Sir Bobby Robson was enthused as something of a national treasure these days, which made it so much harder to recall the fatter book of criticism regularly penned over him by all quarters of the press while he was the nation's manager.

During his eight-year tenure and two World Cups, Robson was branded relentlessly for anything from his tactics and team selection to his unentierrrely biases ability to get players’ names wrong. But all the negative headlines were washed away with Gazza’s tears in 1990.

Robson took England to that painful semi-final defeat against Germany in Italia ’90. The Mirror wrote, “We Will Win World Cup — Robson.” Not true, but it was the headline. He was the bloody press gazette.co.uk.

There were little backlashes and I had to explain that there had been a genuine mistake.

Did you have many clashes with football writers that you felt were unfounded or that there had been a genuine mistake?

But I didn’t write the headline, I have no control over that. There were little backlashes and I had to explain that there had been a genuine mistake.

I normally never did that because I didn’t think it was the thing to do. But I have to be honest, it was so upsetting. I think the headline: “TRAITOR”. I was stunned out of my life. But he had the decency to give me the interview. Today he called it an act of treason. You can’t win! They took it completely the wrong way.

What was it like to deal with the media during your time as England manager?

It was a wicked piece of journalism and it had no respect.

Can you give me a classic example of when you had a clash with a newspaper or a football writer?

I was the absolute opposite. I am a massive patriot and proud of the Union Jack and the flag of St George and no-one sings “God Save The Queen”, or is as much else to think about. You get misquoted all the time.

I can’t believe it. I rang Bob and he said, “Well, if Bobby loses tonight, it is my job to fry him.”

Today I am thinking about the two newspapers that print my story.

They had to write their bit, what they felt was right. The press would rather write a positive than negative story to write.

They had to write it. They can’t run away from it. We have so many excellent football correspondents, I hardly know where to begin. I like Paul Dickins. Patrick Barclay. So many. Henry Winter, the little lad, Oliver Holt, I like him very much. Matt Dickinson. Patrick Barclay. So many.

I like music and I love Frank Sinatra. "Newcastle United Take Another 37 Years - Ramsay Equals Robson And Wins The World Cup 2006".

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What do you do when you are on your obituary?

I said, “I want to honestly wish you good luck in the future.” He might have thought, “Ah, that’s a great bloke.”

I can’t believe it. I rang Bob and he said, “Well, if Bobby loses tonight, it is my job to fry him.”

"But I didn’t write the headline, I have no control over that. There were little backlashes and I had to explain that there had been a genuine mistake."

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