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THE WHITE HOUSE

WASHINGTON

January 6, 1975

MEMORANDUM FOR

THE PRESIDENT

FROM

KEN COLE

SUBJECT

PRESIDENT'S COMMISSION ON
OLYMPIC SPORTS

PROPOSAL

That you announce at the NCAA Honors Luncheon on Tuesday, January 7, the creation of a Commission on Olympic Sports and that you will announce the membership of that Commission in the near future.

BACKGROUND

You have signed an Executive Order creating the President's Commission on Olympic Sports. The announcement of this Commission has been held until you have an opportunity to select the Commission members. Bill Walker's office should have a slate of Commission members early next week.

The NCAA has resigned from the U.S. Olympic Committee because of the alleged bias of the Committee structure in favor of the Amateur Athletic Union (AAU). Consequently, the NCAA supported legislation that would have established a permanent Federal agency to regulate amateur sports. The NCAA has also supported the concept of a Presidential Commission on Olympic Sports, and this morning (January 6) adopted a report in which there was a recommendation supporting the creation of a Presidential Commission to study the problems plaguing Olympic sports.

The Awards Luncheon, at which you will be presented the "Teddy" Award, will be fully covered by the sports press and your presence will also assure national press coverage. Your announcement of this Commission's formation at this luncheon would assure maximum press coverage.

The only negative in announcing the creation of this Commission at this time is that you will not be able to announce the Commission membership.



RECOMMENDATION

In that this is an excellent forum from which to announce the creation of an Olympic Sports Commission, I recommend that you approve announcing the creation of this Commission at the NCAA Awards Luncheon. Max Friedersdorf concurs in this recommendation.

Announce creation of Commission
at NCAA Luncheon _____

Delay announcement until slate
of Commission members is ready
to be announced _____

AR7.

