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WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name MCMANUS, MICHAEL: FILES

Withdrawer

KDB 10/26/2011

File Folder PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND
SPORTS: CORRESPONDENCE - I (1)

FOIA

F97-0066/20

Box Number 6

COHEN, D

4

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	MEMO	ASH HAYES TO MCMANUS RE CANDIDATE FOR COUNCIL ON PHYSICAL FITNESS AND SPORTS	1	7/2/1984	B6

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

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B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

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THE WHITE HOUSE
WASHINGTON

Date: March 7, 1985

TO: Mike Deaver

FROM: **Michael A. McManus, Jr.**
*Assistant to the President
and Deputy to Deputy Chief of Staff*

☒ Information

☐ Action

☐ Let's Discuss

This is the ad copy that
Coach Allen would like the
President to do in April
for a showing in May.

JOB NO. 5975-001-85 END _____
DATE 2/26/85 LIVE _____
PROGRAM :30 TV PSA FILM _____
CLIENT President's Council on VIDEO TAPE _____
SUBJECT Physical Fitness and Sports SPECIAL EFFECTS _____
START "Surprise" _____

1

Television
COPY

VIDEO

OPEN ON CU, TWO BOYS
DOING SIT-UPS

PULL BACK TO REVEAL COACH
ALLEN AND "SCOREKEEPER" WITH
BACKS TO CAMERA.

COACH ALLEN TURNS AND
WALKS TO CAMERA. TITLE:
GEORGE ALLEN CHAIRMAN
PRESIDENT'S COUNCIL ON
PHYSICAL FITNESS AND SPORTS

(FRAME #4 OF EXISTING
BOARD OUT)

CU, ALLEN SHOWS BOOK

AUDIO

ALLEN: Those kids are taking
the National Youth Fitness
Test. If you're a boy or
girl ten to seventeen, you can
take it too.

The complete test is
in this free book.

JOB NO. 5975-001-85 END _____
DATE 2/26/85 LIVE _____
PROGRAM :30 TV PSA FILM _____
CLIENT President's Council on VIDEO TAPE _____
SUBJECT Physical Fitness and Sports SPECIAL EFFECTS _____
START "Surprise" _____
2

Television
COPY

VIDEO

POINTS TO BOOK

(FRAME #7 OUT)

ALLEN TURNS TO GO
BACK TO THE BOYS

ALLEN ADDRESSES
"SCOREKEEPER"

AUDIO

But also in this book is
something even more important...
a fitness program that can help
you get fit for life.

Getting physically fit will help you
be more successful in everything you
do...now and later on, too.
Would you agree with that, Sir?

JOB NO. 5975-001-85 END _____
DATE 2/26/85 LIVE _____
PROGRAM :30 TV PSA FILM _____
CLIENT President's Council on VIDEO TAPE _____
SUBJECT Physical Fitness and Sports SPECIAL EFFECTS _____
START "Surprise" _____

3

Television
COPY

VIDEO

ZOOM IN TO PRESIDENT
REAGAN WHO TURNS
AND RESPONDS.

CUT TO ART, SUPER
MAILING ADDRESS.

TITLE: A PUBLIC SERVICE
ANNOUNCEMENT ON BEHALF
ON THE PRESIDENT'S COUNCIL
ON PHYSICAL FITNESS AND SPORTS

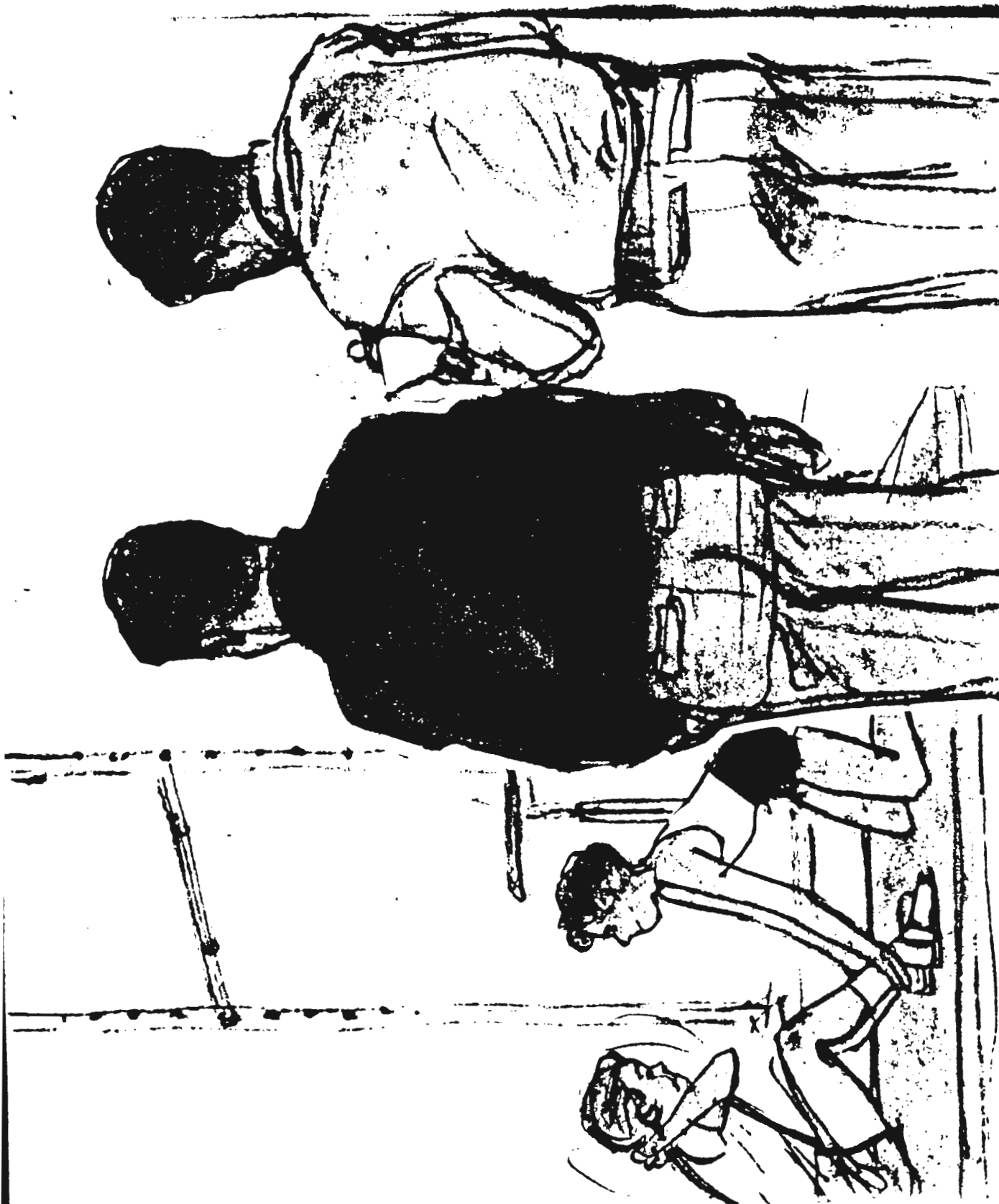
AUDIO

PRESIDENT: I certainly would, George.

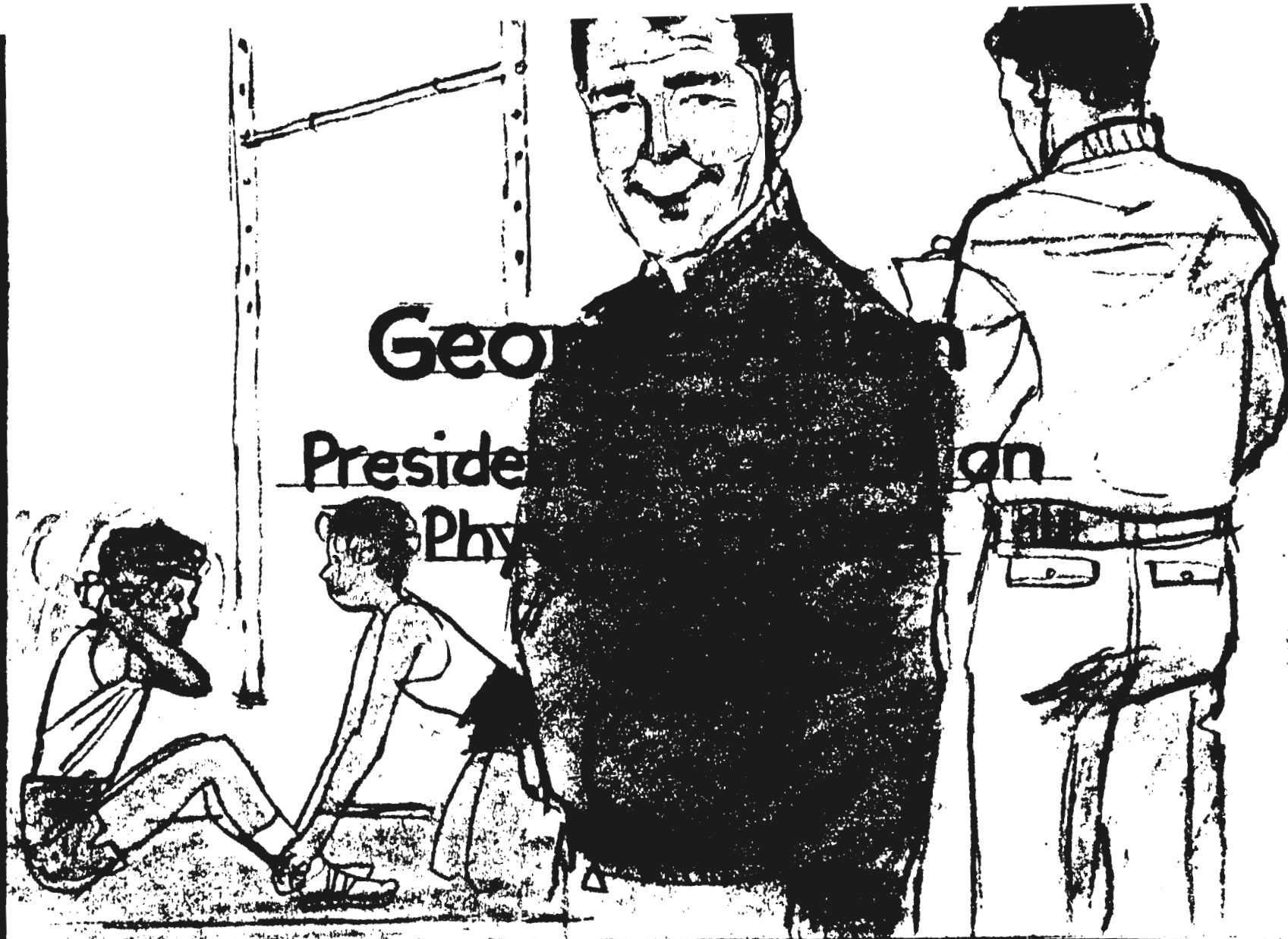
ALLEN: (VO) Get the free Youth
Fitness book.
Write to this address.



1. CU BOYS DOING SIT-UPS.



2. REVEAL GEORGE ALLEN AND "SCORE KEEPER" WITH BACKS TO CAMERA.



3. MR. ALLEN TURNS AND WALKS TO CAMERA. SUPER: GEORGE ALLEN, CHAIRMAN, PRESIDENT'S COUNCIL ON PHYSICAL FITNESS.

GEORGE ALLEN: Those kids are taking the National Youth Fitness Test. And if you're a boy or girl ten to seventeen years old, you



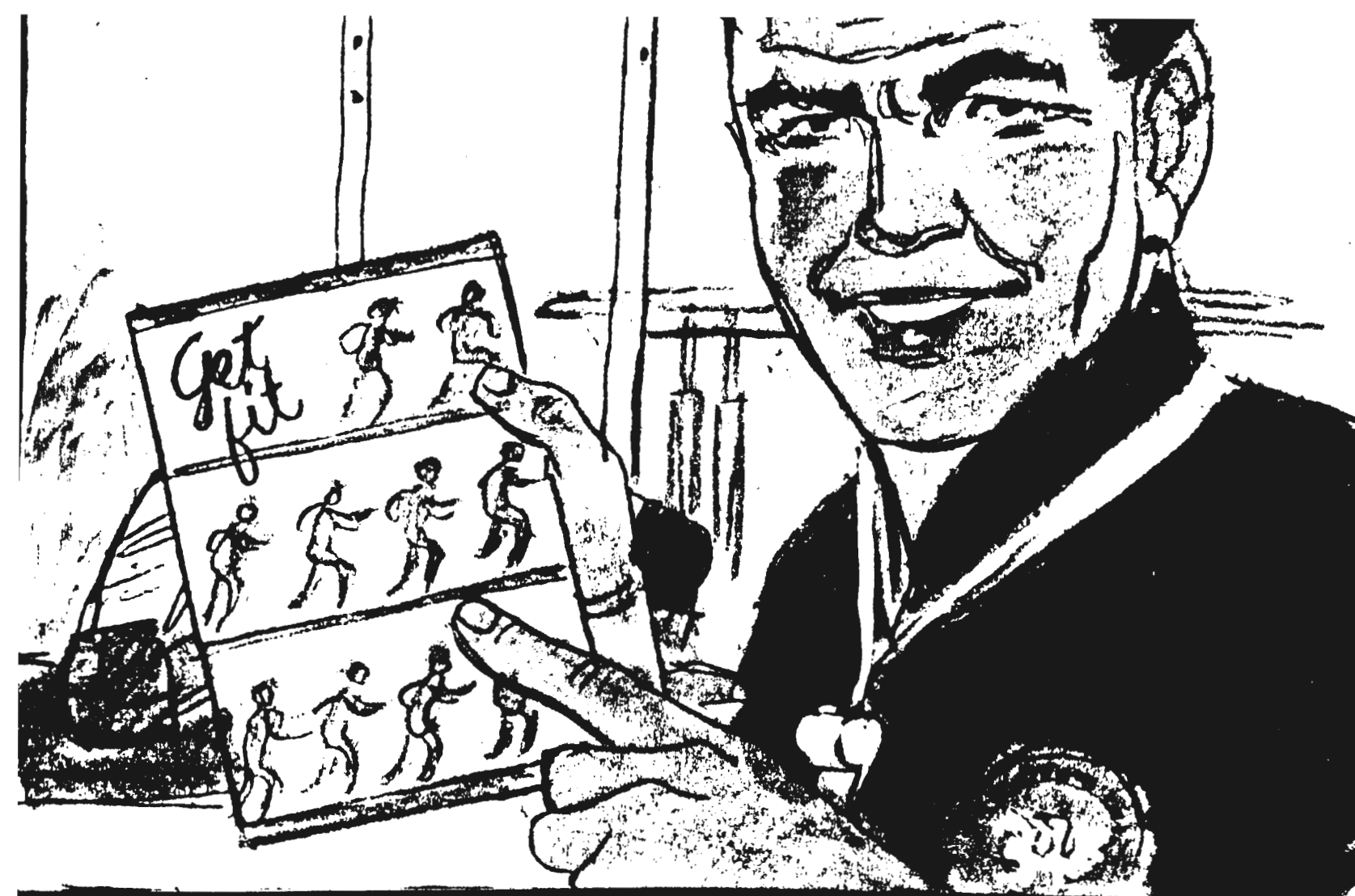
4. CU MR. ALLEN.

It's fun to take, and it'll show



5. MR. ALLEN SHOWS BOOK

The complete test is just six exercises, and it's all in this book that you can get free.



6. GESTURES APPROPRIATELY

But also in this book is something even more important - a fitness program that can help you get fit for life. Now, physical fitness isn't just something athletes need.



7. ECU MR. ALLEN

It's something everybody needs.
It helps you feel better, have
more energy to do things...
being physically fit even helps
you think better.



8. TURNS TO GO BACK TOWARD BOYS

Getting physically fit will help
you be more successful in everything
you do - now, and later on, too.



9. MR. ALLEN ADDRESSES "SCORE KEEPER"

Would you agree with that, sir?



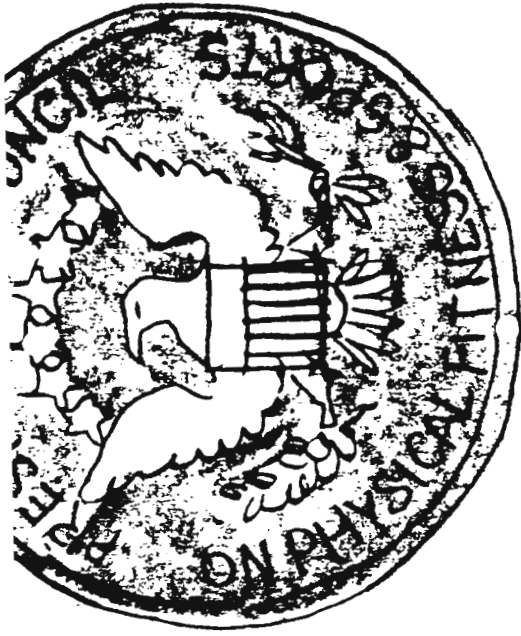
10. ZOOM IN TO PRESIDENT REAGAN,
WHO TURNS AND RESPONDS

Get fit for life!



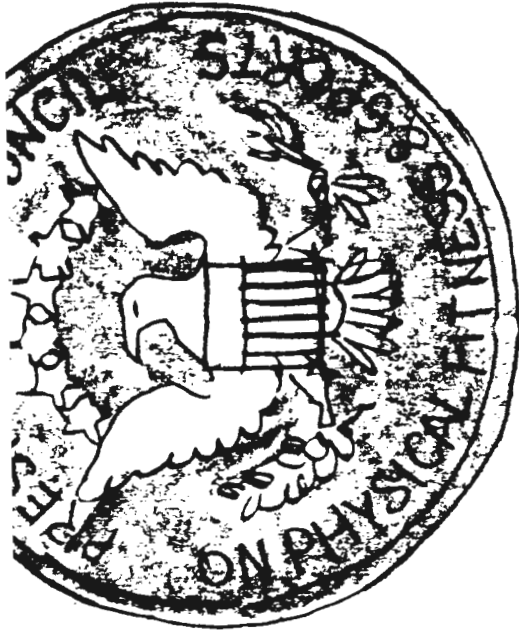
11. CUT TO ART, SUPER MAILING ADDRESS

V0: You can get the Youth Fitness
Program booklet free by writing
(address).



A public service announcement on behalf of the President's Council on Physical Fitness

12. CUT TO ART



A public service announcement
on behalf of
the President's Council on
Physical Fitness

12. CUT TO ART

THE WHITE HOUSE

WASHINGTON

March 6, 1985

MEETING WITH COACH GEORGE ALLEN AND ASHE HAYES
PRESIDENT'S COUNCIL ON PHYSICAL FITNESS & SPORTS

DATE: March 7, 1985
LOCATION: Oval Office
TIME: 4:30 p.m.

FROM: Michael A. McManus, Jr. *MM*

I. PURPOSE

Coach Allen, Chairman of the President's Council on Physical Fitness and Sports, and Ashe Hayes, Acting Director of the Council, would like to inform the President specifically about their findings on poor youth fitness and to discuss ways to improve it.

II. BACKGROUND

Coach George Allen and Ashe Hayes requested time with the President in order to discuss youth physical fitness. This has been a priority of the Council and fits right in with the President's proclamation of International Youth Year in the United States.

III. PARTICIPANTS

The President
Coach George Allen, Chairman
Ashe Hayes, Acting Executive Director
Michael McManus

IV. PRESS PLAN

White House Photographer only

V. SEQUENCE OF EVENTS

Coach Allen and Ashe Hayes enter the Oval Office. A photograph will be taken, and the President will listen to the brief presentation by Coach Allen and Ashe Hayes.

VI. REMARKS

None

This is the only back up on the
Coach Allen/Ashe Hayes appt.
w/ the President on Thursday.

Will need your help/suggestions
for talking points for the
briefing paper.

Tx!

THE WHITE HOUSE
WASHINGTON



March 4, 1985

Alden --

Here the backup - what little there is - for the appointment for Coach Allen on Thursday.

I have told Wendy Phelps, ^{at President's Council on PF} that Mike is the project officer. She will wait to hear from you re what time you want him here, etc.

The appointment is for Coach Allen and Dr. Ashe Hayes, ⁶⁴ Director of the President's Council on Physical Fitness. *(not sure about exact title...)*

Wendy's number is 272-3421.

They are sending over SS#, etc. I will forward those to you as soon as they arrive.

Jean

P.S. The topic of discussion is youth involvement in physical fitness.

THE WHITE HOUSE

WASHINGTON

3/1/85

MEMORANDUM

TO: FREDERICK J. RYAN, JR.
FROM: FREDERICK J. RYAN, JR. *FR*
SUBJECT: APPROVED PRESIDENTIAL ACTIVITY

MEETING: with George Allen

DATE: March 7, 1985

TIME: 4:30 pm - during Administrative Time

DURATION: 5 minutes

LOCATION: Oval Office

REMARKS REQUIRED: Talking points to be covered in briefing paper

MEDIA COVERAGE: If any, coordinate with Press Office

FIRST LADY
PARTICIPATION: No

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

cc: P. Buchanan
D. Chew
T. Dawson
R. Deprospero
B. Elliott
D. Fischer
C. Fuller
W. Henkel
E. Hickey
G. Hodges
A. Kingon
C. McCain

B. Oglesby
E. Rollins
J. Rosebush
R. Scouten
B. Shaddix
W. Sittmann
L. Speakes
WHCA Audio/Visual
WHCA Operations
A. Wroblewski
Nell Yates
M. Friedersdorf

289729

THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

February 20, 1985

Dear Mr. President:

One of the key elements of the success of your administration is the example you have set for personal physical fitness and the importance of exercise. Your Council on Physical Fitness and Sports has found national acceptance to its programs because the nation knows that you personally are a regular exerciser. It is because of this truth that I request permission to arrange for a video filming of your exercise gym at the White House. The film would be made by the U.S. Chamber of Commerce's Biz/Net team, of which I believe you are familiar. It will be the principal media piece which will be the kick-off for the May National Physical Fitness and Sports Month.

I realize how busy you are, but the benefits of this program, that would include interviews with Dr. Burton Smith and myself, would be greatly supportive of the National Program of Physical Fitness and Sports. I'm giving a speech for Admiral Watkins from 1:00 to 2:00 p.m. on March 7 and whatever could be scheduled near that would be appreciated.

Sincerely,

George

George Allen
Chairman

The Honorable Ronald Reagan
President of the United States
The White House
Washington, DC 20500

7
3-8-85
4:45-4:30
10 min?
2/24/85



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

March 4, 1985

Dear Mr. President:

I am pleased we will have a chance to meet with you to talk about youth physical fitness. This has been the number one priority of the President's Council on Physical Fitness and Sports since last year, and it fits right in with your proclamation on International Youth Year in the United States.

We want to tell you about our findings on poor youth fitness and discuss some ideas to help improve it.

Warmest personal regards.

Sincerely,

George
George Allen
Chairman

The Honorable Ronald Reagan
President of the United States
The White House
Washington, D.C. 20500

This is what Fred Ryan,
was referring to that was
sent by George Allen.

Not much help, I'm afraid.



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

July 20, 1984

Mr. Michael McManus
Deputy Assistant to the President
The White House
Washington, D.C. 20500

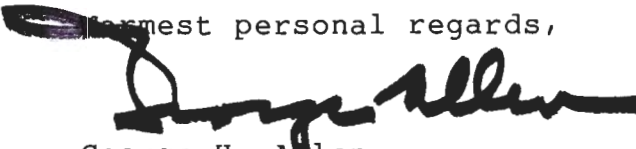
Dear Mike:

Thanks for the notes. I really appreciated them.

We had eight consecutive games that were must wins, back to the wall contests, before we got to the Championship game and we may have expended ourselves before that final game.

I hope to see you along the way.

Warmest personal regards,



George H. Allen
Chairman

GHA/gs

p/s: I'm participating in the Olympic Torch Relay Sunday, July 22 at 6 am in Los Angeles.

Introducing:

Stephen Guback, Jr.
1020 Priscilla Lane
Alexandria, Va. 22308

Home Phone:

780-8577

This is the resume for
the person to take the job
at PCPFS - Info Dir

I've wanted the pol person
at HHS to see him - I believe

HONORS:

Four times voted Sportswriter of the Year, Virginia/
Washington, D.C.

Runnerup, 1981, Pro Football Writers of America national
best-writing contest.

Three times national winner in U.S. Basketball Writers
Association best-writing contest.

President, U.S. Basketball Writers Assoc., 1976-1977

Executive Director, U.S. Basketball Writers Assoc., 1977-1983

Two scholarships awarded annually in Guback's name by U.S.
Basketball Writers Association in recognition of his work
on behalf of the organization

Pro Football Hall of Fame selector, 1981-1983

Past-President, Atlantic Coast Sportswriters Assoc.

Past-President, Southern Conference Sportswriters Assoc.

Consultant, President's Council on Physical Fitness and
Sports

U.S. representative, South African Sports Congress,
Johannesburg, 1982

RECENT EMPLOYMENT PROFILE:

Editor, Redskin Report, 1983-current
48-page weekly news-magazine devoted to
Washington Redskins and National Football League

Washington Redskins, 1981-1983
Consultant on publications, special projects

The Washington Star, 1961-1981
Assignments: National Football League and
Washington Redskins, NCAA basketball tournaments
and championships, columns. Previously staffed
college football, tennis, track, pro soccer,
boxing, some baseball.

Richmond Times-Dispatch -- 1954-1961

Winston-Salem, N.C., Journal -- 1952-1954

Armstrong World Industries, News Bureau -- 1950-1952

SERVICE RECORD:

U.S. Navy, World War II

BIOGRAPHY:

Born Wallington, N.J., Jan. 14, 1927

Married to the former Irene Lapish of Stateville, N.C.,
personal secretary, staff of Rep. Guy Vander Jagt (R-Mich.)
No children.

Education: Graduate of Indiana University with distinction.
Ernie Pyle Scholarship Winner. Beta Gamma Sigma. Voted
outstanding journalism graduate, 1950.

EXPERIENCE:

For 11 consecutive years covered the Washington Redskins and the National Football League until the Washington Star ceased publication in 1981. That is the longest stint of any Redskin reporter.

Weekly Sunday and mid-week columns.

Have covered NCAA Basketball Championship finals since 1959.

Covered all Super Bowls since 1971 season.

ALSO

Soccer, Washington Whips.

Tennis, National Championships at Forest Hills.

Heavyweight Championship Fight.

Olympic Track Trials.

Periodical baseball.

Expansion Meetings of National Hockey League.

National Basketball Association Playoffs.

Pro Football Labor Negotiations.

House and Senate Hearings.

Baseball Openers.

College Game of the Week and Major Bowls.

Free-Lance Assignments

Articles have been published in The Sporting News, Sports Illustrated, GameDay, Sport Magazine, Football Digest, Pro Football Weekly, College and Pro Football Weekly, Commonwealth Magazine, Washingtonian, Cowboys Weekly and others.

NCAA Basketball Guide, NCAA Programs, NCAA Pilot Newspaper Project.

Southern Conference, fall, winter and spring Brochures

Frequent Radio and Television Appearances

REFERENCES:

William Peeler, former sports editor, Washington Star
6003 Maynesboro Drive,
Springfield, Va.
Phone: 703 971 2175

Bill Millsaps, sports editor, Richmond Times-Dispatch
P.O. Box C 32333
Richmond, Va. 23293
Phone: 804 649 6553

George Allen, Coach, Arizona Wranglers; Chairman,
President's Council on Physical Fitness and Sports
515 North 48th Street
Phoenix, Arizona 85008
Phone: 602 275 6777

1.

WAS.

July 16, 1984

Dear George:

Congratulations on leading the Wranglers to the United States Football League Championship game. I know you have worked hard with your players to be a part of this league's success, and you and your team have much to be proud of. Your dedication and spirit throughout many seasons as head coach have provided fans around the country with many exciting moments that will always be remembered.

With best wishes for continuing success,

Sincerely,

Ronald Reagan

Coach George Allen
The Arizona Wranglers
515 North 48th Street
Phoenix, Arizona 85008

Handwritten: "I would like to have someone to do a short note"

THE WHITE HOUSE
WASHINGTON

July 16, 1984

Handwritten: "Jim Robertson"

MEMORANDUM FOR ANNE HIGGINS

FROM: MICHAEL McMANUS *max for*

This is to request a Presidential letter for Coach George Allen.

Coach Allen is the head Coach for the Arizona Wranglers who played in the United States Football League play-offs. Although the Wranglers did not win a letter to the Coach, as he is also the Chairman of the President's Council on Physical Fitness and Sports, would be a nice touch.

The address for Coach Allen is as follows:

Coach George Allen
The Arizona Wranglers
515 North 48th Street
Phoenix, Arizona 85008

Handwritten: "11"
Also, I would appreciate having the letter in final form today to pass by Mike Deaver and then submitting for signature.

Thank you.

P.S. The final game in the United States Football League play-offs was last night.

WITHDRAWAL SHEET

Ronald Reagan Library

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MCMANUS, MICHAEL: FILES

Withdrawer

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PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND
SPORTS: CORRESPONDENCE - I (1)

FOIA

F97-0066/20

COHEN, D

Box Number

6

4

DOC Document Type

No of Doc Date Restric-
pages tions

NO Document Description

1 MEMO

1 7/2/1984 B6

ASH HAYES TO MCMANUS RE CANDIDATE FOR
COUNCIL ON PHYSICAL FITNESS AND SPORTS

Freedom of Information Act - [5 U.S.C. 552(b)]

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B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

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B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

Resume



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

June 19, 1984

Dear Mike:

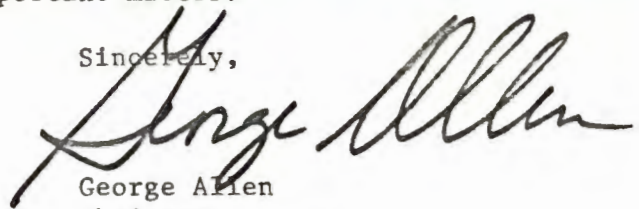
The recent death of Verle Nicholson, Director of Information, who has contributed so much to the work of the President's Council on Physical Fitness and Sports (PCPFS), has left us all very saddened. But the work of the Council must go on and that is the purpose of my letter.

The position of Director of Information should be filled as soon as possible as it is vital to the PCPFS operation. I have a person I would like to see in that position because of his expertise in sports, fitness, and, of course, his writing ability. That person is Steve Guback. I have known Steve a number of years. He was a sports writer for the Washington Star, an award winning writer, and the Editor of the Redskin Report. He has been working with the PCPFS on a consultant basis and has been doing a great job. I believe he would be a great asset to the PCPFS as he knows my style and could carry out the mission of the Council, knowing far ahead what my priorities and wishes might be. We would be very lucky to get him.

As you are aware, the Office of the Secretary, Department of Health and Human Services, is presently undergoing a reduction in force. This makes the PCPFS very vulnerable in that we have the GS-15 slot that is vacant and we understand that there are people in that category who need to be placed. We would like to solicit your full support in placing Mr. Guback in this position rather than an unknown person being placed without the full approval of myself and Dr. Ash Hayes.

Thank you for your help in this important matter.

Sincerely,


George Allen
Chairman

The Honorable
Michael K. Deaver
Deputy Chief of Staff
The White House
Washington, D.C. 20500

→ cc: Mike McManus

THE WHITE HOUSE
WASHINGTON

June 21, 1984

MEMORANDUM FOR BILL SITTMANN

FROM

MIKE McMANUS *use for*

Attached is a memo from Ash Hayes re:
the Southland Corporation.

I wanted to bring this to your attention
as I have set up a meeting tomorrow
at 2:00pm in my office with people
from Southland and wondered if you
would like to be present.

Also, please note that they are asking
if the Vice President or another
appropriate official can greet the
Olympic Medal Winners at the White House
on Tuesday, August 14th. The Vice
President is scheduled at this point
to be in Kennebunkport.

Please let me know if you have any
thoughts on the attached memo.

Thank you.



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20001

June 15, 1984

MEMORANDUM TO MIKE MCMANUS

FROM: Ash Hayes

SUBJECT: OLYMPIC MEDAL WINNER TOUR UPDATE

Plans for the U.S. Medal Winner Tour following the Los Angeles Olympic Games sponsored by the Southland Corporation are moving ahead at a rapid pace. The Southland people are requesting a meeting with you and other appropriate people from the White House to go to work on the final details of certain aspects.

You will recall in earlier presentations from the sponsors of this tour that they were proposing that President Reagan receive the tour group in Los Angeles or at the White House. If the President should receive them in Los Angeles, it would still be highly desirable for them to be received at the White House because of the symbolic importance of such a visit and the importance to these athletes who have so successfully represented the United States. They will also be received at the Capitol by a congressional delegation when they are in Washington.

The tour is shaping up as follows:

Monday, August 13:

Assemble in Los Angeles. Be received by President Reagan (tentative). Fly to Washington, DC.

Tuesday, August 14:

Be received by President Reagan, Vice President Bush or appropriate persons at the White House. (tentative). Motorcade to the Capitol to be received by congressional representatives. Civic luncheon. Fly to New York.

Wednesday, August 15-17:

Civic lunches, receptions and recognitions in New York, Orlando and Dallas.

Major questions which need to be addressed are:

1. President Reagan's involvement on August 13 or 14?
2. If the President receives the group on August 13 in Los Angeles, can Vice President Bush receive the group at the White House on August 14?
3. What plans must be developed relative to the group entering the White House grounds for a reception? Southland has an efficient and experienced security staff available to work on this.

Page 2 - Mike McManus

The Southland tour management has proposed that their staff, including their security people, meet with you and other appropriate White House personnel on any of the following dates: June 22, ~~25~~ or ~~28~~.

This appears to be an outstanding opportunity for the President and the Administration to lead Americans in paying just tribute to our outstanding foreign relations emissaries in the field of sport. The Russian led boycott will result in a larger number of U.S. winners and it is anticipated that there may be over 400 participants in the tour.