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action

DOMESTIC COUNCIL

FROM:

May/Kidd

*Algenie's  
and to B. Kidd*

SUBJECT:

Proposed White House Conference on Support  
for Olympic Athletes

Date: 10/18/76

COMMENTS:

Memo outlines recommendations of  
President's Commission and proposes  
a White House Conference to be held  
after November 2, but announced before  
then.

Tab B is a schedule proposal

Tab C is a draft agenda

Tab D is a list of potential invitees

QUERN AND MOORE RECOMMEND APPROVAL

*H.*

*W.H. fix  
Lynn  
M.A.  
Schedule proposal  
J.W.*

ACTION:

Date:


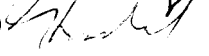


THE WHITE HOUSE

WASHINGTON

October 18, 1976

MEMORANDUM FOR: JIM CANNON

FROM: LYNN MAY   
GEORGE KIDD 

SUBJECT: Analysis of the President's Commission  
on Olympic Sports' Proposals

The attached letter (Tab A) was recently sent to the President by Gerald B. Zornow, Chairman of the President's Commission on Olympic Sports. It contains five specific proposals for immediate Presidential action, the first of which will be the main focus of this memo.

It first proposes that the President invite top executives of major corporations to a White House Conference to examine ways in which American business and industry can assist amateur sports. The Commission believes that, if asked, the private sector can and will support the Olympic effort. A Presidential initiative would focus attention on what the private sector can do to this end.

The other four proposals, briefly, are as follows:

Proposal two suggests that both private and government sectors initiate a policy of allowing Olympic and Pan-American class athletes the necessary time off for training and competition. Substantial progress on this is already being made in the private sector. In the public sector, the military services have had such a policy for some time. For civilian government employees, the issue is clouded; the Civil Service Commission says such a policy may legally be implemented through an Executive Order, but the Comptroller General says legislation will be needed. Additional study of this issue has been undertaken.

The third proposal recommends that the President or a top-level surrogate address the Amateur Athletic Union meeting in Phoenix between October 11 and 16. Scheduling indicated that the event could not be put on the President's calendar.

102005

Fourth, the President might appear at the National Football Foundation and Hall of Fame dinner in New York on December 7. Scheduling says this is too far ahead to make plans for, but we are suggesting they consider it as the time approaches.

The final suggestion was to send a high-level surrogate to the UNESCO Conference in Nairobi on October 26. Since Personnel had made final selections for the delegation two days before Mr. Zornow's letter was received at the White House, the question is moot.

It is our understanding that these suggestions are an advance look at the Commission's final report, and that they are being submitted informally at this time in order to give the President an opportunity to take them as personal initiatives.

#### RECOMMENDATION:

That a White House Conference on Support for Olympic Athletes be considered for an appropriate date after November 2, with announcement to be made before the election.

#### PROS

- The Conference would enhance the private sector's involvement in the Olympic movement and other amateur sports events, thus reducing pressure for Federal involvement.
- It would be viewed as another positive step by the President to improve the standing of amateur sports in this country along with his establishment of the President's Commission and the funding of training facilities for winter sports at Lake Placid, New York.

#### CONS

- The Conference might be viewed as an electioneering ploy.
- The Conference, as currently envisioned, would only include corporation heads. (It is doubtful that labor leaders like George Meany, who normally would eagerly participate in such a conference, could accept such an invitation during the election campaign.)



A





President's  
Commission on  
Olympic Sports

August 31, 1976

Gerald B. Zomow /  
Chairman

Donna de Varona  
W. Michael Elliott  
Dr. Barbara E. Forker  
Dr. Jerome H. Holland  
Lamar Hunt  
Rafer L. Johnson  
Captain Micki King  
Dr. James A. McCain  
Howard K. Smith  
William A. Toomey  
Dr. Ernest Vandeweghe  
Willie White  
Charles "Bud" Wilkinson

U. S. Senators:

J. Glenn Beall, Jr.  
John C. Culver  
Ted Stevens  
Richard (Dick) Stone

U. S. Representatives:

Jack Kemp  
Ralph H. Metcalfe  
Robert H. Michel  
Norman Y. Mineta

Michael T. Harrigan  
Executive Director

President Gerald R. Ford  
The White House  
Washington, D. C. 20500

Dear President Ford:

On August 5 I was present at The White House ceremony in which you paid tribute to our Olympic athletes of the 1976 Summer Olympic Games and awarded the Medal of Freedom to Jesse Owens. At that time, you also announced the extension of the life of your Commission on Olympic Sports until January, 1977, and asked that the Commission include in its final report recommendations for effective mechanisms to fund amateur sports in the United States.

On numerous occasions you have expressed your deep and abiding interest in amateur athletics. This interest has manifested itself in articles and speeches, visits with the United States Olympic Team, your support for Lake Placid in its assignment to host the 1980 Winter Olympic Games, and by your support for the efforts of your Commission on Olympic Sports. In addition, you have personally focused what few portions of your leisure time you can on your own participation in skiing, golf, tennis, and swimming.

Amateur sports needs every bit of help it can get and whatever is possible for you to do during this very busy time is of course most beneficial. We believe the public is now very much aware of the financial plight facing our amateur athletes who are not in school or college. Also, we believe the public is very anxious to find ways within the American system of doing things to provide equal opportunity to its athletes to compete against the state-supported national sports programs.



President Gerald R. Ford --2  
August 31, 1976

With some degree of hesitation, I am listing some initiatives that might possibly fall within your schedule:

1. Invite top executives of major corporations to The White House to meet with you and to attend a presentation by your President's Commission on Olympic Sports and White House Staff on ways American business and industry can assist amateur sports.
2. Take the necessary steps to help governmental and corporate units hire athletes with the allowance that the athletes be given time off to train with pay. The Commission can explain what is involved in this initiative.
3. You or one of your top campaigners might address the annual convention of the Amateur Athletic Union in Phoenix, Arizona, on October 16, 1976. (The Convention meets October 11-16.) The AAU is one of the two or three leading national sports organizations in the United States and this would complement your attendance at the National Collegiate Athletic Association (NCAA) and the United States Olympic Committee (USOC) functions during the last two years.
4. An occasion like the National Football Foundation and Hall of Fame dinner, with a speech that focuses on amateur sports, reaches a cross section of businessmen whose understanding and support will be needed.
5. Perhaps you might send a high level surrogate to address the annual General Conference of UNESCO to be held in Nairobi beginning October 26. There is a movement in the world, perhaps reflected by the politics in Montreal, to place sports under still more political control. It might be worthwhile for the United States to go on record against such a move.

With your personal impetus and interest, I believe the amateur sports system will benefit. There may be other initiatives which you might consider in the months to come. I would be glad to submit any other thoughts for consideration as they arise.

Respectfully yours,



Gerald B. Zornow

We believe that the advantages outweigh the disadvantages in this proposal and endorse the Commission's recommendation for a Conference, contingent upon the President's schedule. If you concur please forward the schedule proposal at Tab B.

Note: Secretary Simon has not yet been contacted about this, but his former affiliation with the U.S. Olympic Committee and his support of the President's Commission lead us to believe he would be supportive of this proposal.

At Tab B is a schedule proposal. Approximately seven working days notice for the participants will probably be necessary. The Conference should last for a half day, ending with a briefing of the news media shortly after noon. At Tab C is a proposed agenda. Approximately 30 chief executives of major corporations, constituting a cross-section of American industry, should be invited. At Tab D is a partial proposed guest list. Tab E is a draft press release which can be used for making the announcement.

3

SCHEDULE PROPOSAL

October 21, 1976

FROM: Lynn May

THROUGH: Jim Cannon

TO: Bill Nicholson



MEETING: White House Conference on Support for Olympic Athletes.

Announcement of Conference to be made before November 2nd at the discretion and judgement of the Press Office. The Conference itself to be held as the President's schedule permits, preferably in the second half of November.

PURPOSE: To focus attention on public and private measures which can be taken to support our Olympic athletes and assist them in training and competition.

FORMAT: Morning-long meeting, held in the Cabinet Room or Roosevelt Room. (President's participation could be limited to 15 minute opening remarks). Participants to include members of President's Commission on Olympic Sports and chief executives of 20 to 30 major corporations, representing a cross-section of American industry. List of proposed attendees attached.

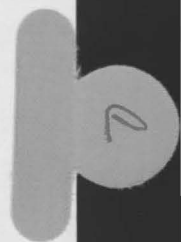
SPEECH MATERIAL: Talking points to be coordinated with Bob Orben's office.

PRESS COVERAGE: Briefing shortly after noon for White House Press Corps. Photo opportunity.

STAFF: Jim Cannon, Lynn May, George Kidd.

RECOMMEND: Jim Cannon

BACKGROUND: This Conference is intended to focus attention on what industry and government can do to encourage and support our Olympic and Pan American-class athletes. Specifically, it will inform chief executives and other business leaders from every segment of American industry how they can help the United States mount a first-class effort in the 1979 Pan-American Games in Puerto Rico and the 1980 Olympics in Lake Placid and Moscow.



WHITE HOUSE CONFERENCE OF BUSINESS AND INDUSTRY  
ON AMATEUR SPORTS

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Objectives of the Conference

1. Generate corporate interest in amateur sports
2. Make corporate interest aware of what they can do
3. Achieve a corporate commitment to:
  - a. Give time and money
  - b. To support ideas before the Business Council and other major business groups
4. Create environment for major Presidential statement

(Assumption: No firm commitment expected at this meeting from specific companies to do specific things at the conference. Rather, we expect a commitment to further study by groups, such as the Business Council with the objective of future (3-6 months) meeting to obtain broad commitment.)

AGENDA

0900 - 0915	Greeting/Opening Remarks	The President
	<ol style="list-style-type: none"><li>1. To compete with the heavily subsidized Olympic programs of other nations and the lucrative spectator sports in this country, American amateur sports needs help.</li><li>2. My Administration has created a Commission on Olympic Sports to study the problem and I eagerly await its final report.</li><li>3. One thing is clear, massive government involvement is not the answer. Amateur sports in this country has avoided the regimentation and control that are the consequences of government funding. I believe that the private enterprise system, which you</li></ol>	



represent, can do much more to supply the resources for our Olympic effort than you are currently doing.

0915 - 0945	An Overview of Amateur Sports Financial Needs and Payoff	Secretary Simon
	1. Calls on his experience as USOC Director of Fund Raising.	
	2. Discusses potential of the corporate side.	
0945 - 1015	The Charge and Progress of the President's Commission on Olympic Sports	Gerald B. Zornow
1015 - 1045	Financing Amateur Sports	President's Committee on Olympic Sports (PCOS) Staff
	- An Overview	
	a. needs of funds	
	b. sources of funds	
	c. uses of funds	
1045 - 1105	BREAK	
1105 - 1145	The Corporate Role	PCOS Staff
	a. what corporations have done in the past.	
	b. some options of what they could do.	
1145 - 1215	Summary and Discussion	PCOS Staff
1230 -	Press Briefing	Secretary Simon Gerald B. Zornow

D

PARTICIPANTS (Partial List)

J.P. Austin	Chairman	Coca-Cola Company (The)
M.H. Beach	Chairman	Travelers Corporation (The)
J.R. Beckett	Chairman and President	Transamerica Corporation
F. Borman	President	Eastern Air Lines, Incorporated
J.L. Ferguson	Chairman and President	General Foods Corporation
M.S. Forbes	President and Editor-in-Chief	Forbes Magazine
R.C. Gott	Chairman	AMF Incorporated
J.W. Hanley	Chairman and President	Monsanto Company
H.J. Haynes	Chairman	Standard Oil Company of California
B.W. Heineman	President	Northwest Industries, Inc.
F.R. Johnson	President and Chief Executive Officer	Standard Brands Incorporated
D.M. Kendall	Chairman	Pepsico, Inc.
R.A. Kroc	Chairman	McDonald's Corporation
Robert Levy	President	Atlantic City Racing Corporation of America
Harold Lipton	Owner	Boston Celtics
R.D. Lund	General Manager	Chevrolet Division, General Motors Corporation
W.F. May	Chairman	American Can Company
J.P. McFarland	Chairman	General Mills, Incorporated

Howard Miller	President	Canteen Corporation of America
C.M. Mockler, Jr.	Chairman and President	Gillette Company (The)
D.T. Regan	Chairman and Chief Executive Officer	Merrill Lynch and Co., Inc.
H.R. Sharbaugh	Chairman	Sun Company, Inc.
W.I. Spencer	President	Citicorp
J.F. Towey	Chairman	Olin Corporation
A.M. Wood	Chairman	Sears, Roebuck and Company



DRAFT PRESS RELEASE

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

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THE WHITE HOUSE

The White House announced today plans for a White House Conference on Support for Olympic Athletes, to be held on \_\_\_\_\_.

The morning-long conference, to be attended by twenty-five or thirty of the nation's top business leaders, will focus attention on steps the business community can take to aid United States Olympic athletes. After introductory remarks by President Ford, the meeting will be conducted by members and staff of the President's Commission on Olympic Sports.

The Commission was created on June 19, 1975, for the purpose of addressing the problem of sports organization in the United States, and recommending effective mechanisms for funding the training and development of Olympic competitors. Extended by President Ford on September 8 of this year, the Commission will produce its final report and recommendations by January 15, 1977.



*Olympics*

THE WHITE HOUSE  
WASHINGTON

October 15, 1976

MEMORANDUM FOR THE PRESIDENT

FROM:

JIM CANNON

*JAC*

SUBJECT:

Letter to Lord Killanin, President of  
the International Olympic Committee

The attached letter is a statement of U.S. government intent to guarantee access to the 1980 Winter Games at Lake Placid, New York, for all bona fide member teams of the International Olympic Committee.

After the controversial actions of the Canadian government in the Summer Games this year, Lord Killanin, President of the IOC, requested such a letter from the Lake Placid Olympic Committee.

The Lake Placid Committee is meeting with the IOC in Barcelona, Spain tomorrow, October 16. The contents of the attached letter could be delivered at that time.

The letter reiterates the stance you took in your speech before the U.S. Olympic Team on August 5, 1976.

Its contents have been approved by Brent Scowcroft, the State Department, Counsel's Office, Jack Marsh, Max Friedersdorf's Office and Doug Smith.

I recommend you sign the letter for public release tomorrow, Saturday, October 16.

Attachment

THE WHITE HOUSE  
WASHINGTON

Sir:

The Olympic Games are a major symbol of international goodwill and universal hopes for world peace. Throughout their modern history, however, the Olympics have been periodically threatened by narrow political interests. Recent events portend another era of peril for the Olympic movement.

I assure you that the United States does not condone this abuse of the Olympic ideal. In a recent ceremony with American athletes who participated in the Summer Games, I pledged that every team recognized by the International Olympic Committee will be welcomed at Lake Placid in 1980. I repeat that pledge to you.

I would hope that the IOC will continue to urge all nations to refrain from political interference in the Games.

Sincerely,

Lord Michael Killanin  
President  
International Olympic Committee  
Hotel Princess Sofia  
Place Pio #12  
Barcelona  
Spain



E

WASHINGTON

October 15, 1976

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Sincerely,

Lord Michael Killanin  
President  
International Olympic Committee  
Hotel Princess Sofia  
Place Pio #12  
Barcelona, Spain

encl 10/15  
9:20 PM



DRAFT Letter to Lord Killanin

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I would hope that the IOC will continue to urge all nations to refrain from political interference in the Games.

*OK  
J. R. Ford  
10/19/82*



LIMITED OFFICIAL USEOctober 15, 1976  
1976 OCT 15 PM 11 46

## MEMORANDUM FOR JIM CANNON

FROM: Brent Scowcroft 

SUBJECT: Letter to Lord Killanin, President of the International Olympic Committee

With reference to your memorandum of October 7, there is no objection from the standpoint of foreign policy to the proposed letter to Lord Killanin concerning access to the 1980 Winter Games for all bona fide member teams of the International Olympic Committee. I would, however, recommend revising the final sentence of the letter to read: "I would hope that the IOC will continue to urge all nations to refrain from political interference in the Games."

The draft Presidential letter has been reviewed and cleared by the Department of State. The Department advises that there is no legal impediment to the statement of intent, even though it will involve permitting teams recognized by the IOC to enter the US from countries with which the United States has no diplomatic relations.

I suggest that you also clear the draft with Phil Buchen.

LIMITED OFFICIAL USE

10/15/76

DRAFT Letter to Lord Killanin

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~~I also call upon all other nations to renounce political interference with the Games.~~

Sincerely,

GRF

I would hope that the IOC will continue to urge all nations to refrain from political interference in the Games."



DRAFT Letter to Lord Killanin

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I would hope that the IOC will continue to urge all nations to refrain from political interference in the Games.

OK  
J. R. Ford  
10/14/76

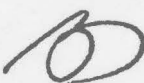


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October 15, 1976

1976 OCT 15 11 46

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I suggest that you also clear the draft with Phil Buchen.

LIMITED OFFICIAL USE

10/15/1




LIMITED OFFICIAL USE

October 15, 1976

1976 OCT 15 PM 11 46

MEMORANDUM FOR JIM CANNON

FROM: Brent Scowcroft 

SUBJECT: Letter to Lord Killanin, President of the International Olympic Committee

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10/15/76

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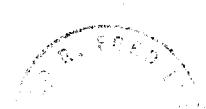
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~~I also call upon all other nations to renounce political interference with the Games.~~

Sincerely,

GRF

I would hope that the IOC will continue to urge all nations to refrain from political interference in the Games."





THE WHITE HOUSE  
WASHINGTON

October 7, 1976

MEMORANDUM FOR:

GENERAL SCOWCROFT

FROM:

JIM CANNON *Jim Cannon*

SUBJECT:

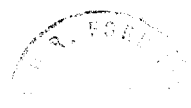
Presidential Letter to Lord  
Killanin, President of the  
International Olympic Committee.

Lord Killanin has requested that the Lake Placid Olympic Committee obtain a statement of intent from the United States Government regarding access to the 1980 Winter Games at Lake Placid, New York, for all bona fide member teams of the IOC (Tab A). I have drafted such a response (Tab B) in the form of a letter from the President to Lord Killanin, which reiterates the stance the President took in his speech before the U.S. Olympic Team on August 5, 1976.

I would appreciate your critique and clearance of the attached draft, following any staffing to State or elsewhere you deem appropriate.

Since the Lake Placid Olympic Committee is scheduled to meet with the IOC on October 16, quick handling is required.

Attachments



THE WHITE HOUSE

WASHINGTON

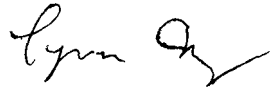
ACTION

October 7, 1976

MEMORANDUM FOR:

JIM CANNON

FROM:

LYNN MAY 

SUBJECT:

Presidential Letter to Lord Killanin, President of the International Olympic Committee.

Lord Killanin has requested that the Lake Placid Olympic Committee obtain a statement of intent from the United States Government regarding access to the 1980 Winter Games at Lake Placid, New York, for all bona fide member teams of the IOC (Tab A). I have drafted such a response (Tab B) in the form of a letter from the President to Lord Killanin, which reiterates the stance the President took in his speech before the U.S. Olympic Team on August 5, 1976.

The letter, however, will have to be signed off by NSC and probably the Department of State. I have drafted a staffing memo to General Scowcroft for your signature (Tab C).

Since the Lake Placid Olympic Committee is scheduled to meet with the IOC on October 16, quick handling is required.

Attachments

Congress of the United States  
House of Representatives  
Washington, D.C. 20515

September 7, 1976

Mr. F. Lynn May  
Associate Director  
of Domestic Counsel  
The White House  
Washington, D.C. 20500

Dear Lynn:

Enclosed is a copy of the letter from Lord Killanin to Ronald M. MacKenzie requesting a written commitment from the United States Government that all countries with a bonafide National Olympic Committee be permitted to compete in the Winter Olympic Games in 1980.

For your information, I have also enclosed a copy of the Conference Report on the Olympic Winter Games Authorization Act.

With best regards, I remain

Sincerely,

Tom

G. Thomas Long  
Legislative Assistant  
to Congressman McEwen

GTL:bf  
Enclosure

Mr. Ronald MacKenzie,  
President,  
Organising Committee for the  
XIIIth Winter Games,  
Olympic Arena,  
Lake Placid,  
New York 12946  
U.S.A.

Dublin, 23rd August 1976  
K/nmm/no /76

0752

Dear President,

I was sorry that I could not visit Lake Placid when I was in Montreal but as you will appreciate I was somewhat busy !

I am anxious to make a visit, which I hope to be able to do during Winter, when I would be able to judge the conditions, as one of the major concerns is access.

We shall be receiving a full report from Montreal and there will doubtless be some useful information which may well affect and assist the 1980 Winter Games. However, there are one or two important points :-

1. The Montreal Games were marred by the Canadian Government's refusal to admit a recognised National Olympic Committee, which cannot be allowed to happen again. A reconfirmation in writing from the U.S. Government, when you make your next report, would, I think, allay any fears or doubts.

.../...





B



C



DOMESTIC COUNCIL

FROM:

LYNN MAY

SUBJECT:

His reactions to Mel Laird's transmittal  
of ideas on improving Olympics.

Date: 11/1/76

COMMENTS:

Lynn indicates there is nothing new.  
Do you want to send any response to Laird?

A.

~~NOPE~~

ACTION:

Date:





DOMESTIC COUNCIL

FROM:

LYNN MAY

*file  
Olympics*

SUBJECT:

His reactions to Mel Laird's transmittal  
of ideas on improving Olympics.

Date: 11/1/76

COMMENTS:

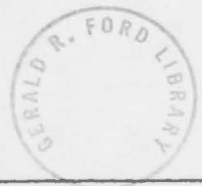
Lynn indicates there is nothing new.  
Do you want to send any response to Laird?

*A.*

*NOPE*

ACTION:

Date:



THE WHITE HOUSE


WASHINGTON

November 1, 1976

MEMORANDUM FOR:

JIM CANNON

FROM:

LYNN MAY 

SUBJECT:

Olympic Sports Letter from  
Melvin Laird.

I have examined in some detail the proposals forwarded by Secretary Laird, and have also discussed them with Mike Harrigan of the President's Commission on Olympic Sports. Mr. Lyon's proposals are in fact quite similar to many others received by the Commission during its tenure; while some of them are interesting, there is unfortunately nothing really new.

For the record, it is accurate to state that all these proposals have been duly considered by the Commission in the preparation of its final report.

READERS DIGEST



MELVIN R. LAIRD

*Senior Counsellor: National and International Affairs*

976 SEP 17 AM 11 10

Lynn May -  
What do  
you think?  
Jim

September 16, 1976

Dear Jim:

I thought you would be interested in the attached letter. Howard Lyon has some interesting ideas.

With best wishes and kindest personal regards, I am

Sincerely,

Melvin R. Laird

The Honorable James Cannon  
Assistant to the President  
The White House  
Washington, D.C. 20500



39/7/16



# UNITED STATES OLYMPIC COMMITTEE

OLYMPIC HOUSE 57 PARK AVENUE, NEW YORK, N. Y. 10016 • Tel. (212) 686-1456 • CABLE: "AMOLYMPIC"

HOWARD W. LYON, Chairman

Wisconsin Fund Raising

~~724 X 5194~~ 5194 Duenas  
~~724 X 92653~~ Laguna Hills, CA 92653  
~~724 X 586-8388~~ Ph: (714) 586-8388

VII PAN AMERICAN GAMES, Sao Paulo, Brazil, May 17-31, 1975 (Tent.)  
XII OLYMPIC WINTER GAMES, Innsbruck, Austria, February 4-15, 1976  
GAMES OF THE XXI OLYMPIAD, Montreal, Canada, July 16 - August 1, 1976

September 7, 1976

Dear Melvin Laird:

I am surely glad you suggested Gerald Ford. Now I hope the people will elect him. I met him only once, about eight years ago when he came over from Michigan to help Peter Koehler and the rest of us get Bill Steiger elected the first time he ran for Congress.

I have been corresponding with Bill Steiger regarding my enclosed comments on the First Report of the President's Commission on Olympic Sports. He suggested you might be interested, and especially since the possible use of the Goal-Pledge from Public Law 805 (Page 2 of the enclosure) ties in with Gerald Ford's own statements in the past. This could conceivably improve his chances for success in November. I do not profess to be any expert in politics, but my entire life as a merchant, as a promotor and a Fund Raiser for many community and sports interests, with six years as Ozaukee County Republican Party Finance Chairman working with Curt McKay, Joy Teschner, Betty Sherry and eight years as Wisconsin Olympic Chairman, I have learned to understand some of the things that go on in the minds of the voters. Here are my comments for whatever they may be worth. Please check them against your own thinking. These concern only The Human Relationship and Leadership image of a prospective President to the people.

Carter realizes his own limitations as far as White House experience is concerned. He is vulnerable and can be beaten. He is projecting very well his "interest in people, family and religion". He has won over many voters. To overcome this Ford should project his past record and his image as a leader and far more as a Problem Solver. Gerald Ford has many times stated his desire that all youth be given greater opportunities. He did something about it by appointing the commission on Olympic Sports. He received their first report about which I have commented in the enclosure. The final report due to the election won't be out until January. Ford cannot afford to wait this long to capitalize on his interest and the welfare of all American youth. Therefore, I recommend the following steps be taken "NOW".

(Cont'd.)

September 7, 1976

That he take a positive leadership position by inviting all of the American people and all organizations interested in youth to work and plan together in their own communities that more opportunities maybe made available for full youth development. Development into healthy, happy, self-disciplined, self-supporting American citizens. That this is not a job for the Federal Government alone, but that it is the responsibility of the people to work together the United Way in a new joint National, State and Community effort. Their own efforts together can improve the quality of life in their own community. It will help local youth to find more jobs, it will help reduce crime in their cities. All of us must learn to cooperate and work more with each other in a unified effort.

In order to get this off the ground he could say that he will soon appoint a new National Planning and Advisory Committee on Physical Education, recreation and amateur sports. All of this is to encourage youth development. This is the reason Baron DeCoubitin of France helped revive the Olympic movement at the turn of the century. This is the real goal of the International Olympic Movement and our own U.S.O.C. The purpose of all of this was to improve and strengthen character. This committee will help all existing organizations unite in their individual efforts. This committee will help implement the present Public Law 805 - Section 3. Par. 6 & 7 - approved by Congress 9/21/50 when it officially created the U.S.O.C. This contains the pledge which Gerald Ford could call on all American people to accept and support. (See Page 2 & 3 of the enclosure). This is already the Law of The Land. He could help it to become the Policy of The Land. A policy made effective by the people themselves for their own youth.

This can also be another step in leadership to help solve some specific unemployment area problems where it is highest running near 40% of unemployed teen-aged blacks. The rate runs just under 20% for unemployed male, teen-aged, whites. Correcting these two high percentage rates that need the most attention will attempt to teach or find jobs for the unskilled and untrained that need it most. Specific action is called for on each separate group problem rather than Congress giving welfare jobs which will not help teach the unskilled and will not improve their long-range posture. Labor, who has been most critical and most demanding must put its shoulder to the wheel with industry in each local community and help solve problems, not try to push it off on a Republican President. Obviously, the most important job is to keep the bread-winners working more than anything else. The unemployment percentage for white, adult males is at a low 3%. The end purpose of this approach is to develop more self-supporting citizens, which means less unemployment and less crime. I hope some of this maybe in line with your own thinking. I will be at the Savoy Hotel in London until September 24th. If I can be of any help, please call on me, at 5194 Duenas, Laguna Hills, CA 92653.

GERALD R. FORD LIBRARY  
Laird  
Laird

9/4/76

TO: THE PRESIDENT'S COMMISSION ON OLYMPIC SPORTS

SUBJECT: REASONS FOR CHOOSING RECOMMENDATION NO. 2.  
"A NEW NATIONAL ADVISORY PLANNING COMMITTEE  
FOR PHYSICAL EDUCATION (RECREATION) AND  
AMATEUR SPORTS"

MR. GERALD B. ZORNOW, CHAIRMAN  
MR. MICHAEL HARRIGAN, EXECUTIVE DIRECTOR  
PRESIDENT'S COMMISSION ON OLYMPIC SPORTS  
2025 M STREET, N.W. - SUITE 3002  
WASHINGTON, D.C. 20506

HOWARD W. LYON  
5194 DUENAS  
LAGUNA HILLS, CALIFORNIA 92653  
714-586-8388

## RECOMMENDATION NO. 2

### "A NEW NATIONAL ADVISORY PLANNING COMMITTEE FOR PHYSICAL EDUCATION (RECREATION) AND AMATEUR SPORTS" THIS IS THE UNITED WAY - WHY?

Because this method is the one simple, most acceptable way to get from where we are to wherever the American people want us to go. Its the time proven way to get the best leadership, the most involvment, the greatest imput and voluntary co-operation.

It makes for a responsible, flexible way to make good decisions. It will combine latent energies. It will not limit, reapportion or stiffle initative.

No national program can ever be considered effective until state and local people themselves become effective and are a part of the same effort. We have many fine organizations in the U.S., the President's Commission on Physical Fitness, the USOC, the NCAA, the AAU and many others. The need is to unify and coordinate their efforts.

All participants and all of the money used in these many programs come by Freedom of Choice. The altering of any programs must come by voluntary methods, through motivation and persuasion and with reason.

This does not call for any dictation or regimentation with final authority for all state and local decisions placed in one supreme national body. A steering committee to offer leadership and direction and guidance, "yes". A Think-Tank clearing house for ideas and research to coordinate the creative efforts of existing groups - "yes".

Dedication to a common national goal must come first. This is a prerequisite to insure harmony and progress. Past

failures lie in the fact that a Common National objective was never proposed and never agreed to before negotiations started.

The strength of this method stems from the ability of seasoned community leaders to sit down together with groups of divergent views and to get them to jointly think out and work out acceptable solutions. They know how to bring about the necessary accommodations to beget harmony, togetherness and teamwork.

The aim is to encourage vision, imagination and inventiveness and to have the courage to harness them all together in order that the goal set forth in Public Law 805 maybe met.

Each organization would plan how it can reach its potential of service in revamping its programming to meld with others.

Thousand of individuals, local Foundations and co-operations are waiting to be sold on better methods of helping American youth help themselves. Money will flow in direct proportion to the worthiness of the plans developed. This National Committee would serve as a catalytic agent and a link between Organizations and Society and Government for communication and for financial support. New State Advisory Planning Committees would become effective.

The Olympic games maybe the Sports Showcase to the world but what happens in the playgrounds and workshops of our local communities is far more important to America. We seek better opportunities for every youth to develop the full potential of his own talents, whether a school drop-out, an Elite Athlete or an average American. Our goal is more healthy, strong, well adjusted, self-supporting citizens. Who could ask for more?



Copy for

Mr Mel Laird 9/4/76

See Page 2 & 3

(July 1976)

TO: THE PRESIDENT'S COMMISSION ON OLYMPIC SPORTS

Please Note <sup>Page 2</sup> ~~Page 2~~ - This Goal and pledge <sup>"if"</sup> accepted by Pres. Ford -  
as "His Goal" & Asking all Americans to accept and work for it  
together - Could unite Many Americans behind and with him

SUBJECT: SUGGESTIONS AND RECOMMENDATIONS FOR YOUR  
CONSIDERATION ON YOUR FIRST REPORT TO THE  
PRESIDENT.

and to Vote  
For Him!!

It is the Most Worthy objective.  
He could and should help to bring about.  
This Country needs it - and the  
Committee to get it going -

Here is a unique chance for exerting  
"Leadership" for

MR. GERALD B. ZORNOW, CHAIRMAN  
MR. MICHAEL HARRIGAN, EXECUTIVE DIRECTOR  
PRESIDENT'S COMMISSION ON OLYMPIC SPORTS  
2025 M STREET, N.W. - SUITE 3002  
WASHINGTON, D.C. 20506

Something the Country needs!

"A Spell out" of Ford's desire to seek more  
opportunities for youth - Putting words into action!  
A part of the development program the  
end product is a Self-Supporting Citizen  
with a Job -  
A direct attack at the Unemployment & Crime

HOWARD W. LYON

5194 DUENAS

LAGUNA HILLS, CALIFORNIA 92653

714-586-8388

Problems

ages ~~16 to 18~~ 16 to 18  
where it is highest.



Dear Mr. Zarnow, Members of The Commission, Michael Harrington and Staff:

I have read and studied your report, you are to be congratulated for your important contribution.

You graciously asked for reactions and comments as you decide what is the best possible use for all of the information you have obtained. You have already made great strides in problem solving since organizational heads now better understand their problems and the problems of others. Now they all realize that better communication and coordination are necessities, not a choice, if we are to do a better over all job.

These suggestions are a combination mix of alternatives. Some you have already suggested plus other ingredients that experience tells us are necessary to insure success for your efforts. You first must convince the minds of men before you can change their actions. You know they must be motivated and each group must receive full recognition as an important cog of the wheel. There are now many organizations at all levels and each with a separate goal. We must find "One Common Goal", that all groups will accept. A proclamation by the President is the only appropriate means of a kick-off to start such a chain reaction.

XX There can be no higher goal than one which offers youth better opportunities to develop their talents. We can do this best with a new National Policy For Physical Education, Recreation and Amateur Sports.

Respectfully yours,

Howard W. Lyon  
Howard W. Lyon



## INTRODUCTION

The main base of any successful National Sports Movement and conditioning program lies in the quality and scope of its Physical Education. Some closed societies particularly East Germany and Russia, have put a much higher priority on physical culture and sports than we have in our open society. They make it an equal part of total education. They foster more mass participation in sports. We need much more initiative and creativity in programming at all levels. They do a splendid job of training coaches and instructors and in Sports Medicine. As they have learned from us, we too can learn from them. This is where the similarity stops.

In a closed communist society they do it their way. In our open Democratic free society we must do it differently - our way. Theirs is direct, fast and very successful in developing expertise in a relatively few elite athletes.

Our way is slower, ours is an open free society where individual people have a voice in how their money shall be spent.

A change of attitude must precede any change of emphasis.

In Russia and East Germany lives of all people including athletes are fully regulated by and for the political purposes of the State. It serves their purposes to train a few of the best athletes for years in the same sport to make their political system look better and to win more medals. The Government is the sole employer.

In our country local education including physical education is determined at the local level. There is much to be done to reach our physical education potential. School Boards, City Councils, County Supervisors and State Legislators must be convinced. Organized community groups can be effective in bringing change.



RECOMMENDATION NO. 1.

"A NEW NATIONAL GOAL" *for President Ford*

Page 2.

In order to bring every organization under one tent - the many divergent groups must accept one common goal.

*Recreation* The proclamation of a new national goal for physical education and amateur sports is step number one. There is only one important goal that seems most worthy of our choosing. It is the goal that was behind the revival of the International Olympic Movement at the beginning of this century. It is one of the goals of the USOC. It is already the law of the land, but not the policy. It is in Section 3, Par. 6 & 7 of Public Law 805 approved by Congress 9/21/50 when it officially approved the USOC. It can challenge the best in all of us to plan together. It can reaffirm our sense of value and help reshape the destiny of our youth and the elite athletes as well. It follows as the pledge below.

*XXX* It is recommended that the President call on all of the American people to accept this pledge as the policy of the United States.

"I hereby pledge to do my part to instill and develop in youth of America the qualities of courage, self-reliance, honesty, tolerance and like virtues, and;

To promote and encourage the Physical, Moral and Cultural Education of the youth of the United States to the end that their health, patriotism, character and good citizenship may be fully developed."

"To help further implement this policy in my Country and in my own local community *So they can find jobs*  
(added) (Not now in Law 805.) *and be Self-Supporting Citizens.*"

NOTE

*President Ford asking the America people to join with him to bring this about. Could help ① the Country ② assure his election in 1976." 12/1*





RECOMMENDATION NO. 2

"A NEW NATIONAL ADVISORY PLANNING COMMITTEE  
FOR PHYSICAL EDUCATION AND AMATEUR SPORTS"

*one possibility*  
*(Bill Simon to*  
*Lead it -*  
*some new ideas*  
*Oliver's and Racing*  
*Help lead*  
*it!*

To implement this policy it is recommended that the President appoint a "National Advisory Planning Committee for Physical Education, <sup>Recreation</sup> and Amateur Sports". These appointees would be seasoned community leaders with much experience with putting Community Service Programs together effectively. Their powers would lie in their ability to motivate and persuade others.

This is the single, comprehensive committee you have been looking for that can provide the leadership, direction, co-ordination and support necessary to effect change within the current system. This committee will know the system, the USOC, the athlete, the schools, the public and the government. Together with a strengthened USOC, they can do the job.

This must be a non-partisan committee of twelve to eighteen members from throughout the country with known records for community service organizing at local, state and national levels. They would direct the course within the existing organizations and branches of Government. Its main functions would be those of master planning and supporting existing organizations including the USOC and the sports governing bodies. They would initiate policy. They would seek co-operation and co-ordination and team work.

The committee should concern itself with facilities, research, sports, medicine, information and communication centers and advanced training for Coaches, Athletes and Judges. Also, the increased specific needs of ELITE ATHLETES.

It would be responsible for the forming of State Advisory Planning Committees. It is recommended that these be appointed by each Governor.

AA See  
Page 8



<sup>national</sup>  
The Committee would select its own staff and director. It would determine all salaries except its own, which should be set at \$1.00 per year for the committee members plus expenses. The Committee would initially submit only an operating budget request.

Financial Policy of The Committee:

The overall policy would be to continue the current financial practices of each group until such time as firm plans were made that would be worthy of increased funding. Each group would then seek additional funds from private, corporate, foundation, local or state public means of support before requesting any federal funding. This Committee upon request would work to advise any group seeking help in obtaining further support.

The Committee should not be attached or be any part of a Government Agency and should report only to the President and Congress. Members would serve at the pleasure of the President.

RECOMMENDATION NO. 3.

AMMEND PUBLIC LAW TO STRENGHTEN THE USOC

The authority of the USOC should be strenghtened by amending PL 805 in order to expand and clarify the mandate of the Committee and to give it specific authorization and power to carry out added responsibilities. The USOC under PL 805 is already responsible for all international competition in amateur sport. It would have the full support of the new National Advisory Planning Committee.



\* See Page 8.  
for Revisions

These revisions should include those listed on Page 71 of your first Presidential report or as your commission decides in consultation with the USOC. The USOC should be requested to revamp its voting structure to give greater recognition to the educational elements where most of the development really takes place. The main purpose of this is not to change the voting structure itself but to accent the need for far closer direct cooperation between the USOC and the schools. The vast ability and the professional know-how at both state and local level in Phy. Ed. and sports must be put to better use. They have excellent personnel, staff, offices and facilities.

#### RECOMMENDATION NO. 4.

##### "ADDITIONAL USE OF INFORMATION"

A summary of the most important information obtained by your Commission could be put to use by many groups in their own evaluation of their goals and programs. Most groups, we hope, will consider re-shaping some of their programs in order to better serve the national goal.

#### SUMMARY

In our American way of life it is not necessary that every small group of volunteers be directly linked to a national chain of command in sports. It is extremely important, however, that they do become better organized into a larger community group that is.



We purposely have divided the total top responsibility between the USOC and the National Advisory Planning Committee. This entire project needs both. The USOC is mainly a coordinating group that effectively handles all the problems of international competition. It is made up mostly of volunteers and a small dedicated and very knowledgeable staff. Unfortunately it has only indirect contacts at the state and local levels. This whole project would be far too much for them to handle. They could most efficiently care for all International competition for every sport whether Olympic or not. The cohesion and national planning part can be far better handled by seasoned community leaders in consultation with the USOC. The appointees to this important job would furnish the leadership and direction necessary. I refer to Wm. Simon, Ed Mosler, Jr., Jesse Owens and others who could serve their country well in this capacity.

The thrust of this plan is two-fold. It is geared both to the entire span of life in which we hope all youth will be given a better opportunity to become a complete person and a better citizen, and also to the relatively short life span when a few are fortunate enough to be ELITE ATHLETES. In East Germany, Russia and Cuba their main objective is to develop a few super athletes rather than to improve the lot of all of their citizens. Our main concern is for the lot of all of our citizens including ELITE ATHLETES.

Their sense of value is entirely different from ours.

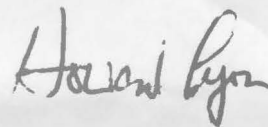
Let us never change our sense of value, but let us work much harder to improve the opportunities for all of our youth within the American way of life, with more attention to our ELITE ATHLETES.





This plan means to accomplish the aims of the Commission,  
the wishes of the President, and what is best for all Americans.  
It is relying on a better informed public opinion through  
favorable media coverage, and a maximum of experienced leader-  
ship for direction, creative planning and coordination. It  
is counting on the dedication and initiative in our Free  
Enterprise System organizations to accept necessary change.  
It is relying on a minimum of Regimentation and Legislation  
and National Funding. It is expecting future State and Local  
decisions and improvements to bring the National Goal home  
to the grass roots level where it can do the most good for  
the greatest number.

Leadership and directional guidance from the top- but with real initiative  
and impact coming from all levels.



Howard W. Lyon



GUIDELINES FOR "STATE ADVISORY PLANNING  
COMMITTEES FOR PHY. ED. <sup>Recreation</sup> AND AMATEUR SPORTS"

1. To be appointed by the Governor - possibly five non-partisan community leaders.
2. Purpose: To implement the National Goal and those policies of the National Advisory Committee deemed appropriate for that State as well as State Policies it may develop.
3. To communicate with and help encourage coordinated planning among the presently established State and Local groups interested in physical well being and Amateur Sports - both within the school systems and out in the communities.
4. The kinds of contact groups vary from State to State but ~~among~~ at different times may include: The State Chairman for the USOC Fund Raising, the appropriate sports governing bodies, the State University Athletic Directors, the State Inter-scholastic Athletic Assoc., the State Health, Phy. Ed. and Recreation Assoc., State Park & Recreation Assoc., of Counties and Cities, State Medical Assoc., State Chamber of Commerce, State YMCA, CYO, Jewish Welfare Board, Parochial schools and others.
5. They should encourage County and City Advisory Planning Committees. The local Chambers of Commerce and the greater (City) Committees are most effective in helping develop community participation groups.



6. The Governor's office, the State Legislature and the National Advisory Planning Committee should be kept informed and called upon for advice and support as warranted.

⑦ The form of the Olympic games might soon be changed but  
strengthening State and Local planning will assure continuity  
and progress in Phy. Ed. and Amateur Sports regardless of  
change. We seek the basic approach of the Complete Person  
Concept, through Supervised Amateur Sports.

\*From  
Page 4. From Pages 70 & 71 - COMMISSION'S FIRST REPORT

"that Public Law 805 should be revised to:"

- Require all organizations whose athletes compete in international competition to become members of the sports governing body.
- State criteria that must be met by national governing bodies in order to be recognized by the USOC
- Authorize creation of a USOC criteria committee with power to require each federation's compliance with said criteria and with power to make final and binding determination including power to require replacement of officers of governing bodies who fail to carry out directives of the committees.
- Include a strong athlete's bill of rights
- Include a provision granting a sports organization the right to seek national governing body status through arbitraition before the American Arbitration Association

The effect of these changes would be to make the USOC the sports authority for Olympic and Pan American sports.



THE WHITE HOUSE  
WASHINGTON

May said no  
reply necessary





MELVIN R. LAIRD  
Senior Counsellor: National and International Affairs

1976 SEP 17 AM 11 10

September 16, 1976

*Lyon Way*  
*Olympic*  
*What do*  
*you think?*  
*Jim*  
*pt 7/11*

FREE

"OLYMPIC"

'5 (Tent.)  
15, 1976  
1, 1976

Dear Jim:

I thought you would be interested in the attached letter. Howard Lyon has some interesting ideas.

With best wishes and kindest personal regards, I am

Sincerely,

Melvin R. Laird

The Honorable James Cannon  
Assistant to the President  
The White House  
Washington, D.C. 20500

READER'S DIGEST ASSN., INC., 1730 RHODE ISLAND AVE., N.W., WASHINGTON, D.C. 20036

202 223 1642

*Olympic*  
SCHEDULE PROPOSAL

December 2, 1976

FROM: Lynn May *lyn may*

THROUGH: Jim Cannon *Jim Cannon*

TO: Bill Nicholson *Bill Nicholson*

MEETING: Oval Office meeting between the President and Gerald B. Zornow, Chairman of the President's Commission on Olympic Sports.

Meeting to be held between the President's return from Vail and the 12th of January, when the Commission's final report will be released at a news conference in New York City.

PURPOSE: To brief the President on the contents of the Commission's report in advance of its release, and to insure, through accompanying publicity, that the report's significance is not overlooked by the incoming administration.

FORMAT: Fifteen-minute meeting, attended by the President, Mr. Zornow, and Mike Harrigan, Executive Director of the Commission.

SPEECH MATERIAL: N/A

PRESS COVERAGE: Zornow and Harrigan to meet with members of the Press after Oval Office meeting. Photo opportunity.

STAFF: Jim Cannon, Lynn May, George Kidd.

RECOMMEND: Jim Cannon

BACKGROUND: The President's Commission on Olympic Sports was extended in August 1976 for a period of five months, and directed to study means of providing appropriate and adequate financial backing to Olympic and Pan-American athletes and athletic organizations. The report of the Commission's findings will be released in press conferences to be held in New York and Los Angeles on January 12, 1977. The President, with his personal interest in the Commission's work and his long association with amateur sports, would facilitate adequate public

exposure for the Commission's report through a personal meeting with Mr. Zornow. Mr. Zornow's letter (attached) also proposes Presidential attendance at the New York news conference on January 12, but this conflicts with the State of the Union Message, to be delivered on the same day.

(NOTE: The Commission is holding its final meeting on December 11, 1976. Mr. Zornow and Mr. Harrigan both feel it would be highly beneficial if they could announce during this meeting that Mr. Zornow would be meeting with the President. Most of the Commission's members are afraid that with the change in administrations their work will be ignored and have been in vain.)

Attachment

November 24, 1976

President Gerald R. Ford  
The White House  
Washington, D. C.

Dear Mr. President:

Serving as Chairman of your Commission on Olympic Sports has been a tremendous honor. It is only marred by the recent election. I feel very strongly that the American people have lost an outstanding President and certainly one who, along with many other things, has amateur sports as a foremost concern.

The Commission will make its final report to you on January 12, 1977. I am concerned, along with my fellow Commissioners, that the final report to you will get lost in the transition period unless something is done to alert Governor Carter at the highest level of its importance. I know that you, Mr. President, want prompt action taken so that our Olympic and other international amateur sports teams may be the best leading up to the Winter Games of 1980 at Lake Placid and the Summer Games in Moscow. Prompt action will require the support of some legislation which will establish guidelines but not federal control, as well as some funding alternatives which would involve federal legislative mechanisms.

I would propose to you, Mr. President, that a short meeting be held to brief you on the nature of the Final Report to you prior to January 12, 1977. This would provide you an advance glimpse of what your Commission will recommend. I think that you will want to support the Commission's findings and can be extremely helpful in implementation while in office as well as afterwards. I propose that the meeting be brief and that I, along with our Executive Director, Mike Harrigan, provide you with the information.



President Gerald R. Ford -- 2  
November 24, 1976

I know that you are very busy in the final days as President, but I hope you will be able to grant this request. I only regret that you will not be remaining as President.

Sincerely,

Gerald B. Zornow

GBZ:ncd

P.S. It also occurs to me that if your schedule permitted your appearance at the Press Conference scheduled for January 12 in New York City, it would greatly enhance the publicity for our cause.

*Hypics*

THE WHITE HOUSE  
WASHINGTON

December 7, 1976

MEMORANDUM FOR: ALLEN MOORE  
THROUGH: LYNN MAY *Lynn May*  
FROM: GEORGE KIDD *George Kidd*  
SUBJECT: Travel to Los Angeles for News  
Conference and Speech

The President's Commission on Olympic Sports is issuing its final report on January 13, 1977, in a pair of simultaneous news conferences to be held in New York and Los Angeles. I have been asked to attend the Los Angeles Conference in order to help with the local publicity and have also been asked to speak on the Commission's work at Cal State/Los Angeles on the 13th or 14.

Since this is fairly close to the end of the term, please let me know if you anticipate any objections to my traveling to Los Angeles.

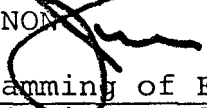
*O.K.  
as discussed  
w/ George*

THE WHITE HOUSE  
WASHINGTON

INFORMATION

December 22, 1976

MEMORANDUM FOR THE PRESIDENT


FROM: JIM CANNON   
SUBJECT: Reprogramming of Funds for  
the 1980 Winter Olympics

You indicated in the recent Commerce Department budget appeals session that you wanted \$30 million of the Title I funds to be reprogrammed for use at Lake Placid before the first of the year. At your direction, my staff contacted appropriate Commerce Department officials and Congressman Bob McEwen to enlist their aid in expediting the reprogramming with the State, Justice, Commerce and Judiciary Subcommittees of both Houses.

Both Commerce and McEwen have gotten back to us to say that while there is support on both Subcommittee staffs for the reprogramming, it cannot be carried out until late January. Senator Pastore's lameduck status and Congressman Slack's deference to the unknown views of his fellow Subcommittee members, most of whom are out of town, prevent resolution of the issue at this time.

Both McEwen and Commerce believe that the reprogramming will take place smoothly early next year.

cc: James T. Lynn



PRIORITY  
PRECEDENCE

UNCLAS  
CLASSIFICATION

FROM: Jim Cannon

TO: DICK CHENEY FOR THE  
PRESIDENT

INFO:

RELEASED BY: J

FOR COMMCENTER USE ONLY

DEX \_\_\_\_\_

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SPECIAL INSTRUCTIONS:

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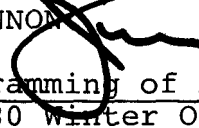
THE WHITE HOUSE

WASHINGTON

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Both McEwen and Commerce believe that the reprogramming will take place smoothly early next year.

cc: James T. Lynn

THE WHITE HOUSE

WASHINGTON

December 30, 1976

MEMORANDUM FOR: JAMES CANNON

FROM: WILLIAM W. NICHOLSON *WVN*

SUBJECT: Approved Presidential Activity

Please take the necessary steps to implement the following and confirm with Mrs. Nell Yates, ext. 2699. The appropriate briefing paper should be submitted to Dr. David Hoopes by 4:00 p.m. of the preceding day.

Meeting: With Gerald B. Zornow, Chairman of the President's Commission on Olympic Sports

Date: Tues., Jan. 4, '77      Time: 12:00 p.m.      Duration: 10 mins.

Location: The Oval Office

Press Coverage:

Purpose: To brief the President on the contents of the Commission's report in advance of its release on January 12th.

cc: Mr. Cheney  
Mr. Hartmann  
Mr. Marsh  
Dr. Connor  
Dr. Hoopes  
Mr. Nessen  
Mr. Jones  
Mr. Smith  
Mr. O'Donnell  
Mrs. Yates  
Col. Riley  
Mr. Orben  
Mrs. Gemmell  
Mr. May  
✓ Mr. Lynn

THE WHITE HOUSE

WASHINGTON

January 3, 1977

FINAL REPORT OF THE  
PRESIDENT'S COMMISSION  
ON OLYMPIC SPORTS

Tuesday, January 4, 1977  
12:00 Noon (10 minutes)  
The Oval Office

From: James Cannon *AM*

I. PURPOSE

To receive a briefing on the final report of the President's Commission on Olympic Sports, which will be released to the public on January 13, 1977.

II. BACKGROUND, PARTICIPANTS, AND PRESS PLAN

A. Background:

You created the Commission on Olympic Sports by Executive Order on June 19, 1975, and tasked it with responsibility to investigate the structure and organization of amateur sports in the United States and make specific recommendations for their improvement. The Commission's first report was released on February 9, 1976.

Immediately following the 1976 Summer Games in Montreal, you announced your intention to extend the Commission's lifespan for the additional purpose of recommending effective mechanisms for funding training and development of our Olympic competitors. The Commission's final report, about to be released, makes very specific recommendations in three areas: Organization, Athletes' Rights, and Finance. It also makes significant statements in the areas of amateurism, women in sports, and sports medicine.

B. Participants:

Gerald B. Zornow, Chairman of the Commission  
(Retired Chairman of the Board, Eastman Kodak)  
Michael T. Harrigan, Executive Director  
Jim Cannon  
Lynn May  
George Kidd

C. Press Plan:

Photo to be taken of Mr. Zornow and Mr. Harrigan  
presenting you with the Commission's final report.  
Photo and caption to be included in press kits  
used on January 13, 1977, in press conferences to  
be held in New York and Los Angeles. The Domestic  
Council will draft a statement for your signature  
to be included in the press kit.



THE WHITE HOUSE

WASHINGTON

December 30, 1976

MEMORANDUM FOR: THE PRESIDENT  
FROM: JIM CANNON  
SUBJECT: Lake Placid Olympic Housing

The attached memorandum from Jim Lynn requests your decision on a budget supplemental for the construction of a Federal Youth Correctional Facility at Lake Placid to be first used for housing Olympic athletes at the 1970 Winter Games. You are asked to choose among the following alternatives:

- 1) Assign \$22 million in funds to the FY 78 Justice budget.
- 2) Assign \$14 million in funds to the FY 78 Commerce budget, with later remodeling costs to be borne by Justice.
- 3) Provide no housing.

Before making your decision, you should be aware that without housing facilities, which at this point could only realistically be funded by the Federal Government, the Games would not be sanctioned by the International Olympic Committee and as a result could not take place. You should also be cognizant that of all the alternatives for housing which were examined, the youth correctional facility provides the greatest return to the Government and the most economic benefits to the area surrounding Lake Placid.

I concur with the Justice Department in recommending that you adopt alternative 2. Although I agree with OMB that agencies which benefit from Federal expenditures should incorporate these costs in their budgets, I feel that a shift in budget responsibilities in this case could lead to delays

in formulation of the environmental impact statement and contracting negotiations which might prevent completion in time for the 1980 Winter Games. Officials of the Public Building Service in GSA have expressed to me their concerns that alternative 1 might lead to extensive delays in the completion of the housing facilities.

December 29, 1976

Time:

FOR ACTION:

cc (for information):

Jim Cannon  
Jack Marsh  
Phil Buchen

FROM THE STAFF SECRETARY

DUE: Date: Thursday, December 30, 1976 Time: 10:00 A.M.

SUBJECT: James T. Lynn memo, re Lake Placid Olympic Housing.

## ACTION REQUESTED:

☐ For Necessary Action☒ For Your Recommendations☐ Prepare Agenda and Brief☐ Draft Reply☒ For Your Comments☐ Draft Remarks

## REMARKS:

*Yours  
extended  
4 PM*

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jim Connor  
For the President