

The National Collegiate Athletic Association

Nall Avenue at 63rd Street • Mission, Kansas

Mailing Address: P.O. Box 1906 • Mission, Kansas 66201 • Telephone 913/384-3220



MEMORANDUM

TO: Sports Information Directors of NCAA Football-Playing Institutions.

SUBJECT: Football Radio Promotion Messages.

DATE: August 26, 1986

The NCAA Public Relations and Promotion Committee is pleased to provide you with the enclosed audio cassette for optional use during radio broadcasts of your institution's football games during the 1986 season. We believe the series will provide positive exposure for intercollegiate athletics and academics, and request you forward the cassette to your "official" radio station(s).

This cassette provides your stations with a convenient prepackaged series of five 30-second and five 15-second announcements for use during game breaks or as broadcast fillers. You will find the announcements not only help promote college athletics, but also include spots on higher education and the dangers of drug and alcohol abuse. Please refer to the enclosed topic information sheet for a listing of all the messages.

We hope you will encourage your radio stations to air these messages to assist the NCAA in promoting the many positive aspects of intercollegiate athletics. Should you desire additional cassettes, please contact Mike Kilbourne at Host Communications, Inc., P.O. Box 3071, Lexington, Kentucky 40596-3071 (606/253-3230).

Thank you for your time and assistance. Best wishes for a successful 1986 season.

JOSEPH L. KEARNEY, Chair
NCAA Public Relations and
Promotions Committee

JLK:trr
Enclosures

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NCAA RADIO PROMOTIONAL MESSAGES

TOPIC INFORMATION LIST

- | | |
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| 1. Recruiting | :30 |
| 2. YES Clinics | :30 |
| 3. Instructional Series | :30 |
| 4. Basketball Highlight Videos | :30 |
| 5. Men's Soccer Championships | :30 |
| 6. Women's Volleyball Championships | :15 |
| 7. Anti Drug Abuse | :15 |
| 8. Promoting Higher Education and
Academics | :15 |
| 9. Basketball Highlight Videos | :15 |
| 10. Women's Championships | :15 |