

Kernels unveil new \$500,000 scoreboard

Written by Jim Ecker

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The Cedar Rapids Kernels have installed a major league scoreboard in their minor league ballpark on the southwest side of town.

The Daktronics HD 15 scoreboard is similar to the scoreboards at major league parks in Detroit and Milwaukee, according to the Kernels, and it's bigger than the University of Iowa scoreboards at Carver-Hawkeye Arena and Kinnick Stadium.

The Kernels unveiled their new scoreboard during a Chamber of Commerce event at Veterans Memorial Stadium on Thursday evening.

"We were looking for a 'wow' factor and we got it," Kernels radio broadcaster Morgan Hawk said during the ceremony.

The new scoreboard measures 30 feet high by 48 feet wide and cost \$500,000. It is being paid for through the stadium capital repair fund, which is financed by the city of Cedar Rapids, the Veterans Commission and the Kernels.

The new scoreboard is three times wider than the old scoreboard and six feet higher, with better resolution. The Kernels can divide the screen into sections to show the batter order and score by inning, or they can push a button and use the entire scoreboard as a giant video screen for

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highlights and advertisements.

Fans will be able to send their tweets to the Kernels' Twitter account during games and have their messages displayed on the scoreboard.

"It's going to be awesome on Opening Day to get that thing going," said Hawk, who narrated the introductory video.

There was still some snow and ice on Perfect Game Field on Thursday night during the ceremony, but the long-range forecast is for 50 degrees when the Kernels open the season with a four-game series against Beloit on April 4-7.

"Believe it or not, we're going to play a game here in two weeks and 45 minutes. Hopefully," Kernels General Manager Doug Nelson remarked at 5:45 p.m. Thursday.

Tickets are on sale at the ballpark, at www.kernels.com or by calling the stadium at (319) 363-3887.