



2024  
**AFFILIATE  
MANUAL**



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# NETWORK CONTACTS

Please post in control room

## **Mike Rodgers - Kansas City Royals**

**816-504-4412**

Coordinator, Partnership Marketing

Mike.rodgers@royals.com

## **Eric Guthrie - Kansas City Royals**

Producer / Engineer

Eric.Guthrie@royals.com

## **Roy Baum - WIBW**

**785-231-8666**

Operations Manager, Radio Network

Roy will be handling the network technical issues. Once the signal reaches Topeka he will track and resolve any technical problems that arise.

Roy.Baum@radionetworks.com

## **Back-up feed**

If it's determined that you need a backup feed, call Roy Baum at **785-231-8666** to arrange for a high-quality stream backup feed. You will need an internet-connected computer in your air studio, as well as a board operator, to use this backup feed. There are no automation relays provided.

# 2024 BROADCAST TEAM



**Denny Matthews**



**Ryan Lefebvre**



**Jake Eisenberg**



**Steve Stewart**



# LINE CHECK INFORMATION

Please post in control room

It is imperative that you check your Royals Network Line **30 minutes before the start of the pre-game show.**

## **IF YOU ARE NOT RECEIVING COMMERCIAL INFORMATION, MUSIC OR OTHER PRE-BROADCAST FEEDS BEFORE ON-AIR TIME:**

CALL ROY BAUM AT: (785) 231-8666. THIS PROCESS IS REQUIRED TO LOCATE AND SOLVE THE PROBLEM.

WHEN YOU CALL, YOU WILL NEED:

1. THE NATURE OF THE PROBLEM.
2. YOUR CALL LETTERS AND TOWN.
3. A CONTACT PHONE NUMBER WE CAN USE UNTIL THE PROBLEM IS REPAIRED.

It is imperative that you call at least 30 minutes before sign-on, to give Roy Baum ample time to address the problem prior to airtime.

## **BACK UP FEED:**

If it's determined that you need a backup feed, call Roy Baum at 785-231-8666 to arrange for a high-quality stream backup feed. You will need an internet-connected computer in your air studio, as well as a board operator, to use this backup feed. There are no automation relays provided.

# GAME WRAPS & NEXT GAME PROMOS

Please post in control room

## GAME WRAP UP

The game wrap-up will be available for download on the One Drive site following each game. The Matt Quatraro Show, pre-game interview, and post-game interview will also be available for download on the One Drive site. Any additional audio will be placed on the One Drive site, as available.

If internet problems occur and it is a getaway day, they will be posted as soon as possible.

You can use the game wrap-up as value-added for a Royals sponsor or sell it to an advertiser who wants to air the next morning.

[ONE DRIVE LINK](#)

## NEXT GAME PROMOS

The "next-game promos" will be :10 seconds in length. These will be available for download on the One Drive site following each game.

# SPRING TRAINING

(ALSO ON ONE DRIVE)

## BROADCAST SCHEDULE

DATE	BROADCAST START TIME CT	STATION
2/23	2PM	610 SPORTS RADIO
2/25	2PM	610 SPORTS RADIO
2/26	2PM	THE BET 1660
2/28	2PM	THE BET 1660
2/29	2PM	THE BET 1660
3/1	2PM	610 SPORTS RADIO
3/3	2PM	610 SPORTS RADIO
3/6	2PM	THE BET 1660
3/7	2PM	THE BET 1660
3/8	2PM	THE BET 1660
3/10	3PM	610 SPORTS RADIO
3/12	3PM	THE BET 1660
3/16	3PM	610 SPORTS RADIO*
3/19	9PM	610 SPORTS RADIO*
3/20	8PM	610 SPORTS RADIO*
3/23	2PM	610 SPORTS RADIO*
3/25	6PM	610 SPORTS RADIO

\*Indicates Potential KSU Schedule Conflict. If conflict arises, game will be moved to The Bet 1660

**All games available to the network are denoted as 610 AM and 1660 AM**

All Times Central – Game Times Subject to Change

***Makeups TBA***

# STATION PROMOS

Please post in control room

As an affiliate of the Royals Radio Network, you have the opportunity to have the announcer's record promos and liners for your station.

If you want a Royals announcer to record promos for your station, please e-mail **ERIC GUTHRIE** at [eric.guthrie@royals.com](mailto:eric.guthrie@royals.com) by **March 16th**.

We will have the announcers record the promos in Arizona and we will copy them to One Drive for download.

*If your promos from last year are evergreen, please utilize them.*





# 2024 SPRING TRAINING FORMAT

POSITIONS		NETWORK/COMMERCIALS	
INNING	LENGTH	NETWORK/LOCAL	
MID 1st	1:30	NETWORK	(1:30)
END 1st	1:30	LOCAL	(1:30)
MID 2nd	1:30	NETWORK	(1:30)
END 2nd	1:30	LOCAL	(1:30)
MID 3rd	1:30	NETWORK	(1:30)
END 3rd	1:30	LOCAL	(1:30)
MID 4th	1:30	NETWORK	(1:30)
END 4th	1:30	LOCAL	(1:30)
MID 5th	1:30	NETWORK	(1:30)
END 5th	1:30	LOCAL	(1:30)
MID 6th	1:30	NETWORK	(1:30)
END 6th	1:30	LOCAL	(1:30)
MID 7th	1:30	NETWORK	(1:30)
END 7th	1:30	LOCAL	(1:30)
MID 8th	1:30	NETWORK	(1:30)
END 8th	1:30	NETWORK	(1:30)
MID 9th	1:30	LOCAL	(1:30)
END 9th	1:30	NETWORK	(1:30)

*(If game ends mid 9th the bottom 9th break will be combined to make a 3:00 break.)*

### **STATION ID CUES:**

Station ID breaks are 10 seconds in length & only the top of the hour

**“LET’S PAUSE FOR STATION IDENTIFICATION,  
THIS IS THE KANSAS CITY ROYALS RADIO NETWORK”**



# **SPRING TRAINING: RAIN OUT & RAIN DELAY PROCEDURES**

Please post in control room

## **RAIN-OUT**

If the game is canceled early in the day all wire services and internet providers will be notified.

If the game is delayed or canceled at on-air time; the game will open with the pre-game and then the rain delay procedure will be in effect.

## **RAIN DELAY**

If a game is delayed by rain Royals broadcasters will start the game feed and update you on the weather situation. We will fill from the Spring Training site.

In the event the game is canceled and does not resume from delay, the broadcasters will notify you on air with any details. Further details will be emailed out as they become available.

# 2024 REGULAR SEASON PRE-GAME FORMAT (6:30 start)

## 2024 Kansas City Royals Pre-Game Format (7:10pm CDT First Pitch)

TIMINGS	SEGMENT NAME	LENGTH	DESCRIPTION
6:30:00	PRE-GAME OPENING BB	1:00	PRE-OPEN BB (1:00)
6:31:00	FEATURE SEGMENT 1	1:00	LIVE OPEN
6:32:00	BREAK #1	2:00	LOCAL (2:00)
6:34:00	FEATURE SEGMENT 2	4:00	MATT QUATRARO SHOW
6:38:00	BREAK #2	2:00	NETWORK (2:00)
6:40:00	FEATURE SEGMENT 3	3:00	LIVE SEGMENT
6:43:00	BREAK #3	2:00	LOCAL (2:00)
6:45:00	FEATURE SEGMENT 4	4:00	FEATURE INTERVIEW 1
6:49:00	BREAK #4	2:00	NETWORK (2:00)
6:51:00	FEATURE SEGMENT 5	4:00	FEATURE INTERVIEW 2
6:55:00	BREAK #5	2:00	LOCAL (2:00)
6:57:00	FEATURE SEG. CLOSE 6	1:00	FEATURE CLOSE
6:58:00	BREAK #6	2:00	NETWORK (2:00)
7:00:00	GAME OPENING BB	1:00	GAME OPEN BB (1:00)
7:01:00	STARTING LINE UPS	3:00	STARTING LINE UPS
7:04:00	BREAK #7	2:00	LOCAL (2:00)
7:06:00	FILL	2:00	FILL
7:07:00	BREAK #8	2:00	LOCAL (2:00)
7:09:00	FILL	2:00	FILL
7:10:00	FIRST PITCH		FIRST PITCH



# 2024 REGULAR SEASON IN-GAME

2024 Kansas City Royals In-Game Format (7:10pm CDT First Pitch)

POSITIONS		NETWORK/COMMERCIALS	
INNING	LENGTH	NETWORK/LOCAL	
MID 1st	1:30	NETWORK	(1:30)
END 1st	1:30	LOCAL	(1:30)
MID 2nd	1:30	NETWORK	(1:30)
END 2nd	1:30	LOCAL	(1:30)
MID 3rd	1:30	NETWORK	(1:30)
END 3rd	1:30	LOCAL	(1:30)
MID 4th	1:30	NETWORK	(1:30)
END 4th	1:30	LOCAL	(1:30)
MID 5th	1:30	NETWORK	(1:30)
END 5th	1:30	LOCAL	(1:30)
MID 6th	1:30	NETWORK	(1:30)
END 6th	1:30	LOCAL	(1:30)
MID 7th	1:30	NETWORK	(1:30)
END 7th	1:30	LOCAL	(1:30)
MID 8th	1:30	NETWORK	(1:30)
END 8th	1:30	NETWORK	(1:30)
MID 9th	1:30	LOCAL	(1:30)
END 9th	1:30	NETWORK	(1:30)

*(If game ends mid 9th the bottom 9th break will be combined to make a 3:00 break.)*

### STATION ID CUES:

Station ID breaks are 10 seconds in length & only the top of the hour

**“LET’S PAUSE FOR STATION IDENTIFICATION,  
THIS IS THE KANSAS CITY ROYALS RADIO NETWORK”**



# 2024 REGULAR SEASON POST-GAME

## 2024 Kansas City Royals Post-Game Format (7:10pm CDT First Pitch)

BREAK	LENGTH	NETWORK/LOCAL
BREAK #1	2:00	LOCAL (2:00)
BREAK #2	2:00	LOCAL (2:00)
BREAK #3	2:00	NETWORK (2:00)
CLOSE:	Network Close / End of Game Tone	

*\*Wrap and promo will be available for download on the One Drive site.*



# MAKE UP/EXTRA INNING GAMES/PITCHING CHANGES

Please post in control room

## **MAKE-UP GAMES:**

The Royals will notify you as soon as possible about the make-up date for rained-out games. If the game is rescheduled while the broadcast is still on the air; the announcers will give you and your listeners that information.

***THE ROYALS WILL EMAIL ALL STATIONS WITH GAME MAKEUP INFORMATION ONCE IT IS MADE AVAILABLE.***

## **EXTRA INNINGS PROCEDURE:**

In the event an extra inning game, the end ninth commercial break will air.

All extra inning breaks are 90-second network breaks. At the end of the game, there will be a 90-second network break followed by the post-game open billboard.

After post-game open billboard, regular post-game format applies.

## **PITCHING CHANGES:**

All pitching changes are 90 seconds. All pitching changes are NETWORK avails.

# REGULAR SEASON: RAIN OUT & RAIN DELAY PROCEDURES

Please post in control room

## **RAIN-OUT/POSTPONEMENT**

If the game is cancelled early in the day all affiliates will be emailed.

If the game is canceled within 1 hour of the broadcast, the broadcast will start at the regularly scheduled time, and then RRN announcers will provide you with news of the postponement and any other necessary information.

The network will then fire the end game tone to send programming back to the local stations.

*The Royals will email all station contacts as soon as a rain out is announced and provide any make up information, if available.*

## **RAIN DELAY**

All rain delays will be filled by the network.

We will not give it back to the local stations and we will not run any local avails.

In the event the game is canceled and does not resume from delay, the broadcasters will notify you on air with any details.

If the game is cancelled or rained out after 5 innings, we will then enter regular post-game format procedures.

# TRADITIONAL DOUBLE HEADER & BETWEEN COMMERCIAL ROTATION

DOUBLEHEADERS WILL BE TRADITIONAL 9 INNING GAMES

## Game #1

Pre-game through 9th inning will air according to regular game format

Mid 9th (1:30) NETWORK

End 9th (1:30) LOCAL

IF GAME IS TIED AT THE END OF THE 9TH INNING, THE FORMAT WILL FOLLOW EXTRA INNING FORMAT UNTIL GAME COMPLETION

## Network Post Game Billboard (1:00)

BREAK #1 2:00

LOCAL (2:00)

BREAK #2 2:00

LOCAL (2:00)

BREAK #3 2:00

NETWORK (2:00)

Wrap

Network will fill remaining time, only network breaks will be plays

## Network Play by Play Opening Billboard (1:00)

Starting Line Ups

BREAK #7 2:00

LOCAL (2:00)

BREAK #8 2:00

LOCAL (2:00)

## Game #2

### NO PRE-GAME SHOW

First Pitch of Game #2

Mid 1st - 9th inning (top or bottom depending on game ending) will air according to standard format

## Network Post Game Billboard (1:00)

BREAK #1 2:00

NETWORK (2:00)

BREAK #2 2:00

LOCAL (2:00)

BREAK #3 2:00

LOCAL (2:00)

End of Broadcast



# SPLIT DOUBLEHEADER

In the case of a split double-header, there will be **two complete broadcasts** from start to finish.

