AMERICAN SOCCER LEAGUE

ROBERT J. COUSY, Commissioner

FRANK CAMMARATA, Treasurer
JOHN IRVINE, Executive Secretary
HASKELL COHEN, Director of Public Relations
OTTO RADICH, Administrative Asst.
PAT SMITH, Chief Referee

NICK SCLAVOUNOS, President
JACK YOUNG, 1st V.P.
HOWARD COLLIER, 2nd V.P.
ALEXANDER WALSH, 3rd V.P.
DONALD INSUL, Legal Counsel

April 7, 1976

TO: ALL FRANCHISE OWNERS

FROM: HASKELL COHEN

You can see from the enclosed memos addressed to your public relations men that the national public relations office has made the proper arrangements with both the Associated Press and United Press International bureaus.

Please admonish your PR directors to follow instructions as outlined. If they do we will get the same coverage that the NASL is getting.

I have been advised by UPI that the NASL has special men hired to handle their statistics throughout the week. We are not in a position to do that on a national scale, and consequently I must have the full cooperation of your public relations men in order to maintain parity, or close to it, with the other soccer league.

HC/br
cc: Mr. Robert J. Cousy
Mr. Nick Sclavounos
Mr. Otto Radich

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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.

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

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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.

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