

SUGGESTIONS FOR COOPERATION ON PART OF LOCAL NEWSPAPERS

To help make your Golden Ball Game a success, contact your local sports writers and acquaint them with the purpose and aims of the Golden Jubilee of Basketball campaign.

Suggest to them that it might be feasible for their newspapers to offer an inexpensive trophy in the form of a cup or plaque, to the outstanding player of your Golden Ball Game.

Inform the sports editor that you will obtain for him through the Naismith Memorial Committee interesting articles on basketball, past and present.

Suggest to him that about the time of the Golden Ball Game, stories on some of the local citizens who played in their day, would be very appropriate, and these articles might be enhanced by interviews with these former old-time basketball stars.

Inform the sports editor as to the name of the person who will have the distinction of throwing out the first ball (Golden Ball). Doubtless he will merit a story.

Impress on the sports editor the significance of the Golden Jubilee campaign, so that he will be more willing to use the press releases we send him from time to time.

Explain to the local sports editor that you can obtain mats and pictures for him of Dr. James Naismith; a picture of the Naismith Memorial; and a picture of the first team, -namely, that of 1891.

Inform the local sports editor of the lucky number golden ball award so that he will give it proper space and will probably use a picture of the winner of the golden ball. It might be a good idea to have the local sports editor draw the number for the lucky number award.

If your team does not have a press or a public relations representative, consult with your athletic director at once to have someone appointed to this office in order that you will be assured of the right cooperation from the local press. It will then be his duty to see to it that the local press is informed of all details of the Golden Ball Game and is given full cooperation.

It is most important that the local sports editor publish a box listing the amount of money secured for the Naismith Memorial Fund through the Golden Ball Game receipts and the sale of programs and buttons. Newspapers all over the country have agreed to do this, so have your press representative get the local sports editor to agree to do the same.