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Cannon

1-13-74

THE WHITE HOUSE  
WASHINGTON

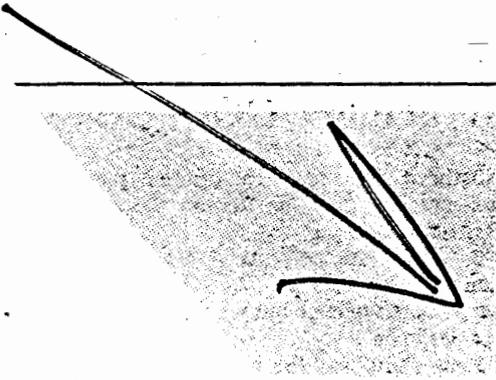
Dick Cheney

Last week I  
wrote note on problem  
of Olympics & our  
group representing U.S.

This is on same.

What is story?

Jim Cannon may  
be able to find answer.



# Tug-of-war tangles U.S. Olympic effort

By Phil Elderkin  
Sports correspondent of  
The Christian Science Monitor

Beverly Hills, California

President Ford's Commission on Olympic Sports is leading the kind of life that even Hallmark doesn't have a card for yet.

It is trying to unravel so many tangled strands of bureaucratic spaghetti that it doesn't seem to know whether to laugh or cry. Its goal is to make sure the United States has its Olympic house in order in time for the 1976 Games. The 23-member commission staged the final of its three nationwide meetings last week at the Beverly Wilshire Hotel.

The basic problem is this: The NCAA (National Collegiate Athletic Association) and the AAU (Amateur Athletic Union) are always fighting over control of amateur athletics in the United States. The fact that they rarely agree on anything makes it difficult for the athletes themselves to decide which organization to obey. This in turn produces turbulence in our Olympic program.

The President's Commission is primarily concerned with eliminating the feuding factions that always surface when these two bodies, plus the United States Olympic Committee, come in contact during an Olympic year.

Many well-known sports figures from New York to Los Angeles have stated their views on this problem, either as members of the President's Commission or as invited guest speakers. But few summed things up better than Kenneth G. Moore, who represented the United States as a marathon runner in the 1968 and 1972 Olympics.

"The problems in American sport which caused a President's Commission did not come about because of a national confusion over the role athletics plays in our culture," Moore explained. "They have come about instead because too many of our sports organizations are more interested in their own bureaucratic lives than those of the athletes they represent.

"The time for doing something about this abridgment of athletes' rights, the feuding between our sports governing bodies, and the inadequate financial funding at the development level is now," Ken continued. "Otherwise, we are going to keep on having the same problems we had before."

Moore says the fact that there are no checks and balances in what we are doing with our amateur athletes has produced a kind of unrestricted power for certain organizations and that this kind of power corrupts.

"Since the people who govern amateur sports in this country have no checks, no enforceable responsibilities, it is no wonder that they long ago stopped serving athletes' needs," he emphasized. "What we need is a private board to run things during an Olympic year. It should be chartered by the government, but not controlled by it.

"Right now the USOC men's track and field committee is the only place where NCAA and AAU representatives are working together for the benefit of their sport. That fact that this is happening makes me confident that two sets of officials can work together permanently if a way can be found to bring the heads of these two organizations to terms."

The President's Commission, after reviewing its findings, will present a report including recommendations, directly to Ford.

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THE WHITE HOUSE  
WASHINGTON

July 13, 1976

KATHIE:

I mentioned McCrary's call to Mr. Marsh. He suggested that perhaps Mr. Cheney could take this in to the President.

So... here it is.

Thanks.

Con

MESSAGE TO THE PRESIDENT

FROM: Tex McCrary

Dear Mr. President:

Your personal pressure against Canada's shopkeepers, as far as Taiwan Olympic team is concerned, scored a one-column headline on New York Times' sports page Sunday and 4 columns Monday, but now I urge you to move the story to front pages everywhere by using the blunt American language that translates clearly into every language. Remind Canada that the Munich Olympics were blooded by the terrorist murder of 11 Israelis, and call on Trudeau to resist now the hyjacking of the Montreal Olympics in our Bicentennial Year.

Stay well. Carter is looking more like Dewey every day, so now you should start sounding like "give 'em hell, Harry Truman".

Best to your First Lady.

7/12/76

Office of Jack Marsh/Connie

cc: Shiela Weidenfeld