AMERICAN SOCCER LEAGUE

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April 8, 1976

TO: PUBLIC RELATIONS DIRECTORS

FROM: HASKELL COHEN

As we approach the opening of the season I think it is proper at this point to make arrangements concerning the handling of statistics to this office for incorporation in the weekly release which we intend to move on the wires for Monday P.M. and Tuesday A.M. release. Since we are so dispersed, it is imperative you follow these instructions to the letter.

Phone in all results and scores and statistics to the following number - 212-549-4527 - and ask for Hank and/or Ann who will record 1) the score, and 2) all stats pertaining to each game played during the course of the week. Have a copy of your score sheet available to give the information over the phone to the people recording same.

Stats for release on Monday will include games played through the previous Saturday. Carbons of all score sheets MUST BE MAILED to this office IMMEDIATELY FOLLOWING EACH GAME and should be stamped, marked special delivery and dropped in the mail as quickly as is possible after the completion of a game.

I have already asked for telex numbers for those of you who have telex machines, particularly on the West Coast. Thus far I only have the telex number for Los Angeles. In the case of Western teams, we hope to be able to telex to the public relations man on Monday the latest standings of the

teams, leading scorers and any records which may have been created for dissemination locally to your media people. Please try and cooperate in this respect, otherwise we are going to be in one hell of a mess.

In some cases the wires will not be moving promptly and you are going to be screaming for results. It behooves all of you to get your results in to this office as indicated as quickly as possible.

In the case of Saturday night games played on the West Coast, which will finish at two or three in the morning Eastern time, please hold your calls until Sunday, say 11 A.M. your time, but as a precautionary measure, call the score into your local AP bureau and request that they forward same immediately to the New York office in addition to releasing results and highlights locally.

If you have any questions in the matter, get back to me as quickly as possible. I believe that at this point it would be foolhardy to get a set of stats out for the first weekend. It is costly, and will not be of any real value to anybody but the two teams involved in the opening games -- Sacramento and Los Angeles. Consequently, the first weekly release of stats is scheduled for April 26.

In the event that the League office telex machine is not installed by that time, calls will be made on Monday, the 26th to Western teams giving them the stats up to that point.

Please refer to my memo dated March 25 which outlines the procedure so far as the Associated Press bureau in your area is concerned, and my memo of April 7 outlining the procedure for United Press International Follow instructions to the letter, and I trust you will make arrangements with bureau heads or sports editors of the bureaus in your area in advance of the first home game you play so there is no difficulty in getting scores sent out across the country.

HC/br
CC: ALL FRANCHISE OWNERS
Mr. Robert J. Cousy
Mr. Nick Sclavounos
Mr. Otto Radich