7:00 am and 10:00 pm.

Title of Program #4: NFL Under The Helmet	Origination Network
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Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays at 11:00 am CST (10/5/02-12/28/02)	13	30 (minutes)	from 13 to 16 (years)

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. NFL "Under The Helmet" showcases the pro-social on and off the field activities of the NFL's leading players and coaches. Working with the National Association for Sports and Physical Education (NASPE), the program (1) educates teens about dedication, hard work, teamwork, goal setting and community service, (2) provides examples of responsible social and personal behavior, (3) demonstrates how to deal constructively with the differences among people, and (4) teaches the benefits of physical activity and fitness. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm.

8. Does the licensee publicize the existence and location of the stations's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(1)(iii)? ☒ Yes ☐ No

9. List Core Programs, if any, aired by other stations that are sponsored by the licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Name of Program	Call Letters of Station Airing Sponsored Program	Channel Number of Station Airing Sponsored Program	Did total programming Increase?
			<input type="checkbox"/> Yes <input type="checkbox"/> No

For each Core Program sponsored by the licensee, complete the chart below.

Title of Program #1:	Origination
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Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Length of Program: (minutes)			
Age of Target Child Audience: from    years to    years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			

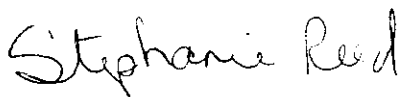
10. Name of children's programming liaison:	
Name <b>Stephanie Reed</b>	Telephone Number (include area code) <b>940-691-1808</b>
Address <b>4500 Seymour Highway</b>	Internet Mail Address (if applicable) <b>stephanier@kjtlfox18.com</b>
City <b>Wichita Falls</b>	State <b>TX</b>

11. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTE 2.

**KJTL-TV will continue to clear all FOX Network Core Programming in pattern.**

**WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).**

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee <b>MIssion Broadcasting of Wichita Falls, Inc.</b>	Signature (only for printed version)  
Date <b>9/30/02</b>	

FCC 398  
April 2001 (1.3)  
(end)

# FCC 398 Submission Results

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FCC 398 Filing for Call Sign **KJTL-TV** for quarter ending **09/30/2002** (Revised)

**Accepted!**

Confirmation number: **35243**

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**Errors and informational messages:**

**WARNING:** *Question 5, Program #1, Preemption #1, Date Preempted/Episode* is blank, other values ignored

**WARNING:** *Question 5, Program #2, Preemption #1, Date Preempted/Episode* is blank, other values ignored

**WARNING:** *Question 5, Program #3, Preemption #1, Date Preempted/Episode* is blank, other values ignored

**WARNING:** *Question 5, Program #4, Preemption #1, Date Preempted/Episode* is blank, other values ignored

**WARNING:** *Question 5, Program #6, Preemption #1, Date Preempted/Episode* is blank, other values ignored

**WARNING:** *Question 5, Program #7, Preemption #1, Date Preempted/Episode* is blank, other values ignored

**WARNING:** *Question 6, Program #1, Title* is blank, other values ignored

**WARNING:** *Question 9, Aired Sponsored Program #1, Name* is blank, other values ignored

**WARNING:** *Question 9, Program #1, Title* is blank, other values ignored

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