ROBERT J. COUSY
COMMISSIONER

AMERICAN SOCCER LEAGUE

May 3, 1976

TO: PUBLIC RELATIONS DIRECTORS

FROM: ROBERT J. COUSY
COMMISSIONER

While I was in the office to attend to League matters on Friday, April 30, I distinctly heard our Public Relations Director, Haskell Cohen, call all teams involved in games Friday, the 30th; Saturday, May 1 and Sunday, May 2. He spoke to the public relations directors and advised them that he had completed a new arrangement with United Press International whereby he would arrange for the home publicist to call the following phone number - 212-549-4527 - and ask for Hank and/or Ann in order to get the report pertaining to the concluded game to these two people, who in turn would pass the information on to Haskell Cohen who would update the standings of the League for the UPI, who in turn would submit same every night. This procedure is to take place during the course of the season after every game. The home public relations director is responsible for calling the number indicated and report the results as per the memo which went out Friday, April 30 from Mr. Cohen's office and as per his telephone conversations with Messrs. Irvine, Dynan, Lawrence, Hewson, Hesterman, Holland and Dellacamera, home publicists who were to take care of the matter as described by Mr. Cohen over the telephone.

I am grieved to learn that Messrs. Hesterman, Holland, Hewson and Lawrence didn't report as requested by Mr. Cohen on his telephone call.

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It goes without saying that if we miss on these "call ins" one more time, we are going to be dropped from the UPI roundup, something we most urgently require and need.

I, therefore, am advising all publicists that a miss in this arrangement whereby a publicist neglects to call in the result to the 212-549-4527 number immediately after each game will result in an automatic fine to the club of $500.00.

I trust I make myself clear in the matter.

Robert J. Cousy

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