

### SUGGESTIONS FOR RADIO TIE-INS

Endeavor to secure the cooperation of your local radio station by having them broadcast a special program the week of your Golden Ball Game.

The sports announcer could interview the coach, who in his talk might stress the development of the game from the days with Dr. Naismith originated it to the present time.

Great players in your locality and old-time stars could also be interviewed.

If possible, arrange to have your Golden Ball Game broadcast.

Many of the key Golden Ball Games are going to be broadcast over national networks.

THE RADIO TIE-IN IS VERY IMPORTANT