



## 2009 MLB ALL-STAR GAME ON FOX

**Tuesday, July 14 - 8:00 PM ET - Live in HD From Busch Stadium in St. Louis**

FOX Sports and MLB are proud to present baseball's brightest stars, all on one stage, Tuesday, July 14 (8:00 PM ET-conclusion) during the 80th Major League Baseball All-Star Game, live from Busch Stadium in St. Louis, widely regarded as one of the best baseball cities in the country. It is the 11th MLB All-Star Game broadcast by FOX Sports (1997, 1999, 2001-08), and all 11 have been called by play-by-play announcer **Joe Buck** and analyst **Tim McCarver** (Bob Brenly worked with Buck & McCarver in 1997 & '98). McCarver, a two-time National League All-Star catcher with the Cardinals (1966 & 1967), is calling the 18th All-Star Game of his Hall of Fame-worthy broadcasting career, the most by any broadcaster in history. The pairing of Buck and McCarver for 11 All-Star Games is also a record. The next closest duo are Curt Gowdy and Tony Kubek, who called a total of seven All-Star Games together from 1969 to 1975.

Buck and McCarver are joined by MLB on FOX Insider **Ken Rosenthal** reporting from the field. MLB on FOX pregame host **Chris Rose** and MLB on FOX game analyst **Eric Karros** welcome viewers to St. Louis, set the scene for this special night and each is assigned to report from one of the dugouts during the game. Rose also handles postgame coverage including the game's MVP presentation.

To schedule an interview with FOX broadcasters, executives or production personnel or learn more about FOX Sports' coverage of the 80<sup>th</sup> MLB All-Star Game, please contact Ileana Peña at 212/556-2588 ([ileana.pena@fox.com](mailto:ileana.pena@fox.com)), Eddie Motl at 212/556-2486 ([eddie.motl@fox.com](mailto:eddie.motl@fox.com)) or Bob Broderick at 212/556-2412 ([robert.broderick@fox.com](mailto:robert.broderick@fox.com)).





## **MEDIA INFORMATION**

This press kit has been prepared by the FOX Sports Communications Department to assist you with your coverage of Major League Baseball's 80<sup>th</sup> All-Star Game from Busch Stadium in St. Louis, MO.

### **80<sup>th</sup> MLB All-Star Game Preview Press Call**

FOX Sports conducts a media conference call to preview its exclusive coverage of one of Major League Baseball's jewel events, the 80<sup>th</sup> All-Star Game live from Busch Stadium in St. Louis.

Major League Baseball Commissioner Bud Selig joins FOX Sports President Ed Goren and broadcasters Joe Buck and Tim McCarver on the call to take questions as America prepares to celebrate baseball's brightest stars and recognize individuals who serve their communities in extraordinary ways through this year's "All-Stars Among Us" campaign.

President Barack Obama throws out the first pitch in what promises to be an unforgettable pregame ceremony dedicated to raising awareness for charitable initiatives and celebrating the importance of community service.

**TUESDAY, JULY 7 @ 4:30 PM ET/1:30 PM PT**

**Participants Include:**  
**MLB Commissioner, Bud Selig**  
**FOX Sports President, Ed Goren**  
**All-Star Game Announcer, Joe Buck**  
**All-Star Game Analyst, Tim McCarver**

**Call-In Number: 719/325-2199**

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## **MLB ALL-STAR GAME AUDIENCE FACTS**

- ▶ The 2008 MLB All-Star Game was witnessed by 33.2 million total viewers (people age 2+ watching all or part), posting a 9.3/16 national household rating/share. It was the biggest total audience for an MLB All-Star Game since '99 (36.9 million), and ties (2006) as the highest-rated All-Star Game since '03 (9.5/17).
- ▶ The average audience for the 2008 MLB All-Star Game was 14.5 million viewers (average number of people watching any given minute), up 16% over the 2007 game (12.5 million), and was the biggest average audience since '02 (14.7 million).
- ▶ The Mid-Summer Classic has been the highest-rated All-Star Game for 50+ years.
- ▶ The MLB All-Star Game is just as popular a TV event today as it has been in past decades. In the 2000s, the average MLB All-Star Game has rated +28% higher than average prime-time ratings generated by ABC, CBS and NBC. In the '90s, the gap was +27%; in the '80s, it was +26%; and in the '70s it was +30%.
- ▶ This point also demonstrates the MLB All-Star Game's strength compared to today's TV environment. The 9.3 rating for the 2008 MLB All-Star Game was +55% better than the 6.0 averaged by ABC, CBS, and NBC during the 2007-08 season. Prior to last year, the biggest gap between an All-Star Game and the three-net prime time average was +44%, which was achieved in '71 and '76.
- ▶ The 2008 MLB All-Star Game out-rated the 2009 NBA Finals by 11% (9.3 vs. 8.4), and only Game 4 posted a rating higher than last year's MLB All-Star Game (9.4).



## **MLB ALL-STAR GAME AUDIENCE FACTS**

- The 2008 All-Star Game beat the top-rated summer programs by 21%:

<b>Program</b>	<b>Network</b>	<b>Rating</b>	<b>Share</b>
2008 MLB All-Star Game	FOX	9.3	16
America's Got Talent-Tuesday	NBC	7.7	12
America's Got Talent-Wednesday	NBC	7.2	11
Two And A Half Men	CBS	6.1	10
60 Minutes	CBS	6.0	11
So You Think You Can Dance-Wednesday	FOX	6.0	10

- Last year's MLB All-Star Game out-rated many of the spring's biggest sporting events:

<b>Program</b>	<b>Network</b>	<b>Rating</b>	<b>Share</b>
2008 MLB All-Star Game	FOX	9.3	16
NCAA Basketball Final Four	CBS	8.2	16
The Masters (Sunday Coverage)	CBS	8.3	20
US Open Golf (Sunday Coverage 2008)	NBC	7.5	17
Kentucky Derby	NBC	7.3	18
Belmont Stakes (2009)	ABC	3.9	10

- The MLB All-Star Game remains the highest-rated All-Star event among major sports:

<b>Program</b>	<b>Network</b>	<b>Rating</b>	<b>Share</b>
2008 MLB All-Star Game	FOX	9.3	16
2009 NFL Pro Bowl	NBC	5.4	10
2009 NBA All-Star Game	TNT	4.5	7
2009 NASCAR All-Star Challenge	SPEED	2.4	5
2009 NHL All-Star Game	Versus	0.6	1



## ALL-STAR GAME TALE OF THE TAPE



1966		2009
\$0.32	Gallon of Gas/Avg. Cost	\$2.64
\$23,300	New Home/Median Cost	\$254,000
\$0.60	Dozen Eggs/Avg. Cost	\$1.89
\$0.99	Gallon of Milk/Avg. Cost	\$3.50
\$0.84	Six Pack Beer/Avg. Price In St. Louis	\$5.59
\$.05	Postage Stamp	\$.44
70.2 years	US Life Expectance	78.1
Lyndon Johnson	US President	Barack Obama
\$19,000	Avg. Player Salary	\$3 Million
AL: Frank Robinson – 49 NL: Hank Aaron – 44	Home Run Leaders	AL: Carlos Pena – 23* NL: Albert Pujols – 31*
AL: Frank Robinson – 122 NL: Hank Aaron – 127	RBI Leaders	AL: Jason Bay – 70* NL: Albert Pujols – 82*
AL: Frank Robinson - .316 NL: Matty Alou - .342	Batting Average Leaders	AL: Ichiro Suzuki - .362* NL: Hanley Ramirez - .346*
Cassius Clay became Muhammad Ali	Sports Names	Chad Johnson became Chad Ochocinco
20	Number of MLB Teams	30
Willie Mays & Sandy Koufax: \$125,000	MLB's Highest Paid Player(s)	Alex Rodriguez: \$28 Million
AL: Sam Mele NL: Walter Alston	All-Star Managers	AL: Joe Maddon NL: Charlie Manuel
\$8.00	All-Star Ticket Prices	\$100-\$360
Curt Gowdy Pee Wee Reese	All-Star Game Broadcasters	Joe Buck Tim McCarver
105° F	All-Star Game Time Temp.	Anything but that
Ted Williams	Notable Hall of Fame Inductions	Rickey Henderson
Tommy James & The Shondells "Hanky Panky"	Top Song - July	Black Eyed Peas "I Got A Feeling"
"Bonanza"	Top TV Show	"American Idol"
"Who's Afraid of Virginia Wolf"	Top Grossing Movie	"Transformers: Revenge of the Fallen"
Series Premiered Sept. 8	"Star Trek"	Latest Movie Released May 8
\$1.09	Average Movie Ticket Price	\$7.18
Did not exist	FOX Sports	16 <sup>th</sup> Season
Batting Average: .274	Tim McCarver	Lifetime Emmys: 3
1	St. Louis Pro Teams	3
Red Schoendienst	Cardinals Manager	Tony LaRussa
The Beatles: \$5.50	St. Louis Concert tickets	Jonas Brothers: \$27-\$82
Just Completed	Gateway Arch	43 years old
Alfonso Cervantes	St. Louis Mayor	Francis G. Slay

\* As of July 6, 2009



## BUSCH STADIUM FACTS



<b>Busch Stadium</b>		<b>New Busch Stadium</b>
May 12, 1966	<b>Opened</b>	April 10, 2006
\$20 Million	<b>Cost</b>	\$344 Million
50,345	<b>Seating Capacity</b>	46,700
Less than \$1	<b>Price of Beer</b>	\$6.25
\$3.50	<b>Field Box Ticket</b>	\$250
Grass 1966 - 1969 Replaced by Astroturf in 1970	<b>Surface</b>	Grass



## PRODUCTION FACTS

Planning for a memorable Mid-Summer Classic takes months of preparation. FOX Sports uses only the most professional crew and state-of-the-art production equipment to capture the sights and sounds of Major League Baseball's 80<sup>th</sup> All-Star Game from Busch Stadium. Below is an example of just what it takes:

**MOBILE PRODUCTION UNITS:** FOX Sports employs four mobile units that house the latest HD equipment, including a Grass Valley Kalypso production center, replay servers, digital effects unit and two Chyron HD Duet graphics generators. These mobile units are FOX's primary rolling production facilities and have been used to broadcast previous MLB All-Star Games as well as the Daytona 500 and the Super Bowl.

**CAMERAS:** Twenty-one high definition cameras, including traditional long-lens, handheld, wireless, super slow motion (180 frames-per-second), robotic, and one blimp-cam. The FOX "X-MO" aka hypermotion will be used behind home plate. This specialty camera will be shooting at up to 500 frames-per-second.

**MICROPHONES:** Approximately 80 field and crowd effects microphones are positioned around the ballpark. Many of these effects microphones are pressure zone microphones, or PZMs. They are used to pick up baseballs hitting outfield walls, the crack of the bat and other natural sounds of the game. Additional microphones are put near the stands, dugouts and even in the bases. In addition, 15-20 microphones are available for managers, coaches, umpires, and players to wear during the broadcast.

**AUDIO:** Dolby 5.1 Surround Sound

**DIGITAL REPLAY MACHINES:** Eleven, including one super slow motion and hypermotion machine.

**BLIMP:** Arial coverage provided by DirecTV.

**COMPOUND:** FOX Sports occupies a 10,000 square foot area underneath Highway 64 next to Busch Stadium.

**ELECTRICITY:** Two 300-kilowatt biodiesel burning generators producing 1.2 megawatts of electricity are FOX Sports' power source.

**PERSONNEL:** A staff of approximately 100 production, technical and support personnel are working for FOX Sports and FOXSports.com.





## **McCARVER SCORES WINNING RUN IN 1966 ALL-STAR SCORCHER**

There are many reasons why the last MLB All-Star Game played in St. Louis was one for the ages. Gathered in one place was arguably the greatest collection of baseball players ever. The National League lineup boasted Hall of Famers Willie Mays, Roberto Clemente and Hank Aaron batting 1-2-3. Hall of Fame pitchers Sandy Koufax, Catfish Hunter and Gaylord Perry were all in their prime. Not to mention a dramatic game-winning hit for the National League in the bottom of the 10<sup>th</sup>. While those great memories stand out, no one can talk about the 1966 MLB All-Star Game at Busch Stadium without mentioning the blistering triple-digit temperatures.

The mercury climbed to well over 100 degrees, 105 degrees to be exact, at game time for the Mid-Summer Classic, July 12, 1966, the year the original Busch Stadium in St. Louis opened. With a 1:00 PM start time, players and fans did whatever they could to stay cool. Former St. Louis Cardinals catcher and 1966 NL All-Star Tim McCarver, now MLB on FOX's lead analyst calling his record-extending 18<sup>th</sup> All-Star Game, recalls the drastic methods used by some players to battle the heat that day.

"I remember guys stepping into ice buckets with their cleats on," said McCarver. "When I relieved Joe Torre of his catching duties in the 8<sup>th</sup> inning, I said, 'You holding up alright, Joe?' and Joe replied, 'Yep, only had to take 12 salt tablets today.'"

During his playing days, in the age that McCarver references as somewhat "prehistoric medicine," players were advised to take salt tablets to replenish their bodies' natural salt lost when sweating.

"We've found out since then that salt tablets are the worst things in the world for you to take, and Torre took 12," McCarver remembers.

As for being an All-Star, McCarver was honored to be in the company of such superstar talent, but had trouble reconciling that the players he battled against all season long, were now on his team for a day.

"There was a certain amount of surprise that I was sharing a clubhouse with not only Hall of Famers, but with guys that I competed against," he offered. "You're used to having guys around you in the clubhouse that have been your teammates for years. It was a very strange feeling."

Despite the oppressive heat and McCarver's uneasiness, there was game to play, and it was a classic pitcher's duel. The only run scored by the junior circuit came in the second inning when a wild pitch by Koufax scored Brooks Robinson, who had three hits on the day. Before the wild



pitch, Aaron had lost Robinson's fly ball in the white shirts of the crowd, turning an out into a triple. The National League scored a solo run in the fourth to tie it up, and that's where the scoring ended until the heroics of the 10th inning unfolded.

In the bottom of the 10th, McCarver began the winning rally with a single off Pete Richert. He would later come around to score the go-ahead run on a base hit by Maury Wills. As McCarver slid home with the game-winning run, he was cheered by an adoring hometown crowd, and greeted at the plate by some of the greatest men to ever play the game.

"It was a horrible slide," recalled McCarver, "but I laughed about it as I got up. Obviously, we were all very happy that we won the game and could get out of the heat."



## **FOXSPORTS.COM ON MSN & MLBAM REPRISE MLB ALL-STAR BATTING PRACTICE SHOW**

MLBAM and FOXSports.com on MSN, for the third consecutive year, partner to co-produce the MLB ALL-STAR BATTING PRACTICE SHOW, live on Tuesday, July 14 at 4:30 PM ET from Busch Stadium in downtown St. Louis, home of the 80<sup>th</sup> MLB All-Star Game. FOX Sports' Chris Rose hosts, while MLB Network's Royce Clayton provides analysis. FOX' Ken Rosenthal reports and conducts interviews from the batting cage. Fans can access the show by logging onto [www.mlb.com](http://www.mlb.com) or [www.foxsports.com](http://www.foxsports.com).

Once the hour-long program concludes at 5:30 PM ET, the show's multiple cameras remain live in fixed positions, providing ambient background audio and video as preparations for the pregame ceremonies and game continue. At 8:00 PM ET, when FOX Sports begins its live national coverage, the same cameras that were used during the batting practice show are once again manned and provide a second-screen, viewer-pick-the-angle, online experience.

The show's production infrastructure is supported by MLBAM's Mediaplayer '09, with cameras provided by FOX Sports. Pre-produced features and packages, including game highlights, are planned, but are only viewable via the set's camera stream.

### About FOXSports.com

FOXSports.com on MSN is a leading sports Website that delivers exclusive commentary and sports video, breaking news, real-time stats and fantasy games to more than 14 million unique visitors every month. FOXSports.com is the online extension of FOX Sports television coverage and is the exclusive provider of sports content for MSN.com in the US, located at <http://msn.foxsports.com>. FOXSports.com is an industry leader in the delivery of sports content to mobile devices. Sports fans can access the latest scores, stats and news while on the go from FOXSports.com on MSN Mobile, simply by entering FOXSports.com on their Web-enabled mobile phones, or texting SPORTS to either 36977 or FOXSP.



## **FOX SPORTS RADIO BROADCASTS LIVE FROM 2009 MLB ALL-STAR GAME**

FOX Sports Radio's Chris Myers and Steve Hartman broadcast live from St. Louis on July 13 and 14 as part of the radio network's coverage of Major League Baseball's 2009 All-Star Game. Myers & Hartman are on-air live from downtown St. Louis on July 13 and from Busch Stadium on game day, July 14. Throughout the two-day remote, the hosts are joined by various all-star players, managers and Hall of Famers, as well as baseball insiders and experts such as Ken Rosenthal from FOXSports.com, and MLB on FOX All-Game broadcasters, Joe Buck and Tim McCarver.

Nationally syndicated by the FOX Sports Radio Network, the Myers & Hartman show airs Monday through Friday from 3:00 to 7:00 PM ET on nearly 150 radio stations.

The program can also be heard on [www.FoxSportsRadio.com](http://www.FoxSportsRadio.com), <http://www.am570radio.com>, <http://msn.foxsports.com/radio> and XM Channel 142.

### About FOX Sports Radio

The FOX Sports Radio Network, based in Sherman Oaks, Calif., is a division of Premiere Radio Networks in partnership with FOX Sports. All entities have combined their considerable resources to develop a turnkey personality driven and caller intensive programming opportunity for radio stations nationwide. With studios also in New York, Washington, D.C., Miami, Tampa, Phoenix, Seattle, and San Antonio, the FOX Sports Radio Network can be heard on more than 300 stations, as well as FOXSports.com on MSN and XM Channel 142.



## **PRESIDENT BARACK OBAMA THROWS OUT FIRST PITCH AT 2009 MAJOR LEAGUE BASEBALL ALL-STAR GAME**

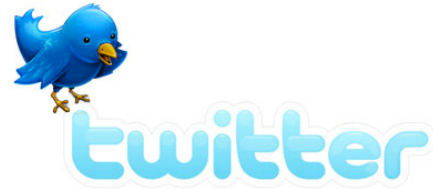
In what promises to be a unforgettable pregame event, President Barack Obama, an unabashed Chicago White Sox fan, throws out the ceremonial first pitch at the 2009 Major League Baseball All-Star Game in St. Louis on Tuesday, July 14.

He is the fourth sitting U.S. President to throw out the first pitch at the Mid-Summer Classic joining John F. Kennedy, Richard Nixon, and Gerald Ford. President Obama is the seventh U.S. President to attend the All-Star Game. The first U.S. President to attend an All-Star Game was Franklin D. Roosevelt in 1937.

Major League Baseball dedicated its 2009 All-Star Game and surrounding events to raising funds and awareness for charitable initiatives and celebrating the importance of community service. In addition, Major League Baseball is supporting President Obama's call for community service through "United We Serve," a program which encourages Americans to engage in sustained and meaningful community service.

### **List of Presidential Appearances at the MLB All-Star Game**

- |      |   |
|------|---|
| 1937 | President Franklin D. Roosevelt                                     |
| 1962 | President John F. Kennedy threw out the Ceremonial First Pitch      |
| 1970 | President Richard Nixon threw out the Ceremonial First Pitch        |
| 1976 | President Gerald Ford threw out the Ceremonial First Pitch          |
| 1978 | Former President Gerald Ford threw out the Ceremonial First Pitch   |
| 1989 | Former President Ronald Reagan                                      |
| 1991 | President George H.W. Bush & Canadian Prime Minister Brian Mulroney |
| 1992 | President George H.W. Bush  |



## **MLB ON FOX PLANS EXTENSIVE ALL-STAR GAME COVERAGE VIA TWEETS REPORTER/INSIDER ROSENTHAL ANSWERS QUESTIONS**

As communication via Twitter continues to grow, MLB on FOX plans extensive coverage of the 80<sup>th</sup> MLB All-Star Game via the Internet-driven messaging service. FOX Sports' coverage of the Mid-Summer Classic begins at 8:00 PM ET, Tuesday, July 14, live from Busch Stadium in St. Louis. In addition to "tweets" generated by the MLB on FOX on-air team and FOXSports.com in the days and hours leading up to sports' most-popular All-Star event, MLB on FOX reporter and FOXSports.com MLB Insider extraordinaire Ken Rosenthal answers Twitter-submitted questions from fans as the game progresses.

Initiated as a complement to MLB on FOX on-air coverage to engage viewers more deeply, [www.twitter.com/mlbonfox](http://www.twitter.com/mlbonfox) has broken news, provided in-game observations and insights, guided fans to exclusive columns at FOXSports.com, sent out dozens of exclusive photos and issued programming alerts and tune-in information. The [twitter.com/mlbonfox](http://twitter.com/mlbonfox) page was launched with a link to Rosenthal's 2009 predictions, and since then close to 10,000 fans have become followers, with access to over 425 updates issued. Besides Rosenthal, also contributing from St. Louis throughout All-Star festivities will be play-by-play announcer Joe Buck, game analyst Tim McCarver and dugout reporters Eric Karros and Chris Rose, who also serves as pregame host.

Twitter reportedly has more than 10 million followers around the world at present, doubling its number over the last few months. Users can exchange messages of no more than 140 characters, instantaneously.






## MLB AND 'PEOPLE' TO HONOR 30 COMMUNITY "ALL-STARs"











Major League Baseball and PEOPLE named 30 winners of the "All-Stars Among Us" campaign, which recognizes individuals who are serving their communities in extraordinary ways. The winners are being honored during the pregame ceremony at the 2009 MLB All-Star Game in St. Louis on July 14 on FOX, at which President Barack Obama will throw out the ceremonial first pitch.

The "All-Stars Among Us" program is central to the 2009 MLB All-Star Summer events dedicated to charitable initiatives and recognition of the important role of community service. Nearly three quarters of a million votes were cast at [PeopleAllStars.com](http://PeopleAllStars.com) by fans across the nation to select the 30 "All-Stars Among Us" winners (one per MLB club) out of the pool of 90 finalists who are serving as leaders within their communities.

The 30 winners (summarized below) include inspirational stories of the selfless work of individuals who dedicate their time and energy to helping others and improving the lives of those around them.









To schedule an interview or for more information or photography on any of the winners, please contact Eddie Motl ([Eddie.Motl@fox.com](mailto:Eddie.Motl@fox.com)/212-556-2486) or Bob Broderick ([Robert.Broderick@fox.com](mailto:Robert.Broderick@fox.com)/212-556-2412).

	<b>Arizona Diamondbacks</b> <b>Bruce Petillo—Gilbert, AZ</b> At age 4, Bruce Petillo's son was diagnosed with epilepsy. Understanding the financial challenges of caring for a seriously ill child, Bruce started the Fans Across America Charitable Foundation to help other families. In a time of need, the foundation helps offset everyday living expenses so parents can focus on their child's health. <a href="http://www.fansacrossamerica.org">www.fansacrossamerica.org</a>
	<b>Atlanta Braves</b> <b>Ryan Housley—Tyrone, GA</b> Inspired by conversations with his younger brother Evan deployed in Iraq, Ryan Housley started HeroBox to support soldiers in combat. The nonprofit organization supplies packages customized to a soldier's specific needs. Demand grew quickly, and Ryan now works full time to fulfill requests so that every soldier feels appreciated.
	<b>Baltimore Orioles</b> <b>Frank Kolarek—Baltimore, MD</b> Frank started League of Dreams for children with mental and physical disabilities. His foundation enables kids to play baseball and softball in a safe and loving environment and gives them an opportunity to feel like big leaguers.

	<b>Boston Red Sox</b> Rob works to transform at-risk youth into serious students. He founded the non-profit Project RISE to give these children the skills and motivation to succeed. Many at Project RISE are referred by probation officers. Amazingly, 90 percent of participants graduate from high school and 146 students have attended college.	<b>Rob Dixon—Brockton, MA</b>
	<b>Chicago Cubs</b> Erin started a foundation to help families who have children suffering from epilepsy. She offers support by listening to their struggles and calming their fears. Erin's foundation is educating the public about epilepsy and seizure first aid while working to eliminate the stigma and dispel myths surrounding epilepsy.	<b>Erin Leyden—Chicago, IL</b>
	<b>Chicago White Sox</b> Joe transforms his passion for baseball into generosity. He is the founder of Operation St. Nick, an organization that has donated over \$1 million to 3,700 families in Morris, IL. With fundraising bus trips to Chicago White Sox games and an impressive baseball collection, Joe helps families in need everyday.	<b>Joe Schmitz—Morris, IL</b>
	<b>Cincinnati Reds</b> Sherri understands the magic that comes from exposing kids to live sports and cultural events. She founded and runs Most Valuable Kids of Greater Cincinnati, an organization that distributes unused tickets to underserved children. Sherri has helped 22,000 kids experience these events, including more than 4,800 tickets to Cincinnati Reds games.	<b>Sherri J. Friedman—Cincinnati, OH</b>
	<b>Cleveland Indians</b> Dr. Konstan has focused his life's work on cystic fibrosis and those with the disease. Thanks to his research and leadership, the life expectancy of CF patients has nearly doubled. His care and compassion have brought comfort and hope to his patients and their families.	<b>Dr. Michael Konstan—Bratenahl, OH</b>
	<b>Colorado Rockies</b> His daughter was the first person killed at Columbine High School in April 1999. Darrell launched the nonprofit Rachel's Challenge to spread her message of good will and compassion. By sharing Rachel's story and inviting students to "start a chain reaction" of kindness, Darrell has helped change lives and prevent suicides.	<b>Darrell Scott—Littleton, CO</b>
	<b>Detroit Tigers</b> Kathleen has worked tirelessly to recruit bone marrow donors for the Be The Match Registry. As the coordinator for the Southeast Michigan District of the United States Postal Service, she has secured more than 1,000 potential donors under the USPS Delivering the Gift of Life Campaign.	<b>Kathleen Brooks—Sterling Heights, MI</b>
	<b>Florida Marlins</b> When her son was diagnosed with leukodystrophy, Kristen resolved to help other families in her situation. She founded the M.O.R.G.A.N. Project to support parents caring for their special-needs children with information, equipment and small grants and enhance the quality of life for these families.	<b>Kristen Malfara—Melbourne Beach, FL</b>
	<b>Houston Astros</b> Gary has cerebral palsy and is wheelchair bound. Refusing to be defined by his disability, today he is a straight-A student at Spring High School in Houston. In addition, he has his own foundation, which has raised and donated \$12,000 for CP research.	<b>Gary Lynn—Houston, TX</b>
	<b>Kansas City Royals</b> In 2001, John started a Special Olympics team for people with Developmental Disabilities. Today, it has grown to be the best in Kansas. John volunteers over 600 hours of his time a year to Special Olympics and has coached three World Champion Special Olympians.	<b>John Lair—Pittsburg, KS</b>



	<b>Los Angeles Angels of Anaheim</b> <b>Christine Shively—Newport Beach, CA</b> Since 2007, Christine has brightened the lives of more than 20,000 strangers suffering from the ravages of cancer. Through her organization, Knots-of-Love, she crochets cancer caps and sends them to 140 cancer centers around the US, Canada and Mexico, providing warmth and TLC in a time of need.
	<b>Los Angeles Dodgers</b> <b>Barbara Palilis—Los Angeles, CA</b> Being a teen is hard enough, but teens with special needs struggle more than most. Luckily, Barbara founded Circle of Friends, a social language skills program for teens and young adults with disabilities. Each teen partners with a non-disabled peer so everyone can learn life skills of understanding and acceptance.
	<b>Milwaukee Brewers</b> <b>Loyal Mehnert—Milwaukee, WI</b> Loyal takes an adventurous approach to fundraising. His “Everyday Journeyman Project” began with January’s 4,200-mile Plymouth-Dakar charity rally. It continues with a 2,175-mile solo hike from Georgia to Maine on the Appalachian Trail. All money raised is donated to assist Habitat for Humanity’s Hurricane Katrina rebuilding efforts.
	<b>Minnesota Twins</b> <b>Marylou Krest—Lima, NY</b> Marylou and her husband have spent years collecting school supplies, used little league equipment and uniforms and donating them to the children of the Dominican Republic. With a \$100,000 school building project underway, they are now looking for another project in the Caribbean.
	<b>New York Mets</b> <b>Tara Suri—Scarsdale, NY</b> Tara was galvanized by the sexism she encountered in India at 13. She founded Turn Your World Around to engage young people in initiatives ranging from empowering sex trafficking victims to increasing access to education. She has impacted thousands globally and is dedicated to forging a movement of youth creating change. <a href="http://Turnyourworldaround.org">Turnyourworldaround.org</a>
	<b>New York Yankees</b> <b>Michael and Christina Pesci—Parsippany, NJ</b> Siblings Christina and Michael share more than a family; they’re both committed activists. Christina is president of Bridging the Generation Gap, an outreach club encouraging friendship between young people and seniors. Michael founded the nonprofit Perfect Pitch, which has raised \$175,000 for mentally and physically handicapped children and young adults.
	<b>Oakland Athletics</b> <b>Duane Silverstein—Albany, CA</b> Duane’s organization, Seacology, finds win-win environmental solutions. It has built 85 schools and established over 35 scholarship programs benefiting indigenous peoples around the world. In exchange, they have preserved over two million acres of threatened forests and coral reefs. The rock group Daughtry featured Duane in a music video about unsung heroes.
	<b>Philadelphia Phillies</b> <b>Brad Hennefer—Cherry Hill, NJ</b> Brad is the only person with Down Syndrome in his high school Hall of Fame. He started the Golf For Life Foundation to introduce Down Syndrome individuals to the game of golf. Started locally, Brad’s foundation has grown into an outstanding national program. <a href="http://Golfforallife.org">Golfforallife.org</a>
	<b>Pittsburgh Pirates</b> <b>Matt Kuntz—Helena, MT</b> Matt Kuntz’s stepbrother Chris committed suicide in 2007 after returning from Iraq with undiagnosed Post-Traumatic Stress Disorder. Matt made it his mission to ensure that all National Guard Troops in his home state of Montana receive adequate PTSD screening. He continues to campaign for PTSD awareness and screening for all veterans.

	<b>San Diego Padres</b> <b>Richard Nares—San Diego, CA</b> Richard started the Emilio Nares Foundation after his young son died of cancer. Its Ride With Emilio program transports sick children to their weekly cancer treatments and medical appointments when their families lack access to transportation. For families coping with a child's illness, it's a vitally important service.
	<b>San Francisco Giants</b> <b>Kendra Robins—San Francisco, CA</b> Kendra is the founder of Project Night Night, which helps homeless children "one sweet dream at a time." It donates tote bags filled with childhood essentials: a security blanket, a book and a stuffed animal. The Night Night packages comfort young children in homeless shelters and promote their emotional and cognitive well-being. <a href="http://www.projectNightNight.org">www.projectNightNight.org</a>
	<b>St. Louis Cardinals</b> <b>Juileann Najar—St. Louis, MO</b> Julieann started sending packages to troops in 1968 during the Vietnam War. In that same spirit, she started A Soldier's Wish List in 2004. It conducts fundraisers and collects donations to finance care packages for soldiers overseas. Julie's organization also coordinates an "adoption" program, matching soldiers with volunteers who send them packages.
	<b>Seattle Mariners</b> <b>Leo McCarthy—Butte, MT</b> Leo's activism stems from a tragic incident. In 2007, his teenage daughter Mariah was struck and killed by an underage drunk driver as she walked home. Leo started Mariah's Challenge to keep teens from drinking—and to promote responsible behavior by adults. <a href="http://mariahschallenge.com">mariahschallenge.com</a>
	<b>Tampa Bay Rays</b> <b>Tommy Timberlake—Tampa, FL</b> Tommy makes it possible for disabled people to experience the joy of sailing in a safe, supportive environment. A qualified instructor, Tommy has spent hundreds of hours teaching sailing to individuals with physical and mental disabilities, including paraplegia, autism and Down syndrome. He takes sailors age 16-70 to local regattas.
	<b>Texas Rangers</b> <b>Ben Sater—Plano, TX</b> Ben was a visionary by the age of 10. He applied that vision to create KidSwing, a benefit golf tournament for children. Now in its seventh year, it has helped raise \$660,000 for the Texas Scottish Rite Hospital for Children, where Ben was once a patient.
	<b>Toronto Blue Jays</b> <b>Melanie Burton—Belleville, ON</b> At age five, Melanie helped send thousands of Christmas shoeboxes to war-torn countries. Now she runs Reading Rocks, a program that encourages children with reading difficulties to love reading and improve their literacy. Melanie does most of her own fundraising and has helped children read thousands of books.
	<b>Washington Nationals</b> <b>Dr. John Glaspy—Northridge, CA</b> Oncologist and UCLA Professor of Medicine John Glaspy pushes the boundaries of his role. A strong voice for patients, he speaks out to dispel the social isolation that affects cancer patients and their families. Dr. Glaspy believes we will soon win the battle against cancer, and he is helping to make that happen. His ideas inspired Stand Up to Cancer, a program of the Entertainment Industry Foundation that awards grants to researchers who could change the face of cancer treatment.



## **TIM MCCARVER MLB ALL-STAR GAME ON FOX ANALYST**

Regarded by many as baseball's premier television analyst, Tim McCarver serves as MLB on FOX's lead game analyst, teaming with play-by-play announcer Joe Buck. Familiar to all fans who watch baseball's jewel events, McCarver has won three straight Emmy Awards for "Outstanding Sports Event Analyst" (2000-2002). In total, he has received 21 Emmy nominations during his 28 seasons as a network analyst. McCarver is the only network television baseball analyst to broadcast the last 19 regular and postseasons, and this year calls his 18th All-Star Game, the most by any broadcaster in the sports' history. Curt Gowdy is second with 14. McCarver is working his 11th All-Star Game with Buck, no other tandem has called more All-Star Games. Gowdy and Tony Kubek are second with seven.

McCarver joined FOX Sports in 1996 after a two-year stint as a game analyst for The Baseball Network's broadcasts on ABC. He returned to ABC in 1994 after four years with CBS Sports, where he also served as lead baseball analyst. Locally, McCarver spent 16 seasons as an analyst for New York Mets broadcasts on WWOR, two seasons doing New York Yankees games on WNYW, and one year working San Francisco Giants games on KTVU.

McCarver served as lead analyst for CBS Sports' broadcasts of Major League Baseball, including the All-Star Game, National League Championship Series and World Series from 1990 to 1993. He teamed with Joe's father Jack Buck in 1990 and 1991, followed by Sean McDonough in 1992 and 1993. During his stint as an analyst for ABC's baseball coverage (1984-89), McCarver covered the 1984 and 1986 National League Championship Series, the 1985, 1987 and 1989 World Series, and the 1986 and 1988 All-Star Games. He began his broadcasting career at WPHL-TV in Philadelphia, where he worked with late broadcasting legends Harry Kalas and Richie Ashburn and NBC's Game of the Week in 1980.

In 1959, McCarver signed with the St. Louis Cardinals out of Christian Brothers High School in Memphis, Tenn. In addition to 12 seasons with the Cardinals, he spent eight-and-a-half years with the Philadelphia Phillies, half a season with the Montreal Expos, and two seasons with the Boston Red Sox.

One of a handful of four-decade players in major league history (1959-80), McCarver played in two All-Star Games (1966, 1967), three League Championship Series (1976-78) and was a member of two world championship teams in St. Louis (1964, 1967). He was the hottest hitter in the 1964 World Series against the New York Yankees, leading all regulars with a .478 batting average.

## **TIM MCCARVER – Page 2**

A successful author, McCarver released best-sellers “Diamond Gems” (2008); “Few and Chosen: Defining Cardinal Greatness Across the Eras” (2005); “The Perfect Season” (1999); “Tim McCarver's Baseball For Brain Surgeons And Other Fans: Understanding and Interpreting the Game So You Can Watch It Like a Pro” (1999) and “Oh Baby, I Love It!” (1987). He contributed the foreword to Alex Belth’s “Stepping Up: The Story of All-Star Curt Flood and His Fight for Baseball Players' Rights” (2006); Kelly Laduke’s “All Stars: One Team, One Season” (1996) and Lloyd Johnson’s “The Baseball Timeline - A Chronological History of All the Teams, Stars and Seasons in Major League Baseball” (1992).

McCarver's nationally-syndicated sports interview program, The Tim McCarver Show, is in its ninth season, and airs in all top 50 markets and more than 90% of the U.S.

He was born Oct. 16, 1941, in Memphis.



## **JOE BUCK MLB ALL-STAR GAME ON FOX PLAY-BY-PLAY ANNOUNCER**

Since breaking on to the national scene as a promising 25-year-old in 1994, Joe Buck has become one of sports' premier play-by-play broadcasters. Already a six-time Emmy Award-winner, including five straight from 2001 to 2005, Buck handles lead play-by-play duties for FOX Sports' Emmy Award-winning coverage of MLB and the NFL. On baseball, Buck teams with three-time Emmy Award-winning analyst Tim McCarver, while his football partner is three-time Super Bowl champion and Pro Football Hall of Famer Troy Aikman.

Buck's 11 All-Star Game broadcasts ties him for second on the all-time list of play-by-play announcers with Mel Allen (Curt Gowdy is first with 13). Buck is working his 11th All-Star Game, all with McCarver, more than any other broadcast pair. Gowdy and Tony Kubek are second with seven.

Buck has held lead MLB on FOX play-by-play duties since 1996. In that year, at age 27, he became the youngest play-by-play announcer to call the World Series since the legendary Vin Scully (age 25) sat behind the mic during the 1953 Fall Classic. He's already called 11 World Series, 13 League Championship Series and two Super Bowls. As the lead voice for the NFL on FOX since 2002, Buck worked with analysts Aikman and Cris Collinsworth for three seasons (2002–2004), and since 2005 has been partnered exclusively with Aikman.

In addition to his lead play-by-play role, Buck served as host of FOX NFL SUNDAY, America's most-watched NFL pregame show, and THE OT, the nation's most-watched NFL postgame show, in 2006. That season, FOX NFL SUNDAY traveled to the site of each week's biggest game, allowing Buck to both host the pregame show and call each game. It marked the first time in sports television history that a broadcaster hosted an NFL pregame show while simultaneously handling play-by-play duties.

Joe is the son of late broadcasting legend Jack Buck, whose career spanned parts of six decades. Jack and Joe are the only father and son to each call the Super Bowl on network television. The young Buck's last Super Bowl assignment in February 2008, the Giants' nail-biting 17-14 upset over the then 18-0 New England Patriots, was the most-watched television program ever at the time.

Buck joined FOX Sports in 1994, and along with analyst Tim Green, formed one of the NFL on FOX's six original NFL broadcast teams. Just 25 years old in '94, Buck was the youngest announcer to call a full slate of NFL games on network television. The two worked together for FOX's first four NFL seasons.

## **JOE BUCK – PAGE 2**

Buck's impressive MLB on FOX resume already includes the 1996, 1998, 2000-2008 World Series; the 1997, 1999, 2001, 2003-05, 2007 American League Championship Series; the 1996, 1998, 2000, 2002, 2006, 2008 National League Championship Series; the 1997, 1999, 2001-08 All-Star Games; and the Cubs-Cardinals game on Sept. 8, 1998, when Mark McGwire hit his historic 62nd home run and set what was then a new single season home run record. He also calls this year's ALCS and World Series alongside McCarver.

Buck was a radio and television announcer for the St. Louis Cardinals from 1991 to 2007. His broadcasting career began in 1989, while he was an undergraduate at Indiana University. That year he called play-by-play for the Louisville Redbirds of the American Association, a minor league affiliate of the Cardinals, and was a reporter for ESPN's coverage of the Triple-A All-Star Game. In addition to his current broadcasting work for FOX Sports, Buck also hosts a talk show for HBO Sports, "Joe Buck Live," that premiered in June 2009. He is also a partner in J. Buck's, two popular sports bars in the St. Louis area, with his sister Julie.

Buck studied English and Telecommunications at Indiana University. He was born April 25, 1969, in St. Petersburg, FL., the Cardinals spring training home, and was raised in St. Louis where he currently resides with his wife Ann and their daughters Natalie and Trudy.



## **KEN ROSENTHAL MLB ALL-STAR GAME ON FOX REPORTER**

A sportswriter for over 20 years, Ken Rosenthal is FOXSports.com's senior baseball writer/columnist and a weekly contributor to the FOX SATURDAY BASEBALL GAME OF THE WEEK. On-air since 2005, he delivers weekly pregame reports, then serves as a roving reporter during FOX Sports' featured match-up. He has worked the last four All-Star Games and World Series, and is a Baseball Writers Association of America member.

He spent the majority of his professional career as a baseball writer and columnist at The Baltimore Sun from 1987 to 2000. Simultaneously, he was a contributor to Sports Illustrated from 1990 to 2000, serving as one of 12 national writers providing weekly notes during baseball season. Rosenthal was named Maryland Sportswriter of the Year five times while at the Sun. He also spent five years as senior baseball writer at The Sporting News, writing a weekly column for the magazine, as well as breaking news and writing features for its web site.

In addition, Rosenthal is a frequent contributor to Fox Sports Radio, and had a 14-year run as a radio personality in Baltimore on WJFK-AM and WBAL-AM. In 2009, Rosenthal joined MLB Network's on-air roster as a baseball insider.

Rosenthal also has authored or contributed to three books. "Chicken Soup for the Baseball Fan's Soul", was released in 2001, while "Best of the Best-35 Major League Superstars", which was produced in partnership with and licensed by MLB Properties, Inc., was published in 1998. His third book, "Dean Smith: A Tribute", was published in 2001. One claim to fame: His laptop once got smashed by a Cal Ripken foul ball.





## **CHRIS ROSE**

### **MLB ALL-STAR GAME ON FOX PREGAME HOST/REPORTER**

The versatile Chris Rose has held a variety of positions at FOX Sports and FSN since arriving in 1999. He is in his first year as host of MLB on FOX pregame and postgame coverage, and has hosted the network's Bowl Championship Series (BCS) games since 2007.

In his MLB on FOX role, Rose travels to one of the week's FOX SATURDAY BASEBALL featured match-ups, and in addition to hosting the national pregame segment, he serves as a reporter during that particular game. Rose has hosted all of the All-Star Game Red Carpet specials that have aired on FOX and FSN from 2006 to 2008, and this year for the first time hosts FOX's All-Star Game broadcast and reports in-game from one of the All-Star dugouts.

Rose joined FSN in 1999 as an anchor and reporter for the National Sports Report, but within a few years became the face of FSN, hosting most every major event on the network. In July 2001 he became host of BEST DAMN SPORTS SHOW PERIOD (BDSSP), and except for a brief time, held the post the eight years the show was televised. He also hosted FSN's COLLEGE FOOTBALL SATURDAY, world championship boxing matches, several poker series, BDSSP Top 50 shows and the annual Hooters Swimsuit Pageant. Rose has also called play-by-play for occasional NFL on FOX game, and has filled-in as a co-host for FOX NFL SUNDAY.

Prior to joining FSN, Rose was a sports anchor and reporter for CNN and CNN/SI for three years. He was a fixture on the anchor desk where he covered a wide array of events and stories for both networks.

Rose gained experience in broadcasting at every level all across the country. He was a local anchor and reporter for KRNV-TV in Reno, Nevada and also won an Emmy Award in 1994 while at WXIX-TV in Cincinnati, Ohio for his "Gridiron Gurus" segment.

Rose graduated from Miami University in Oxford, Ohio with a Bachelor of Arts in English and Journalism. He currently resides in Los Angeles with his wife and two children.



## **ERIC KARROS**

### **MLB ALL-STAR GAME ON FOX PREGAME ANALYST/REPORTER**

Eric Karros, the Los Angeles Dodgers all-time home run leader, serves as a game analyst for FOX's Emmy Award-winning MLB coverage. He joined the network in 2007, alternating between studio and game analyst. He reported from the 2007 All-Star Game as well as the 2007 and 2008 World Series. This year he joins Chris Rose for All-Star Game pregame festivities and later serves as a dugout reporter.

Karros spent 14 years in the major leagues, including 12 seasons with the Dodgers (1991-2002). In 1992, he won the National League Rookie of the Year Award after leading the Dodgers with 20 home runs and 88 runs batted in. Karros also set Dodger records for career home runs (270) and career home runs at Dodger Stadium (130). Karros played for the Cubs (2003) and Oakland Athletics (2004) and finished his career with 284 home runs, 1,027 RBI and a .268 batting average.

Following his days on the diamond, he provided pregame and postgame analysis during FOX Sports' coverage of the 2004 Division Series and the next year joined ESPN as a game analyst. In addition to his role with FOX Sports, Karros also serves as an analyst for KCAL 9's local Dodgers pregame show.

Born in Hackensack, New Jersey, Karros graduated from UCLA with a degree in Economics. He currently resides in California.