



BASKETBALL

WOWO ACES

A WORD OF WARNING

Expect the game to be a flop!

In the past, schools have expected a sell-out automatically and not done a thing to assure it. If you approach the game with the idea that it needs all the help you can give it, it will prove to be a big money-make for your organization. But it is up to you to promote it.

HERE'S WHAT WE'LL DO FOR YOU

Since our schedule has been condensed to eleven games in January and February, we will be able to promote the whole season better than ever. Announcements for the complete schedule will begin in late December, giving you plenty of opportunity to generate interest well in advance.

You will receive by mail, in advance of the game, programs including the line-ups of both your school faculty and our Aces. To facilitate this, we need from you immediately.

The approximate number of people you think will attend the game. (How many people does your gym hold?)

A roster of your faculty team. This should include the following information: Height, weight, college attended, position played and subject taught.

It would also be helpful to supply us with any nicknames your faculty members might have.

We impress upon you the need to do this immediately. We can't print the programs unless we have the information at least two weeks prior to the game.

You will also receive 100 copies of "Official WOWO Cheers." Feel free to add any of your own if you so desire.

We will promote your game over the air approximately three days before the contest. Be sure to let us know what proceeds of the game are going towards so we can use it on-air.

The Aces comedy depends on skits and stunts pulled off throughout the contest. We have some regular gags we'll do, and we'll throw in any we think of on the spur of the moment. If you have any ideas for stunts and gags, be sure to let us know and we'll see if we can work them in. In order for our skits and stunts to work, however, we need your help. We need the names of the following people (what do the students call them behind their backs?) and items:

Principal, assistant principal, athletic director, girl's Phys. Ed director, family living director (sex ed.), school newspaper name and the school nickname (Panthers), local gags, names of "in" places, etc.

Feel free to call on our experience for the promotion of your game. If you have any questions or problems, call us collect at (219) 742-8373 and ask for Dick MacDonald

HERE'S WHAT YOU SHOULD DO

The first thing you should do is form a committee and appoint a chairman to act as coordinator for your game.

Supply us with all of the information we require (Page 2 and 3) as soon as possible.

Three weeks before the game, place posters in strategic locations around town.

Send press releases to your local and school papers in time for them to appear one week to two days before the game. We will supply you with an example to use but it would be better for you to personalize it. If possible, have a reminder published on the day of the game.

If you have a pep club, get them involved early. The schools that utilized their pep clubs in the past raised the most money. Do this now and your chances of success improve tremendously.

We have also discovered that schools which assign a group (such as the sophomore class or pep club) to be the WOWO cheering section generate a natural rivalry and create excitement. You might also look for volunteers to be WOWO Cheerleaders. In the past some schools have used boys dressed as girls, some have used JV cheerleaders and still others have used faculty volunteers.

Finally, be sure to follow the suggestions on the following pages. Publicity and promotion will make or break the game as a fund-raiser.

PUBLICITY

We will supply you with about 25 color posters (28x22"). These are designed so that someone in your Art Department can letter in the date, time, place and donation. It will look best if they use white ink. Place them where they can easily be seen and don't waste them. Pick only high-traffic areas such as corridors, bulletin boards or local stores where lots of people will see them. You might even offer the storekeeper two free tickets for displaying your posters. If you have trouble getting anyone to cooperate, tell him the game will be promoted on WOWO. That usually does the trick. Even though you are getting this material, make posters of your own. These will probably be quite effective since they specifically promote your high school faculty.

We will also supply two 8"x10" black and white glossy photos of the Aces plus press release material. Make sure this information appears in your school and local papers. You might also contact your local radio station to see if they will help publicize the game. Announcements over the Public Address system during school hours are also valuable in moving tickets. Please send us the clippings or articles about the game that are printed in your school and local papers (both before and after stories). We like to read about ourselves.

Plan for post-game publicity too. Pictures are nice if you can get a school photographer to take game pictures or stage some sort of funny shots. Remember the Aces will cooperate in any way possible. We like to get our pictures taken. Most newspapers will run a photograph even if it's a couple of days after the event although, obviously, the sooner they get it the better.

People in your area will want to know how much money was raised and how it is going to be used. Don't be stingy with the information. It can help sell tickets. And plan now to give your local editors the amount that was raised right after the game.

Be sure to keep WOWO informed on all your preparations for the game so we can help publicize them. Tell us where the tickets are on sale and the price, pre-game and half-time activities and anything else of interest.

IT'S GAME TIME!

You have done all the advance planning and the house is full. Now, what's going to happen? First, to get the crowd warmed up, have the pep band play or have the cheerleaders lead the crowd in cheers. There is nothing as chilling as playing to an unresponsive house - and to respond they have to get into the mood of the thing.

The Aces will do their share to entertain but we need your help. We are not a professional basketball team. We're out to have a good time, put on an entertaining show and raise some money for you. Yet it seems that every season a couple of games are ruined because a faculty team wants to play for blood instead of for fun. When we hit a team like this, we're unable to do the stunts and clowning that really makes an Aces' game entertaining and everyone, especially the crowd, leaves

with a bad taste in his mouth. You can be of great assistance by emphasizing to your faculty team that this is all for fun, and for raising money for your school. We have some good ball players but use them mainly to keep the score reasonably close.

In the same vein, we will meet with the faculty team before the game and explain what we plan to do.

A word of caution: We can't stress enough the importance of having a capable referee handling the game. In the past schools have thought it funny to have a teacher who knows absolutely nothing about the game referee. This has been disastrous, especially when tempers flare (as they do about twice a year). We will bring a licensed ISHAA ref and expect you to supply the same. Finally, don't mess with the score. Again, some schools think it's cute to award their team three points per basket and the Aces one point. Soon nobody remembers what the score really is! There should be enough fun and excitement without it.

Remember, the name of the game is fun -- and money for your school.

PLAY BALL!



WOWO RADIO 1190 GROUP

