

Al Jolley's Description of Staples PR efforts

Staples Frisbee aggressively sought to get newspaper coverage about Ultimate whenever possible. Our school newspaper ran lots of articles with photos. So did the Westport News.

Westport News ran a story with photos on March 30, 1973 titled: "Staples first Co-ed interscholastic sport -- Frisbee." This was a week before we played against Weston HS.

Westport News ran an article with photos on April 13, 1973 titled: "Staples downs Weston in 1st Interscholastic Frisbee Match" about our game with Weston HS.

We then played against Columbia HS on April 14, 1973.

On April 20, 1973 Westport News ran an article (with photos) titled: "Defeats Columbia High

Staples Frisbee team wins 1st

interstate, interscholastic game

1973 Wrecker Frisbee

Champions"

("Wrecker" is the name given to all Staples teams)

The article reads: "Staples can thusly claim to be national champions, as they beat the Jersey's best."

In good fun, we claimed to be national champions!!!

The story about our victory over Columbia also appeared in the Connecticut Post and the Norwalk Hour newspapers.

Patricia McCormack was a Westport resident and journalist who wrote for local newspapers and for the United Press International.

When she read about Staples victory over Columbia, she then posted a full page article on UPI titled: "Will Saucer's apprentices take the fun out of Frisbee?"

All this media attention about Ultimate apparently caught the attention of James Driscoll at the National Observer in Washington.

This prompted him to contact the Staple HS administration asking to visit the school and to watch Ultimate being played.

May 12, 1973 the National Observer published his full page article titled "Gentlepersons have a fling at Ultimate Frisbee."

THE REST IS HISTORY!!!!