

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

1st Quarter 2002

(January, February and March)

KJTL FOX 18 takes great pride in our community involvement.
On February 16, 2002, we held our "Kid Files" at Sikes Senter
Mall.

In the pages that follow you will find:

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

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: MARCH 27, 2002

RE: NETWORK PRIMETIME/SPORTS/LATE-NIGHT PSA "1ST" QUARTER 2002 REPORT

BELOW IS THE LIST OF PSAS THAT AIRED IN 1ST QTR 2002:

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
1/01/02	COTTON BOWL 11A TUES	11:04:23A	SKMEN 31	STACEY KEACH/MENTORING	:30
1/05/02	AMW	9:57:34P	YDZA 0572	NAT'L MENTORING PARTNERSHIP "MOTIVATION"	:20
1/06/02	RS POSTGAME 4P SUN	4:23:48P	NPUW 3917	NFL/UWAY ADAMS/RAVENS	:30
1/12/02	MAD TV 11P	11:44:18P	YDZA 0315	CENTER FOR SUBSTANCE ABUSE TREATMENT "CROSSWALK"	:15
1/13/02	NFL WILDCARD 12:30P SUN	3:09:22P	NPUW 3930	NFL/UWAY SANTANA DOTSON	:30
1/13/02	PO POSTGAME 3:30P SUN	3:45:28P	YDZA 0562	NAT'L MENTORING PARTNERSHIP "AN AMAZING OPPORTUNITY"	:20
1/19/02	PO NFL PRE-KICK 4P SAT	4:29:58P	YDZY 1113	ONDCP/ANTI-DRUG/TIKI BARBER	:30
1/19/02	NFL DIV GAME 4:30P SAT	5:01:24P	NPUW 3922	NFL /UWAY REDSKINS/C SAMUELS	:30
1/19/02	NFL DIV GAME 4:30P SAT	6:01:35P	NPUW 3926	NFL /UWAY EAGLES/D STALEY	:30
1/19/02	PO POSTGUN 7P SAT	7:39:51P	YDZG 1093	PDFA/"ANANDA"	:30
1/19/02	COPS	8:21:46P	YDZA 0562	NAT'L MENTORING PARTNERSHIP "AN AMAZING OPPORTUNITY"	:20
1/20/02	PO NFL PRE-KICK 12:30P SUN	4:08:09P	YDZY 1113	ONDCP/ANTI-DRUG/TIKI BARBER	:30
1/20/02	NFL DIV GAME 4P SUN	5:52:29P	NPUW 3930	NFL/UWAY SANTANA DOTSON	:30
1/20/02	PO POSTGUN 3:30P SUN	7:23:56P	YDZG 1093	PDFA/"ANANDA"	:30
1/24/02	TEMPTATION ISLAND	9:08:35P	YDZA 1353	PDFA/MY REWARD	:30
1/25/02	THE CHAMBER	8:11:01P	YDZA 0562	NAT'L MENTORING PARTNERSHIP "AN AMAZING OPPORTUNITY"	:20
1/27/02	PO PREGAME 3:30P SUN	3:47:46P	NPUW 3922	NFL /UWAY REDSKINS/C SAMUELS	:30
1/27/02	PO PREGAME 3:30P SUN	4:11:18P	YDZG 1123	PDFA/"DEREK BROOKS"	:30
1/27/02	PO NFL PRE-KICK SUN 4P	4:19:53P	YDZG 1123	PDFA/"DEREK BROOKS"	:30
1/27/02	NFL CHAMP 4P SUN	6:00:05P	NPUW 3926	NFL /UWAY EAGLES/D STALEY	:30
1/27/02	PO POSTGUN 7P SUN	7:38:37P	YDZG 1083	PDFA/"GENE"	:30

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
1/27/02	PO POSTGAME 7:30P SUN	7:51:03P	YDZG 1093	PDFA/"ANANDA"	:30
1/27/02	PO POSTGAME 7:30P SUN	8:02:59P	YDZG 1083	PDFA/"GENE"	:30
2/03/02	SBP 3:30-4P PREGAME SUN	3:47:18P	NPUW 3026	NFL/UWAY STALEY/EAGLES	:30
2/03/02	SBP 3:30-4P PREGAME SUN	3:50:50P	YDZY 1243	ONDCP/"AK-47"	:30
2/03/02	SUPER BOWL SUN 6:30P	7:18:30P	NPUW 1019	NFL/UWAY SAM ADAMS	:10
2/03/02	SUPER BOWL SUN 630P	8:29:07P	NPUW 3917	NFL/UWAY ADAMS/RAVENS	:30
2/07/02	FAMILY GUY	8:39:35P	YDZA 0315	CENTER FOR SUBSTANCE ABUSE TREATMENT "CROSSWALK"	:15
2/11/02	BOSTON PUBLIC	8:56:32P	BPANOR 0211	NAT'L EATING DISORDER ASSOC.	:07
2/14/02	TEMPTATION ISLAND	9:44:51P	JKDIV 01	POWER OF YOU: JANE KRAKOWSKI	:20
2/16/02	COPS	8:02:54P	PSAJBTOL	POWER OF YOU: JAMES BROWN	:30
2/16/02	MAD TV 11P SAT	11:06:15P	YDZA 0582	ONDCP/SCARE TACTICS	:20
2/21/02	GLUTTON BOWL	8:14:56P	YDZA 1413	ONDCP/SCARE TACTICS	:30
2/21/02	GLUTTON BOWL	8:42:54P	PSAJBTOL	POWER OF YOU: JAMES BROWN	:30
2/21/02	GLUTTON BOWL	9:34:28P	YDZY 1243	ONDCP/"AK-47"	:30
2/23/02	NASCAR BUSCH RACES SAT	1:24:18P	YDZA 1313	NAT'L CRIME PREVENTION COUNCIL "CLOUDS"	:30
2/23/02	NASCAR BUSCH RACES SAT	2:01:38P	YDZA 1403	YOUTH BUILD/ "GOING TO WORK"	:30
2/23/02	COPS 8P	8:02:55P	JKDIV 01	POWER OF YOU: JANE KRAKOWSKI	:20
2/23/02	COPS 9P	9:22:26P	YDZA 0315	CENTER FOR SUBSTANCE ABUSE/ "CROSSWALK"	:15
2/23/02	MAD TV 11P SAT	11:38:55P	YDZY 1243	ONDCP/"AK-47"	:30
2/24/02	NASCAR WINSTON RACES	1:36:49P	YDZA 1363	RADD/98 DEGREES	:30
2/24/02	NASCAR WINSTON RACES	3:38:29P	YDZA 1393	WIGGINS KIDS	:30
2/24/02	KING OF THE HILL	7:09:41P	YDZA 0572	NAT'L MENTORING PARTNERSHIP "MOTIVATION"	:20
2/25/02	BOSTON PUBLIC	8:55:59P	BPNG 0225A	BOSTON PUBLIC PSA /EPISODIC	:15
3/01/02	NAACP AWARDS	9:11:14P	PSAJBTOL	POWER OF YOU: JAMES BROWN	:30
3/02/02	MAD TV 11P SAT	11:36:08P	YDZY 1243	ONDCP/"AK-47"	:30
3/03/02	NASCAR WINSTON RACE SUN	4:41:04P	YDZA 1413	ONDCP/SCARE TACTICS	:30
3/03/02	NASCAR WINSTON RACE SUN	6:21:32P	YDZA 1413	ONDCP/SCARE TACTICS	:30
3/09/02	MAD TV 11P SAT	11:28:41P	YDZT 0335	GIRLS & BOYS CLUB/THE PLACE TO BE - TEENS	:15
3/10/02	NASCAR WINSTON RACES SUN	1:26:50P	YDZA 1323	NAT'L INHALANT PREVENTION "THE VICTIM"	:30

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
3/10/02	NASCAR WINSTON RACES SUN	3:59:28P	YDZA 1433	COMMUNITY DRUG PREVENTION "RABBI/REVEREND"	:30
3/16/02	AMERICA'S MOST WANTED	9:12:24P	YDZA 0572	NAT'L MENTORING PARTNERSHIP "MOTIVATION"	:20
3/16/002	MAD TV 11P SAT	11:33:23P	YDZT 0472	I AM AMERICORPS	:20
3/20/02	THAT EIGHTIES' SHOW	8:07:02P	YDZA 1353	PDFA/"MY REWARD"	:30
3/21/02	CELEBRITY BOXING	8:04:59P	YDZA 1343	NAT'L INSTITUTE OF DRUG ABUSE/ CHOICES-PARENTS"	:30
3/23/02	COPS 8:30P SAT	8:33:00P	YDZA 0315	CENTER FOR SUBSTANCE ABUSE/ "CROSSWALK"	:15
3/23/02	MAD TV 11P SAT	11:21:49P	YDZ7 1243	ONDCP "AK-47"	:30
3/24/02	NASCAR WNSTN RACES SUN	12:51:25P	YDZA 0562	NAT'L MENTORING PARTNERSHIP/ "AMAZING OPPORTUNITY"	:20
3/24/02	FOX MOVIE 7P SUN	8:19:45P	YDZA 0582	COMMUNITY DRUG PREVENTION/ "SCARE TACTICS"	:20

PLEASE CHECK THE CYBERMAILER ON APRIL 5TH FOR PSAS THAT AIR MARCH 27TH - 31ST, 2002.

SHOULD YOU HAVE ANY QUESTIONS REGARDING THIS REPORT, PLEASE CONTACT EITHER JASON HAIKARA AT (310) 369 - 3328 OR 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: MARCH 28, 2002

RE: KIDS PSA 1ST QUARTER 2002 REPORT

<u>DATE</u>	<u>PROG TIME</u>	<u>PROGRAM</u>	<u>TIME AIED</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
1/05/02	11:30A	ALIENATORS:EVOLTN	11:45:23A	PSAHRO10	ALL KINDS OF HEROS	:30
1/12/02	11:30A	ALIENATORS:EVOLTN	11:46:36A	PSAHRO9	ALL KINDS OF HEROS	:30
1/19/02	11:30A	ALIENATORS:EVOLTN	11:57:05A	PSAHRO9	ALL KINDS OF HEROS	:30
1/26/02	11:30A	ALIENATORS:EVOLTN	11:56:59A	PSAHRO11	ALL KINDS OF HEROS	:30
2/09/02	11:30A	ALIENATORS:EVOLTN	11:46:06A	PSAHRO10	ALL KINDS OF HEROS	:30
2/16/02	11:30A	ALIENATORS:EVOLTN	11:45:12A	PSAHRO9	ALL KINDS OF HEROS	:30
2/23/02	11:30A	ALIENATORS:EVOLTN	11:57:53A	PSAHRO8	ALL KINDS OF HEROS	:30
3/02/02	11:30A	ALIENATORS:EVOLTN	11:57:38A	PSAHRO11	ALL KINDS OF HEROS	:30
3/09/02	11:30A	ALIENATORS:EVOLTN	11:57:37A	PSAHRO10	ALL KINDS OF HEROS	:30
3/16/02	11:30A	ALIENATORS:EVOLTN	11:57:19A	PSA #1	DIGIMON/HOPE AGAINST HATE "ONE BAD DIGIMON"	:30
3/23/02	11:30A	ALIENATORS:EVOLTN	11:57:05A	PSA #2	DIGIMON/HOPE AGAINST HATE "THE LIGHT COMES BACK"	:30

**** PLEASE CHECK THE APRIL 5th CYBERMAILER FOR PSAS THAT AIR ON 3/30/02 ****

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

FROM: RUTH LEVENSON

DATE: MARCH 28, 2002

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1/05/02	11:30A	ALIENATORS:EVOLTN	11:45:23A	PSAHRO10	ALL KINDS OF HEROS	:30
1/12/02	11:30A	ALIENATORS:EVOLTN	11:46:36A	PSAHRO9	ALL KINDS OF HEROS	:30
1/19/02	11:30A	ALIENATORS:EVOLTN	11:57:05A	PSAHRO9	ALL KINDS OF HEROS	:30
1/26/02	11:30A	ALIENATORS:EVOLTN	11:56:59A	PSAHRO11	ALL KINDS OF HEROS	:30
2/09/02	11:30A	ALIENATORS:EVOLTN	11:46:06A	PSAHRO10	ALL KINDS OF HEROS	:30
2/16/02	11:30A	ALIENATORS:EVOLTN	11:45:12A	PSAHRO9	ALL KINDS OF HEROS	:30
2/23/02	11:30A	ALIENATORS:EVOLTN	11:57:53A	PSAHRO8	ALL KINDS OF HEROS	:30
3/02/02	11:30A	ALIENATORS:EVOLTN	11:57:38A	PSAHRO11	ALL KINDS OF HEROS	:30
3/09/02	11:30A	ALIENATORS:EVOLTN	11:57:37A	PSAHRO10	ALL KINDS OF HEROS	:30
3/16/02	11:30A	ALIENATORS:EVOLTN	11:57:19A	PSA #1	DIGIMON/HOPE AGAINST HATE "ONE BAD DIGIMON"	:30
3/23/02	11:30A	ALIENATORS:EVOLTN	11:57:05A	PSA #2	DIGIMON/HOPE AGAINST HATE "THE LIGHT COMES BACK"	:30

**** PLEASE CHECK THE APRIL 5th CYBERMAILER FOR PSAS THAT AIR ON 3/30/02 ****

COMMERCIAL TIME CERTIFICATION

**SATURDAY
2001 - 2002 SEASON**

KSAT19

SATURDAY 8 - 8:30A : 1/05/02 - 3/30/02
SATURDAY 9 - 9:30A : 1/05/02 - 3/30/02
SATURDAY 10 - 10:30A : 1/05/02 - 3/30/02
SATURDAY 11 - 11:30A : 1/05/02 - 3/30/02

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

PROGRAM SEGMENT 1

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	:30
Local Commercial	:30
Local Promo	:30
Local ID	:06
Network Bumper	:05

Total	2:46

PROGRAM SEGMENT 3

Network Bumper	:05
Network Commercial	2:00
Network Promo	1:00
Network Bumper	:05

Total	3:10

PROGRAM SEGMENT 4

TIME SUMMARY

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

KSAT20

SATURDAY 8:30 - 9A : 1/05/02 - 3/30/02

SATURDAY 9:30 - 10A : 1/05/02 - 3/30/02

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

PROGRAM SEGMENT 1

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

PROGRAM SEGMENT 2

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

PROGRAM SEGMENT 3

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

Total	3:00

PROGRAM SEGMENT 4

TIME SUMMARY

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

KSAT21

SATURDAY 10:30 - 11A : 1/05/02 - 3/30/02

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

PROGRAM SEGMENT 1

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	:10
Local Commercial	1:30
Local ID	:06
Network Bumper	:05

Total	2:56

PROGRAM SEGMENT 3

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:20
Network Bumper	:05

Total	3:00

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

*****PLEASE NOTE ON 2/23/02 ONLY*****

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

KSAT22
SATURDAY 11:30A - 12:00P : 1/05/02 - 3/30/02

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

PROGRAM SEGMENT 1

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

PROGRAM SEGMENT 3

Network Bumper	:05
Network Commercial	1:30
Network Promo	1:10
Network Bumper	:05

Total	2:50

PROGRAM SEGMENT 4

Local ID	:10
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TIME SUMMARY

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
Total	----- 30:00

Under the Helmet #20

January 5, 2002

Back in the Day--Deuce Staley of the Philadelphia Eagles began playing football as a young boy. He was always very small; the big kids were always trying to hit him really hard and beat him up. He learned to run away from them. He only played two years of football in high school. The fade pattern was a favorite play inside the 20 yard line. Inside the ten, they gave him the ball, and he would dive over the top for the touchdown. He used a move he called the "dead leg"-he would stick out his leg and look like he was going to stay there. It worked in high school, but Deuce says that this move will get you hurt in the NFL.

Educational Theme: Do not let your size keep you from reaching your dream.

Marshall Arts in the NFL--David Akers, field goal kicker for the Philadelphia Eagles, is into the Marshall Arts. The segment showed a demonstration of Brazilian Jui-Jitsu. One of the key concepts is "it is always peace over war." The warm-ups alone look like a difficult workout. Akers says that the warm-ups are the worst part of the class. He sees the arts as an excellent training tool; it also builds confidence that he can use in a self defense situation or in a football game. 95% of all real fights end up on the ground, so they focus their training there. They demonstrated the front end step kick and the stepping stool kick. Even his surprise onside kick is similar to a marshall arts kick.

Educational Theme: Introduction of the Marshall Arts.

Educational Theme: Using skills in one sport to perform in another sport.

Educational Theme: The concept of "always peace over war."

Educational Theme: Always be prepared to protect yourself.

A San Francisco Treat--The 49ers took to the streets to give autographs, take pictures, say thank you to their fans, and have fun.

Educational Theme: Always take time to say "thanks."

Under the Helmet #21
January 12, 2002

Terrell Owens Interview--Terrell Owens of the San Francisco 49ers was interviewed by a high school receiver from Berkeley High School. Owens spoke of the essentials of being a wide receiver. For the wide receiver, it all begins with the hands. When the ball is coming at you, catch the ball with the hands together, thumb to thumb. When asked about his greatest strength as a receiver, Owens claimed that his strength, literally, is his greatest strength. His strength helps him a lot, especially in a bump situation. Owens likes to freeze the defender at the line of scrimmage, release, and run the route.

Educational Theme: Introduction to wide receiver play.

Educational Theme: Strength helps the receiver release from the line of scrimmage.

Ahman Green--Back in the Day--Green of the Green Bay Packers grew up in Nebraska. He played both running back and linebacker. The NFL running back actually liked playing linebacker the most in high school. Early in his career, Green learned not to be scared of tacklers; he says that he needs to be ready to give out contact. His favorite play was called the "counter trey." Green's boyhood idol was Walter Payton. Ahman learned from Payton the stiff arm and to drive the legs after contact. Green attributes much of his success to working very hard.

Educational Theme: Running backs must deliver the contact instead of taking it.

Educational Theme: Introduction of the "counter trey."

Educational Theme: Drive the legs after contact.

Educational Theme: Hard work results in success.

Under the Helmet #22
January 19, 2002

Ray Lewis Day--Ray Lewis was honored by his hometown. The segment showed game footage from Lewis' play for the Ravens and his high school days. Some of Ray's qualities as described by his old coach were: his work ethic, having a nose for the football, and leadership on the field. Lewis strives to create a fire in his teammates. He was seen saying, "No matter the outcome, we have each other."

Educational Theme: Loyalty for hometown roots.

Educational Theme: The importance of team togetherness.

Educational Theme: Always give your fullest effort.

Educational Theme: Lead by example.

Brett Favre Makes a New Friend--Favre spent some time with a young fan, Matt. The segment began back in Kiln, Mississippi, where Brett first became a star. Favre answered questions posed by the young fan. Brett still has as much fun playing the game as he did in fifth grade. Winning the Super Bowl was great, but Brett wants to go back and win again. Sometimes he gets mad at the refs, but he said that "they make mistakes just like we do." Brett's advice for kids today? He was no different from any other kid; he worked as hard as he could. Other kids need to believe in themselves and give their best effort. They should always try their best.

Educational Theme: Keep the fun in the game.

Educational Theme: Always give your best effort.

Educational Theme: Believe in yourself.

Football ...My Anti-Drug--This is a brief, but strong statement against drugs featuring Tiki Barber of the New York Giants. This segment appears every week.

Educational Theme: Football teaches the fundamentals of life.

Educational Theme: Drugs get in the way of a full, successful life.

Under the Helmet #23
January 26, 2002

Brandi Chastain Interviews Steve Mariucci about Leadership—Chastain interviews the San Francisco 49er head coach. She went to him seeking guidance on leadership and how to turn a team around when experiencing a difficult season. One of his comments was quite profound: “You can only do what you can do.” Often we expect too much of ourselves and we then “beat ourselves up over things that are out of our control.” He also spoke about balancing the different needs and wants of rookies and veteran players. Mariucci described the four types of leaders that work on his team. The coach also emphasized maintaining an element of fun in the game of football, even for the experienced professional. Chastain ended the segment with a comment on success. She said, “You don’t have to be perfect to win a championship—you just have to grow and learn together.”

Educational Theme: Leadership comes in many forms.

Educational Theme: Maintain perspective; keep expectations realistic.

Educational Theme: Keep an element of fun in the game.

Educational Theme: Lead by example.

Educational Theme: Teams should strive to grow and learn together.

Football ... My Anti-Drug—There were two brief, but strong statements against drugs featuring Tiki Barber of the New York Giants and Derrick Brooks of the Tampa Bay Buccaneers.

Educational Theme: Football teaches the fundamentals of life.

Educational Theme: Drugs get in the way of a full, successful life.

Under the Helmet #24
February 2, 2002

Thoughts on the Super Bowl—A number of NFL players from the St. Louis Rams shared their feelings about the meaning of playing in the Super Bowl.

Educational Theme: Give it all you have.

Educational Theme: Study your opponent.

Educational Theme: It is OK to show your emotions.

Marshall Faulk Interviewed by Teen Fan—A teenager interviewed Marshall Faulk of the St. Louis Rams. Faulk equated the running back position to that of an artist. He also shared a few tips of effective play, i.e., off-season practice develops quick feet; the QB should always “look” the ball into the RB at the exchange.

Educational Theme: There is “art” in movement.

Educational Theme: Off-season practice enhances in-season performance.

Under the Helmet #25
February 9, 2002

Special Trip to the Super Bowl—Joyce Amatrice, a former teacher of Shawn Springs of the Seattle Seahawks, was awarded a free trip to the Super Bowl after being named the NFL's Teacher of the Year. The segment focused on her career and impact on kids, as well as the importance of teachers.

Educational Theme: Getting your education is important.

Educational Theme: School is for life.

Educational Theme: School can be fun.