

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

3rd Quarter 2005

(July, August and September)

KJTL FOX 18 takes great pride in our community involvement.
In the pages that follow you will find:

1. A list Public Service Announcements that aired during 3rd quarter.
2. The 3rd quarter Kids PSA report.
3. Commercial Time Certification sheets for our children's programming.
4. Summary pages of each episode of "This Week In Baseball".
5. Summary pages of each episode of "NFL's Under the Helmet".

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

FROM: RUTH LEVENSON FBC
LOUISE CARTER FBC

DATE: OCTOBER 3, 2005

RE: NETWORK PRIMETIME/SPORTS/LATE-NIGHT PSA "3ND" QUARTER 2005 REPORT

BELOW IS THE LIST OF PSAS THAT AIRED IN 3RD QTR 2005:

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LENGTH</u>
7/01/05	FOX MOVIE 8P FRI	9:25:45P	N030GG04PSA141	V-CHIP	:30
7/02/05	COPS 8P SAT	8:22:19P	N030GG03PSA121	RATINGS	:30
7/03/05	FOX MOVIE 7P MON	7:21:41P	KHOG 01	PSA/KOH "OLD GLORY"	:20
7/04/05	NANNY 911 8P MON	8:09:50P	KHOG 01	PSA/KOH "OLD GLORY"	:20
7/05/05	TRADING SPSES 8P TUES	8:07:49P	N030GG03PSA112	V-CHIP	:30
7/06/05	INSIDE 8P WED	8:07:40P	N030GG05PSA110	THE ONE CAMPAIGN	:30
7/07/05	THAT 70'S SHOW 8P THU	8:06:30P	N030GG03PSA121	RATINGS	:30
7/08/05	FOX MOVIE 8P FRI	8:56:55P	N030GG04PSA141	V-CHIP	:30
7/09/05	COPS 8P SAT	8:01:40P	N030GG05PSA110	THE ONE CAMPAIGN	:30
7/10/05	MALCOLM 7P SAT	7:09:22P	N030GG04PSA141	V-CHIP	:30
7/11/05	HELL'S KITCHEN 8P MON	8:11:44P	N030GG05PSA110	THE ONE CAMPAIGN	:30
7/13/05	INSIDE 9P WED	9:10:26P	YDZF 5133	ONDCP ANTI DRUG "GRANT"	:30
7/14/05	THE OC 9P THU	9:14:38P	N030GG03PSA131	V-CHIP	:30
7/15/05	FOX MOVIE 8P FRI	8:18:05P	N030GG04PSA141	V-CHIP	:30
7/16/05	COPS 8P SAT	8:02:40P	XNPW 241220	NFL/UNITED WAY/M FAULK	:20
7/16/05	COPS 8P SAT	8:21:53P	N030GG03PSA121	RATINGS	:30
7/16/05	MAD TV 11P SAT	11:55:35P	YDZF 5133	ONDCP ANTI DRUG "GRANT"	:30
7/17/05	PRINCES MALIBU 8:30P SUN	8:39:40P	YDZF 5133	ONDCP ANTI DRUG "GRANT"	:30
7/18/05	NANNY 911 8P MON	8:09:30P	N030GG04PSA141	V-CHIP	:30
7/19/05	TRADING SPSES 8P TUES	8:11:53P	N030GG04PSA141	V-CHIP	:30
7/20/05	YOU CAN DANCE 8P WED	8:12:02P	YDZF 5093	ONDCP ANTI DRUG "KEVIN"	:30
7/21/05	THE OC 9P THU	9:05:17P	N030GG03PSA131	V-CHIP	:30

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LENGTH</u>
7/22/05	FOX MOVIE 8P FRI	8:24:05P	N030GG03PSA121	RATINGS	:30
7/23/05	COPS 8P SAT	8:24:05P	N030GG03PSA112	V-CHIP	:30
7/23/05	MAD TV 11P SAT	11:15:10P	YDZF 5133	ONDCP ANTI DRUG "GRANT"	:30
7/24/05	FAMILY GUY 9P SUN	9:10:37P	YDZT 1873	ONDCP ANTI DRUG "PARTY'S OVER"	:30
7/25/05	NANNY 911 8P MON	8:09:14P	N030GG03PSA121	RATINGS	:30
7/26/05	TRADING SPSES 8P TUES	8:09:02P	N030GG03PSA131	V-CHIP	:30
7/27/05	MALCOLM 9:30P WED	9:45:45P	N030GG03PSA121	RATINGS	:30
7/28/05	THE OC 9P THU	9:58:42P	N030GG04PSA141	V-CHIP	:30
7/29/05	ARRESTED DEV 9:30P FRI	9:58:42P	N030GG03PSA121	RATINGS	:30
7/30/05	COPS 8P SAT	8:21:31P	N030GG04PSA141	V-CHIP	:30
7/31/05	MALCOLM 7P SUN	7:02:44P	N030GG03PSA121	RATINGS	:30
8/01/05	HELL'S KITCHEN 8P MON	8:46:09P	YDZJ 5025	ONDCP ANTI DRUG "PICK UP"	:30
8/02/05	TRADING SPSES 8P TUES	8:13:57P	N030GG03PSA112	V-CHIP	:30
8/03/05	BERNIE MAC 9:30P WED	9:48:01P	N030GG03PSA121	RATINGS	:30
8/04/05	THAT 70'S SHOW 8:30P THU	8:58:41P	N030GG03PSA131	V-CHIP	:30
8/05/05	ARRESTED DEV 9:30P FRI	9:40:18P	N030GG03PSA121	RATINGS	:30
8/06/05	COPS 8P SAT	8:02:10P	N030GG03PSA112	V-CHIP	:30
8/06/05	MAD TV 11P SAT	11:54:24P	YDZT 1883	ONDCP ANTI DRUG "JOHN GODINA"	:30
8/07/05	MALCOLM 7P SUN	7:02:42P	N030GG04PSA141	V-CHIP	:30
8/08/05	RENOVATE FAMILY 8P MON	8:08:16P	N030GG03PSA121	RATINGS	:30
8/09/05	TRADING SPSES 8P TUES	8:28:56P	N030GG03PSA112	V-CHIP	:30
8/10/05	YOU CAN DANCE 8P WED	8:13:01P	N030GG03PSA121	RATINGS	:30
8/11/05	THAT 70'S SHOW 8P THU	8:05:38P	N030GG04PSA141	V-CHIP	:30
8/12/05	ARRESTED DEV 8:30P FRI	8:39:26P	N030GG03PSA131	V-CHIP	:30
8/13/05	COPS 8P SAT	8:21:05P	N030GG04PSA141	V-CHIP	:30
8/13/05	MAD TV 11P SAT	11:54:55P	YDZJ 5025	ONDCP ANTI DRUG "PICK UP"	:30
8/14/05	MALCOLM 7P SUN	7:02:32P	N030GG03PSA112	V-CHIP	:30
8/15/05	RENOVATE FAMILY 8P MON	8:08:33P	N030GG03PSA121	RATINGS	:30

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LENGTH</u>
8/16/05	TEEN CHOICE 8P TUES	8:21:54P	YDZF 5083	ONDCP ANTI DRUG "CHRISTINA"	:30
8/17/05	YOU CAN DANCE 8P WED	8:08:00P	YDZJ 5013	ONDCP ANTI DRUG "DROWNING"	:30
8/18/05	NFL PRESEASON 8P THU	8:48:22P	XNPI 121110	NFL/TEACHER OF THE YEAR	:10
8/18/05	NFL PRESEASON 8P THU	9:52:31P	XNPI 330330	NFL/PLAY FOOTBALL	:30
8/18/05	NFL PRESEASON 8P THU	10:21:12P	XNPI 332130	NFL/TEACHER OF THE YEAR	:30
8/18/05	NFL PRESEASON 8P THU	10:35:49P	XNPW 342130	NFL/UNITED WAY/URLACHER	:30
8/19/05	ARRESTED DEV 9:30P FRI	9:44:03P	N030GG03PSA112	V-CHIP	:30
8/20/05	COPS 8P SAT	8:02:15P	N030GG03PSA112	V-CHIP	:30
8/21/05	MALCOLM 7P SUN	7:02:45P	N030GG03PSA121	RATINGS	:30
8/22/05	NANNY 911 8P MON	8:10:14P	N030GG04PSA141	V-CHIP	:30
8/23/05	HOUSE 8P TUES	8:04:35P	N030GG03PSA121	RATINGS	:30
8/24/05	YOU CAN DANCE 8P WED	8:07:22P	N030GG03PSA112	V-CHIP	:30
8/25/05	FOX MOVIE 8P THU	8:22:39P	N030GG03PSA121	RATINGS	:30
8/26/05	NFL PRESEASON 8P FRI	9:47:28P	XNPI 332130	NFL/TEACHER OF THE YEAR	:30
8/27/05	COPS 8P SAT	8:21:39P	N030GG03PSA121	RATINGS	:30
8/28/05	MALCOLM 7P SUN	7:01:53P	N030GG04PSA141	V-CHIP	:30
8/29/05	PRISON BREAK 8P MON	8:42:06P	YDZJ 5025	ONDCP ANTI DRUG "PICK UP"	:30
8/30/05	HOUSE 8P TUES	8:06:30P	N030GG03PSA121	RATINGS	:30
8/31/05	BERNIE MAC 9:30P WED	9:47:09P	VHPSA 0503	SALVATION ARMY/DISASTR RELIEF	:30
9/01/05	PRISON BREAK 8P THU	8:42:24P	ARCR 6000	RED CROSS HURRICANE DISASTER	:30
9/02/05	ARRESTED DEV 9:30P FRI	9:58:42P	VHPSA 0503	SALVATION ARMY/DISASTR RELIEF	:30
9/03/05	NFL/UTH 12P SAT	12:13:51P	XNPI 332130	NFL/TEACHER OF THE YEAR	:30
9/03/05	COPS 8P SAT	8:22:34P	CNAR 5130	RED CROSS HURRICANE DISASTR	:30
9/03/05	MAD TV 11P SAT	11:55:08P	YDZF 5185	ONDCP ANTI DRUG "CARNIVAL"	:15
9/04/05	SIMPSONS 8P SUN	8:02:32P	CNFC 5130	HURRICANE RELIEF EFFORT	:30
9/05/05	NANNY 911 8P MON	8:09:11P	VHPSA 0503	SALVATION ARMY/DISASTR RELIEF	:30
9/06/05	HOUSE 8P TUES	8:15:11P	CNAR 5130	RED CROSS HURRICANE DISASTR	:30
9/07/05	YOU CAN DANCE 8P WED	8:39:32P	YDZJ 5013	ONDCP ANTI DRUG "DROWNING"	:30

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LENGTH</u>
9/10/05	NFL/UTH 12P SAT	12:05:35P	XNPI 332130	NFL/TEACHER OF THE YEAR	:30
9/10/05	NFL/UTH 12P SAT	12:13:30P	XNPW 350230	NFL/U WAY/FALCONS/BROOKING	:30
9/10/05	COPS 8P SAT	8:21:46P	CNAR 5130	RED CROSS HURRICANE DISASTR	:30
9/10/05	COPS 8P SAT	8:52:42P	XNPW 250620	NFL/U WAY/CHRGERS/TOMLINSON	:20
9/11/05	RS PREGAME 12P SUN	12:33:08P	XNPI 332130	NFL/TEACHER OF THE YEAR	:30
9/11/05	NFL REG'L GAME 1P SUN	2:00:52P	XNPW 350030	NFL/U WAY/SEHWKS/HASSELBECK	:30
9/11/05	NFL REG'L GAME 1P SUN	2:34:47P	XNPI 332430	NFL HURRICANE RELIEF	:30
9/11/05	NFL NAT'L GAME 4P SUN	5:54:13P	XNPI 332430	NFL HURRICANE RELIEF	:30
9/11/05	NFL NAT'L GAME 4P SUN	7:12:38P	XNPW 350430	NFL/UNITED WAY/GIANTS/FEELY	:30
9/11/05	AMERICAN DAD 9:30P SUN	9:58:43P	YDZT 1863	ONDCP ANTI DRUG "PARTY'S OVER"	:30
9/12/05	PRISON BREAK 8P MON	8:07:38P	CNAR 5130	RED CROSS HURRICANE DISASTR	:30
9/13/05	BONES 8P TUES	8:19:22P	CNFC 5110	USA FREEDOM HURRICANE RELIEF	:10
9/14/05	YOU CAN DANCE 8P WED	8:20:04P	YDZF 5185	ONDCP ANTI DRUG "CARNIVAL"	:15
9/15/05	WAR AT HOME 9:30P THU	9:43:46P	CNFC 5110	USA FREEDOM HURRICANE RELIEF	:10
9/16/05	BONES 8P FRI	8:08:54P	CNAR 5130	RED CROSS HURRICANE DISASTR	:30
9/17/05	NFL/UTH 12 SAT	12:11:39P	XNPW 350330	NFL/UNITED WAY/COLTS/GLENN	:30
9/17/05	COPS 8P SAT	8:02:20P	XNPW 250520	NFL/UNITED WAY/HASSELBECK	:20
9/17/05	AMW 9P SAT	9:56:03P	VHPSA 0503	SALVATION ARMY/DISASTR RELIEF	:30
9/17/05	MAD TV 11P SAT	11:55:32P	YDZF 5173	ONDCP/ANTI DRUG "CARNIVAL "	:30
9/18/05	RS PREGAME 12P SUN	12:20:31P	XNPI 333730	NFL/HURRICANE PSA/PLAYERS	:30
9/18/05	NFL NAT'L GAME SUN 1P	1:30:15P	XNPI 123410	NFL/ HURRICANE PLAYER	:10
9/18/05	NFL NAT'L GAME SUN 1P	2:38:45P	XNPI 334430	NFL/ HURRICANE PRESIDENTIAL	:30
9/18/05	NFL NAT'L GAME SUN 1P	2:42:14P	XNPI 333730	NFL/HURRICANE PSA/PLAYERS	:30
9/18/05	NFL NAT'L GAME SUN 1P	2:55:24P	XNPI 121110	NFL/TEACHER OF THE YEAR	:10
9/18/05	RS POSTGAME 4P SUN	4:22:22P	XNPI 334530	STILLS HURRICANE PSA	:30
9/18/05	SIMPSONS 7P SUN	7:01:56P	CNFC 5110	USA FREEDOM HURRICANE RELIEF	:10
9/18/05	AMERICAN DAD 9:30P SUN	9:40:59P	CNFC 5110	USA FREEDOM HURRICANE RELIEF	:10
9/19/05	PRISON BREAK 9P MON	9:20:50P	CNFC 5130	HURRICANE RELIEF EFFORT	:30

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LENGTH</u>
9/20/05	BONES 8P TUES	8:19:23P	CNAR 5330	RED CROSS HURRICANE DISASTER	:30
9/21/05	HEAD CASES 9P WED	9:39:40P	CNFC 5130	HURRICANE RELIEF EFFORT	:30
9/22/05	REUNION 9P THU	9:59:02P	CNFC 5110	USA FREEDOM HURRICANE RELIEF	:10
9/23/05	BERNIE MAC 8:30P FRI	8:37:40P	CNAR 5330	RED CROSS HURRICANE DISASTER	:30
9/24/05	NFL/UTH 12P SAT	12:13:21P	XNPW 3506	NFL/UNITED WAY/BRONCOS/LYNCH	:30
9/24/05	NFL/UTH 12P SAT	12:22:07P	XNPW 3507	NFL/UNITED WAY/OMNIBUS	:30
9/24/05	COPS 8P SAT	8:02:20P	XNPW 250720	NFL/U WAY/FALCONS/BROOKING	:20
9/24/05	AMW 9P SAT	9:57:44P	VHPSA 0503	SALVATION ARMY/DISASTR RELIE F	:30
9/25/05	NFL NAT'L GAME 1P SUN	4:37:54P	XNPI 123210	NFL/ANTI STERIOD	:10
9/25/05	NFL NAT'L GAME 1P SUN	6:06:32P	XNPI 124610	NFL/HURRICANE STILL	:10
9/25/05	KING OF HILL 7:30P SUN	7:37:58P	CNAR 5330	RED CROSS HURRICANE DISASTER	:30
9/26/05	KITCHEN CONF 8:30P MON	8:38:57P	CNAR 5330	RED CROSS HURRICANE DISASTER	:30
9/27/05	BONES 8P TUES	8:09:07P	VHPSA 0503	SALVATION ARMY/DISASTR RELIE F	:30
9/28/05	YOU CAN DANCE 8P WED	8:11:06P	VHPSA 0503	SALVATION ARMY/DISASTR RELIE F	:30
9/28/05	NANNY 911 9P WED	9:33:30P	XNPW 250720	NFL/U WAY/FALCONS/BROOKING	:20
9/29/05	REUNION 9P THU	9:10:21P	CNFC 5130	HURRICANE RELIEF EFFORT	:30
9/30/05	KILLER INSTINCT 9P FRI	9:19:39P	CNFC 5110	USA FREEDOM HURRICANE RELIEF	:10

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

**PDFA STANDS FOR "PARTNERSHIP FOR A DRUG-FREE AMERICA"

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, 2005

RE: 4KIDS TV 3RD QUARTER 2005 PSA 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>
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NO PSAS AIRED ON 4KIDS TV IN 3RD QUARTER

COMMERCIAL TIME CERTIFICATION

SATURDAY 2004 - 2005 SEASON

KSAT24

SATURDAY 8:00 - 8:30A : 7/02/05 - 9/24/05
SATURDAY 9:00 - 9:30A : 7/02/05 - 9/24/05
SATURDAY 10:00 - 10:30A : 7/02/05 - 8/27/05; 9/10/05 - 9/24/05
SATURDAY 11:00 - 11:30A : 7/02/05; 9/10/05 - 9/24/05

4:00 Net/1:30 Local Split
=====

----- PROGRAM SEGMENT 1 -----

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05

Total	2:40

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

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

Total	3:26

----- PROGRAM SEGMENT 3 -----

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05

Total	2:40

PROGRAM SEGMENT 4

TIME SUMMARY

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

KSAT25

SATURDAY 8:30 - 9:00A : 7/02/05 - 9/24/05
SATURDAY 9:30 - 10:00A : 7/02/05 - 8/13/05; 8/27/05 - 9/24/05
SATURDAY 10:30 - 11:00A : 7/02/05 - 8/27/05; 9/10/05 - 9/24/05

4:00 Net/1:00 Local Split
Plus :30 Local Promo
=====

PROGRAM SEGMENT 1

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

PROGRAM SEGMENT 2

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

PROGRAM SEGMENT 3

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05

Total	2:40

PROGRAM SEGMENT 4

TIME SUMMARY

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

KSAT26

SATURDAY 11:30A - 12:00P : 7/02/05; 9/10/05 - 9/24/05

4:00 Net/1:00 Local Split
Plus :30 Local Promo
=====

PROGRAM SEGMENT 1

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05

Total	2:40

PROGRAM SEGMENT 2

Network Bumper	:05
Network Commercial	1:00
Network Promo	:35
Local Commercial	1:00
Local Promo	:31 (1 second black)
Network Bumper	:05

Total	3:16

PROGRAM SEGMENT 3

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05

Total	2:40

PROGRAM SEGMENT 4

Local ID	:10

Total	:10

TIME SUMMARY

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

Total	30:00

4KIDS1

SATURDAY 11:00 - 11:30A : 7/09/05 - 8/27/05

4:00 Net/1:00 Local Split
=====

PROGRAM SEGMENT 1

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05
<hr/>	
Total	2:40

PROGRAM SEGMENT 2

Network Bumper	:05
Network Commercial	1:00
Network Promo	1:10
Local Commercial	1:00
Local ID	:06
Network Bumper	:05
<hr/>	
Total	3:26

PROGRAM SEGMENT 3

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05
<hr/>	
Total	2:40

PROGRAM SEGMENT 4

TIME SUMMARY

Program Time	21:14
Network Commercial	4:00
Network Promo	3:10
Network Bumper	:30
Local Commercial	1:00
Local ID	:06
Total	30:00

4KIDS2 "THE MENU"

SATURDAY 11:30A - 12P : 7/09/05 - 8/27/05

7:00 Net/2:00 Local Split
=====

PROGRAM SEGMENT 1

Network Commercial	3:00
Total	3:00

PROGRAM SEGMENT 2

Network Commercial	1:00
Network Promo	:15
Local Commercial	2:01
Total	3:16

PROGRAM SEGMENT 3

Network Commercial	3:00
Total	3:00

PROGRAM SEGMENT 4

Local ID	:10
Total	----- :10

TIME SUMMARY

Program Time	20:34
Network Commercial	7:00
Network Promo	:15
Local Commercial	2:01
Local ID	:10
Total	----- 30:00

4KIDS3

SATURDAY 9:30A – 10:00A : 8/20/05 ONLY

4:00 Net/1:00 Local Split
Plus :30 Local Promo
=====

PROGRAM SEGMENT 1

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

PROGRAM SEGMENT 2

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

PROGRAM SEGMENT 3

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:00
Network Bumper	:05

Total	2:40

TIME SUMMARY

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

4KIDS4 "HOPE ROCKS"

SATURDAY 10:00A – 12P : 9/03/05

28:00 Net/8:00 Local Split
=====

Network Promo	:45

Total:	:45

PROGRAM SEGMENT 1

Network Bumper	:05
Network Commercial	3:00
Network Promo	:35
Network Bumper	:05

Total	3:45

PROGRAM SEGMENT 2

Network Bumper	:05
Network Commercial	3:00
Network Promo	:35
Local Commercial	2:01 (:01 black)
Network Bumper	:05

Total	5:46

PROGRAM SEGMENT 3

Network Bumper	:05
Network Commercial	3:00
Network Promo	:35
Network Bumper	:05

Total	3:45

PROGRAM SEGMENT 4

Network Bumper	:05
Network Commercial	3:00
Network Promo	:35
Local Commercial	2:01 (:01 black)
Network Bumper	:05

Total	5:46

PROGRAM SEGMENT 5

Network Bumper	:05
Network Commercial	3:30
Network Promo	:35
Network Bumper	:05

Total	4:15

PROGRAM SEGMENT 6

Network Bumper	:05
Network Commercial	2:30
Network Promo	:35
Local Commercial	2:01 (:01 black)
Network Bumper	:05

Total	5:16

PROGRAM SEGMENT 7

Network Bumper	:05
Network Commercial	3:30
Network Promo	:35
Network Bumper	:05

Total	4:15

PROGRAM SEGMENT 8

Network Bumper	:05
Network Commercial	3:00
Network Promo	:35
Local Commercial	2:01 (:01 black)
Network Bumper	:05

Total	5:46

PROGRAM SEGMENT 9

Network Bumper	:05
Network Commercial	3:30
Network Promo	:35
Network Bumper	:05

Total	4:15

PROGRAM SEGMENT 10

Local ID	:10

Total	:10

TIME SUMMARY

Network Commercial	28:00
Network Promo	6:00
Network Bumper	1:30
Local Commercial	8:04 (:04 black)
Local ID	:10

Re: This Week In Baseball
Air Date: July 2, 2005

TWB 607

New York Mets outfielder Cliff Floyd hosted this week's TWIB. The Mets are in a great position to compete in the National League East Division in a city where winning is expected. With the Mets, Cliff comes to the ballpark in a positive frame of mind everyday, knowing that he is doing what he loves to do with a team of great guys. The Mets success is a team effort that stems from a family atmosphere and youthful pride. First year manager Willie Randolph is a long time Yankee who understands what it takes to win. Floyd's advice to young players is "Just play, have fun and enjoy yourself."

Educational theme: If one plays unselfishly, simplicity and execution become the keys to winning. Winning is a habit, but so is losing.

Educational theme: Teamwork is the ability to work together toward a common goal. There is no limit to what can be accomplished providing no one cares who gets the credit.

Educational theme: Pride is a personal commitment. It is an attitude which separates excellence from mediocrity.

"Beyond the Fence": Before many children played baseball, they often played a classic lead-up game called "Wiffle Ball." All one needs is a plastic bat and ball. Many MLB players shared their Wiffle Ball stories. That inspired TWIB to do a story about "Wiffle Up", a summer long tournament in 16 cities. For many, this is a serious competitive sport. Pitchers can deliver physics defying breaking balls that are difficult to hit. But this is more about playing the game of one's youth with family and friends.

Educational theme: Lead-up games are a critical step in the progressive learning process. Training is best accomplished when it is progressive and sequential.

Educational theme: Competition is fundamental to the nature of sport. Athletes know the rules and the objectives of the game. The objective is to win fairly, squarely and by the rules.

Educational theme: Positive interpersonal relationships among athletes make the participation in sport more stimulating and valuable. Valuable use of time is the standard to evaluate fun.

"Pitch, Hit and Run with Jennie Finch": In Jennie's first challenge of the year, she took on the Detroit Tigers premier designated hitter Dmitri Young. He had no luck hitting her lightning quick softball pitches. Young also shared his opinion concerning the difficulty of "DII-ing." In addition, Dmitri demonstrated and explained his pre-batting stretching and home plate routine.

Educational theme: Without challenge there can be no achievement.

Educational theme: Proper preparation leads to peak performance. Baseball pedagogy is an efficient and effective way to provide quality instruction to the learner.

"From the Vaults": TWIB revisited one of the most incredible extra-inning games in MLB history. On July 4 and 5, 1985 the New York Mets and Atlanta Braves played a 19-inning game that ended at 4 am. It was the longest in MLB history. After the game, the Fourth of July fireworks display began.

Educational theme: If you lose sight of the past, you may lose sight of the future.

Educational theme: America and baseball have a long and unique relationship. The game has defined the American spirit. Celebration of our heritage has helped baseball to become the nation's most popular spectator sport.

"How 'bout that!": This segment featured the great baseball plays of the week and many entertaining and humorous events of the week. Especially noted was that Houston Astro Craig Biggio established a new career record of being hit by the pitch.

Educational theme: The artistic value in sport can be found in the beauty and grace of human movement. Kinesthetic model can duplicate biomechanical skills necessary to play the game.

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

Re: This Week In Baseball

Air Date: July 9, 2005

TWB 608

Baltimore Orioles super-star shortstop Miguel Tejada hosted this edition of TWIB. Tejada's talent is only surpassed by his passion for the game. With so much talent and personality, Miguel is one of the most popular players in baseball. His flare and enthusiasm are infectious.

Tejada is among the ever-growing number of MLB stars from the Dominican Republic. Miguel is aware that everything he has is due to baseball. In the off-season, Miguel returns home to help those in need and to refine his work ethic that has made him a superstar.

Last year at the Home Run Derby, Miguel established a new record with 15 home runs in one round. In this season's MLB All-Star Game, Tejada will join second baseman Brian Roberts to give the American League an all Orioles keystone combination. With Miguel, the Baltimore Orioles have significantly improved and respected by their opponents.

Educational theme: Leadership is a complex mixture of several components including passion and enthusiasm. It is apparent such leadership enhances both the enjoyment of playing and performing competitive athletics.

Educational theme: Major League Baseball is a diverse and multi-cultural athletic experience, due to the rapid international growth of the sport throughout the world.

Educational theme: Historic performances provide much of the legend and tradition of sport that establishes standards to measure performance while creating interest for fans and players

"Beyond the Fence": To unwind between pitches, Tejada loves to sing. But Miguel is not the only American League East idol who turns to music to relax. New York Yankees superstar center fielder Bernie Williams is a talented classical guitarist who has made a successful album. With Bernie's success in mind, Boston Red Sox pitcher Bronson Arroyo was asked to make an album called, "Covering the Bases." Bronson asked several Red Sox teammates to help with the background vocals. The song "Dirty Water" which is featured on Bronson's album, is sung after Red Sox wins at Fenway Park and was the theme song of their 2004 championship season.

Educational theme: Many opportunities for Major League Baseball players exist beyond the diamond. Some hobbies turn into careers in the creative arts. There is a desire to excel both on and off the baseball field.

Educational theme: Spectators have deep and lasting loyalties to teams that contribute to the total meaning of baseball in the American culture. Sometimes that relationship subtly leads to new rituals.

"Pitch, Hit and Run with Jenny Finch": USA Olympic gold medalist and TWIB correspondent Jenny Finch spot lighted New York Mets slick fielding first baseman Doug Mientkiewicz. Doug confirmed that defense wins championships; then he gave several tips on first base defensive play. Mientkiewicz noted the importance of not stretching too soon, catching the throw, and getting the lead leg out of the way when digging balls out of the dirt.

Educational theme: Sports pedagogy involves the demonstration of athletic skills necessary to compete at the elite level of sport. Pedagogy involves biomechanics, theory, strategy and the

mental aspects of athletic performance. Youngsters often learn from carefully observing and then emulating those actions. Weekly instruction enhances the opportunities for children to learn the sport of baseball.

“From the Vaults”: Miguel Tejada has played more than 800 consecutive games, the current longest streak in MLB. But in Baltimore, he has to fill the “big shoes” of Cal Ripken. In 1995, Ripken eclipsed the great New York Yankee Lou Gehrig’s record of 2130 consecutive games played. To make the moment even more special, Cal hit a home run. When the game became official, Cal took a memorable lap around the field to celebrate the moment with the fans. Ripken summarized the event by saying, “this is another example of what is good and right about the great American game.”

Educational theme: Historic careers provide much of the legend and tradition of athletics that establishes standards to measure performance while creating interest for both fans and players.

Educational theme: Spectators and athletes have loyalties that contribute to the total meaning of baseball in the American culture. Competitive sport provides the medium for them to share in a common experience.

“How ‘bout that!”: This segment was another example of the amazing and unbelievable plays major leaguers make every week. TWIB featured some outstanding examples of base running, spectacular defensive plays and catches, and game winning home runs.

Educational theme: This was a spectacular demonstration of baseball skills and effort of play at the elite level. The artistic value of athletics can be found in the beauty and grace of human movement. Kinesthetic modeling can duplicate biomechanical skills.

Re: This Week In Baseball
Airdate: July 16, 2005

TWB 609

Actor Billy Bob Thornton and Olympic gold medalist Jennie Finch hosted this edition of TWIB. Billy Bob and Jennie took a special look at the 2005 MLB All-Star Game. At the All-Star Workout Day, the players talked shop. Billy Bob pointed out that celebrity does not prevent one from being a fan. Players and fans looked forward to the Home Run Derby.

This year, the Home Run Derby had an international flavor because each contestant represented his home country. Philadelphia Phillies slugger Bobby Abreu, who represented Venezuela, won the Derby. Bobby wowed the crowd at Comerica Park in Detroit by hitting an amazing 24 home runs in the first round and 41 overall. Both marks are home run derby records.

The 76th MLB All-Star Game featured this year's greatest baseball players. Setting the tone both offensively and defensively was last year's Home Run Derby winner, Miguel Tejada of the Baltimore Orioles. The American League team won the game extending its streak of success over the National League to 8 wins, no losses and one tie. The victory makes the AL the home team in the World Series.

Educational theme: Spectator support raises the emotions of athletes and leads to their enhanced performance. Celebrities appreciate the effort and training required to perform at the elite level of athletics because they often have similar experiences.

Educational theme: Competition is a valuable motivational tool for the promotion of optimal performance, especially when the consequence is considered to have merit.

Educational theme: MLB is a multi-cultural international experience. It is the fastest growing sport in the world.

"Pitch, Hit and Run with Jennie Finch": At the All-Star Game, TWIB correspondent Jennie Finch caught up with some old friends and she made some new ones at the Fan Fest autograph session. Many MLB legendary former players and current entertainment stars played in the Legends and Celebrities Softball Game, including ESPN's Harold Reynolds, retired super star Bo Jackson and actor Billy Bob Thornton.

During All-Star Weekend, the finalists in the Pitch, Hit and Run Challenge featured the top kid in each age group. They got to showcase their talents in a skills competition on the field.

Educational theme: Major League Baseball is more than a sport. It is an entertainment business requiring public relations, advertising, and promotions. Remembering the legendary past players unites the past with the future.

Educational theme: Competition is necessary for the psychosocial development of children. Contests can be specifically designed to foster interest and skill to properly direct the competitive nature of children. Those tests of achievement can be fun, enjoyable and physically challenging for the student-athlete. Those are healthy components of participation.

“From the Vaults”: This was not the first time that Detroit hosted the MLB All-Star Game. In 1941, the great Boston Red Sox outfielder Ted Williams hit a dramatic “walk-off” home run to win the game for the American League. The 1971 game is remembered for the 6 home runs, all hit by future Hall of Fame members. One of those home runs was hit by Oakland Athletics slugger Reggie Jackson and nearly went out of Tiger Stadium.

Educational theme: For fans and players the drama and excitement of a game-winning act is unparalleled in sport. Historic documentation of athletic events provides much of the legend and tradition of sport, while creating fun and interest for both fans and players.

“How ‘bout that!”: Jennie Finch also sought out the players’ favorite plays from the first half of the season. This was a look at the season’s most sensational plays.

Educational theme: The demonstration of skill and the excellence of execution are found in the elite level of athletics. Through the utilization of kinesthetic modeling, learners can duplicate biomechanical athletic movements of premier ball players.

Re: This Week In Baseball

Air Date: July 23, 2005

TWB 610

This TWIB was hosted by Baltimore Oriole's superstar Rafael Palmeiro. The show, featuring footage shot in both Baltimore and Seattle, featured an up close look at the pursuit of an MLB milestone.

In his 19 MLB seasons with the Chicago Cubs, Texas Rangers and Baltimore Orioles, Palmeiro has had 10 "30 home run - 100 runs batted in" seasons. This is quite the feat for someone who merely wanted to make a major league team and stay in the big leagues. Rafael is a polished player who does his job with consistency, professionalism and class.

TWIB followed Palmeiro in pursuit of his 3000th hit, as Rafael was poised to join an elite group of MLB players. There are only four other former players with both 500 home runs and 3000 hits. The fabulous four are Ted Williams, "Babe" Ruth, Mel Ott, and Eddie Matthews.

During a media interview, Palmeiro commented on the special status of Hall of Fame members Hank Aaron and Willie Mays. These two men are the only two MLB players to hit 600 home runs and amass 3000 hits. Also during another media interview, Rafael said, "I'd rather be remembered as a person who has class, than a good baseball player."

Educational theme: Goal setting is a necessary step in establishing purpose, direction and defining success. Goal setting involves success strategies of the concept, planning, actions and perseverance.

Educational theme: Children can identify and define moral values, especially when explicitly stated by a premier athlete. Character education is a core curriculum in education and life.

Educational theme: This was a particularly good example of good parenting. Families are necessary to meet the physical and emotional needs of children, so that they can function mentally and morally. Providing positive experiences provides children with challenging opportunities to develop into successful adults.

"From the Vaults": Only 25 men in the history of MLB have collected 3000 hits. As he pursued the milestone, Palmeiro included his wife and children so that they could be part of baseball history and would better remember the moment. In Seattle, Palmeiro hoped to get the hit early in the game. That would take the focus off the record chase and put the emphasis back on the Orioles pursuit of the American League East Division championship.

When Rafael doubled to the left field corner, the celebration began. The Orioles team came onto the field and the Seattle Mariners' fans gave him a standing ovation. During the post-game celebration in the Orioles' locker room, Rafael encouraged the Oriole team to re-focus on the race for the divisional championship.

Educational theme: Historic performances create interest for both fans and athletes. Records are necessary to document and define athletic achievement. Witnessing record-setting performance is crucial to the nature of sport.

Educational theme: This segment was a living example of respect for family, team, the game, and past star players. Respect is a pillar of character. Character includes following rules, tolerance, good manners, consideration, and peaceful behavior.

“Pitch, Hit and Run with Jennie Finch”: Detroit Tigers catcher Ivan “Pudge” Rodriguez showed Jennie advanced baseball techniques for throwing out runners attempting to steal. Known as the best defensive catcher in Major League Baseball, Pudge showed how to adjust the catching stance by getting the feet in the proper position, while always watching the runner. Rodriguez likes to throw to the bases to pick off runners, and to throw out attempting base stealers.

Educational theme: Sport pedagogy provides an efficient and effective way to provide learners with the opportunity to learn the biomechanical components of loco-motor movement. Kinesthetic modeling can be copied, once the skills have been expertly demonstrated, explained and observed.

“How ‘bout that!”: This featured many unique defensive plays, “walk-off” home runs, playful victory celebrations and unusual game events. Some of the video clips showed acts of avoiding disaster, such as outfielders colliding and avoiding a batted ball lost in the sun.

Educational theme: This was a playful and somewhat humorous look at elite athletes at work and play. Fun is a natural and needed component of ritualized play. The artistic value of sport can be found in the beauty and grace of human movement. Bio-mechanical skills can be learned by carefully observing and then copying the movements.

Re: This Week In Baseball
Air Date: July 30, 2005

TWB 611

Wade Boggs, who will be inducted into the Hall of Fame, hosted this show. Boggs will represent the Boston Red Sox in Cooperstown. During his career, Wade won five batting titles with the Red Sox. He won the World Series with the New York Yankees. Then with the Tampa Bay Devil Rays, he became the first man ever to hit a home run for his 3000th hit.

Boggs is also remembered for his many superstitions, especially eating lemon chicken prior to the game. Wade believes that superstitions allow one to maintain focus and a positive frame of mind to keep you in the right direction.

Educational theme: The documentation of historic athletic records provide much of the tradition of sport that establishes standards to measure performance, improvement, and goal setting, while creating interest for players and fans.

Educational theme: Superstitions are irrational beliefs of ominous significance; however, the idea may allow an athlete to avoid distractions.

“Beyond the Fences”: Golf is a large part of a MLB player’s life. Sometimes they play golf to unwind, but often golfing is played to raise funds for a good cause. Examples include Joe Torre’s Safe at Home Foundation, which educates on ways to end domestic violence, and the Pujols Family Foundation, which raises funds for children with Downs Syndrome.

Educational theme: Charity is not merely about raising money, it is also about helping people. It is a way to make the community and culture better. It is compassion, showing care, and helping people in need.

Educational theme: The worthy and creative use of leisure time is a self-fulfilling activity. Organized recreational activities contribute to the recreation of mind, body and spirit.

“Pitch, Hit and Run with Jennie Finch”: The Angels star center fielder Steve Finley has had a 17-year career marked by durability and longevity. TWIB’s Jennie Finch sought the secrets of Finley’s workout program. The 40-year-old Steve has a very progressive workout program that has allowed him to maintain a strong and fit body. The workout involves the creative use of exercise equipment, but not a lot of heavy weight lifting.

Educational theme: Modern fitness training and conditioning programs are centered on developing core muscle strength and endurance. There is a multitude of exercise equipment that features the use of light weights.

Educational theme: Lifelong physical fitness can be maintained by following a regular exercise program. Benefits include the prevention of athletic injuries, better health, better personal appearance, and a longer athletic career.

“How ‘bout that!”: TWIB showed several very creative and spectacular defensive plays, including alert plays and diving catches. The segment was a lesson in following the bouncing baseball.

Educational theme: The aesthetic value of athletics is found in the beauty and elegance of human movement. This was a demonstration of the skill, tactics and effort needed to play at the elite level of athletic competition. Kinesthetic modeling can be accomplished once the learner understands the skill.

Re: This Week In Baseball
Air Date: August 6, 2005

TWB 612

Three-time National League All-Star shortstop Jimmy Rollins of the Philadelphia Phillies hosted the show. While on a recent road trip to Oakland for a series with the A's that coincided with his sister's graduation ceremonies, Jimmy gave viewers a tour of the San Francisco Bay area. Visiting with old and new friends, Jimmy recognized that he is not treated special. But that is exactly how Rollins humbly thinks he should be treated.

Rollins is blessed with the skill to play baseball. Using Negro League players as examples, Jimmy also wishes to bring his "character" to the game. The goal is to have fun and stimulate interest with the fans. But Rollins' major goal is to win Philadelphia's first World Series Championship since 1980.

Educational theme: The accomplishments of major league players give fans a greater appreciation of the effort and skill required to play at the elite level of sport; however, the wise athlete humbly respects the adoration received.

Educational theme: Sport at the elite level is both a ritualized game and an entertainment activity. Promotion of the game is a critical aspect of performing in "the show."

"Beyond the Fence": Reading, Pennsylvania native "Broadway" Charlie Wagner, one of the oldest living members of the Boston Red Sox, had "his day" with the Double A Eastern League Reading Phillies. Prior to a Reading Phils game, Charlie received his 2004 World Series Championship ring. Charlie has remained a Red Sox fan all his life – and suffered when the team lost four World Series' Game Seven's. He embodies what the Red Sox and their fans endured for 86 years, until they won the 2004 World Series. Wagner's relationship with baseball has kept him in the game for nearly 70 years.

Educational theme: The symbols of achievement and history are tokens that capture the character of people. These signs of success are often important motivational awards that are widely recognized and respected.

Educational theme: There are significant social and cultural rewards when one establishes deep and lasting relationships.

"Pitch, Hit and Run with Jennie Finch": TWIB's own Jenny Finch visited with Florida Marlins catcher Paul DeLuca as he demonstrated and clearly explained the skill of the catcher blocking the plate. DeLuca taught the Dodger's method of execution, which he learned in part from former Dodger catcher, Mike Sciosia, one of the game's great plate blockers. The play requires the catcher to be down on both knees, to catch the ball with two hands, to tag the runner with one hand, and to tuck the right leg under so that you can roll with contact by the runner.

Jennie also introduced a new statistic – "Catcher's ERA." This is the earned run average of a pitching staff when a certain catcher catches.

Educational theme: The pedagogy of baseball provides an effective and efficient method to provide learners with the components of the strategies and biomechanics of

motor movement. Youngsters often learn by watching sport skills and emulating the observed movements.

Educational theme: Statistics are criteria-based referenced assessments, which become the criteria for standards. Furthermore, statistics is a mathematical science involved with the collection, classification, analysis, and interpretation of numerical data.

“From the Vaults”: TWIB showed how a great moment in baseball history became a clever Wheaties commercial. Los Angeles Dodgers legendary slugger Kirk Gibson’s dramatic walk-off home run in Game One of the 1988 World Series was the inspiration for the commercial. It shows a softball player hitting a home run while the Gibson call by broadcaster, Vin Scully, plays in the background.

Gibson coached the actors on how to emulate his batting stance, hitting style, and how to perfect his classic pump.

Educational theme: The glory of history and romance are preserved in the chronicles of sport. History is both past and present. That is why every generation creates its own product.

Educational theme: Acting coaches and athletic coaches are critical to the learning process. Excellent explanations and demonstrations are primary steps in learning. Learning is the only way to improve.

“How ‘bout that!”: This segment featured the music of TWIB host Jimmy Rollins rapping “Wish List.” The video featured the great plays of the week, including spectacular diving catches, unique double plays, alert pick-off plays, aggressive base running, and a base running mistake.

Educational theme: The artistic value of sport can be found in the beauty and grace of human movement. Kinesthetic modeling can duplicate biomechanical skills necessary to play baseball at the elite level of competitive athletics.

Educational theme: Baseball and music are two of the most beautifully designed things that the American culture has ever produced. These are some of America’s gifts to the world.

Re: This Week In Baseball
Air Date: August 13, 2005

TWB 613

Dedicated to the beloved former Negro League star
Ted "Double Duty" Radcliffe
1902- 2005

This show featured Chicago White Sox manager Ozzie Guillen as host. Ozzie took over as skipper of the Pale Hose in 2004. In his 13 playing seasons in Chicago, he was a three-time All-Star shortstop. Now as manager, he has the White Sox with the best record in Major League Baseball. Chicago's success is a combination of speed, defense, and pitching.

Guillen, who is full of energy, has the team playing "Ozzie Ball," which is simply playing the game correctly and smart. The White Sox also recognize they have great team chemistry, which is merely thinking about the team before themselves.

Educational theme: Success begins with high expectations. Success requires not only harder work but also working smarter.

Educational theme: True leadership involves the quality of actions and the integrity of intent. From this commitment the power of the team is unleashed.

Educational theme: Interpersonal skills are needed to work effectively with others and participate responsibly in a variety of athletic situations. This team chemistry results in players who give their all for the success of the team.

"Beyond the Fence": Defensive superstars Royce Clayton of the Arizona Diamondbacks, the Baltimore Orioles second baseman Brian Roberts, and St. Louis Cardinal center fielder Jim Edmunds were just a few of the MLB players who candidly commented on the special relationship baseball players have with their gloves. Defensively, players live and die with their glove. They view it as an extension of their hand. Everyone has his own method to find the right glove and develop the pocket. Once the right glove is found, it will be used for a long time and the player will be very protective of his glove.

This past week, players all over the major leagues tied ribbons to their gloves and wore wrist bracelets to show support for the 2005 Commissioners' Initiative for Kids. This is a joint effort between the Atlanta Braves and the Cartoon Network to bring children to the ballpark. The Braves kicked off the program of fun and games for kids.

Educational theme: Selection and maintenance of athletic equipment are important preparations for winning. Better equipment is one method to enhance performance.

Educational theme: Major league baseball is more than a sport. It is an entertainment business requiring salesmanship, advertising, public relations, and promotion.

"Pitch, Hit and Run with Jennie Finch": TWIB's own Jennie Finch talked base stealing with Chicago White Sox master thief Scott Podsednik. Scott explained that the art of the steal involves getting a good lead, an explosive jump with a crossover step, and sliding with the fingers up (if the head first slide is used.)

Educational theme: Sports pedagogy offers an efficient and sometimes an informal method for students to learn baseball skills and techniques. The learner is expected to understand, apply, and evaluate the biomechanical skills needed to perform them.

“From the Vaults”: Many Latin American baseball players have had a profound effect on the game. In honor of Hispanic Heritage Month this September, MLB will salute them with the selection of the MLB Latino Legends Team. Fans are encouraged to go online and vote for the best players. The balloting began in this show with the nominees for best Latino catcher. The nominees are Manny Sanguillín, Tony Peña, Benito Santiago, Javy López, and Iván Rodríguez.

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

Educational theme: Recognition of the multi-cultural aspect of athletics gives everyone a greater appreciation of the player’s achievements.

“How ‘bout that!”: The segment featured the best plays and catches of the week, including a “bare handed” grab. Several unique plays were shown, including a rare “hidden ball trick” and a pitch hit off of a ball that bounced in front of the plate.

Educational theme: The artistic value of sport can be found in the beauty and graceful elegance of human movement. Modeling athletic skills can occur once the learner comprehends the biomechanics needed to perform the movements.

Re: This Week In Baseball
Air Date: August 20, 2005

TWB 614

San Diego Padres second baseman Mark Loretta hosted this edition of TWIB. Mark graciously showed the viewers his home and introduced his family. His wife deals very well with the unique life style of a ballplayer, one that includes a long workday of 12 hours and frequent road trips. And Mark never forgets that home is where the heart is.

Mark is the prototype number two hitter, especially because he loves to execute the "hit and run" play. Opposing managers and coaches voted the "Silver Bat Award" to Loretta for the 2004 season when he got over 200 hits.

Loretta is surrounded by teammates who make it fun to come to the ballpark. Mark is focused on team success and is eager to bring winning baseball back to the Padres fans.

Educational theme: The family is the basic unit of society. The critically important necessity of family support was highlighted in this story.

Educational theme: This was a particularly good example of higher-level baseball skills. Execution of the hit and run play requires great skill and much practice.

Educational theme: Team morale and team unity are extremely important to the success of any ball team, particularly when the team has few big stars. Having fun and focusing toward the common goal of winning are the essentials of teamwork.

"Beyond the Fence": There is a mystery about how MLB players acquire their skills, whether physical or mental. Author Jonathan Niednagel believes it is mental. Niednagel is involved with brain typing. Essentially, brain typing is measuring the inborn aspects of people. Athletes are placed into one of 16 brain types. According to Niednagel, four or five brain types have done well playing baseball. Niednagel has applied his theories to help some Major League teams find a diamond in the rough.

Jonathan hopes his theories add another dimension for people to enjoy the sport of baseball.

Educational theme: The brain typing theory provides insights that go beyond conventional athletic thinking that may make the difference between winning and losing.

Educational theme: Applying the knowledge of brain typing to player selection and player development may improve performance and understanding of one's peers.

"Pitch, Hit and Run with Jennie Finch": Jennie Finch's focus on this edition of TWIB was on food and nutrition with the Angels' utility player Chone Figgins. The important point to maintain energy is to stay healthy and stay physically active.

Figgins is a versatile athlete who plays six defensive positions and uses four different gloves depending upon the position played.

Educational theme: Proper nutrition contributes to both physical and mental health, while providing the body with the energy for daily life and vigorous activity.

Educational theme: Versatility of an athlete offers multiple opportunities to contribute to the team. To fill that multi-position role the player needs a wide variety of position specific equipment.

“Untitled Story”: In honor of Hispanic Heritage Month this September, MLB will salute the greatest Latin MLB players with the Latino Legends Team. Fans votes will determine the team, which will be announced at the World Series. This week nominees for first base and second base were announced. At first base the nominees are: Orlando Cepeda, Tony Perez, Andres Galaraga, Rafael Palmeiro, and Albert Pujols. The nominees for second base are: Rod Carew, Juan Samuel, Roberto Alomar, Jose Vidro and Alfonso Soriano.

Educational theme: The international aspect of MLB provides an excellent example of the implementation of multi-culturalism. In particular, Latino athletes have made significant contributions to baseball and society in general.

Educational theme: Voting serves as a projection and expression of culture’s social fabric. There is learned historical hereditary that can be taught to youngsters, resulting in a habit of exercising a fundamental democratic right.

“How ‘bout that!”: This week’s segment featured many extreme baseball plays. There were several spectacular catches, clutch home runs, a violent crash into the fence, painful hits by pitchers, dramatic home plate greetings, and combinations of very sloppy defensive play and alert base running that resulted in victories.

Educational theme: The artistic value of sport can be found in the beauty and graceful elegance of human movement. Modeling athletic skills can occur once the learner has comprehended the biomechanics needed to perform the movement.

Educational theme: This was a particularly good example of the enthusiasm to play sports. The demonstrated enthusiasm was an obvious example of the excited involvement needed to compete with elite athletes.

Re: This Week In Baseball
Air Date: August 27, 2005

TWB 615

New York Mets pitcher Pedro Martinez hosted this edition of TWIB. The amazing Pedro is blossoming again in New York. As he did last year in Boston, Martinez brought with him the right to celebrate. The fans have responded well and Pedro is having fun.

Pedro is considered by his MLB peers to be the most dominant pitcher in baseball. With a 2.71 ERA, which is the lowest by a starting pitcher since 1920, and three Cy Young Awards, his dominance is clear. Martinez simply stated his pitching philosophy. That theory is to locate the pitch, proper use of sequences, be aggressive, and be intense. **Educational theme:** Fun is a primary motivator for athletic participation. Enjoyment and the worthy use of one's time make the activity worth repeating. It is an intrinsic reward that results in the feeling of competence and success.

Educational theme: Executing advanced sports strategies at all levels of competition must be defined in simple concepts that permit fine, focused concentration. The idea is to keep it simple and not complicated.

Educational theme: Respect is an earned character trait. Peer admiration for a competitor because of one's excellence is an important component of character education.

"Beyond the Fence": Baseball players turn to music of many styles to relax. Talented musical artist and Cleveland Indians first baseman Ben Broussard was featured in this story. Ben's music can be heard on a new album featuring several MLB players. That album launched Ben's solo career. Broussard also performed by playing his guitar at the All-Star Celebration.

Educational theme: Competition often produces stress that may be harmful to one's health and/ or performance. Various relaxation techniques, such as listening or playing music, are excellent methods of stress management.

Educational theme: Musical talent and athletic talent are similar skills that require proper genetics, much practice, excellent instruction and a desire to entertain. Talented entertainers easily learn to respect and enjoy both sport and music.

"Pitch, Hit and Run with Jennie Finch": USA Olympic gold medalist Jennie Finch interviewed Boston Red Sox knuckle ball pitcher Tim Wakefield. Tim attempted to teach Jennie how to throw a knuckle ball. According to Tim, having the proper grip, releasing the ball with a push and using a stiff wrist are the keys to taking the spin off the baseball when throwing the knuckle ball.

Educational theme: By carefully observing athletic movement to identify the specific cues that skill is more likely to be correctly performed. Once students have cognitively learned the skill, performance becomes more consistent.

"From the Vaults": In honor of Hispanic Heritage Month this September, MLB will salute the greatest Latin MLB players with the Latino Legends Series. Fans votes will

determine the team, which will be announced at the World Series. This week's nominees for shortstop and third base were announced. At shortstop, the nominees are: Luis Aparico, Tony Fernandez, Dave Concepcion, Miguel Tejada and Alex Rodriguez. The nominees for third base are: Vinnie Castilla, Edgar Martinez, Edgardo Alfonzo, Adrian Beltre and Bobby Bonilla.

Educational theme: The international aspect of MLB provides an excellent example of the implementation of multiculturalism. In particular, Latino athletes have made significant contributions to baseball and society in general.

Educational theme: Voting serves as a projection and expression of culture's social fabric. There is a learned historical hereditary that can be taught to youngsters, resulting in a habit of exercising a fundamental democratic right.

"How 'bout that!": This week's collection of great plays featured several spectacular offensive and defensive plays. There were juggled, fence crashing and diving catches, two creative and unusual double plays, several exciting game winning base hits and home runs, and an outstanding throw to the plate resulting in an out. It is the way the game is played.

Educational theme: The aesthetic value in sport can be found in the beauty and grace of human movement.

Educational theme: Sports pedagogy involves the demonstration of athletic skills. Once the learner has understood the bio-mechanics needed to emulate the movement, the player can more easily perform the skill.

Re: This Week In Baseball
Air Date: September 10, 2005

TWB 616

The Atlanta Braves' incredible and ageless first baseman, Julio Franco, hosted this TWIB show. Julio is 47 years old and still playing in the major leagues. Franco holds many "oldest man ever" records, including stealing two bases in a game, and hitting a grand slam.

Franco developed the resolve that still carries him today during his childhood in the Dominican Republic. After observing the professional baseball life style, Julio found his ambition in life. After 16 years in MLB, playing with Philadelphia, Cleveland, Texas, Chicago (AL), Milwaukee, he was released by Tampa Bay. He faced the prospect of life without baseball for the first time and Julio faced it directly. He played in Mexico, Korea and Japan hoping someone would notice that he was still MLB talent. Atlanta noticed and he signed with the Atlanta Braves in 2001. He has yet to hit under .280 since. Besides being a good hitter for the Braves, Franco is a great role model and mentor for the many young men in the club.

Julio's goals are to play until he is 50 years old and then to manage in MLB. Part of Franco's year round periodization program is to take 30 days off at the conclusion of the season, then go to the gym for vigorous fitness training and conditioning.

Educational theme: This was a counter statement to the stereotypical expectation of typical norms concerning the role of aged athletes. The maintenance of physical fitness can retard the aging process.

Educational theme: Beginning in childhood and continuing into middle age, there were many examples of goal setting in this story. Goal setting is critical to success, because if you don't have a plan for the future, you have a plan for failure.

Educational theme: Role modeling is everyone's responsibility. Proper behavior, perseverance, striving for excellence, self-control and accountability are the pillars of responsible role modeling.

"Beyond the Fence": On New Year's Eve in 1972, Hall of Fame outfielder Roberto Clemente lost his life in a plane crash, while helping to deliver aid to victims of a hurricane in Nicaragua. On "Roberto Clemente Day" this past week, it was only proper for MLB, in the spirit of Roberto, to seek help for the victims of Hurricane Katrina. With the help of players and team personnel, fans "passed the hat" to collect money. Also, MLB established the Hurricane Relief Fund that will match these donations up to \$1,000,000.

Educational theme: Citizenship in the character of an individual is a valued trait. Everyone must look to contribute to society by seeking ways to serve family, friends, school and community.

Educational theme: Charity is a benevolent action for people in need without expectations of reward. The only reward is the intrinsic feeling of helping your fellow man.

“Pitch, Hit and Run with Jennie Finch”: TWIB’s Olympic gold medal winning softball star Jennie Finch interviewed Chicago Cub Todd Walker about the art of playing second base. Walker cited the importance of positioning according to the hitter. Todd noted that to turn the double play, the second baseman must “square-up” with the shortstop.

Educational theme: Sports pedagogy involves the demonstration of athletic skills necessary to compete at the elite level of competition. Pedagogy involves biomechanics, theory, strategy, and the mental aspects of athletic performance. Youngsters often learn from carefully observing and then emulating those actions. Weekly instruction enhances the opportunity for children to learn the sport of baseball.

Educational theme: Gender is not necessarily a limiting factor in athletic competition. This weekly feature provides an excellent role modeling opportunity for both boys and girls.

“From the Vaults”: In honor of Hispanic Heritage Month this September, TWIB announced the outfielders nominated for the MLB Latino Legends Team. The nominees are Jose Cruz, George Bell, Tony Oliva, Minnie Minoso, Felipe Alou, Moises Alou, Rico Carty, Carlos Beltran, Sammy Sosa, Manny Ramirez, Vladimir Guerrero, Bernie Williams, Luis Gonzalez, and Roberto Clemente. Once the fans’ votes are tallied, the winners will be announced at the World Series.

Educational theme: Historic players provide much of the legend and lore of sport that establishes a sport subculture, while creating interest for fans and sports. Spectators have deep and lasting loyalties to athletes that contribute to the meaning of baseball in the American culture. Once you lose sight of the past, you lose sight of the future.

“How ‘bout that!”: This weekly segment featured the sights and sounds of MLB by capturing the fun and excitement of playing MLB. There were many examples of spectacular and creative plays including diving outfield catches, a rare straight steal of home, an outfielder making a force out at second base, and several notable home runs.

Educational theme: The artistic value of sport can be found in the grace, beauty and athleticism of human movement.

Educational theme: Once the biomechanical skills needed to play baseball are carefully observed, those skills can be copied. Emulating elite athletic performance is a great way to learn the game.

Special note: Congratulations to TWIB’s writer Jeff Scott. This is his 300th show!

Re: This Week In Baseball
Air Date: September 17, 2006

TWB 617

Outfielders Coco Crisp and Grady Sizemore served as guides for the Cleveland Indians, who are competitors in the American League pennant race. Known for their hustle and youth, the Indians are a tight, easy-going club who are having fun. Very importantly, nobody is fatigued while the Indians are in the midst of vying for a playoff spot. Pitching has held the team together with the most stable starting pitchers in the American League: Scott Elarton, Cliff Lee, Kevin Millwood and C.C. Sabathia. Batting in the "top of the order," Grady and Coco are the catalysts for a potent offense.

Educational theme: Hustle is a habit! Playing with hustle demonstrates enthusiasm and the effort needed to play your best. Playing your best promotes personal satisfaction, which leads to having fun and the wise use of time.

Educational theme: It is a reality of life that people are competitive. That is why they play competitive games with the objective of winning.

"Beyond the Fence": TWIB accompanied St. Louis Cardinals pitcher Jeff Suppan when he went back home. On such visits, Jeff tries to see his high school coaches, friends and family. In his home, Suppan has a "memorabilia room" that he started during his first Major League season. Among many items of memorabilia are souvenirs of his MLB debut and the last game at Tiger Stadium.

Suppan returned to Crespi High School to visit with faculty and friends. Crespi students recognize the inspiration of alumni athletes who are successful in the real world. It shows them what successes are possible with hard work and dedication.

Educational theme: Special ties and bonds, whether created biologically or socially, exist to establish a pattern of behavior. Well-established "roots" are stabilizing factors and security sources of kinship.

Educational theme: Whether one elects to be or not to be a role model, you are a role model. Role modeling can be positive or negative. Positive role modeling is a subtle instructional tool used by lifetime learners to identify pathways to success.

"Pitch, Hit, and Run with Jennie Finch": TWIB correspondent Jennie Finch took us to a day with her National Professional Fast Pitch League champions, the Chicago Bandits. The differences between softball and baseball were broken down there. Beginning with pitching, the height of the baseball mound and the flat softball surface were noted. The "rise ball" pitch and the offensive skill of "slap hitting", both of which are unique to softball, were cited and taught. Finally, the common significance of power hitting in both softball and baseball was noted.

Educational theme: Gender is not a limiting factor for athletic competition. This weekly feature is a particularly excellent example of gender equity.

Educational theme: Pedagogy of sport provides an efficient and effective method to provide learners the opportunity to learn the biomechanical components of motor movement. The physically well-educated athlete is provided the chance to be athletically challenged at all levels of competition.

“From the Vaults”: In honor of Hispanic Heritage Month this September, TWIB announced the pitchers for the MLB Latino Legends Team - Part 1. The first group of nominees are: Dolf Luque, Willie Hernandez, Dennis Martinez, Luis Tiant, Jose Rijo, Joaquin Andujar, Lefty Gomez, Mariano Rivera, Pedro Martinez and Juan Marichal. Once fans’ votes are counted, the winners will be announced at the World Series.

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

Educational theme: Historians believe that there is a need to not only quantify sports by determining winners and losers, but also to record results and statistics for future reference. This voting apparently satisfies the needs of players, fans and historians.

“How ‘bout that!”: This traditional segment featured the best plays from this week in baseball. This was a collection of full-speed, spectacular, leaping and diving catches by infielders and outfielders. There was a unique grouping of catches at the wall which showed the performance enhancing and safety value of thickly padding the walls. Before this, many walls were made of brick or concrete.

Educational theme: Imitation is not only a great compliment, but it is an excellent learning tool. Once biomechanical skills are properly demonstrated and carefully observed, the learned can copy the skill.

Educational theme: The artistic nature of baseball is found in the beauty, grace, and rhythmical patterns of athletic movement.

Educational theme: Technological advances and safety modifications in sports equipment have a performance enhancing positive effect on athletic performance.

Re: Under the Helmet
Airdate: September 3, 2005

UTH # 701

Segment 1: This segment shows clips from various NFL training camps.

Educational content: variety of teaching techniques and communication strategies: The various coaches shown during this segment use a variety of teaching and communication techniques to get the players to focus on their drills and training activities. They encourage the players to work hard during this relatively short period of time they have to get ready for the season. Focus is critical if improvement is to be made and early season mistakes are to be eliminated. Motivational strategies such as offering to take the players to a movie in an air conditioned theater after practice are employed to encourage the hard work in the late summer heat.

Segment 2: Jonathan Vilma is shown checking into the New York Jets' training camp at Hofstra University.

Educational content: sacrifice to help the team develop. Vilma points out that the Jets' training facility is at a relatively isolated facility. Despite the relatively spartan conditions of living in a college dormitory, Vilma believes that this setting helps build team unity because they can focus on the work at training camp and are not distracted by other outside activities.

Segment 3: Cincinnati Bengal's wide receiver Chad Johnson takes UTH to preseason training camp where he shows some of the strength and conditioning activities he does to prepare for the season. The primary focus of this day is upper-body work, but he also does some leg plyometric activities.

Educational content: physical preparation, pride in personal preparation. Even though Johnson is shown getting breakfast at McDonalds, he focuses on the importance of preparing himself physically for the upcoming season through proper nutrition and hard work in the weight training facility. He takes great pride in working hard in his strength and conditioning program to develop his body so he can be effective as a wide receiver and protect himself from the physical abuse his body will take during the season.

Segment 4: Keith Bulluck, from the Tennessee Titans, talks about training camp. Although he does a variety of activities such as physical conditioning and film study during the summer, he is glad to be in camp because it is actually playing football. Although the players work hard during the drills, Bulluck tries to lighten things up between drills to help maintain the intensity and chats with one of the regular part time equipment men.

Educational content: fun and focus, take care of yourself physically. Bulluck points out that even though training camp is hard work, he enjoys it because it is what he likes to do-play football. Despite the intensity of preseason camps, Bulluck feels it is important to relax a little between drills so the players do not get burned out. He even works at including the support staff

in the informal aspects of camp. Bulluck also points out that it is important to drink fluids constantly during the heat of training camp so you can continue to work hard for the entire practice.

Segment 3: UTH correspondent Brandi Chastain takes UTH to a San Francisco Forty-niner's preseason camp session that is open to the public. The team goes through a variety of activities to begin preparing for the season. Chastain even asks the 49er's mascot to show off his moves for the new season. She also visits with Tony Parrish during his post practice ice down and lunch. Tony shows her his room and his own hyperbaric oxygen chamber that he brings to camp with him.

Educational content: individualized preparation, team motivation. Although football is a team sport, each player has specific activities that they do to prepare for the season. On the practice field it is position specific drills. After practice it is a personal recovery process, in Parrish's case an ice bath and later time in the hyperbaric chamber. Even in the team meals, players are free to choose the food that suits them best. The 49ers have the Lombardi Trophy on display as one way to try to motivate the players to think about working hard to achieve the goal of winning the Super Bowl. Chastain talks about how the 49ers have a real smart individual as the quarterback. Alex Smith finished college in 2 years and is now working on a Master's degree.

Re: Under the Helmet
Airdate: September 10, 2005

UTH #702

Segment 1: Highlights of Super Bowl 39

Educational content: more play, less talk. Because they were not playing well, the New England head coach tells his players to stop talking so much on the field and get back to focusing on their execution. The excessive trash talking is distracting them from doing their job.

Segment 2: This segment shows highlights of Randy Moss's career at the Minnesota Vikings prior to his move this season to Oakland. He is shown both playing and interacting with his coaches and teammates, especially quarterback Daunte Culpepper.

Educational content: motivation and self-confidence; communication; teamwork. During the segment, Moss makes several comments that show his confidence in his ability to play football. Although the content of some of the comments, such as "you need to get the ball to me more," could be taken as ego driven, they also show his desire to help his team. He communicates with the coaches and Culpepper about how the defense is reacting to his pass patterns so effective plays can be run. He also encourages his teammates with his display of enthusiasm and intensity.

Segment 3: R. W. McQuarters, formally of the Chicago Bears, now with the Detroit Lions, analyzes a tape of himself in an NFL Films "Wired" segment from last season. He talks about how many fans perceive that players change how they normally act just because they are wearing a microphone, but claims that what the fans saw in his segment is how he always acts.

Educational content: be yourself, have fun, teamwork. McQuarters points out that even though some players change how they behave when doing activities, like NFL Films "Wired," they should always remember who they are. He talks about understanding that professional football players are entertainers and should always try hard to give the fans their money's worth. He is also shown working with his fellow defensive players and discussing their on-field communications. He points out that it doesn't matter what the specific signal is, just as long as everyone understands the message so they can work together.

Segment 4: This week's show also contained two tribute segments recalling the careers of recently retired NFL stars Jerry Rice and Emmitt Smith.

Educational content: perseverance, reaching the top takes a long time. Both of these players had long careers in football, including many years in high school and college before they became NFL stars. Even as he received the Rookie of the Year award, Smith

pointed out that he had a long way to go before he could be considered a great pro football player.

Re: Under the Helmet
Airdate: September 17, 2005

UTH #703

Segment 1 summary: This segment showed highlights from the first week's games of this new season.

Educational content: expectations, emotional preparation, and control of emotions. UTH host Ron Pitts introduces this segment by mentioning that as the new season starts, expectations are always high, players are psyched, and sometimes this high level of excitement backfires by producing poor performance. During the segment we hear various players expressing their hopes for the upcoming season. We hear an Atlanta Falcons coach urge his players to relax so that they can perform well. Several coaches, including Steelers head coach Bill Cowher comment about how much fun it is to be playing again. At the end of the segment a New Orleans Saints player dedicates the Saints' win to the people of the Gulf Coast as they struggle with the aftermath of Hurricane Katrina, reminding us that there are things more important than sports.

Segment 2 summary: This segment, called "Two Minute Warning," describes how different players and coaches approach what is often a critical part of the game, the last two minutes.

Educational content: risk taking, creativity, handling aggravating situations, will to win. Bubba Franks points out that the team that is behind has nothing to lose and should be willing to take risks and try something creative to produce a win. It may even mean creating a new play that has never even been practiced. Zack Thomas talks about different approaches defense may take if they are leading the game. Some defenses become very conservative and employ "prevent" defenses. Other coaches are heard discussing using the same defenses they have used throughout the game because those defenses are what put them in the position to win. A couple of coaches are heard complaining about TV commercial breaks during this critical part of the game because they can disrupt the players' focus and flow.

Segment 3 summary: Buffalo Bills' linebacker London Fletcher recalls his childhood growing up in Cleveland. He described how his school and community influenced him. He also talks about how he overcame adversity and even used that adversity to motivate himself.

Educational content: overcoming adversity, using the hard times as a source of motivation, remember those who were positive influences on you as you grew up. Fletcher points out that he originally chose his high school because of its basketball program and that he didn't even play football until his senior year. After he made his first big play in a football game he developed an enthusiasm for football that he still has. He attended a Division 3 college and performed well on the field and in the classroom. When he signed as an undrafted free agent with the Rams, he felt that many people did not expect much out of him. He, however, knew he would make it and he did. He succeeded as a tribute to his family, including his cousins and grandparents and despite that fact that his brother is in prison and his sister had been murdered. During the segment he also visits places such as a church and a recreation center that had been an important part of his

upbringing. He even visits a playground that is, and always has been in poor condition. He points out that you don't have to have the best equipment and facilities to work hard and succeed.

Re: Under the Helmet
Airdate: 9/24/05

UTH # 704

Segment 1 summary: This segment shows highlights of Terrell Owens' career with the San Francisco 49ers and the Philadelphia Eagles.

Educational content: passion for sport, responsibility to the team, psychological preparation. Owens takes responsibility for maintaining his appropriate emotional level during the game by using a self-talk strategy: "Let's go T.O." He talks about how he maintains his enthusiasm because he has a passion for competing in football. Owens also believes that he has a personal responsibility for the success of his team and tries to play hard all the time to fulfill this responsibility.

Segment 2 summary: Stephen Davis of the Carolina Panthers discusses growing up in his hometown of Spartanburg, South Carolina.

Educational content: overcoming adversity, pride in your family, understanding the benefits of participating in sport, pride in your accomplishments, being able to rely on others when you have problems. Stephen Davis grew up in a very rough neighborhood in Spartanburg, South Carolina. Violence and drugs were common there. He started to play sports early, playing baseball and then moving on to track and football. He recalls how nervous he was before his first football game. He couldn't even sleep the night before the game. Riding to the game with his family, he realized that this was important to his whole family. While he was growing up, he tried to hang out with other kids in his neighborhood who were also into sports to stay away from the trouble-makers. As he moved up to high school sports, he realized that by continuing to participate in sports, he could keep out of trouble. His local high school athletic director became very important to him as someone he could go talk to when he had problems. He was very successful at both track and football. He was the state champion in the 100 yd dash all three years in high school. He was also the state high school football player of the year as a senior and helped lead his team to its first state championship. His entire high school uniform has been retired and is displayed in a trophy case at the high school. He occasionally goes by to see the display but tries not to let others see him during these visits. Although he is proud of his contribution to his high school and his success in the NFL, he is humble about his achievements.

Segment 3 summary: Various NFL players talk about their first jobs.

Educational content: understanding the importance of education, learning a good work ethic. NFL players recount their first jobs at car washes, grocery stores, construction, fast food stores, and even in tobacco fields. The players uniformly talk about how difficult these jobs could be, but also acknowledge that they needed the jobs to get money for things like new cleats, a car, or to go to their high school prom. They also realized that they had to work hard to get an education so they could advance their job

prospects after they completed their education. Having to work in the tobacco fields pulling tobacco, pounding nails working in construction, and in fast food restaurants laid the groundwork for the work ethic that would drive these players to work harder on the football field.

Segment 4 summary: Chicago Bears defensive end Michael Haynes talks about his love of animals and is a virtual encyclopedia of animal knowledge both in his home and at the zoo.

Educational content: learn about subjects other than sports, family time together, general knowledge of animals, specifically turtles. An avid animal lover, Haynes has had a wide variety of pets over the years. Currently, he collects live turtles. He has land turtles and water turtles and explains the difference between the two. He has a degree in animal science and applies this knowledge of animal nutrition in planning the turtles' diets. This makes his explanation of what the turtles eat even more informed. Haynes explains that tortoises are vegetarians and feeds them tofu, vegetables, and fruit. His water turtles eat live worms. Haynes explains that they also peacefully coexist with goldfish in the pond that were meant to be "feeder fish". Haynes has a wealth of knowledge about his turtles including their preferred living environments and how you can examine the physical anatomy of the turtles to determine their gender. The Chicago Zoo is one of his favorite places to visit in Chicago. He believes that the Zoo is a perfect place for a family outing. He points out that kids can get exercise while walking through the zoo to see the animals instead of just looking at books or web sites. He believes that kids today spend too much time indoors playing video games, and going to the zoo forces them to go outside. Throughout the tour of the zoo, Haynes tells viewers various factoids about animals that they are seeing ("i.e. walrus have 2 inches of fat around their entire bodies called blubber").