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HOWARD COLLIER, 2nd V.P.
ALEXANDER WALSH, 3rd V.P.
DONALD INSUL, Legal Counsel

March 25, 1976

TO: PUBLIC RELATIONS DIRECTORS

FROM: HASKELL COHEN

I have arranged with AP for what I believe will be superior coverage to what we have obtained in past years. Here's the procedure for you to follow. Please follow it exactly as indicated.

After each game the teams, as outlined herewith, are to call their results in immediately as follows:

TACOMA is to call the AP bureau in Seattle. The head man there is John Armstrong who will receive a letter from New York headquarters telling him to take the results from the Tacoma publicist.

SACRAMENTO is to call the Sacramento AP bureau, attention Douglas Willis, to give results. If the Sacramento office is closed, Phil Dynan, or his assistant, is to call the San Francisco office and give results to Eric Prewitt or Marty Thompson.

OAKLAND is to call the San Francisco AP bureau, Eric Prewitt or Marty Thompson.

SALT LAKE CITY - the Bureau Chief is Larry Kurz, and if he doesn't take it, Jake Booher is supposed to take the results.

In CLEVELAND it's Neil Bibler.

In CHICAGO Joe Mooshil is to be called.

LOS ANGELES is to call Jack Stevenson or Paul Finch.

MAR 29 1976

770 LEXINGTON AVENUE, NEW YORK, NEW YORK 10021 — TELEPHONE (212) 826-6710

CONNECTICUT, NEW YORK, NEW JERSEY AND RHODE ISLAND all are to call the New York Sports Desk. Phone number is 212-262-6080. Everybody on the New York desk will be alerted. I can't give specific names because of the rotation involved.

I don't have to point out to you if we "blow" any scores, even once, we are going to be in trouble with the AP. Please make certain you cover this wire service immediately after each game as indicated above. I will get reports from the New York office through their bureaus if there is any negligence in the matter.

I haven't finalized anything with UPI as yet, but will advise as to arrangements with this bureau after I have had the opportunity to review the matter with the Executive Sports Editor who is not available at this time.

All Saturday night and Sunday afternoon and night game results, in addition to being called in to the AP, will have to be called in to New York City to a party who will handle the stats for me. I will give you the name and number in ample time before the season. In reporting these games to the stat man, you will have to give him the complete breakdown of the game so that we can include the information in the statistics which will go out Monday to the press. Our weekly stats, as discussed in the Chicago publicity directors meeting, will be given to the wire services upon completion and will be put on the telex machine to West Coast cities for dissemination by the five Western Division teams. Consequently, this office will require your telex numbers. If you don't have a telex machine, please advise how we can wire stats to you. We can give them also via telecopier machine.

Please let this office know by return mail how you will receive Monday's stats for dissemination to your papers for Monday P.M.'s and Tuesday A.M.'s.

HC/br