



OAKLAND ATHLETICS

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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Oakland A's to Air Side-By-Side Audio Broadcasts on Thursday, July 25

OAKLAND, Calif. – Analytics have drastically impacted the way talent is evaluated on the field, and now it will change how we listen to baseball. On Thursday, July 25, the A's will air two side-by-side audio broadcasts for the first time. The simultaneous broadcasts for the A's 7:07 p.m. game versus the Texas Rangers will offer two options: a traditional broadcast on the A's terrestrial station and a data-driven broadcast on A's Cast.

The traditional terrestrial broadcast (KTRB 860 AM) will begin at 6:05 p.m. with the A's *Total Access Pregame Show* featuring Chris Townsend. Beginning at 7:07 p.m., A's radio voice Ken Korach will lead the broadcast coverage alongside legendary A's alum Ray Fosse.

Beginning at 7 p.m., longtime radio voice Vince Cotroneo will take over the A's Cast airwaves with Eno Sarris, a leading baseball analytics writer for *The Athletic*. The data-driven broadcast will focus on analytics and baseball statistics. Special guests, including A's General Manager David Forst and A's Scouting Assistant Ben Lowry, will join the streaming broadcast.

The team's A's Cast station has grown rapidly since launching in March. In its first four months, the free live stream has driven more than 100,000 hours of listening with more than 42,000 unique listeners of one minute or more. Materials from A's Cast have also been made available on-demand for fans, driving more than 265,000 downloads by the All-Star break.

The A's Cast lineup includes: *A's Cast Live*, an afternoon drive show that covers game highlights and emerging MLB storylines; *A's Unfiltered*, a weekly podcast hosted by Townsend with stories from the A's scouting, business operations, and baseball operations teams; *Green and Gold History*, a recurring series focusing on the colorful and engaging history of the A's franchise, featuring classic clips, interviews, and games; *The Build*, a podcast on the vision, characters, and stories behind the creation of the most transformative new ballpark project in baseball history; *The Bob Melvin Show*, a weekly interview show with the A's manager; *The David Forst Show*, a weekly sit-down with the A's general manager; *A Season on the Road*, a weekly podcast detailing A's radio broadcaster Vince Cotroneo's journey through a 162-game schedule with long-form interviews with players, media, and other team personnel; and *The Farm*, a segment highlighting the A's Minor League affiliates.

The A's Cast station features 24/7 coverage of the A's and is free for fans in most of Northern California. The A's station can be accessed at athletics.com/ascast. Fans outside of the area can listen to A's Cast on-demand material for free at athletics.com/podcasts.

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