

Kernels promote Hawk, seek broadcast partner

Written by Jim Ecker

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Morgan Hawk will be juggling a bigger role with the Cedar Rapids Kernels organization this year, but it also means he'll spend less time in the radio booth as their primary announcer.

Hawk, 29, has been named the sales manager for the Waterloo Bucks and also will serve as the supervisor of broadcasting for both the Kernels and the Bucks. The Kernels own the Waterloo Bucks, which is a summer collegiate team in the Northwoods League.

Hawk will continue to have a strong presence in the radio booth for Kernels home games, especially in April and May, but the Kernels plan to hire a second announcer to handle the bulk of the Kernels road games, serve as Hawk's color commentator for home games and handle the play-by-play when Hawk is not available.

Hawk welcomes the new assignment with the Bucks, who play their 72-game season from Memorial Day through mid-August. He noted the Kernels have poured significant resources into the Bucks and he's looking forward to playing an expanded role with the organization.

"It's certainly exciting to be part of that, and growing something big in Waterloo will be fun," he said.

Hawk has been the primary announcer for Kernels games on KMRY radio for the past five years. He's also been a member of the sales staff for the Kernels, but he was not ready to leave the radio booth to concentrate entirely on sales with the Bucks.

"It's really the best of both worlds," he remarked. "I'm certainly not stepping aside completely (from broadcasting), but it's a good opportunity to do both. I think the opportunity was great to be part of a growing team in Waterloo."

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"That was something important to me, to not give away the radio completely.

The Kernels play a 140-game regular season in the Midwest League, with 70 home games and 70 road games, running from early April through Labor Day, followed by the playoffs if they qualify. Hawk has broadcast almost every game the last five years, with a few exceptions.

"He's done a wonderful job for the Kernels as a broadcaster and in sales, which is why I'm so excited to take advantage of his sales ability to help out with the Waterloo team," said Kernels CEO Doug Nelson.

Anyone interested in joining the Kernels broadcast team should contact Hawk at mhawk@kernels.com. The new broadcaster will be a seasonal employee from approximately mid-March through the end of the campaign and will not be a member of the Kernels sales staff.

The second broadcaster will have additional duties with the ballclub such as writing game stories, handling social media, preparing game notes and statistics, taping commercials, helping with special events and other assignments.

Candidates should have at least one year of on-air broadcasting experience and be fluent in Microsoft Office programs, in addition to having excellent verbal and written communication skills.