



## CINCINNATI REDS NEWS RELEASE

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### FOR IMMEDIATE RELEASE

#### Reds Set Timetable for New Riverfront Stadium Scoreboards

CINCINNATI, Ohio -- Construction has begun on a new color video replay board, three new scoreboards and a remodeled plaza message board for Riverfront Stadium, with Sunday, May 24, set as the target date for completion of the entire project.

The Cincinnati Reds are working with general contractor White Way Sign Co. on the over five million dollar project that includes a 24-foot x 36-foot Sony JumboTRON color video board in right-center field; a new main matrix scoreboard in center field; two new auxiliary scoreboards -- one in left field and one on the first base side; and the reconstruction of the plaza message board outside the stadium.

"The Reds are committed to having the construction work done by Cincinnati area firms," said Reds' President Marge Schott. "The project will bring in more than one million dollars to our local work force and local economy. Over \$250,000 in sales tax will go to the State of Ohio and Hamilton County. And the financing was moved from out of town to a local financial institution, the Fifth Third Bank. White Way's senior executive, Bob Flannery Jr., came in from Chicago and personally spent two days with us to work out the final details."

Reds' Vice President/Business & Marketing Don Breen says the construction schedule calls for the existing main scoreboard in center field and a temporary auxiliary board on the first base side of the stadium to be in use on Opening Day, April 6, and throughout the Reds' first homestand of the season (ending April 12).

The structure for the new auxiliary boards will be in place by Opening Day, but they will not be operational until April 17, when the Reds open a weekend series with the Houston Astros at Riverfront. Starting April 17, the two new auxiliary boards will be the only scoreboards operating for a five-week period.

"The existing scoreboard will still be in use at the start of the season because there just isn't enough time to get the auxiliary boards up and running," Breen explained. "They have to be wired and tested and we have to make some modifications to the scoreboard room. As it stands now, we're on a very tight schedule."

"We're shooting for May 24 to turn on the complete new system," said Mrs. Schott. "May 24 is the 52nd anniversary of the major league's first night game, played at Crosley Field here in Cincinnati. This is in keeping with Cincinnati tradition. When we turn on the switch, it'll be a red letter day for our fans."

The Reds host the Pittsburgh Pirates on May 24 at 2:15 p.m.

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### Reds Unveil New Sony JumboTRON Video Board and New Scoreboard

CINCINNATI, Ohio — A new era in Cincinnati Reds baseball begins Sunday (May 24) with the premiere of the Reds' new color video replay board and new main scoreboard at Riverfront Stadium.

The new Sony JumboTRON video board and main scoreboard are part of a 5.2 million dollar project that also includes two new auxiliary scoreboards (which have been in operation since mid-April) and a remodeled plaza message board outside the stadium.

"This is a red letter day for our fans and the entire Cincinnati area," said Reds' President Marge Schott. "Our fans deserve the best and the new video board and scoreboards will help make a trip to Riverfront for a Reds game even more enjoyable for the whole family."

Mrs. Schott will throw the "ceremonial first switch," turning on the new system on the 52nd anniversary of major league baseball's first night game, played on May 24, 1935 between the Reds and Phillies at Cincinnati's Crosley Field.

"This is in keeping with Cincinnati tradition," Mrs. Schott said. "History was made here 52 years ago and now, in 1987, we're taking another giant step forward."

The 24-foot x 32-foot JumboTRON color video board in right-center field provides unprecedented resolution and brightness.

"We thoroughly examined all the video boards available," said Don Braen, Reds' Vice President/Business & Marketing. "The JumboTRON has state-of-the-art quality that exceeds all the others on the market. A Japanese board was selected because there are no boards available from United States manufacturers."

The Reds have been working with general contractor White Way Sign Co. and local sub-contractors have been used for construction and installation work, including Archiable Electric Co., Holthaus Sign Co., Midwest Communications Corp., Sign Design, Sofco Erectors Inc., Southern Ohio Fabricators and Westinghouse Electric.

"The Reds have been committed to having the construction work done by Cincinnati area firms," said Mrs. Schott. "This project has brought in more than one million dollars to our local work force and local economy. Over \$250,000 in sales tax is going to the State of Ohio and Hamilton County. And the financing was moved from out of town to a local financial institution, the Fifth Third Bank."

"Operation of the video board and scoreboards has been contracted to Multimedia Inc. -- parent company of Reds' television broadcast rights holder WLWT-TV and Multimedia Productions -- because of their expertise in video production," said Breen.

The production staff is headed by veteran TV producer/director Lou Rainone, who serves as director of the video board, and Brian Hunterman, who has worked on the Reds' scoreboard for several years and now coordinates the black & white scoreboard functions.

In addition to Rainone and Hunterman, the production staff also includes two or three camera operators, one graphics operator, one video tape operator, one audio engineer and two scoreboard operators. Along with the two or three cameras used exclusively for the JumboTRON, the video board will also have access to all camera feeds when a game is televised (locally or out of town) from Riverfront.

The JumboTRON will be used to show replays, pre-game and between-inning features, sponsored vignettes and live shots of fans in the stands.

When the entire project is completed, 72 Sony color television monitors will be in operation throughout the stadium for fans who are unable to see the video board from their seat location.

Riverfront Stadium is the latest sports facility to install the JumboTRON screen. Other recent installations include the San Antonio HemisFair Arena (home of the NBA Spurs), the Birmingham (AL) Turf Club racetrack and San Francisco's Candlestick Park (home of baseball's Giants and the NFL '49ers). Two JumboTRON screens will soon be installed at Miami Dolphins Stadium, the site of the 1988 Super Bowl, and another will be placed at the New Jersey Meadowlands racetrack this fall.

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(May 22, 1987)