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EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

72-411

DECISION

MAR 19 1975

MEMORANDUM FOR THE PRESIDENT

SUBJECT: Funding and Staffing for the President's
Commission on Olympic Sports

In support of the creation of the President's Commission on Olympic Sports, HEW sought and received Congressional approval for a reprogramming of \$270,000 of 1975 funds in the Office of the Secretary for fully funding the Commission's one-year existence.

The basic purpose of this Commission is to conduct a study on what factors prevent the United States from fielding its best amateur athletes for participation in the Olympic Games and other international amateur sporting events. Based on a review of the scope of the Commission's study, there is now agreement between the Commission, Domestic Council and OMB that the \$270,000 currently approved for the Commission is insufficient to support it for a full year. There is disagreement, however, as to the total funding level needed.

The funding level for the Commission revolves on two pivotal issues:

- whether a full-scale public relations campaign -- as proposed by the Commission -- is an essential activity of the Commission.
- the extent to which every one of the 27 Olympic sports must be studied in order for the Commission to make its conclusions and recommendations.

Public Relations. In the options discussed below, the funding for public relations ranges from \$25,000 to \$92,000. The \$92,000 level reflects a belief that extensive public affairs efforts are needed to sensitize the public to the problems in Olympic sports and persuade amateur sports organizations to

resolve their bureaucratic disputes. However, the Executive Order does not explicitly call for such an effort. Moreover, large scale public relations activities may appear to many as a lobbying effort by the Administration against the amateur sports organizations.

Study Methods. Specific study plans have not been developed for each alternative funding level. The degree of detailed examination of each sport, however, is reflected by the level of funds budgeted for staffing, travel, and meetings. The Commission staff argues that an in-depth analysis of each sport is required for the Commission to gain the support it needs from the large number of sport interests. OMB staff believe that the Commission's findings would be just as significant if selected sports with the greatest problems were studied in-depth and the remaining sports reviewed less intensively in order to corroborate the Commission's overall conclusions.

The arguments for and against these two issues are incorporated in the alternatives posed by this memorandum. Three specific options -- \$884,000, \$569,000, or \$450,000 -- and the main differences in levels of major activities are shown in Attachment A and discussed below.

Option 1 -- \$884,000 Budget

- public relations. A full scale public relations campaign amounting to \$92,000 would be conducted -- designed to inform the public, the press, and sports organizations about current problems and to bring about agreement on the Commission's proposed solutions. Extensive media briefings, direct mailings, press interviews, and speakers programs would be undertaken.
- staffing and travel. The staff would consist of 20 members. Approximately \$209,000 would be spent on international and domestic travel of Commissioners, advisory committee members, staff, and witnesses. Travel for just the Commission staff would be \$8,500 per professional staff member.
- meeting expenses. About \$65,000 would be spent for meetings, including \$39,000 for compensation of \$100 daily for Commissioners and advisory committee members not employed by the Government, and another \$26,000 for per diem expenses of \$40 daily for Commissioners as

well as advisory committee members and witnesses to present their personal and organizations' views to the Commission.

Arguments For Option 1. Extensive travel to the international headquarters of every one of the 27 Olympic sports and organizations would be necessary -- if detailed analysis of each major and minor sport is undertaken as contemplated in the signed Executive Order. The proposed pay grade levels for staff have been set to reflect the need to obtain quickly a high caliber, fully trained staff. A dynamic and extensive public relations program is needed, if the present course being followed by sports organizations governing Olympic sports in the United States is to be redirected. An important role of the Commission is to persuade competing domestic sports organizations through the public media to self-select the official U.S. designees for Olympic participation. A \$92,000 publicity campaign can be conducted without appearing to be a Federal lobbying effort. Compensation should be provided to Commissioners and advisory committee members who so elect because they may forgo income while participating in Commission activities.

Arguments Against Option 1. Additional reprogramming for \$614,000 over the approved \$270,000 would be required out of the Office of the Secretary in HEW, which is already under considerable Congressional pressure and was drastically reduced in 1975. Furthermore, HEW feels that this would break a commitment made to HEW in the President's original decision and that any funds above the \$270,000 annual level should have been included in the President's 1976 Budget. In fact, HEW and OMB interpreted the original decision as being \$270,000 for the total study.

Modifications of the Commission's proposed study methods would permit significant reductions in staffing and travel. Pay grade levels of staff members are higher than needed to attract talented personnel. The Executive Order does not contain a specific "inform the public" mission, and an extensive public relations campaign could provoke significant opposition -- by the sports organizations being pressured -- as a Government public lobbying effort. Moreover, the key to resolving the problems lies with the international sports federations which must

be persuaded informally, through personal contacts by the Commission, to recognize the appropriate U.S. organization for Olympic representation. Per diem expense payments to Commissioners and advisory committee members are not necessary since their actual expenses for food and lodging will be covered. Special interest sports organization representatives should not be given Federal travel and per diem funds since these organizations will be anxious to present their views to the Commission.

Option 2 -- \$569,000 Budget

- public relations. A public relations campaign of \$26,000 would permit essential and normal public affairs activities, including routine responses to media and public inquiries.
- staffing and travel. Staff size would be twelve. Travel would be \$127,000 -- an average of \$4,200 per professional staff member.
- meeting expenses. Daily payments to Commission and advisory committee members for their services are eliminated, but travel, lodging, and food expenses would be paid.

Arguments For Option 2. The \$569,000 option consists of \$270,000 in 1976 in addition to the \$270,000 approved in 1975 by Congress (i.e., \$540,000) plus \$29,000 for rent and renovation. This level could be maintained under the 1976 Continuing Resolution. If a higher amount than \$569,000 is approved, the additional monies will have to be obtained by reprogramming more funds from the Office of the Secretary, which would be embarrassing since it calls into question the original budget request for activities in the Office such as poverty research, legal and audit services, regional services for HEW program recipients, and the new nursing home inspection program.

OMB staff believe that the detailed studies can be conducted at this level and successful completion of the Commission's essential mission will be possible.

Arguments Against Option 2. A funding level of \$569,000 may narrow the scope of the study as well as reduce the staffing level and public affairs activity. All are essential if the Commission is to reach the objectives set forth in the Executive Order. With limited funding these

objectives may not be met, leaving the Commission open to criticism. An inadequate Commission study product may also cause Congress to attempt to establish a regulatory body for amateur sports.


Option 3 -- \$450,000 Budget

- public relations. Roughly the same level as Option 2 -- \$25,000.
- staffing and travel. This level would also include a staff of twelve (as in Option 2), but grade levels would be generally lower. The travel budget would amount to \$4,000 per professional staff member.
- meeting expenses. Funds for meetings would be \$26,000 rather than the \$29,000 in Option 2 or \$65,000 in Option 1. More modest per diem expense assumptions are made and the number of meetings contemplated would be reduced through combining sessions.

Arguments For Option 3. A \$450,000 funding level balances the conflicting budgetary interests of the Commission and HEW. This option will require the Commission to exercise care and efficiency in achieving its mission. A detailed examination of each sport is not necessary. The main mission of the Commission will be one of convincing--through informal contacts--the international sports federations to recognize the right U.S. organizations for purposes of Olympic participation.

OMB staff believe that all sports could be studied, but some less extensively than others, at this lower funding level. The Commission would still have an understanding of the crosscutting issues and the analysis upon which to base recommendations to resolve the problems in amateur athletics.

Arguments Against Option 3. The Commission could fail in its mission. The grade levels and staff size would be insufficient to attract the quality of staff needed to successfully perform the tasks required. A study method involving less than a detailed investigation of all sports may not satisfy desires of the organizations involved that they be fully consulted.


James T. Lynn
Director

Decision

Option 1 -- \$884,000 -- Favored by

NP7

Option 2 -- \$569,000 -- Favored by

Option 3 -- \$450,000 -- Favored by

Option 4 -- Set up a meeting with me to discuss.

President's Commission on Olympic SportsFunding and Staffing Alternatives

	<u>Level Approved By Congress</u>	<u>Option #1</u>	<u>Option #2</u>	<u>Option #3</u>
<u>Funding</u>				
Staffing	\$147,000	\$413,000	\$305,000	\$220,000
Travel	50,000	209,000	127,000	100,000
Office Expenses	30,000	73,000	53,000	50,000
Rental and Renovation	not included	32,000	29,000	29,000
Meeting Expenses	18,000	65,000	29,000	26,000
Public Relations	<u>25,000</u>	<u>92,000</u>	<u>26,000</u>	<u>25,000</u>
Total Budget	<u>\$270,000</u>	<u>\$884,000</u>	<u>\$569,000</u>	<u>\$450,000</u>
<u>Staffing</u>				
Executive Director	GS-15	GS-15*	GS-15*	GS-15*
Director of Research	GS-15	GS-15**	GS-15**	GS-14
Legal Counsel	---	GS-15**	GS-15**	GS-14
Legal Researcher	---	GS-11	---	---
Public Information Director	---	GS-15	GS-15	GS-12
Assistant to Public Information Director	---	GS-9	---	---
Staff Consultants	GS-14	GS-14 (2)	GS-14	GS-13 (2)
	GS-13	GS-13 (2)	GS-13 (2)	GS-12
Research Associates	---	GS-12	---	---
		GS- 8		
Office Manager	---	GS-12	GS-12	GS-12
Secretaries	GS- 6 (2)	GS- 9	GS - 9	GS - 7
		GS- 8 (2)	GS - 8	GS - 6
		GS- 6 (3)	GS - 6 (2)	GS - 5 (2)
Receptionist/Mail Clerk	<u>---</u>	<u>GS- 6</u>	<u>---</u>	<u>---</u>
Total Positions	6	20	12	12

* \$36,000 annual salary (maximum)

** \$34,000 annual salary

THE WHITE HOUSE
WASHINGTON

April 9, 1975

MR. PRESIDENT:

The attached memorandum has been staffed and generated the following comments:

Buchen -- Option 3 (see additional comments at Tab A).

Cannon -- Comments at Tab B.

Marsh -- Option 1 (see comments at Tab C).

Warren -- They need at least \$50,000 but not \$92,000 in the PR budget.

Zumwalt -- Strongly feels the entire amount must be allocated (comments in Marsh memo at Tab C).

OMB -- Leans strongly against Option 1.

Don

THE WHITE HOUSE

WASHINGTON

March 21, 1975

MEMORANDUM FOR: PHIL BUCHEN

FROM: ROD HILLS

SUBJECT: Attached Memo re Funding and Staffing for the President's Commission on Olympic Sports

The principal issue involved is how does each sport select its representatives for the Olympics and how could that selection process be improved to secure better athletes. With such a focus there is no logical reason why the public relations budget or the meeting budget or the office expense budget should be increased materially over that provided in the level approved by Congress. Nor, logically, is there any apparent reason why the travel budget should go as high as option No. 1. Information as to how other countries select their athletes probably exist already or can be obtained by mail. Foreign travel should not be a major item.

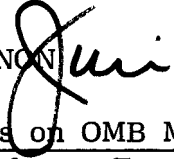
The staffing budget cannot be evaluated from the attached materials, but surely the research job can be done reasonably well at the level of Options 2 and 3. It probably is necessary to look at each sport rather than at selected sports, but, just as surely, research will reveal that a very large number of the minor sports are selected in the same fashion and, therefore, some remedies will apply in common to a number of them.

In sum, the memorandum suggests a funding level at no higher than Option No. 2. My own suggestion, based upon long years involved with amateur sports, would be to recommend Option No. 3.

THE WHITE HOUSE
WASHINGTON

March 27, 1975

MEMORANDUM FOR: JERRY JONES

FROM: JIM CANNON 

SUBJECT: Comments on OMB Memorandum to the President - Funding and Staffing for the President's Commission on Olympic Sports

My specific comments on Director Lynn's memorandum are outlined below .

The President has long supported the concept of and the need for this Commission , and the Federal Government cannot afford another failure in its attempt to come to grips with this problem .

- The memo does not outline the process through which additional money could be obtained . Possible options include reprogramming , budget amendment or a budget supplemental , but the technique should be decided by OMB .
- In that Congressional approval of some kind will be needed , the Congressional Relations Office should determine the probability of achieving Congressional approval and at what funding level .
- The memo might also be staffed to Jerry Warren and John Carlson of the press office .
- Comments and recommendations might also be obtained from Admiral Zumwalt and Secretary Weinberger .

In sum , I would need more information before I could make a recommendation on any of the options .

THE WHITE HOUSE

WASHINGTON

March 21, 1975

MEMORANDUM FOR: THE PRESIDENT
FROM: JACK MARSH *JMB*
SUBJECT: OLYMPIC SPORTS COMMISSION

Admiral Zumwalt has asked that I convey the following:

1. "Unless \$884,000 is budgeted for the Commission, the panel ought not to be formed at all. Neither Mike Harrigan nor I want to be associated with something that cannot possibly succeed as a result of an inadequate budget in the first place."
2. "Congress has temporarily withdrawn its support for a Federal regulatory body for sports, which barely missed passage last year, only because President Ford personally has asked key Congressional leaders on this issue to let an in-depth study commission run its course. Congress and the President are both hopeful at this stage that the Commission will come up with methods to solve the problem that will not involve Federal monies or the creation of a Federal agency. Both Mike Harrigan and I are confident this can be accomplished but only if there is sufficient monies to conduct the in-depth analysis required. Under the other budget options Congressional leaders on this issue will certainly know it is a half-hearted attempt and may move accordingly to pass the Federal board."

STAFFING

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: March 19, 1975

Time:

FOR ACTION:

Phil Buchen
Jim Cannon
Jack Marsh

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Friday, March 21, 1975

Time: cob

SUBJECT:

Lynn memo (3/19/75) re: Funding and Staffing
for the President's Commission on Olympic Sports

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

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.

Jerry H. Jones
Staff Secretary

THE WHITE HOUSE
WASHINGTON

April 2, 1975

MEMORANDUM FOR: JAMES JURA
FROM: JERRY H. JONES
SUBJECT: Olympic Sports Commission

In light of the attached comments you may want to consider rewriting this memorandum.

Particularly, the President should be aware of Zumwalt's position before he makes the decision and you may want to check the question of the PR budget with Jerry Warren to get an expert's views on the need for it.

Finally, you may want to discuss the paper with Tod Hullin of the Domestic Council before rewriting it.

Thank you.

THE WHITE HOUSE
WASHINGTON

March 21, 1975

MEMORANDUM FOR: THE PRESIDENT
FROM: JACK MARSH *JM*
SUBJECT: OLYMPIC SPORTS COMMISSION

Admiral Zumwalt has asked that I convey the following:

1. "Unless \$884,000 is budgeted for the Commission, the panel ought not to be formed at all. Neither Mike Harrigan nor I want to be associated with something that cannot possibly succeed as a result of an inadequate budget in the first place."
2. "Congress has temporarily withdrawn its support for a Federal regulatory body for sports, which barely missed passage last year, only because President Ford personally has asked key Congressional leaders on this issue to let an in-depth study commission run its course. Congress and the President are both hopeful at this stage that the Commission will come up with methods to solve the problem that will not involve Federal monies or the creation of a Federal agency. Both Mike Harrigan and I are confident this can be accomplished but only if there is sufficient monies to conduct the in-depth analysis required. Under the other budget options Congressional leaders on this issue will certainly know it is a half-hearted attempt and may move accordingly to pass the Federal board."

March 19, 1975

Time:

FOR ACTION: Phil Buchen
Jim Cannon
Jack Marsh

cc (for information):

FROM THE STAFF SECRETARY

DATE: Date: Friday, March 21, 1975

Time: COB

SUBJECT:

Lynn memo (3/19/75) re: Funding and Staffing
for the President's Commission on Olympic Sports

ACTION REQUESTED:

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

REMARKS:

#1

OSTER

JM

see attached comments

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

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Jerry H. Jones
Staff Secretary

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: March 19, 1975

Time:

FOR ACTION:

Phil Buchen
Jim Cannon
Jack Marsh

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Friday, March 21, 1975

Time: cob

SUBJECT:

Lynn memo (3/19/75) re: Funding and Staffing
for the President's Commission on Olympic Sports

ACTION REQUESTED:

- | | |
|---|--|
| <input type="checkbox"/> For Necessary Action | <input checked="" type="checkbox"/> For Your Recommendations |
| <input type="checkbox"/> Prepare Agenda and Brief | <input type="checkbox"/> Draft Reply |
| <input checked="" type="checkbox"/> For Your Comments | <input type="checkbox"/> Draft Remarks |

REMARKS:

I recommend Option 3. See attached memo to me from Rod Hills which explains reasons for this recommendation.

P.W.B.

P. Buchen

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.

Jerry H. Jones
Staff Secretary

THE WHITE HOUSE

WASHINGTON

March 21, 1975

MEMORANDUM FOR: PHIL BUCHEN

FROM: ROD HILLS

SUBJECT: Attached Memo re Funding and Staffing for the President's Commission on Olympic Sports

The principal issue involved is how does each sport select its representatives for the Olympics and how could that selection process be improved to secure better athletes. With such a focus there is no logical reason why the public relations budget or the meeting budget or the office expense budget should be increased materially over that provided in the level approved by Congress. Nor, logically, is there any apparent reason why the travel budget should go as high as option No. 1. Information as to how other countries select their athletes probably exist already or can be obtained by mail. Foreign travel should not be a major item.

The staffing budget cannot be evaluated from the attached materials, but surely the research job can be done reasonably well at the level of Options 2 and 3. It probably is necessary to look at each sport rather than at selected sports, but, just as surely, research will reveal that a very large number of the minor sports are selected in the same fashion and, therefore, some remedies will apply in common to a number of them.

In sum, the memorandum suggests a funding level at no higher than Option No. 2. My own suggestion, based upon long years involved with amateur sports, would be to recommend Option No. 3.


THE WHITE HOUSE
WASHINGTON

March 27, 1975

MEMORANDUM FOR:

JERRY JONES

FROM:

JIM CANNON 

SUBJECT:

Comments on OMB Memorandum to
the President - Funding and Staffing
for the President's Commission on
Olympic Sports

My specific comments on Director Lynn's memorandum are outlined below.

The President has long supported the concept of and the need for this Commission, and the Federal Government cannot afford another failure in its attempt to come to grips with this problem.

- The memo does not outline the process through which additional money could be obtained. Possible options include reprogramming, budget amendment or a budget supplemental, but the technique should be decided by OMB.
- In that Congressional approval of some kind will be needed, the Congressional Relations Office should determine the probability of achieving Congressional approval and at what funding level.
- The memo might also be staffed to Jerry Warren and John Carlson of the press office.
- Comments and recommendations might also be obtained from Admiral Zumwalt and Secretary Weinberger.

In sum, I would need more information before I could make a recommendation on any of the options.

due: 3/21
cob

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: March 19, 1975

Time:

FOR ACTION: Phil Buchen
Jim Cannon
Jack Marsh

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Friday, March 21, 1975

Time: cob

SUBJECT:

Lynn memo (3/19/75) re: Funding and Staffing
for the President's Commission on Olympic Sports

ACTION REQUESTED:

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

REMARKS:

#1

OST

JM

see attached comments

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.

Jerry H. Jones
Staff Secretary

Jerry Warren

Distortion

from Op #1 to
Op #2

Need at 50,000
but not at 92,000

THE WHITE HOUSE

WASHINGTON

ACTION MEMORANDUM

LOG NO.:

Date: March 19, 1975

Time:

FOR ACTION:

Phil Buchen
Jim Cannon
Jack Marsh

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date:

Friday, March 21, 1975

Time:

cob

SUBJECT:

Lynn memo (3/19/75) re: Funding and Staffing
for the President's Commission on Olympic Sports

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

I recommend Option 3. See attached memo to me from
Rod Hills which explains reasons for this recommendation.

P. W. B.
P. Buchen

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.

Jerry H. Jones
Staff Secretary

THE WHITE HOUSE
WASHINGTON

April 8, 1975

MEMORANDUM FOR: JERRY WARREN
FROM: JERRY H. JONES

Would you please take a look at the attached paper
and give me your comments and recommendations on
the PR aspect by cob, tomorrow.

Thank you.

THE WHITE HOUSE
WASHINGTON

April 2, 1975

MEMORANDUM FOR: JAMES JURA
FROM: JERRY H. JONES
SUBJECT: Olympic Sports Commission

In light of the attached comments you may want to consider rewriting this memorandum.

Particularly, the President should be aware of Zumwalt's position before he makes the decision and you may want to check the question of the PR budget with Jerry Warren to get an expert's views on the need for it.

Finally, you may want to discuss the paper with Tod Hullin of the Domestic Council before rewriting it.

Thank you.

*You may want to ask
Monsieur to answer Cannon's
2nd question and then
give that answer along
w/ Zumwalt to Cannon
recom. letters to Cannon
so he can make a
recom. letter.*


Hullin

*Jerry Jones:
As we discussed, I think to have
next step is to ask for views
from Wenzelger and Jerry
Warren and then send
the package to the President
for decision.*

THE WHITE HOUSE

WASHINGTON

April 7, 1975

MEMORANDUM FOR JERRY JONES
FROM TOD HULLIN 
SUBJECT BUDGET MEMORANDUM FOR PRESIDENT'S
COMMISSION ON OLYMPIC SPORTS

It is my understanding that OMB has resubmitted the Olympic Sports budget option paper for the President's review. On Sunday, April 13, 1975, "Sixty Minutes" will review the Olympic sports dilemma in this country. Furthermore, Senator Tunney is threatening reintroduction of his Olympic sports legislation.

Accordingly, this is to request that the Olympic sports budget paper be brought to the President's attention for decision as expeditiously as possible.

Thanks for your assistance.

THE WHITE HOUSE
WASHINGTON

April 9, 1975

MR. PRESIDENT:

The attached memorandum has been staffed and generated the following comments:

Buchen -- Option 3 (see additional comments at Tab A).

Cannon -- Comments at Tab B.

Marsh -- Option 1 (see comments at Tab C).

Warren -- They need at least \$50,000 but not \$92,000 in the PR budget.

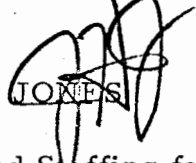
Zumwalt -- Strongly feels the entire amount must be allocated (comments in Marsh memo at Tab C).

Don

THE WHITE HOUSE
WASHINGTON

April 10, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JIM LYNN
FROM: JERRY H. JONES 
SUBJECT: Funding and Staffing for the
President's Commission on
Olympic Sports

Your memorandum to the President of March 19 on the above subject has been reviewed and Option 2 -- \$569,000 budget -- was approved.

Please follow-up with the appropriate action.

Thank you.

cc: Don Rumsfeld
Jack Marsh
Jim Cannon
Phil Buchen