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(SPEAKING NOTES)

REMARKS OF VICE PRESIDENT GERALD R. FORD

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

NATIONAL PRESS CLUB

THURSDAY, MAY 23, 1974

Team sports / Individual activity
Good health - mentally - physically
" Frinks - schedule -

(Council requests 47 to 10 minutes of informal remarks on what physical fitness and personal participation in active sports means to "VP .)

After reviewing program of Council, VP commends it .

BASKETBALL

Voluntary
VP witnessed vast programs of gymnastics, table tennis, other sports in People's Republic of China

VP tells what past involvement in team sports and present swimming, skiing, and golf mean today in terms of daily fitness.

Refer to fact that 45 % of all adult Americans never engage in physical activity for purpose of exercise (that's 49 million men and women). Among those who do exercise, most do very little . Few Americans beyond middle age participate in any sport or exercise.

Only 17 % of Americans swim. Only 5 % play tennis. Only 2 % ski .

Presidential Sports Award Program addresses foregoing problems . It is incentive and recognition program. Rewards regularity of participation conducive to fitness. Must participate at least three times a week .

Health benefits, personal pleasure, satisfaction, enhancement of total performance .. Must use the body or lose it ..

QUESTIONS AND ANSWERS to be anticipated (questions will be screened) :

VP's view on Bill to reorganize amateur athletics

VP's view on Senator Proxmire's efforts to abolish President's Council on Physical Fitness .

VP's view on equal rights for girls and women in sports





Personal Log Book

I hereby affirm that I have fulfilled all of the requirements for the Presidential Sports

Award in _____
(NAME OF SPORT)

SIGNATURE

AGE (Check one)

- 1 ☐ 18-25 4 ☐ 45-54
2 ☐ 26-34 5 ☐ 55-64
3 ☐ 35-44 6 ☐ 65-over

SEX

(Check one)

- 1 ☐ MALE
2 ☐ FEMALE

FILL IN BELOW: (PLEASE PRINT CLEARLY)

NAME

STREET

CITY/STATE

To receive your Presidential Sports Award certificate, emblem and pin, enclose \$3 check or money order with signed completed log book and send to:

PRESIDENTIAL SPORTS AWARD
P.O. BOX 1412, ANNEX STATION
PROVIDENCE, R.I. 02904

Make check or money order payable to "Presidential Sports Award."

ZIP



[illegible]

RUGBY

1. Play rugby or practice rugby skills a minimum of 50 hours.
2. At least 30 of the 50 hours must be under the supervision of a coach.
3. No more than one (1) hour in any one day may be credited to the total.

SCUBA-SKIN

1. Skin or SCUBA dive, or train for diving, a minimum of 50 hours.
2. No more than one (1) hour in any one day may be credited to total.
3. Total time must include at least 15 logged dives on 15 separate days under the Safe Diving Standards established by the Underwater Society of America and the National Association of Underwater Instructors.

SKEET-TRAP

1. Fire at minimum of 1,250 standard trap or skeet targets.
2. No more than 25 targets in any one day may be credited to total.
3. All shooting must be on regulation range under safe, regulation conditions.

SKIING (ALPINE)

1. Ski a minimum of 50 hours.
2. No more than three (3) hours in any one day may be credited to the total.

SKIING (NORDIC)

1. Ski a minimum of 150 miles.
2. No more than 10 miles in any one day may be credited to the total.

SOCCER

1. Play soccer or practice soccer skills a minimum of 50 hours.
2. At least 30 of the 50 hours must be under the supervision of a coach or official.
3. No more than one (1) hour in any one day may be credited to total.

SOFTBALL

1. Play softball or practice softball skills a minimum of 50 hours.
2. At least 20 of the 50 hours must be in organized league or tournament games.
3. No more than one (1) hour in any one day may be credited to the total.

SQUASH

1. Play squash a minimum of 50 hours.
2. No more than one and one-half (1½) hours in any one day may be credited to total.
3. Total must include at least 25 matches (3 of 5 games) of singles and/or doubles.

SWIMMING

1. Swim a minimum of 25 miles (44,000 yards)
2. No more than three-fourths (¾) of a mile (1,320 yards) in any one day may be credited to total.

TABLE TENNIS

1. Play table tennis a minimum of 50 hours.
2. At least 20 of the 50 hours must be in organized league or tournament play.
3. No more than one (1) hour in any one day may be credited to the total.

TEAM HANDBALL

1. Play team handball or practice team handball skills a minimum of 50 hours.
2. At least 20 of the 50 hours must be in organized league or tournament games.
3. No more than one (1) hour in any one day may be credited to the total.

TENNIS

1. Play tennis a minimum of 50 hours.
2. No more than one and one-half (1½) hours in any one day may be credited to the total.
3. Total must include at least 25 sets of singles and/or doubles (tie-break rules may apply).

VOLLEYBALL

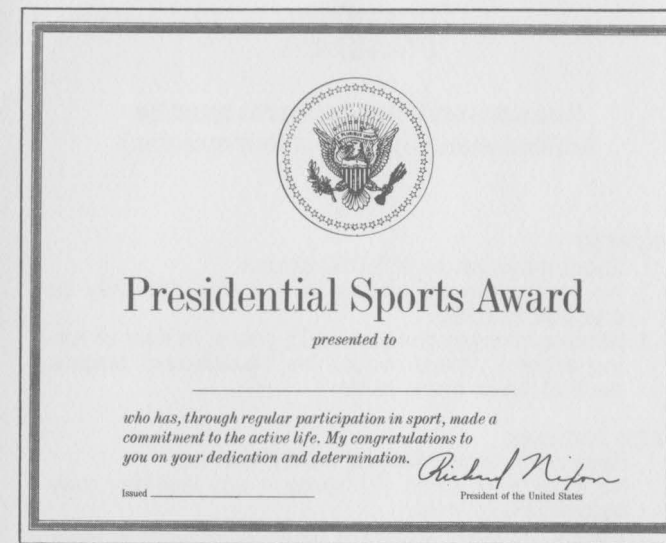
1. Play volleyball or practice volleyball skills a minimum of 50 hours.
2. At least 10 of the 50 hours must be in organized league or tournament games.
3. No more than one (1) hour in any one day may be credited to the total.

WATER SKIING

1. Water ski a minimum of 50 hours.
2. No more than two (2) hours in any one day may be credited to the total.

WEIGHT TRAINING

1. Train with weights a minimum of 50 hours.
2. No more than one (1) hour in any one day may be credited to total.
3. A workout must include at least eight weight exercises, each performed a minimum of 10 times.



CERTIFICATE



EMBLEM

Earn as many Presidential Sports Awards as you can. Additional log books available free upon request.

Write to:

PRESIDENTIAL SPORTS AWARD
P.O. BOX 129, RADIO CITY STATION
NEW YORK, N.Y. 10019



PIN

Colors of the Emblem
and Pin are
Red, White, Blue & Gold.

THE WHITE HOUSE
WASHINGTON

One measure of our country's rich diversity is its deeply rooted interest in sports and the growing participation of Americans from every background in physical fitness programs. I believe in sports--in the spirit it gives to people as they strive for a goal, and in the benefits to both body and mind from vigorous exercise. In a real sense, the way we respond to the challenge of sport can tell us a great deal about how we will respond to the challenges of life.

It is my hope that all our fellow citizens will take advantage of the countless sports opportunities America has to offer. For that reason, I would like to encourage you to participate in the Presidential Sports Award program. The goal of this fine program is not to make every citizen an athlete, but to let every citizen know and enjoy the stimulating experience and pleasure that sports are uniquely equipped to give.

Richard Nixon



Qualifying Standards



The qualifying standards for the Presidential Sports Award have been developed in cooperation with, and approved by, the appropriate sports governing bodies and/or coaches' associations. The standards are designed to assure regularity of participation and an investment of time and effort conducive to physical fitness. The basic principle governing qualification is 50 hours of participation, spread over at least 50 activity sessions, within a period of four months. Concessions have been made only in sports where seasons may be short or access to facilities limited. In such cases, 50 hours of activity are required, but they may be accomplished in fewer than 50 sessions.

Although it is possible to qualify for an award in much less than four months, spreading the required activity over a longer period of time than is absolutely necessary will yield greater benefits and enjoyment for most persons.

If your favorite sport does not place reasonable demands on your cardiorespiratory system (heart and lungs), it is recommended that you supplement participation with a physical fitness program involving activities such as swimming, jogging, cycling, etc. Men and women 18 years of age and older are eligible to participate in the Presidential Sports Award program.

Before undertaking any physical activity program, you should have a thorough medical examination. This is especially important for persons over 40, or for anyone who has not been physically active on a regular basis.

QUALIFYING STANDARDS

(In each sport, requirements must be fulfilled within a period of four months.)

ARCHERY

1. Shoot a minimum of 3,000 arrows.
2. No more than 60 arrows in any one day may be credited to total.
3. Minimum target distance is 15 yards. In field or roving archery, there should be 14 different targets, each at 15 or more yards.

BACK PACKING

1. Back pack for a minimum of 50 hours.
2. No more than three (3) hours in any one day may be credited to total.
3. Weight of pack must be at least 10 percent of body weight.

BADMINTON

1. Play badminton a minimum of 50 hours.
2. No more than one and one-half (1½) hours in any one day may be credited to total.
3. Play must include at least 25 matches (best two of three games) of singles and/or doubles.

BASKETBALL

1. Play basketball and/or practice basketball skills a minimum of 50 hours.
2. At least 15 of the 50 hours must be in organized league or tournament games.
3. No more than one (1) hour in any one day may be credited to total.

BIATHLON

1. Run a minimum of 150 miles (cross-country skis or on foot), either on a track or hill and dale.
2. Fire a minimum of 330 rounds, either small bore at 50 meters or big bore at 150 meters.
3. No more than five (5) miles or 30 rounds in any one day may be credited to totals.
4. There must be at least 25 miles and 100 rounds of combined running-shooting. Rule 3 applies.
5. All shooting practice must be under safe, supervised conditions.

BICYCLING

1. Bicycle a minimum of 600 miles (more than five gears); or, bicycle a minimum of 400 miles (five or fewer gears).
2. No more than 12 miles in any one day may be credited to total (more than five gears); no more than 8 miles in any one day may be credited to total (five or fewer gears).

BOWLING

1. Bowl a minimum of 150 games.
2. No more than five (5) games in any one day may be credited to total.
3. The total of 150 games must be bowled on not less than 34 different days.

CANOE-KAYAK

1. Paddle a minimum of 200 miles.
2. No more than seven (7) miles in any one day may be credited to total.

CLIMBING

1. Climb under Alpine-type conditions a minimum of 50 hours.
2. No more than three (3) hours in any one day may be credited to total.

EQUITATION

1. Ride horseback a minimum of 50 hours.
2. No more than one (1) hour in any one day may be credited to total.

FENCING

1. Practice fencing skills a minimum of 50 hours.
2. No more than one (1) hour in any one day may be credited to total.
3. At least 30 of the 50 hours must be under the supervision of an instructor.

FIGURE SKATING

1. Skate a minimum of 50 hours.
2. No more than one and one-half (1½) hours in any one day may be credited to total.
3. Skating should include these elements: (a) figure-eight work (patch); (b) free skating; (c) ice dancing.

GOLF

1. Play a minimum of 30 rounds of golf (18 holes).
2. No more than one 18-hole round a day may be credited to total.
3. No motorized carts may be used.

HANDBALL

1. Play a minimum of 150 games.
2. No more than four (4) games in any one day may be credited to total.

ICE SKATING

1. Skate a minimum of 200 miles.
2. No more than six (6) miles in any one day may be credited to total.

JOGGING

1. Jog a minimum of 125 miles.
2. No more than two and one-half (2½) miles in any one day may be credited to total.

JUDO

1. Practice judo skills a minimum of 50 hours.
2. At least 30 of the 50 hours must be under the supervision of a qualified teacher.
3. No more than one (1) hour in any one day may be credited to the total.

KARATE

1. Practice karate skills a minimum of 50 hours.
2. At least 30 of the 50 hours must be under the supervision of a qualified instructor.
3. No more than one (1) hour in any one day may be credited to the total.

ORIENTEERING

1. Run a minimum of 100 miles, with no more than two and one-half (2½) miles in any one day being credited to the total.
2. Participate in at least four (4) orienteering events and locate at least 25 checkpoints within the time allotted.

PENTATHLON

1. Practice Modern Pentathlon skills a minimum of 50 hours, with no more than one (1) hour in any one day being credited to total.
2. At least 30 of the 50 hours must be under the supervision of a coach.
3. Spend at least three (3) hours practicing each of these skills: (a) running; (b); swimming; (c) epee fencing; (d) pistol shooting; and, (e) horseback riding.
4. All shooting practice must be under safe, supervised conditions.

RACQUETBALL

1. Play a minimum of 150 games.
2. No more than four (4) games in any one day may be credited to the total.

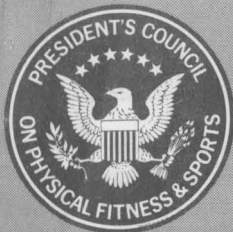
RIFLE

1. Fire a minimum of 2,500 rounds.
2. No more than 50 rounds in any one day may be credited to total.
3. Minimum target distances are 50 feet for .22 rim-fire rifle and 100 yards for centerfire rifle. All shooting practice must be under safe, regulation conditions.

ROWING

1. Row a rowboat a minimum of 50 miles; or, row a wherry a minimum of 100 miles; or, row a shell a minimum of 120 miles.
2. No more than one and one-half (1½) miles in any one day may be credited to total (rowboat); no more than three (3) miles in any one day may be credited to total (wherry); no more than three and one-half (3½) miles in any one day may be credited to total (shell).

June 1972



newsletter

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

Washington, D.C. 20202

PRESIDENTIAL SPORTS AWARD DESIGN SELECTED; MATERIALS AVAILABLE

The accompanying illustration is of the new Presidential Sports Award pin. The embroidered emblem, which will be the same size as the illustration used here, will have a broader diagonal stripe on which the name of the sport will appear. The vertical stripes are red and white, and the field bearing the lettering is blue. The lettering, the border, the diagonal stripe and the eagle are metallic gold on the embroidered emblem and brass on the pin.

Winners of the new award will receive the emblem, the pin, and a certificate bearing the President's signature and seal. Applicants will be required to pay a \$3 fee to cover the cost of the materials, handling, printing and program promotion. The award program is designed so that it will be self-sustaining financially.



A personal log book, which when completed and signed becomes your application form, and a copy of the qualifying standards for the 31 sports in which the award will be given may be obtained by writing to: Presidential Sports Award, P.O. Box 129, Radio City Station, New York, New York 10019. A slight delay may be encountered, since all printing had not been completed at this writing.

The principle governing qualification for the Presidential Sports Award is a minimum of 50 hours of participation, spread over at least 50 activity sessions, within a 4-month period. Concessions have been made in sports where seasons are short or access to facilities limited. Fifty hours of activity still will be required, but it may be accomplished in fewer than 50 sessions.

The Council hopes to make arrangements whereby log books and qualifying standards will be available in bowling establishments, ski and golf shops, tennis and swimming clubs, college physical education and athletic departments, etc.

Men and women 18 years of age and older are eligible to participate in the Presidential Sports Award program. Sports in which the award is offered are:

Archery
Back Packing
Badminton
Biathlon
Bicycling
Bowling
Canoe-Kayak
Climbing

Equitation
Fencing
Figure Skating
Golf
Handball
Ice Skating
Jogging
Judo

Karate
Orienteering
Pentathlon
Racquetball
Rowing
Rugby
Skiing (Alpine)
Skiing (Nordic)

Softball
Swimming
Table Tennis
Team Handball
Tennis
Volleyball
Water Skiing



PURCHASE PRINTS OF LA SIERRA FILM NOW AVAILABLE

As a result of numerous requests for the new Council film, *The School Where Fitness Counts*, arrangements have been made so that prints may be purchased for \$50 each, plus postage costs. Print orders should be sent to: Unit Six Print Service, 870 Seventh Avenue, New York, New York 10019.

The 13½-minute, 16 mm. color film describes the widely acclaimed physical fitness program at La Sierra High School in Carmichael, California. Detailed information is presented on the "color system" pioneered at La Sierra; on the unique endurance drills employed there; and on the unusual apparatus built in the school's shops.

The La Sierra program was developed by Stanley LeProtti, a member of the PCPFS clinic staff.

SUMMER SPORTS PROGRAM FUNDED; 105 SCHOOLS TO PARTICIPATE

The National Summer Youth Sports Program (NSYSP) has been funded in the amount of \$3 million for 1972, the same amount provided in each of the program's first three years. 105 universities, colleges and junior colleges have been selected to participate in the 1972 program but will not be announced until contracts have been signed and funds allocated.

At least two of the 105 institutions will be given extra funds for the purpose of continuing their programs, on a limited scale, beyond the summer months. All of the NSYSP bills pending before the Congress, which would establish the program on an expanded, long-term basis, include requirements for some type of year-round programming, with major program activity concentrated in the summer months. The "pilot" schools will attempt to determine the kinds and frequency of programming most feasible for the winter months.

The 1972 program will operate on the same basis as past programs. The Office of Economic Opportunity is providing funding, and the National Collegiate Athletic Association (NCAA) will operate the program under the supervision of the PCPFS.

Guidelines for the program have been strengthened and clarified, and all Project Administrators will be provided copies of a new *NSYSP Planning and Operations Guide*. The publication is primarily a compilation of program resources but also includes examples of outstanding programming from 1971 NSYSP projects.

As this *Newsletter* went to press, the NCAA and the PCPFS were presenting a series of five preprogram workshops for Program Administrators and/or Activities Directors. The regional meetings were scheduled in Los Angeles, Chicago, New York, Atlanta and Dallas. The workshops were designed to stress the need for continually strengthening the NSYSP and to suggest specific steps for improving program offerings.

The NSYSP provides sports instruction and competition, daily meals, medical services, and education and counseling services for economically disadvantaged boys and girls, ages 10 to 17.

SHAKESPEARE NEVER SAID THAT!

Council member Sammy Lee, M.D., Olympic diver, otologist and sometimes poet, offers this parody on Hamlet's soliloquy:

*To be or not to be Physically Fit that is the question.
Whether tis nobler in the mind to suffer the aches
and pains of outrageous self pollution,
Or to swim and jog against the sea of inertia, and by
exercising end them.*

*Not to die: to sleep no, no more by a drugged sleep but
to end the hangover and the thousand un-natural
depressions that unused muscles fall heir to.
Tis the dream and hope of the PCPF&S devoutly to be
wished.*

*Our nation exercise to natural sleep.
For in that program of fitness what dreams may come,
When we have jogged and swam off this mortal soil,
Must give us pause. There's the respect that makes joy
out of long life.*

*For only the Physically Fit can defy the whips and scar
of time.*

*To grunt and sweat is not a weary life, but it makes
all discover what muscles can be reborn.*

*Thus the underfit who is sickled o'er the thought of
exercise, depletes his chance for human ecology
And forgets the name of the game of life is Physical
Fitness and Mental & Spiritual vitality.*

BICYCLING, CAMPING SHOW BIGGEST GAINS IN POPULARITY

According to an authoritative survey, total U.S. sporting goods sales surpassed \$5 billion in 1971, an increase of 8.3 percent over 1970. Activities showing the biggest gains in popularity, as reflected in sales, were camping, hiking and bicycling.

Sleeping bag sales were up by 18.9 percent; bicycle sales by 20.7 percent; and tent sales by 20.8 percent.

Also showing big jumps in popularity were ice hockey (15.9 percent) and tennis (14.4 percent). Among the few sports apparently declining in popularity were archery and hunting. Sales of archery equipment and firearms both showed substantial drops.

A recent survey by *Letterman* magazine indicates that teenagers now purchase 70 percent of the skis sold, 62 percent of the tennis rackets, and 45 percent of all sports footwear.

THE 1970 SURVEY OF OUTDOOR RECREATION ACTIVITIES reveals the five most popular outdoor activities are: picnicking, swimming, playing outdoor sports or games, attending sports events or concerts, and walking for pleasure.



RESEARCH INDICATES 'SUDDEN' HEART ATTACKS NOT SO SUDDEN

Recent research indicates that most cases of "sudden death" of men from heart attack really are not sudden at all and could, in fact, have been fairly reliably predicted by physicians familiar with the victims' health records.

These findings are reported by Dr. Lawrence E. Hinkle, Jr., of Cornell University Medical College, and are based on his observations of 301 randomly-selected men whose 30-year health records he studied thoroughly. Twenty-four of the subjects died from "sudden" heart attacks less than 10 years from date of selection and examination.

According to their health records, 15 of the 24 victims had coronary heart disease and all 24 had some degree of coronary artery trouble, high blood pressure, chronic lung disease, or a combination of these. Nineteen of the 24 had smoked for more than 30 years, and at time of death seven smoked two packs of cigarettes a day.

Examining physicians agreed that 15 of 24 victims died so suddenly that medical treatment would have been impossible. They also agreed that preventive measures are the only answer for men with health records similar to those of the victims.

Ohio State University researchers also have shown that persons who drink or smoke significantly more than the average are prime candidates for "sudden death." Others in the high-risk category are young people who use drugs; divorced people, especially men; and persons taking pills which cause significant loss of weight.

SYMPOSIUM ON EXERCISE AND THE HEART IN NEBRASKA

The Nebraska Symposium on Exercise and the Heart, sponsored by the Committee on Exercise and Physical Fitness of the AMA, the Nebraska Medical Association, Nebraska Heart Association and the PCPFS, was held May 3 at the Hotel Cornhusker in Lincoln.

The afternoon program included presentations by C. Carson Conrad and Glenn Swengros; Council member John L. Boyer, M.D.; Allan J. Ryan, AMA Committee on Exercise and Physical Fitness; Fred Schoonmaker, M.D., St. Luke's Hospital Cardiovascular Lab., Denver; Martin E. Blazina, M.D., Orthopedic Consultant, Los Angeles Lakers; and, Kenneth D. Rose, M.D., Robert Robertson, Ph.D. and Ford Royer, M.T. (ASCP) of the University of Nebraska.

Greetings were extended from the Nebraska Medical and Heart Associations and Mr. Conrad. The program was well attended by approximately 200 physicians and physical fitness researchers.

The information presented dealt largely with the effects of exercise on the cardiovascular system, methods of prescribing exercise, conditioning exercises and stress testing procedures.

CHICAGO MAYOR Richard J. Daley, who celebrated his 70th birthday in May, believes that his good health during his 17 years in office is due to daily exercise. The mayor's basement is equipped with jumping rope, punching bag, weights and an exercise bicycle.

FINAL CLINIC OF 1971-72 HELD IN NEBRASKA

Representatives from eight states attended the 1972 Midwest Regional Physical Fitness Clinic in Lincoln, Nebr., on May 4 and 5. The clinic program was held at East High School and featured demonstrations by Joan Sullivan, Muriel Grossfeld and five nationally-ranked members of her gymnastic team, Wayne Miller of Nissen Corp., Stan LeProtti, C. Carson Conrad and Glenn Swengros.

In addition to the clinic demonstrations and workshops, approximately 3,500 people attended a Sportsarama featuring physical education activities by students of many Lincoln schools in such things as rhythms, gymnastics, aerobics, circuit training, parachute play, rope skipping and other activities. Mr. Bob Devaney, head football coach of the University of Nebraska, was the featured guest of the evening.

Besides the clinic and Sportsarama, a full-house crowd attended the Executive Fitness Luncheon at which Captain James Lovell, Chairman of the PCPFS, spoke to presidents and other executive officers of local Lincoln companies.

ADDRESS CORRECTION: The April Newsletter incorrectly listed the Canadian address for the Council for National Cooperation in Aquatics as 359 Jarvis St., Toronto 5, Canada. The correct street address is: 559 Jarvis St.

SENATE PASSES \$1.5 BILLION HEART DISEASE BILL

The United States Senate has approved a \$1.5 billion bill to launch a 3-year attack on heart disease, the leading killer of Americans. About the time this Newsletter goes to press, the House Health Subcommittee will be holding hearings on an identical bill.

The bill establishes a special Office of Heart and Lung Education in the Department of Health, Education and Welfare, and calls for the establishment of 30 new research and training centers around the country, at a cost of \$150 million a year. Half of the centers would concentrate on basic and clinical research into heart disease. The other 15 would be concerned with lung diseases such as emphysema, bronchitis and asthma.

The bill also authorizes the establishment of 10 model heart disease prevention clinics in the country at a cost of \$120 million to be spent over three years.

Senator Edward M. Kennedy, who sponsored the bill along with 18 other senators, said: "It is quite clear that individuals who watch their weight, engage in moderate physical exercise and do not smoke excessively have a much lower risk of being struck by heart attack."

The bill is sponsored in the House by Rep. Paul Rogers, chairman of the House Health Subcommittee.



POPULAR SWISS FITNESS PROGRAM SPREADING RAPIDLY

A physical fitness program which originated in Switzerland only four years ago is proving so popular that it already has spread to Austria and Germany and may be coming soon to the United States. The program is called Vita Parcours. "Vita" is the name of a Swiss life insurance company, and "Parcours" is a French word meaning course or circuit.

A Vita Parcours is a jogging track or trail approximately two miles in length, usually set in a wooded area and with 20 exercise stations at intervals along the way.

The person participating in the program jogs from station to station, stopping at each to perform a different set of exercises. The first stations are devoted to easy warmup exercises, the middle ones to more strenuous strength-building exercises, and those near the end of the course to relaxing exercises.

There is a metal sign at each station describing the exercise to be performed there. These signs are provided free by the sponsoring life insurance company.

Switzerland now has more than 170 of these conditioning courses, and nearly 100 of them were built last year. Germany already has almost as many courses as Switzerland, and Austria has 15. The Swiss report that one Vita Parcours located at an Alpine resort is used by more than 5,000 people a week.

Representatives of American life insurance companies reportedly have visited the Swiss courses, and the Council staff is looking into the possibility of finding an American sponsor for the program.

JOGGING ARTICLE AVAILABLE. Dr. Leona Holbrook, Department of Physical Education--Women, Brigham Young University, and past president of AAHPER, prepared a paper entitled *Jogging for Joy* which has been reproduced and is available without charge upon request from the President's Council on Physical Fitness and Sports.

A long-time exponent of vigorous physical activity for girls and women, Dr. Holbrook gives her observations of the joggers who run in the George Albert Field House at Brigham Young University.

FOOTBALL FOUNDATION-HALL OF FAME HONORS COUNCIL MEMBER

James L. Daniell, Vice President of North American Rockwell Corporation and a member of the PCPFS, recently was presented the Distinguished American Award by the Pittsburgh, Pa., chapter of the National Football Foundation and Hall of Fame. Speakers for the occasion included Astronaut James A. Lovell, Jr., PCPFS Chairman, and former California senator George Murphy.

Mr. Daniell was an All-America lineman for Ohio State University and later played for the Chicago Bears and the Cleveland Browns.

EXECUTIVE DIRECTOR ATTENDS MAJOR CONFERENCES

PCPFS Executive Director Casey Conrad spoke recently at the following major conferences:

--National Football Coaches' Clinic, Atlantic City, N.J. (March 29)

--American Football and Basketball Conference, Notre Dame University, South Bend, Ind. (March 25)

--National Intramural Conference, University of Illinois, Urbana (April 17)

Conrad also conducted a lecture/demonstration for the National Aquatic Demonstration Section on March 27 in conjunction with the AAHPER National Conference in Houston, Tex.

LOVELL RECEIVES AAHPER PRESIDENTIAL CITATION

Captain James A. Lovell, Jr., Consultant to the President on Physical Fitness and Sports and Chairman of the PCPFS, is a 1972 recipient of the Presidential Citation of the American Association for Health, Physical Education and Recreation. Lovell was cited "for demonstrating the contribution of fitness to space exploration..."

The citations honor distinguished people outside the fields of HPER who have made outstanding contributions to the profession or have given unusual support. Other recipients, honored at the AAHPER's 87th Annual Convention in Houston in March, are: Jean Meyer, Ph.D., Harvard University nutritionist; Kenneth H. Cooper, M.D., Director of the Cooper Clinic and Research Foundation, Dallas; and, Ralph Colson, Supervisor of Physical Education, Health and Safety, Massachusetts Department of Education.



Captain Lovell (left) receives the Presidential Citation from Louis E. Alley, AAHPER Pres.

PHYSICAL EDUCATION NEWSLETTER RESUMES PUBLICATION

The *Physical Education Newsletter*, published between 1956-1971 by Croft Educational Services, Inc., is being revived under the direction of Mr. Lowell A. Klappholz. Mr. Klappholz served as editor of the publication since 1963. The publication will resume in September 1972.

For additional information and subscription rates, please contact: Mr. Lowell A. Klappholz, Publisher, *Physical Education Newsletter*, 20 Cedarwood Lane, Old Saybrook, Connecticut 06475.

COACH CONDUCTS CLINIC AT NASSP MEETING

Coach Jim Everett, Physical Education Instructor at Western High School, Anaheim, California, conducted an excellent demonstration of vigorous conditioning activities in physical education before nearly 600 principals attending the Annual Conference of the National Association of Secondary School Principals (NASSP) at the Anaheim Convention Center in March.

C. Carson Conrad, PCPFS Executive Director, organized the demonstration and interpreted activities to the audience during the demonstration.

Following the performance, Conrad, PCPFS members John L. Boyer, M.D. and Sammy Lee, M.D., and Norman Schachter, Superintendent of Los Angeles City Schools made panel presentations.

Dr. Owen Kiernan, also a Council member, is the Executive Secretary of the NASSP.

FEMINISTS AND GIRL SCOUTS in Brunswick, N.J., held an awareness conference billed as "a labor of love for people under 21 by people over 21." The over 21ers, members of the Women's Political Caucus, advised the Scouts to urge their high schools to offer girls physical education programs equal to boys and vocational guidance toward careers formerly reserved for men.

FITNESS AWARD PLAYS IMPORTANT ROLE IN GERMAN LIFE

The German Sports Emblem, first established in 1921, has played an increasingly important part in the life of the German people. The award, which received official recognition in 1936, is required for certification as a sports instructor and is helpful in getting promotion in the German military services; it is a requirement to be eligible for the grade equivalent to corporal.

To qualify, the candidate must achieve minimum scores in five different fields: swimming, jumping, running, strength and endurance. Requirements differ for women, young people, and men and women over 40. Anyone--regardless of nationality--can receive the award after meeting the requirements.

Official testing is conducted several times a year, and all required tests must be successfully completed within one calendar year. (The award can be earned repeatedly.) Winners are listed in public announcements.

Besides the medal itself--a laurel wreath crest--winners receive a military-type ribbon and a cloth version of the emblem. Prominent holders include a number of German cabinet and parliament members, an actress and a Catholic bishop. A growing number of American servicemen are joining their ranks.

CARL DeTEMPLE has replaced Robert J. Pringle as President-General Secretary of the Denver Organizing Committee for the XII Olympic Winter Games in 1976.

NORFOLK DEMONSTRATION PROGRAM RATED 'OUTSTANDING'

PCPFS Executive Director Casey Conrad conveyed President Nixon's greetings and congratulated the Norfolk City Schools for an evening of the "most outstanding physical education demonstrations" he had ever seen. The April 13 program involved over 1,500 pupils from 70 Norfolk schools in 20 major physical education activities. Demonstrations were under the leadership of 86 teachers.

The program was sponsored by the Khedive Shrine Temple and directed by Greyson Daughtrey, Supervisor of Health, Physical Education and Safety for the Norfolk City Schools. Activities were held at the new convention and cultural center at Norfolk, which was filled to capacity of 12,000.

Conrad also commended the Norfolk Board of Education for the important emphasis placed on physical education in the schools. Said Conrad: "The evidence is overwhelming regarding the positive relationship of the individual's general learning potential to his physical fitness."



Pupils from Campostella Junior High School demonstrate conditioning exercises to music.

TEXAS CELEBRATES FITNESS MONTH. Governor Preston Smith designated April 1972 as Physical Fitness Month in Texas and called on all citizens to join in recognition of the occasion. Physical Fitness Month was sponsored by the following organizations: Governor's Commission on Physical Fitness; Texas Medical Association; Texas Education Agency; Texas Recreation and Parks Society; Texas AHPER; Texas Association for Retarded Children; American Heart Association; State Health Department; and, the Texas Commission for the Blind.



PCPFS RECEIVES REQUEST FROM MOSCOW. The PCPFS Information Office recently received a request from Moscow for the pamphlet, "An Introduction to Physical Fitness." The letter, written in English by Mrs. R. Ramasublu of 7/4 Kutuzovsky Prospeel, Moscow, U.S.S.R., stated that she would like the pamphlet to begin a home exercise program.

U.S. Postal Service take note: the letter, postmarked April 24 was received in Washington on May 3.

HIGH SCHOOL EMPHASIZES JOGGING

Roy Merk, Director of Athletics at Western High School, Anaheim, Calif., has acknowledged a major emphasis on jogging as a part of the physical education program at his school.

Approximately 80 male students who are on a work program in the afternoon have daily classes of physical education between 7:00 and 8:00 a.m. "O" period has been established during which male students warmup, then jog a minimum of three miles followed by cooling off activities. This program, for seniors only, permits them to schedule physical education conveniently, thereby getting in their mandated requirements before going to work at noon. The program also provides transition from regular group instruction and the start of a new cardiorespiratory activity for an extended period.

Athletic Director Merk and three of Western's coaches jog three to five miles each day--rain or shine.

PHILIPPINES PRESIDENT STRESSES FITNESS

President Ferdinand E. Marcos of the Philippines stressed fitness as a way of life in his remarks at the opening ceremonies of the Third Men's Softball Championships Series in March at the Rodriguez Sports Center.

President Marcos stated:

"Training for physical fitness not only promotes bodily health. It also creates moral values that arise from the experience of strength, endurance and the conquest of difficulties...."

"The conquest of difficulty, the overcoming of pain, the breakthrough that comes from a last heave of the will--these are experiences that fortify not only the bodies but the spirit of people. That is the reason a wise society would give the highest priority to physical fitness training. That is why every government should demonstrate this priority by allocating sufficient resources to this goal...."

"After all, the test of amateur sports, ultimately, should be in the amount of popular participation that it is able to excite, encourage and promote. In principle a nation can have the best athletes, and still most of its members can be physically unfit or even physically

deteriorated. The final gauge should be, not how many medals are won by the athletes of a country, but the extent to which physical fitness has become a real challenge and a way of life for a people.

"Physical fitness will be quickly accepted as a major goal of a society or its government if it is understood in the context of human resources development. The poorer a nation is, the more it is under a burden to cultivate its best resource, the human resource: to raise the quality of its population."

GARY PLAYER CONVINCED FITNESS COUNTS. Professional golfer Gary Player, in an interview with the Washington, D.C., *Evening Star*, attributes his excellent playing during 1972 to the fact that he is in such good physical condition. Now 35, Player jogs two miles a day and is in better shape now than when he was 22. Fitness is the difference, he believes, when you are under strain and pressure. He was the only golfer to win two major U.S. tournaments in a row last year.

CHINESE ARENA SPACIOUS, EQUIPPED FOR VARIETY OF SPORTS

According to American newspaper correspondents, Peking's Capitol Stadium (where President Nixon watched exhibitions of gymnastics and table tennis) is comparable to major arenas in this country. The Chinese facility seats 18,000 and is elaborately equipped for competitions in gymnastics, ice hockey, badminton, volleyball, basketball, and ice skating. It also includes spectator lounges and well-equipped exercise rooms.

Unlike many arenas in other parts of the world, Capitol Stadium is fully heated for year-round use. The modern structure has no interior support columns.

The quality of Capitol Stadium indicates the Chinese are serious about competitive sports, but their major emphasis is on mass exercise and physical fitness. Chairman Mao's sayings include several statements about the importance of being healthy and fit.

AAHPER-USLTA TENNIS CHAIRMAN SELECTED

Paul Xanthos, varsity tennis coach and chairman of the Department of Physical Education at Pierce College, Los Angeles, has been selected chairman of the AAHPER-USLTA joint committee on tennis for a 2-year term.

For many years a clinician with the Lifetime Sports Education Project, Xantos has conducted hundreds of tennis clinics throughout the world. Committee members, anxious to continue working with workshops and develop publications and films on tennis instruction and conditioning, welcome suggestions for activities and would like to receive information about workshops, films, publications and other educational matters. Contact Paul Xantos, 6201 Winnetka Ave., Woodland Hills, Calif. 91364.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
PRESIDENT'S COUNCIL ON PHYSICAL FITNESS
AND SPORTS



HEW 391

RED CROSS BROCHURE LISTS TRAINING SCHOOLS

The American National Red Cross, celebrating the 50th anniversary of its National Aquatic, First Aid and Small Craft Schools, has published a brochure listing dates, locations and specialties offered at its 1972 schools

The brochures are available, free of charge, from Mr. Edmond J. Mongeon, National Director-Water Safety, American National Red Cross, National Headquarters, Washington, D.C. 20006.

SENATOR GOLDWATER ADVISES CANDIDATES TO STAY FIT

The following remarks about the rigors of campaigning, and the consequent need for physical fitness, are excerpted from a recent article in *Today's Health* by Senator Barry Goldwater, the Republican candidate for President in 1964:

"...Campaigning is far more arduous than most people think. I can tell you that it takes someone who is physically strong, as well as mentally healthy, merely to last the distance.

"...Normally I have a physical advantage in campaigns because I almost never get sick. Oh, I have a cold every two or three years, but I'm so healthy I have never even been to a dentist. I weigh today what I weighed when I played prep school football 42 years ago, 180 pounds. The muscles may have slipped a bit, but I stay in shape. I have a jogging machine on the roof of my Washington apartment and I work out on it every day. And when I'm in Phoenix I swim.

"I take two physicals a year and I do what my doctor tells me. I watch my diet and I jog and I swim. Consequently, I'll run most people right into the ground."

DR. THEODORE COOPER, Director of the National Heart and Lung Institute, reports a surprising 11 percent increase in cases of arteriosclerosis among women under 45 during the past seven years. Increase could be due to women moving into a "man's world" of overeating, smoking cigarettes, and exercising too little.

How many are you good enough to wear?





Earn one and you've proven something. Earn three or more and you really rate three cheers.

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Earn the right to wear one of these official patches and matching pins. Pick your sport or sports and participate regularly—50 hours in most sports over a four month period.

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Presidential Sports Award
Box 129, Radio City Station
New York, N.Y. 10019





The President's Council
on Physical Fitness and Sports:

A BRIEF HISTORY

June, 1955

President Eisenhower hosted a White House luncheon to which he had invited more than 30 government leaders, medical researchers and sports personalities. The purpose: to discuss youth physical fitness and, in particular, the results of 15 years of research by Drs. Hans Kraus and Sonja Weber, who had administered basic physical fitness tests to 7,134 boys and girls in the United States and Western Europe.

The President called the test findings "alarming." Nearly 58 percent of the American children had failed one or more of six tests for muscular strength and flexibility, while the failure rate for the European youngsters was below nine percent.

July, 1955

Acting on the President's instructions, Vice President Nixon met with 20 representatives of government, education, sports and youth programs to discuss what action should be taken as a result of the Kraus-Weber findings. The group recommended that the President convene a national conference on youth fitness.

The President scheduled such a conference for September, 1955, but it was subsequently postponed when the President suffered a heart attack.

June 18-19, 1956

The President's Conference on the Fitness of American Youth was held at the United States Naval Academy, Annapolis, Md. Vice President Nixon presided over the meeting of 149 national leaders in



government, education, medicine, recreation, public health, communications, sports, and civic and youth programs. The conference recommended that "the President . . . create a top-level committee of Federal departments having programs and activities relating to the fitness of youth."

July 16, 1956

President Eisenhower issued an Executive Order establishing the President's Council on Youth Fitness. The Council consisted of the Vice President, who was to be its Chairman; the Attorney General; and the Secretaries of Interior, Agriculture, Labor, and Health, Education and Welfare.

The new Council saw its role as that of a catalyst and devoted a major share of its effort to "sounding the alarm." Personal appearances, publicity, discussion and conferences were employed to alert the public to the youth fitness problem, and to stimulate action by existing organizations in education, health, recreation and sports.

February 21, 1961

The President's Conference on the Physical Fitness of Youth was held in Washington, D.C. One hundred national leaders, including several Cabinet officers and other high-ranking members of the new Administration, heard President Kennedy issue a call for "a national renewal of vigor and vitality."

The conference recommended that: (1) the Council's staff be expanded; (2) the Council's budget be increased; (3) the Council seek to enlist the assistance of the communications media; and (4) the Council develop and promote specific solutions to identified fitness problems.

March 23, 1961

President Kennedy appointed Charles B. (Bud) Wilkinson, football coach and Director of Athletics for the University of Oklahoma, as his Special Consultant on Physical Fitness. Mr. Wilkinson's duties included supervision of Council staff activities.

The new leadership launched an ambitious publications and film program, developed test and program standards, and initiated a series

of physical fitness clinics for classroom teachers, specialists, administrators and recreation personnel. The Advertising Council was committed to support of the physical fitness program; private-sector financial support of specific projects was developed; and an active working relationship with 19 leading medical and educational groups was established.

January 9, 1963

President Kennedy abolished the President's Council on Youth Fitness and established the President's Council on Physical Fitness. The action allowed the Council to extend its activities into the areas of adult fitness, community recreation and related fields, and it emphasized the fact that its major concern was physical activity.

The members of the new Council were the Secretary of Health, Education and Welfare, who was the Chairman; the Attorney General; the Secretaries of Defense, Interior, Agriculture, Commerce and Labor; and the Housing and Home Finance Administrator.

February 14, 1964

President Johnson appointed Stanley Frank (Stan the Man) Musial his Consultant on Physical Fitness. Under Mr. Musial's leadership, the Council continued existing programs, greatly expanded the clinic program, launched the Presidential Physical Fitness Awards program, and established a nationwide network of Physical Fitness Demonstration Center Schools.

June 6, 1967

President Johnson appointed Capt. James A. Lovell, Jr., USN, a veteran NASA astronaut, to succeed Stan Musial, who had resigned to become General Manager of the St. Louis Cardinals baseball team. Captain Lovell was reappointed by President Nixon. Under Captain Lovell's leadership, in 1969, the Council developed the National Summer Youth Sports Program, a cooperative program with the nation's colleges and universities to provide sports instruction and competition, meals, medical examinations and counseling for thousands of disadvantaged boys and girls.

March 4, 1968

President Johnson abolished the President's Council on Physical Fitness and established the President's Council on Physical Fitness and Sports. The action specifically identified "sports participation programs for all Americans" as a major Council concern.

Members of the new Council were the Vice President, who was the Chairman; the Attorney General; the Secretaries of State, Defense, Interior, Agriculture, Commerce, Labor, Housing and Urban Development, and Health, Education and Welfare; the Director of the Office of Economic Opportunity; and the President's Consultant on Physical Fitness and Sports.

September 25, 1970

President Nixon appointed 15 nationally-recognized fitness and sports figures to the Council. Captain Lovell, the President's Consultant on Physical Fitness and Sports, was named Chairman. Members of the new Council were drawn from medicine, physical education, school and college administration, youth-serving groups, private enterprise and sports. The action reorganizing the Council charged the Secretary of Health, Education and Welfare with responsibility for "developing and coordinating a national program for physical fitness and sports."

The President's action was the result of a study and recommendations made by the Vice President.

The President's Council on Physical Fitness and Sports

Washington, D.C. 20202

THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20201

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PROPOSED PROGRAM OUTLINE
National Press Club Function
May 23, 1975

NATIONAL PRESS CLUB LUNCHEON
May 23, 1974

- 12:00 p.m. Reception for Head table Guest and Council.
- 12:25 Head table Guest and Seated Luncheon.
- 12:30 Service begins.
- 12:35 Capt. Lovell addresses invited guest,
1. Greetings
 2. Mentions arrival of Vice President
 3. Calls attention to note pads for question and answer session. Questions to be picked up at 1:00 p.m.
- Questions can be addressed to Vice President or any member of Head table.
- 12:45 Approximate arrival time of Vice President. Lovell will get signal from R. Keelor and will then announce the Vice President's arrival.
- 1:00 Capt. Lovell address invited guest,
1. Introduces Head table and selected audience guest.
 2. Briefly discusses purpose of luncheon. Remarks should be brief as outlined.
 - a. Talk about Adult Physical Fitness
 - b. P.S.A. Award
 - c. Film contribution of M.W.
 - d. Charlton Heston's role in film and regrets that he couldn't be here.

3. Lovell's conclude remark will be a signal for lights to dim and projector to roll showing Heston on stage at Press Club discussing film and fitness. Heston's remarks run about two minutes and then he says, "Now back to you "Jim Lovell."

Without the lights even coming on, Jim says to the audience, "And now ladies and gentlemen, The Fun In Your Life." The film rolls immediately.

1:30 p.m.

Capt. Lovell introduces Donnell who will address group for 4 minutes. With his conclusion, he will say something to the effect, "Mr. Vice President, it gives me great pleasure to present this film as a gift to the National Program for Physical Fitness. Mr. Ford receives the film, Donnell shakes his hand and sits down. Mr. Ford then addresses the audience for approximately 10 minutes. At conclusion, Jim Lovell shares the podium and asks questions of the Vice President from those handed him by Keelor.

(NOTE: Keelor, Swengros and Holliday will screen all questions prior to handing them to V.P.)

After 10 minutes of questions Lovell will make a remark, thank the V.P. and he will depart. Questioning can continue for another 10-15 minutes.

By 2:45 or sooner, Capt. Lovell will call a halt to the questioning, thank everyone for attending and dismiss the meeting.

At the conclusion of the meeting, press will be invited to take photos.

Richard O. Keelor

PERSONNEL RESPONSIBILITIES

1. Head table seating - Keelor & Conrad
2. Head table name cards - Mattingly
3. Placement of Press Kits - Holliday and Nicholson
4. Photographers and Press details - Holliday and Nicholson
5. Ticket takers - Mattingly, Simonton, Pritchett
6. Vice President arrival - Keelor
7. Trouble shooter - Swengros
8. Projection and light details - Keelor
9. Backup for projection and light details - Swengros
10. Official greeter and press relations - Nicholson and Holliday
11. Mic. checkout - Keelor
12. Seating of head table guest - Conrad
13. Screening of questions - Keelor, Swengros, Holliday
14. Transfer of questions to Lovell - Keelor
15. Arranging for cabs to pick up guest - Nicholson
16. Handling details of post-luncheon photos - Holliday
17. Escorting Council members to transportation - Keelor, Conrad, Swengros

QUESTIONS:

Corsage for female Council members and Head table guest?

PRE-LUNCHEON TIME TABLE

11:00 a.m. Keelor arrives for check of all sound,
projection and lighting equipment.
Holliday & Nicholson get press kits arranged.

11:50 All Head table guests begin arriving at
reception. We must get those we have
responsibility for in the building by 11:50.

11:50 Mattingly, Simonton, & Pritchett on door.
Stay on door until 12:50 p.m.

QUESTIONS:

1. How is collections of questions handled?
2. Is introduction of Vice President appropriate?
3. Want to show films to Jim before activity?
4. How is luncheon to be served? Is 30 minutes enough time for everyone to have eaten?
5. How to handle Vice President's exit?