

[2/23/79-Not Submitted] [CF, O/A 548]

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She will answer.

Send orig plus
copy of comments
to Joanne

FOR STAFFING
FOR INFORMATION
FROM PRESIDENT'S OUTBOX
LOG IN/TO PRESIDENT TODAY
IMMEDIATE TURNAROUND
NO DEADLINE
LAST DAY FOR ACTION -

ACTION
FYI

ADMIN CONFID
CONFIDENTIAL
SECRET
EYES ONLY

VICE PRESIDENT
EIZENSTAT
JORDAN
KRAFT
LIPSHUTZ
MOORE
POWELL
WATSON
WEXLER
BRZEZINSKI
MCINTYRE
SCHULTZE

ARAGON
BOURNE
BUTLER
H. CARTER
CLOUGH
COSTANZA
CRUIKSHANK
FALLOWS
FIRST LADY
GAMMILL
HARDEN
HUTCHESON
JAGODA
LINDER
MITCHELL
MOE
PETERSON
PETTIGREW
PRESS
RAFSHOON
SCHNEIDERS
VOORDE
WARREN
WISE

ADAMS
ANDRUS
BELL
BERGLAND
BLUMENTHAL
BROWN
CALIFANO
HARRIS
KREPS
MARSHALL
SCHLESINGER
STRAUSS
VANCE

ID 790713

THE WHITE HOUSE

WASHINGTON

Wilder will account not go to Pres

DATE: 23, FEB 79

FOR ACTION: STU EIZENSTAT

will comment w/ concurring

JERRY RAFSHOON

subject to #12 2/28 attached

JACK WATSON

attached

ANNE WEXLER

will comment

JIM MCINTYRE

attached

PHIL WISE

attached

FRAN VOORDE

attached

INFO ONLY: THE VICE PRSEIDENT

FRANK MOORE (LES FRANCIS)

SUBJECT: APODACA MEMO RE PHYSICAL FITNESS AND SPORTS COUNCIL

+++++

+ RESPONSE DUE TO RICK HUTCHESON STAFF SECRETARY (456-7052) +

+ BY: 1200 PM MONDAY 26 FEB 79 +

+++++

ACTION REQUESTED:

STAFF RESPONSE: () I CONCUR. () NO COMMENT. () HOLD.

PLEASE NOTE OTHER COMMENTS BELOW:

C

THE WHITE HOUSE
WASHINGTON

1. Rafterom concerns
w/ Aparata except
for usage in species
& Directive to
Heads of Agencies

DATE: 23 FEB 79

FOR ACTION: STU EIZENSTAT

JERRY RAFSHOON

JACK WATSON

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PLEASE NOTE OTHER COMMENTS BELOW:

2/23

*Recommend 1 awards ceremony
not 2 → the last mentioned
on list would be best.*

fran



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20201

February 16, 1979

Dear Mr. President:

During a November 15, 1978, meeting with the members of the President's Council on Physical Fitness and Sports (PCPFS), you invited us to propose actions that you could take to strengthen the national program of physical fitness and sports. At its next meeting, the PCPFS unanimously approved the following proposals for your consideration:

- * Call a national conference on physical fitness and sports for all. The meeting would bring together authorities from all segments of the fitness community to devise a national strategy for fitness.
- * Designate a National Physical Fitness Week (probably beginning early in May 1980). The week would provide an opportunity for demonstrations, exhibits, and other appropriate events at school, community, and State levels.
- * Receive the winner of the 5,000,000th Presidential Physical Fitness Award at the White House (this event will occur sometime during the spring).
- * Include prominent mention of physical fitness in speeches, your health message to the Congress, and other public utterances.
- * Direct the heads of federal departments and agencies to cooperate with the PCPFS.
- * Include PCPFS members and/or staff members in meetings with sports personalities and celebrities.
- * Agree to receive the winners of the Physical Fitness Leadership Awards at the White House. (The awards will be presented to one individual from each of several categories: physical education, youth sports, intercollegiate sport, women's sport, etc.)

I will appreciate your reaction to these suggestions.

Respectfully,

Jerry Apodaca
Chairman

The Honorable Jimmy Carter
The President of the United States
Washington, D.C. 20500

DATE: 23 FEB 79

FOR ACTION: STU EIZENSTAT

JERRY RAFSHOON

JACK WATSON

ANNE WEXLER

JIM MCINTYRE

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PLEASE NOTE OTHER COMMENTS BELOW:

*I could see the President do a 5 minute
photo with the 5,000,000 Fitness Award Winner or
5 minite with the leadership awards Phil*



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PLEASE NOTE OTHER COMMENTS BELOW:

2/26/79

The Director, OMB, does not object to the proposal for a national conference provided the Council will undertake to fund it. If the President approves the second recommendation -- designation of National Fitness Week in 1980 -- OMB will submit a proposed proclamation for his signature.

For the Director, OMB:

Nichols
 William M. Nichols
 General Counsel, OMB

THE WHITE HOUSE

WASHINGTON

February 28, 1979

MEMORANDUM FOR THE PRESIDENT

FROM: JACK WATSON *Jack*
SUBJECT: Apodaca Memorandum Regarding Physical
Fitness and Sports Council

As you know, I have been working with Jerry Apodaca to provide the Council with greater access to the Cabinet; the effort is working well.

I understand that Stu is reviewing the possibility of a White House initiative in the area of "preventive health." I think a better approach would be to highlight our commitment to physical fitness in the broader context of preventive health rather than to hold a separate, time-consuming and costly White House conference.

I agree with Jerry that the Administration should develop a physical fitness strategy. In my view, however, that task should be undertaken by the twelve staff members of the Council on Physical Fitness (who are budgeted at \$.9 million per year). You may wish to direct the Council to devise such a strategy.

The other suggestions outlined in Jerry's memo are good ones that I believe we should try to do. In addition to other substantial reasons, it makes very good political sense for you to be identified in the public mind with physical fitness and good health.