



ATLANTA BRAVES AFFILIATE MANUAL

Revised 6/1/23

Thank you for being a valued affiliate of the Atlanta Braves Radio Network! Within this manual we are providing as much information as possible to allow a smooth broadcast, along with configuration, troubleshooting and technical assistance. Within this manual you will find:

- **Technical Information (Page 2-5)** - This includes Satellite and Closure information, local avails, and troubleshooting tips.
- **Contact Information (Page 6)** - Emergency Phone Numbers, Addresses, and technical assistance contacts for both BRN studios and SkyView Satellite.
- **Spring Training Format (Page 7) - Revised 1/24/22** - We'll provide a ten (10) minute pre-game and a five (5) minute post game show. ALL local breaks are 1:30 in length.
- **Regular Season Game Format (Page 9) - Revised 1/24/22** - This format includes:
 - Braves Pre-Game Show Format - beginning seventy-five (75) minutes (one hour and fifteen minutes) prior to first pitch.
 - Braves In-Game Format - beginning exactly fifteen (15) minutes prior to first pitch and continues for approximately 15 minutes after the game's conclusion.
 - Braves Post-Game Show - follows every Braves game and airs for approximately 30 minutes after the games conclusion.
- **Extra Innings, Pitching Change and Rain Delay Format (Page 12)** - All Breaks are Network, but include a :10 rejoin bumper and relay for stations to ID within this event.
- **Doubleheader Formats (Page 13) - Revised 1/24/22** - This includes true 9-inning doubleheaders and split doubleheaders.

BROADCAST START TIME

The Braves Regular Season Pre-Game Show begins seventy-five (75) minutes (one hour and fifteen minutes) prior to first pitch for all regular season and playoff broadcasts. Pre-Game Show start times will vary when games are added to the Television schedule. Pre-Game Show start times will be posted for all games on the Affiliate Website. You will also be notified via e-mail for any changes as they occur.

BROADCAST UPDATES

Please monitor emails and social media prior to each game and during rain delays. Any information pertaining to the game, such as cancellation, will be sent down out digitally prior to the broadcast start.

AFFILIATE COMMERCIAL INFORMATION

Network commercials are sent down the network line as part of the broadcast. Stations must carry all Network commercials and network breaks. Failure to run Network commercials will be considered a Breach of our Agreement.

ALL local breaks are 1:30 in length, including breaks in the pre-game and post-game shows, to provide our affiliates with an easier scheduling process.

Pitching Changes, Rain Delays, and Extra Innings, commercials will be Network only - but will include a :10 rejoin bumper and relay to allow stations to ID during these events.

INVENTORY LOCAL AVAILS

Pre-Game Show - 18 X :30s

In-Game (15 mins before first pitch, to 15 mins after final out) - 33 X :30s

Post-Game Show - 9 X :30s

COMMERCIAL CUES

In-Game cues will be the **SCORE OF THE GAME**.

Pre-Game and Post Game Cues will be **“THIS IS THE ATLANTA BRAVES RADIO NETWORK”**.

- **Important Notice to Affiliates:** The affiliate is responsible for filling local breaks with audio. The network will (as a courtesy to the affiliate) fill the local breaks with audio in the event the local commercial position is not filled correctly by the affiliate. We do not encourage stations to air games using network provided audio in the local commercial position.

AFFILIATE INFORMATION

STATION ID

Station IDs will be **10** seconds in length and are Local. IDs will run near the TOP of each hour during pre- game, in-game, and post-game programming and will be fired with the BRAVEID netcue. The cue for local stations to insert their station ID is, "**LET'S PAUSE FOR STATION IDENTIFICATION. THIS IS THE BRAVES RADIO NETWORK**"

PITCHING CHANGES

All pitching changes will be filled with network time. They will be **NETWORK** commercials and will be 80-seconds in length. They will include a :10 rejoin bumper and relay so stations are able to ID locally during this event.

GAME ENDS AFTER TOP OF 9th INNING

If the game ends after the top of the 9th inning, we will combine Breaks #25 and 26, making the first postgame break a network break of 3:30.

EXTRA INNINGS

In the event of an extra inning game, all breaks will be Network commercials and will be 1:40 seconds in length. They will include a :10 rejoin bumper and relay so stations are able to ID locally during this event. When the last out of the game is made, we will take the end of the Inning Break and then proceed to the Braves Post-Game segments (beginning with Break #27).

DELAY OF GAME

With the exception of postponed games, the pre-game show will be broadcast at its regularly scheduled start time and programming will continue through the pregame commercials. If there is a delay in the start of the game at that point the network will fill with Braves related programming. Commercial breaks during rain delays will be network breaks lasting 3:00. They will include a :10 rejoin bumper and relay so stations are able to ID locally during this event.

GAME POSTPONEMENT

- If the game is called with sufficient time, you will receive an e-mail informing you of the cancellation and the make-up date (if known at that time).
- If a game is called or postponed on short notice, you'll be notified on the network line via announcement by the Braves broadcast crew.
- If the postponed game is rescheduled, you'll receive the revised times from the network line, via e-mail or our Network website.

Since most cancelled games are postponed due to rain, you should check the weather in the city where the Braves are playing. If weather conditions are threatening, alert your staff to watch for a game cancellation. If the game is called off during play, one of two things will happen:

1. If the game is an official game (called any time after top of the 5th inning), we will immediately proceed to the Braves Post Game Show (beginning with Break # 27).
2. If the game is not an official game, there will be no postgame and the next break will be the Game Closing Billboard. After the Game Closing Billboard we will fire the End of Broadcast Closure via the BRAVEEOG netcue for you to return to regular programming.

AFFILIATE TECHNICAL INFORMATION

LINE LOSS

In the event the broadcast is lost from the stadium, The Braves Radio Network will notify the stations of the fact and fill with Braves/Baseball programming until the problem is corrected. If your station chooses to cut away during this interruption, monitor the line and return to the network as soon as normal programming is restored.

SATELLITE INFO

The Atlanta Braves Broadcast will be distributed via Skyview Networks on C-Band, AMC-18. Skyview will provide you with an X-Digital PRO1 Satellite Receiver. Please follow the Quick Start Guide included with the receiver to ensure you receive the Braves broadcasts. For questions and more information contact Skyview Networks at 877-503-8910 or visit <http://skyviewnetworks.com>

- **Notice to FM Stereo stations:** Skyview will provide a true stereo broadcast. Stations should be sure to wire accordingly so that you are receiving audio from both the **LEFT** and **RIGHT** channel of the receiver. If you have verified your local satellite issues and are still having problems, please contact SkyView Satellite at (877) 503-8910 and be ready to provide your XDS Pro 1 receiver serial number.

BRAVES RADIO NETWORK ENGINEERING UPDATE

RELAY CLOSURES FOR AUTOMATION

<u>X-DIGITAL CODE</u>	<u>FUNCTION</u>
BRAVELOCAL	Plays all Local Breaks
BRAVEID	Plays :10 Legal ID
BRAVELINER	Plays :10 Local Liner
BRAVEEOG	End Of Broadcast / Return to Local Programming

You can configure these relay assignments by signing in to your X-Digital receiver at MyXDSreceiver.SkyviewSatellite.com. You may call Skyview Satellite Networks at any time to verify your relay functions.

AUDIO WIRING

The Braves game is being produced and delivered in high quality STEREO. If you are going to broadcast the game in MONO, you must either sum the Left and Right channels together, or put your receiver in Mono Mode. To change your XDS receiver to Mono Mode, please do the following:

- 1) Sign on to MyXDSreceiver.SkyviewSatellite.com
- 2) Click on "Configuration," and then "IRD Commands"
- 3) In the Command line, enter: **PORT AMODE A MONO**
- 4) Click the Send Command button ("Successfully sent command" should appear)

After doing the steps above your receiver will now be in Dual-Mono mode; the same audio will be on the Left and Right channels. You may verify your wiring by listening to the "Left-Right Test" on the Braves Audio channel. To reset the receiver back to stereo, repeat the procedure above using **PORT AMODE A STEREO** command.

TECHNICAL ASSISTANCE

To test your receiver or for Technical Assistance please call Skyview Satellite Networks at 877-503-8910

Affiliate Contact Information

NETWORK PHONE NUMBERS

Braves Radio Network Affiliate Relations Manager- Ed Kennedy
(404) 995-5581 | ed@bravesradionetwork.net

Braves Radio Network (Main Office) 404-688-0068

Master Control (in-game emergency use only) 404-995-5630

SkyView Satellite Services – XDS Pro-1-related issues (877) 503-8910

BRAVES RADIO NETWORK STUDIO ADDRESS

Atlanta Braves Radio Network
800 Battery Ave SE
Suite 400
Atlanta, GA 30339

WEBSITE

<http://680thefan.com/BRN>

On the website you will find formats, schedule, audio, and other info in regards to the Atlanta Braves Radio Network. To access the “Affiliate” section of the site, use the password “**brn680**”.

SPRING TRAINING FORMAT:

NETWORK BROADCAST OPEN - Pre-Game Show and Broadcast Open - 1:00

BEGINS 10 MINUTES BEFORE FIRST PITCH

Pre-Game Segment (the only one)

BREAK #1 Pre-Game (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Opening Segment / First Pitch

BREAK #2 Middle of 1st Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #3 End of 1st Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #4 Middle of 2nd Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #5 End of 2nd Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #6 Middle of 3rd Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #7 End of 3rd Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #8 Middle of 4th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #9 End of 4th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #10 Middle of 5th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #11 End of 5th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

- BREAK #12** Middle of 6th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper
- BREAK #13** End of 6th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper
- BREAK #14** Middle of 7th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper
- BREAK #15** End of 7th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper
- BREAK #16** Middle of 8th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper
- BREAK #17** End of 8th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper
- BREAK #18** Middle of 9th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper
- BREAK #19** End of 9th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Post-Game Segment 1 - Quick Wrap-Up

- BREAK #20** Post-Game - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Post-Game Closing Segment - Tease next broadcast

NETWORK CLOSING BILLBOARD

END OF BROADCAST RELAY plays at end of Billboard (**Relay: BRAVEEOG**)

REGULAR SEASON FORMAT:

NETWORK BROADCAST / PRE-GAME OPEN - Pre-Game Show and Broadcast Open - 1:00
BEGINS 75 MINUTES BEFORE FIRST PITCH

Pre-Game Segment #1

BREAK #1 Pre-Game (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Pre-Game Segment #2

BREAK #2 Pre-Game (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Pre-Game Segment #3

BREAK #3 Pre-Game (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Pre-Game Segment #4

BREAK #4 Pre-Game (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Pre-Game Segment #5

BREAK #5 Pre-Game (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Pre-Game Segment #6 / Final Segment / Tease First Pitch

BREAK #6 End of Pre-Game (1:00 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

NETWORK GAME OPEN - Promotes Game, Run Down of Sponsors - 2:00

BEGINS 15 MINUTES BEFORE FIRST PITCH

INTRO from the booth, Segment #1

BREAK #7 Pre-First Pitch Break - (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Booth Segment #2, Tease First Pitch Next

BREAK #8 Pre-First Pitch Break - (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

PLAY BALL - *First Pitch of the Game*

BREAK #9 Middle of 1st Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #10 End of 1st Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #11 Middle of 2nd Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #12 End of 2nd Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #13 Middle of 3rd Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #14 End of 3rd Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #15 Middle of 4th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #16 End of 4th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #17 Middle of 5th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #18 End of 5th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #19 Middle of 6th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #20 End of 6th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #21 Middle of 7th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #22 End of 7th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #23 Middle of 8th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #24 End of 8th Inning - **LOCAL - 1:30 (Relay: BRAVELOCAL)**
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #25 Middle of 9th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

BREAK #26 End of 9th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

*In the event of extra innings, all breaks will be NETWORK starting with the Middle of the 10th.
All Extra Innings breaks are 1:40 in length, will be followed by BRAVELINER Relay for stations to ID during network breaks. When game ends, we will proceed with Braves In Game postgame coverage, beginning with Break #27.*

Post-Game from the Booth, Segment 1

BREAK #27 Post-Game from Booth - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Post-Game from the Booth, Segment 2, Close the Game and Hand-off to Post-Game

NETWORK GAME CLOSE BILLBOARD:

Auto-rolls into:

BREAK #28 (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Auto-rolls into:

NETWORK POST-GAME OPEN:

Post-Game Segment #1

BREAK #29 Post-Game (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Post-Game Segment #2

BREAK #30 Post-Game (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Post-Game Segment #3

BREAK #31 - Post-Game (1:30 Network / **1:30 LOCAL, Relay: BRAVELOCAL**)
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by rejoin bumper

Post-Game Segment #4

NETWORK BROADCAST CLOSING BILLBOARD

END OF BROADCAST RELAY plays at end of Billboard (**Relay: BRAVEEOG**)

EXTRA INNINGS Format

*All Breaks are Network Breaks, 1:40 in length, ALL include **BRAVELINER** relays for affiliates to ID.*

EXTRA INNINGS BREAK #1 Middle of 10th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by bump

EXTRA INNINGS BREAK #2 End of 10th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by bump

EXTRA INNINGS BREAK #3 Middle of 11th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by bump

EXTRA INNINGS BREAK #4 End of 11th Inning - NETWORK - 1:40
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by bump

This format continues until the game ends. The format resumes with Break #27...

PITCHING CHANGE Format

*All Breaks are Network Breaks, 1:10 in length, ALL include **BRAVELINER** relays for affiliates to ID.*

PITCHING CHANGE BREAKS NETWORK - 1:10
Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by bump

RAIN DELAY Format

*All Breaks are Network Breaks, 3:00 in length, ALL include **BRAVELINER** relays for affiliates to ID.*

RAIN DELAY BREAKS NETWORK - 3:00

Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by bump

DOUBLEHEADER Format Adjustments:

TRUE 9-INNING DOUBLEHEADER:

In the event of a true 9-INNING DOUBLEHEADER, the network will execute one FULL Pre-Game Show, carry into the game and innings 1 through 9 as scheduled.

- **AFTER THE BOTTOM OF THE 9TH INNING** - the station will go to a NETWORK "Bridge Show" to carry our affiliates from Game 1 into Game 2. We will NOT sign off the network in between games.
- **BRIDGE SHOW BREAKS** – They are ALL NETWORK ONLY breaks, but all include Braves :10 Affiliate Liner (**Relay: BRAVELINER**) followed by bumpers
- Following the Bridge Show, we will resume the broadcast at First Pitch of Game 2, which makes your first affiliate break the END OF THE 1ST INNING.
- From there, we will execute the second game, and run through the end of the broadcast (including a full Post-Game show) as regularly scheduled.

General Note - You can program this like an 18-inning game, with 16 local breaks from first pitch to the end of Game 2, as the network will handle the bridge show between the games.

SPLIT DOUBLHEADER:

In the event of a SPLIT DOUBLHEADER, the network will execute TWO FULL Broadcasts, signing off the network at the conclusion of Game 1's Post-Game Show, sending stations back to local programming until the start of Game 2's Pre-Game Show.

DISCLAIMER

The broadcast rights to Atlanta Braves baseball are granted to each official Braves Affiliate solely for the entertainment and enjoyment of that station's available audience only. Under no condition is a Network Affiliate Station to make these broadcasts or highlights available to any other station, closed circuit station, or sports service, including telephone sports service companies or cable systems, without express written consent of the Atlanta Braves and Dickey Broadcasting Atlanta. The following disclaimer will be aired during each game:

"This copyrighted broadcast is presented by authority of the Atlanta Braves and may not be reproduced or retransmitted in any form, and the accounts and descriptions of this game may not be disseminated, without the express written consent of the Atlanta Braves."

Please note that this disclaimer conforms to the FCC and National League (Bulletin No. 12) ruling which requires that effective October 16, 1974, every licensee will be required to disclose clearly, publicly, and prominently during each broadcast of an athletic event, the existence of any arrangement whereby announcers broadcasting the event may be directly or indirectly chosen, paid, approved, and/or removed by parties other than the licensee and/or network upon which that event is broadcast. A reminder is also given to each licensee that they must exercise responsibility in refraining from permitting falsification, distortion, or the suppression of facts during the broadcasting of such athletic events.

BRAVES LOGO USAGE AND PERMISSION

Please reach out to Ed Kennedy, who can assist you with your requests.

All requests for logo usage should go through Braves front office, which will need the following:

- Sample of the art to be approved for ads
- Where the ad will appear
- Quantities where applicable
- Web addresses where it can be viewed as necessary
- Promotional dates along with details of promotion
- Location of station