AMERICAN SOCCER LEAGUE

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April 7, 1976

TO: PUBLIC RELATIONS DIRECTORS

FROM: HASKELL COHEN

The United Press International wants to give us parity with the NASL so far as coverage of the results of the games, scores and statistics are concerned. If you will conform to the following arrangements we should be well covered by UPI. Previously I mailed you the arrangements for handling the AP material.

UPI will accept 100 words from each publicity man after each home game. I suggest you contact the bureau manager in your area immediately and get acquainted with him, if you don't already know him. He, in turn, will be getting a message from Gary Kale of the New York UPI office advising him to take 100 words after each game.

When you call following your games tell the UPI man that as per arrangements Mr. Cohen, the public relations director of the ASL has made with the sports editor of UPI, you are giving him the following story. Have your story of 100 words written, including final scores, leading scorer and whatever is pertinent.

The UPI bureau people you are to contact are as follows:

NEW YORK and NEW JERSEY are to use the New York bureau. The number is 212-MU 2-0400. In calling, Mr. Kale will not be on at night, but you will probably get fellows like Fred Downes or Martin Leder.

RHODE ISLAND - The man to contact in Providence is Ken Franckling at 401-351-5955.

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

CONNECTICUT - Call Bruno Raniello in Hartford at 203-249-5659.

CLEVELAND - The man is Bob Penick at 216-771-3455.

CHICAGO - The sports editor there is Ed Sainsbury, who probably will not be on, but his desk will be alerted by Kale. The number is 312-467-5050.

TACOMA - The man at the Seattle UPI bureau is Martin Heerwald at 206-622-2505.

OAKLAND - The man to call is Joe Sargis at 415-626-6300.

In SALT LAKE CITY it's Dunston Harvey at 801-328-8866.

LOS ANGELES - Call Jim Cour at 213-620-1230.

SACRAMENTO - Call Carl Ingram at 916-443-5685.

Remember, the responsibility lies with each of you individually. Once the game is played the control of the results is in your hands and results have to be submitted as per instructions above.

If you run into any problems, let me know and I will straighten it out through the main office here in New York.

HC/br