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Olympics - Flame

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- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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# **BRIEFING MATERIALS FOR THE FIRST LADY**

## **OLYMPIC FLAME LIGHTING CEREMONY OLYMPIA, GREECE**

**March 30, 1996**

- I. Background on the 1996 Centennial Olympic Games
- II. Calendar of Significant Events
- III. White House Participation in Olympic & Paralympic Ceremonies
- IV. Administration Role in Hosting the Games
- V. Information on Olympic Torch Relay
- VI. Atlanta Representatives at Flame Lighting Ceremony
- VII. A Brief History of the Olympics

## I. BACKGROUND ON THE 1996 CENTENNIAL OLYMPIC GAMES

- The 1996 Summer Olympic Games will be the largest peacetime event in world history. Over the 17 days of competition (July 19-August 4), Atlanta will host more than 2.5 million visitors. An estimated two-thirds of the world's population is expected to watch the festivities on t.v.
- For the first time in the post-World War II era, all nations invited by the International Olympic Committee have agreed to send teams. 197 countries will compete in Atlanta, 28 more than attended the Barcelona Summer Games in 1992. (Note: The UN only has 185 members.)
- More than 40 Heads of State have already expressed interest in attending the Games. Barcelona hosted 45 Heads of State in 1992.
- 10,500 athletes will come to Atlanta. Of this total, some 3500 female athletes -- the largest number of women in Olympic history -- will compete.
- 60% of Games activity will take place within the "Olympic Ring," a 3-mile diameter circle encompassing downtown Atlanta.

Other venue sites include:

- |                       |                             |
|-----------------------|-----------------------------|
| • Athens, GA          | Soccer; Rhythmic Gymnastics |
| • Columbus, GA        | Women's Softball            |
| • Savannah, GA        | Yachting                    |
| • Conyers, GA         | Equestrian; Mountain Biking |
| • Ocoee, TN           | Whitewater Canoe/Kayak      |
| • Birmingham, AL      | Soccer                      |
| • Orlando & Miami, FL | Soccer                      |
| • Washington, DC      | Soccer                      |
- New sports in this Olympiad are Mountain Biking, Beach Volleyball, Women's Soccer, and Women's Softball.
  - The United States will be represented by approximately 700 athletes. Qualifying events for the US Team are now being held across the country under the auspices of the US Olympic Committee and the individual sports federations.
  - The private Atlanta Committee for the Olympic Games (ACOG) is raising \$1.8 billion to stage this summer's events. ACOG has spent over \$500 million on venue construction. Key revenue sources include: sale of broadcast rights (NBC paid \$456 million), ticket sales (11 million seats), and corporate sponsorships (with a price-tag of \$40 million each).

- Hosting the 1996 Games has been described as equivalent to holding 8 Super Bowls a day for 17 days!
- The Atlanta Paralympic Games -- the premier competition for elite athletes with physical disabilities -- will begin just 10 days after the Olympics conclude. 127 nations will send more than 4000 athletes to what will be the largest gathering of individuals with disabilities in history. President Clinton is the Honorary Chairman of the Atlanta Paralympic Organizing Committee. The Games run from August 15-25.

## II. CALENDAR OF SIGNIFICANT EVENTS

<b>March</b>	30	Olympic Flame Lighting Ceremony, Olympia
<b>April</b>	12	Meeting of White House Task Force on the Olympic & Paralympic Games, Washington
	10	Centennial Anniversary of the Modern Olympic Movement; 100 Days Until Opening Ceremonies
	26	Transfer of Olympic Flame to Atlanta Delegation, Athens
	27	Arrival of Flame in Los Angeles; launch of Torch Relay
<b>May</b>	1	USOC "Champions in Life" youth event, Washington USOC Olympic Dinner
	18	Opening of Olympic Stadium, Atlanta
	26	Torch Relay event, Little Rock
<b>June</b>	21	Torch Relay event at the White House
	23	Opening of Olympic Woman Exhibit, Atlanta
<b>July</b>	6	Opening of Olympic Village, Atlanta
	14	Opening Session, International Olympic Committee Meeting, Atlanta
	17	Opening of Centennial Park, Atlanta
	19	Opening Ceremonies, Olympic Games
	19-31	Olympic Games competitions and festivities
	17-31	Olympic Youth Camp, Rome, GA
	24 or 31	Requested White House reception for Spouses of International Olympic Committee Members

**August**

- 1-4 Olympic Games competitions and festivities
- 4 Closing Ceremonies, Olympic Games
- 6 Requested White House event for US Olympians & Paralympians
- 12-16 Paralympic Congress on Disabilities, Atlanta
- 15 Opening Ceremonies, Paralympic Games
- 15-25 Paralympic Games competitions and festivities
- 25 Closing Ceremonies, Paralympic Games

### **III. WHITE HOUSE PARTICIPATION IN OLYMPIC & PARALYMPIC CEREMONIES**

**Activities now under consideration for the President and First Lady include:**

- **May 1                                      USOC Olympic Dinner & "Champions in Life" Event**

President Clinton is Honorary President of the USOC and Honorary Host of the IVth Olympic Dinner. Over 50 US Olympic "greats" will attend the evening fundraising event, along with Members of Congress, Administration officials, and corporate sponsors.

During the morning of May 1, the former Olympians will participate in a "Champions in Life" program with local high school students. They will travel to 15 area schools and speak about the importance of staying in school and staying off drugs. They will later come together at a central point in DC to address a large audience of young people. President Clinton and other officials of the Administration have been invited to participate in this event.

- **June 21                                      White House Torch Relay Celebration**

The Olympic Flame will be carried across the White House lawn early in the morning of June 21.

- **July 19                                      Opening Ceremonies of the Olympic Games  
    Presidential Reception for the IOC  
    Rally with US Team**

The world will focus on Atlanta, GA, on July 19. As leader of the host nation, President Clinton will declare the 1996 Summer Games "open" before a crowd of 85,000 spectators in Olympic Stadium that evening. The President will review the parade of 10,500 athletes along with the President of the International Olympic Committee, Juan Antonio Samaranch, and the President of ACOG, Billy Payne.

Just prior to the Opening Ceremonies, President Clinton will host a reception for all members of the IOC and visiting Heads of State. Plans are also in the works for the President to speak to the US Team earlier in the day.

- **July 19-Aug 4                              The Games!**

Members of the First Family may attend athletic and cultural events in Atlanta or at other venue sites.

- **August 6**                    **White House reception for Olympians & Paralympians**

The USOC has requested that the President host members of the US Teams at the White House shortly after the close of the Olympics.

- **August 15**                    **Opening Ceremonies for the Paralympic Games**

President Clinton is Honorary Chairman of the Xth Paralympiad. The Atlanta Paralympic Organizing Committee is hopeful that he will officiate at their opening ceremonies. Christopher Reeve will be the master of ceremonies that evening.

**Additional Options for the First Lady:**

- **July 24 or 31**                **White House Reception for IOC Spouses**

ACOG's CEO Billy Payne has asked that Mrs. Clinton host an event (perhaps a tour & luncheon) for the spouses of the members of the International Olympic Committee.

- **June 23**                      **Opening of *The Olympic Woman* Exhibit, Atlanta**

Mrs. Clinton has been invited to speak at the opening of this major multi-media exhibition on the history of women's involvement in the Modern Olympic Movement. Avon is the key corporate sponsor.

- **July**                            **Visit with ACOG Volunteers, Atlanta**

ACOG will put on the Games with the help of more than 40,000 volunteers. Mrs. Clinton and Chelsea have been invited to visit the volunteer uniform distribution center.

- **July 17-31**                  **Visit to Olympic Youth Camp, Rome, GA**

Children from 150 nations will spend 2 weeks together at Berry College in North Georgia this summer.

- **July 12-16**                  **Participation in Paralympic Policy Congress, Atlanta**

Mrs. Clinton could speak at this meeting on the Administration's commitment to expanding opportunities for the disabled. Secretary of Education Riley and Domestic Policy Advisor Rasco are tentatively scheduled to participate.

**Involvement of the Principals to-date:**

- President Clinton toured the Olympic Stadium under construction, January 1996.
- In his 1996 State of the Union Address, President Clinton congratulated two of the "Community Heroes" selected to run in the Olympic Torch Relay.
- Treasury Secretary Rubin presented the President an official set of Centennial Olympic Coins produced by the US Mint, February 1996.
- Vice President Gore hosted a public meeting of the White House Task Force on the Olympic & Paralympic Games, August 1995.
- The President and VP spoke to Olympic volunteers and staff in Atlanta, March 1995.
- Mrs. Gore played field hockey with Atlanta school children at the new Olympic Field Hockey Center and met with ACOG staff, September 1995.
- Cabinet officials have done numerous events in Atlanta highlighting their agencies' contributions to the Olympic planning effort.

**Attachments**

- Information on *The Olympic Woman* Exhibit
- Overview of Cultural Olympiad
- Calendar of Olympic Competition Finals



# NEWS RELEASE

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## **THE OLYMPIC WOMAN EXHIBITION TO CHRONICLE 100 YEARS OF WOMEN'S ACHIEVEMENT AS PART OF THE 1996 OLYMPIC ARTS FESTIVAL**

(Atlanta, Georgia ... November 16, 1995) The 1996 Olympic Arts Festival will honor 100 years of women's athletic achievements with *The Olympic Woman*, a multi-media exhibition that chronicles the struggles, sacrifices and triumphs of women in Olympic competition – from the 19 women who entered the 1900 Paris Games to the more than 2,700 participants in the 1992 Barcelona Games and the estimated 3,700 women who will compete at the 1996 Atlanta Olympic Games. Running June 23 through August 4 at Georgia State University's Alumni Hall in downtown Atlanta, the exhibition will be open daily during the Centennial Olympic Games, July 19 through August 4.

Using the latest in exhibition technology, *The Olympic Woman* will comprise a series of five "time" environments, each made up of the sights, sounds and sensations of the world in which women athletes struggled and succeeded throughout the past 100 years. From the restrained atmosphere of the Victorian era to today's technology-driven environment, each section will include historical documentation of the Olympic Games presented in a context reflective of the social influences that shaped women's lives.

Objects in the exhibition range from 19th-century, pre-Olympic gymnastic "costumes" to the ice skates of legendary figure skater Sonja Henie to memorabilia donated by Joan Benoit Samuelson, the winner of the first women's Olympic marathon in 1984.

"The Centennial Olympic Games provide the perfect opportunity for us to focus on the fascinating history of women in the Olympics," said ACOG Managing Director of Olympic Programs Linda Stephenson. "The emphasis this exhibition places on women's progress within the society of the times further illuminates, and renders even more impressive, women's accomplishments on the field of play."

"*The Olympic Woman* will, for the first time, dramatically and comprehensively portray the achievements of women in the Olympic Games and their contributions to the Olympic Movement," said Project Director Bonnie Nelson Schwartz, who has produced numerous plays, films, television programs and concerts in Washington, D.C., New York and London. Her credits include creating and producing Washington, D.C.'s Helen Hayes Awards and Atlanta's portion of the Closing Ceremony of the 1992 Barcelona Olympic Games.





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**THE OLYMPIC WOMAN**  
**An exhibition of the 1996 Olympic Arts Festival**

**HIGHLIGHTS: 100 YEARS OF WOMEN IN THE OLYMPICS**

**1896 Athens**

- News accounts report that Greece's Melonemene unofficially runs the marathon and finishes in 4 hours and 30 minutes.

**1900 Paris**

- Women compete in the Olympic Games for the first time. Nineteen women compete.
- Britain's Charlotte "Chattie" Cooper wins the first gold medal in women's singles tennis and becomes the first woman gold medalist ever. A five-time Wimbledon champion, she died in 1966 at age 96, setting a longevity record for British Olympic gold medalists.
- Margaret Abbott, an American living in Paris, enters a nine-hole golf competition advertised as part of the 1900 Paris Exposition. Her first prize is a bowl of old Saxon porcelain mounted in chiseled gold. When she died in 1955, she did not know that the golf competition she won was part of the Olympics and that she had become the first woman to win an Olympic gold medal in golf.

**1904 St. Louis**

- Women competitors: 6
- The only women participating in these Games are from the U.S. Lida Howell becomes the first woman to win an Olympic gold medal in archery.
- Women's boxing appears as a demonstration sport; men's boxing is introduced as an Olympic sport.

**1912 Stockholm**

- Women competitors: 57
- Women compete in swimming for the first time. Australian swimmer Sarah "Fanny" Durack becomes her country's first female gold medalist. Teammate Mina Wylie places second in the 100m freestyle, becoming her country's first silver medalist. They are the only two women on the 28-member Australian team and account for half of the gold and half of the silver medals won by Australia.

**1920 Antwerp**

- Women competitors: 77

### 1952 Helsinki

- Women competitors: 518
- The Soviet Union enters the Olympic Games for the first time and their domination of women's gymnastics is foreshadowed by Maria Gorokhovskaya, who wins seven medals and earns the honor of being the top individual performer at the 1952 Games.
- Patricia McCormick of the United States wins gold medals in both the Olympic platform and springboard diving competitions. At the Melbourne Olympic Games in 1956, she defends both of her championships, becoming the first person ever to score a "double double" in Olympic competition.
- Australia's Marjorie Jackson wins the 100m race and becomes the first Australian to win a gold medal in athletics since 1896. She and teammate Shirley Strickland become the first Australian women to win Olympic gold medals in track and field. By the end of the Games, Strickland's and Jackson's victories account for nearly half of Australia's 11 gold medals.

### 1956 Melbourne

- Women competitors: 384
- Australia's Dawn Fraser, who set 27 individual and 12 team world records and was the first woman to break one minute for the 100m freestyle, wins the gold medal in the 100m freestyle, the only gold medal won by an Australian woman at the Rome Olympics. She will repeat her gold medal performances at the next two Olympic Games, a record that has yet to be repeated in swimming.
- Russian gymnast Larissa Latynina begins her reign, which will last until 1965 and garner her 18 Olympic medals.
- Mississippi's 17-year-old Willye White is the surprise track and field silver medalist of the 1956 Olympics; she will return in 1960 as one of the "Tigerbelles," a group of outstanding African American women track and field athletes.

### 1960 Squaw Valley

- Women's Olympic speed skating makes its debut. Soviet schoolteacher Lydia Skoblikova takes away two gold medals; she will win four more in 1964 in Innsbruck.

### 1960 Rome

- Women competitors: 610
- Seventeen-year-old Ingrid Kramer of Germany wins gold medals in springboard and platform diving events, becoming the first non-American woman in 40 years to win an Olympic gold medal in diving.
- Wilma Rudolph, a sophomore at Tennessee State University who overcame childhood polio, wins the 100m, the 200m and the 4x100 relay.

- Three new women's sports make their Olympic debuts: basketball, rowing and handball.
- Princess Anne enters the equestrian events and is the first member of the British Royal Family to compete in the Olympic Games.
- Kornelia Ender leads the first big East German push in Olympic swimming, winning a record four gold medals as she and her teammates take all but two of 13 women's swimming titles.

### 1980 Moscow

- Women competitors: 1,125
- The first women's Olympic field hockey competition is won by Zimbabwe.

### 1984 Los Angeles

- Women competitors: 1,567
- Eighty-eight years after Meloponeme unofficially ran the marathon, Joan Benoit of the United States becomes the first women's Olympic marathon gold medalist. Norway's Grete Waitz, a two-time Olympian in the 1500m and a former marathon world record holder wins the silver. Rosa Mota, who had never run more than 20k, wins the bronze and becomes the first Portuguese woman to win an Olympic medal.
- In addition to the marathon, several other women's events make their first Olympic appearances: women's road cycling, synchronized swimming, shooting and the women's pentathlon, which is won by American track and field star Jackie Joyner-Kersey.
- Nawal El-Moutawakel of Morocco becomes the first woman from an Islamic nation to win a gold medal when she wins the 400m hurdle final, which is televised live at 2 a.m. in Morocco and results in jubilant crowds filling the streets of Casablanca.
- P.T. Usha of Indonesia, the first Hindu woman to compete in the Olympic Games, places fourth in the 400m hurdles.
- Mary Lou Retton performs perfectly on the vault and becomes the first American gymnast to win the all-around individual gold in Olympic gymnastics. She also takes home a silver and a bronze and a U.S. team gold medal.

### 1988 Calgary

- Women competitors: 313
- East German figure skater Katarina Witt wins her second consecutive Olympic gold medal, a feat not accomplished since Sonja Henie won three consecutive golds from 1928-36.

### 1988 Seoul

- Women competitors: 2,186
- America's Florence Griffith Joyner wins three gold medals and one silver in track events.

# THE CULTURAL OLYMPIAD

Since their beginning in ancient Greece, the Olympic Games have been a celebration of the highest achievements of mankind- a celebration of mind, body, and spirit, inclusive not only of sports, but also of arts and culture. At the ancient Greek Olympic Games, poets recited verses dedicated to Olympic victors, while artists painted their portraits and sculptors immortalized them in gleaming marble.

Impressed by this spirit, the International Olympic Committee calls in its Charter for an arts and culture festival for the period preceding and during the Olympic Games.

Each host city has the option of choosing the type and length of festival to present. Montreal in 1976 and Moscow in 1980 presented only native artists; Seoul in 1988 featured traditional and modern Korean expressions; Mexico City in 1968, Munich in 1972, Los Angeles in 1984, and Barcelona in 1992 presented international festivals. Most Cultural Olympiads have run from four to 10 weeks; the 1968 program lasted one year. While the depth and breadth of the festivals have changed, the purpose of the Cultural Olympiads has always been to celebrate excellence in the arts and to demonstrate the unifying spirit of the Olympic Movement.

Building on that tradition, The Atlanta Committee for the Olympic Games (ACOG) has committed to the most expansive Cultural Olympiad ever, a four-year arts, culture, and entertainment festival that precedes the 1996 Atlanta Centennial Olympic Games and culminates in the nine-week Olympic Arts Festival (June 1 - August 4, 1996).

## The Cultural Olympiad's goals are:

- To explore the rich and extraordinarily diverse cultural experiences of Atlanta, the State of Georgia and the American South.
- To present to Southern audiences a variety of distinguished international artists.
- To develop local, regional and international relationships among artists and audiences and leave behind an expanded vision through which Atlanta may be recognized as an international center of innovative arts, culture and entertainment.

The Atlanta Committee for the Olympic Games  
CULTURAL OLYMPIAD



# OLYMPIC ARTS FESTIVAL FACTS AND FIGURES

- WHAT:** The 1996 Olympic Arts Festival
- 19 exhibitions
  - Almost 200 ticketed performances; numerous free events
  - 17 works of public art
  - 3,000 artists and performers from around the world
- PRODUCED BY:** The Atlanta Committee for the Olympic Games Cultural Olympiad.  
Jeffrey N. Babcock, *Director*  
Annette DiMeo Carlozzi, *Visual Arts Producer*  
Mitchell Gershenfeld, *Music Producer*  
Leslie Gordon, *Humanities and Special Programs Producer*
- WHEN:** June 1 - August 4, 1996
- Some exhibitions open before June 1; some continue after August 4
  - Performances begin July 10
- WHERE:** 29 venues, 26 of which are in the Olympic Ring and midtown Atlanta
- TICKETS:** More than 1 million for sale  
\$5-\$75 for performances; \$5-\$10 for exhibitions  
Numerous free events and exhibitions
- Tickets may be purchased by phone at (404)744-1996 beginning Feb. 10.
- AVAILABILITY:** Tickets are available for all exhibitions and most performances. Oversubscribed performances include *The Last Night of Ballyhoo*; Itzhak Perlman and the Atlanta Symphony Orchestra; *An Olympic Celebration of Chamber Music*; *Olympic Jazz Summit*, with Wynton Marsalis; the Atlanta Youth Symphony Orchestra and Australian Youth Orchestra.

**Cultural Olympiad Hotline:** (404)224-1835.  
**Press Information:** Margaret Doyle, (404)224-5122.



The Atlanta Committee for the Olympic Games  
CULTURAL OLYMPIAD



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# U.S. AND WORLD PREMIERES

The Cultural Olympiad has commissioned a total of 40 new works since its inception in 1992, including new orchestral pieces for the Atlanta Symphony Orchestra and numerous commissions for the Atlanta Olympic Band. During the 1996 Olympic Arts Festival, 28 new works in theater, dance, music and the visual arts will have their premieres.

## THEATER

Nine new works for theater will be premiered at the Olympic Arts Festival; of the 12 participating ensembles, 7 are presenting works never before seen in this country.

Alliance Theatre Company	* <i>The Last Night of Ballyhoo</i> , by Alfred Uhry
Seven Stages	* <i>Blue Monk</i> , by Robert Earl Price
Seven Stages	* <i>A Chef's Fable</i> , by Sam Shepard and Joseph Chaikin
Theater Emory/Saratoga International Theater Institute (SITI)	<i>Short Stories</i> , by Anne Bogart and ensemble
Center for Puppetry Arts	* <i>Frankenstein</i> by Jon Ludwig <i>Bathtub Pirates</i> , Grey Seal Puppets <i>Kudzu Jack and the Giant</i> , Applause Unlimited
Royal National Theatre	<i>Dealer's Choice</i> by Patrick Marber (U.S. premiere)
ART Station	<i>Harmony Ain't Easy</i> , by Ferrol Sams

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## DANCE

Of the 13 participating dance ensembles, six are presenting work never before seen in this country.

Atlanta Ballet	* <i>Drastic Cuts</i> , by Donald Byrd
Ballethnic	* <i>Trouble</i> by Irene Tassemedo
Dallas Black Dance Theatre	<i>Mad Pain</i> by George Faison

\*Commissioned by the Cultural Olympiad

The Atlanta Committee for the Olympic Games  
CULTURAL OLYMPIAD



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Gregor Seyffert and Company	<i>Theater of Marionettes</i> , by Dietmar Seyffert
Soweto Street Beat	<i>Combo</i> , by Isabelle Doll
Phoenix Dance Company	<i>Never Still</i> by Chantal Donaldson; <i>Movements in 8</i> by Maggie Morris and Gary Lambert

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## MUSIC

Of the eight participating classical music ensembles, two are presenting work never before heard in this country.

Alvin Singleton	<i>*Umoja: Each One of Us Counts</i>	World Youth Symphony
Weisenberg:	<i>In Honor of 3,000</i> (U.S. premiere)	Jerusalem Symphony

### Pieces commissioned by the Cultural Olympiad for performance prior to 1996:

*James Oliverio	"The Explorer" (1992)	Atlanta Symphony Orchestra
*Michael Torke	"Javelin" (1994)	Atlanta Symphony Orchestra
*Anthony Davis	"Esu Variations" (1995)	Atlanta Symphony Orchestra
*James Cumow	"Olympic Fanfare and Theme" (1992)	Atlanta Olympic Band
*Mark Aramian	"Atlanta '96 Olympic Salute" (1992)	Atlanta Olympic Band
*William Locklear	"Pinnacle" (1992)	Atlanta Olympic Band
*Jay Bocook	"Under One Flag" (1993)	Atlanta Olympic Band
*William Locklear	"Blues for Izzy" (1993)	Atlanta Olympic Band
*Quincy Hilliard	"Anthem for Victory" (1993)	Atlanta Olympic Band
*Tom Wallace	"Olympic Gold" (1994)	Atlanta Olympic Band
*Lindsey Serjeant	"Keanderthall" (1994)	Atlanta Olympic Band

*\*Commissioned by the Cultural Olympiad*

## VISUAL ARTS

Twenty-five new works in the visual arts will debut during the Olympic Arts Festival.

### Art Partners on Location

\*Three permanent public artworks in Atlanta neighborhoods by Georgia artists Marie Cochran, Tony Bigham, Patricia Cunfer and Ayokunle Odeleye (in collaboration with the Atlanta Bureau of Cultural Affairs, IVAC and the Atlanta Gallery Association).

### Centennial Olympic Cauldron

\*Permanent public sculpture by Siah Armajani; attached via a 190-foot bridge to the Olympic Stadium.

### *World Events*

\*Permanent public sculpture by Tony Cragg; funded by the Scott Hudgens Companies.

### *Androgyne Planet*

\*Permanent public sculpture in Centennial Olympic Park, by Enric Pladevall; partial funding from the David, Helen and Marian Woodward Fund.

### *On Translation*

Multimedia installation by Muntadas at the Atlanta College of Art.

### *Out of Bounds: New Work By Eight Southeast Artists*

\*Exhibition of new work at Nexus Contemporary Art Center; five artists are creating work specifically for this exhibition.

### Temporary Public Art Projects

\*Five pieces by international artists to be located in or near the Olympic Ring. Partial funding from the National Endowment for the Arts.

### Nexus Press

\*International artist book project resulting in five books to be produced by Shelagh Keeley (Canada), Shinro Ohtake (Japan), Fernando Lopes (Brazil), Frederic Bruly-Bouabre (Africa) and Darya von Berner (Germany) international artists and Nexus Press.

*\*Commissioned by the Cultural Olympiad*

Since its inception in 1993, the Cultural Olympiad has engaged local and regional cultural and educational institutions as collaborators. This approach, unique in Olympic history, shares the Olympic spotlight and opens new avenues for future cultural exchanges, partnerships and relationships around the world.

The Cultural Olympiad already has presented a number of programs, including:

**"Olympic Winterland: Encounters with Norwegian Cultures"** (1993), a month-long cultural exchange with Lillehammer, the host city of the 1994 Winter Olympic Games. Highlights included the world premiere of composer James Oliverio's "The Explorer," a new symphonic work commissioned by the Cultural Olympiad.

**"A Salute to Lausanne"** (1993), a celebration of the June 23 opening of Switzerland's International Olympic Museum that included the exhibition "Contemporary Artists of Lausanne" and performances by the Montreux Jazz and Swiss Movement music ensemble.

**"Mexico! A Cultural Tapestry"** (1993), a large-scale festival that brought more than 75 distinguished Mexican performers and artisans to Atlanta for eight weeks and honored the 25th anniversary of the 1968 Mexico City Olympic Games.

**"Celebrate Africa!"** (1994), a 10-day collaboration with the National Black Arts Festival that featured a total of 600 African artisans and performers, representing 27 African nations. Participants included Ensemble Koteba D'Abidjan, Ladysmith Black Mambazo and Senegalese singer Youssou N'Dour.

**"An Olympic Gathering: the Nobel Laureates of Literature"** (1995), a historic, unprecedented gathering of Nobel Laureates of Literature that took place in April at Atlanta's Carter Center. The two-day event featured panel discussions and readings by Laureates Czeslaw Milosz, Claude Simon, Wole Soyinka, Joseph Brodsky, Octavio Paz, Derek Walcott, Toni Morrison and Kenzaburo Oe. Other participants included Jimmy Carter, Ted Koppel and U.S. Poet Laureate Rita Dove.

**The Cultural Olympiad Regional Designation Awards in the Arts and Humanities (1993-'95)** recognized and promoted, through annual awards, Southeastern arts and cultural organizations that meet Olympic standards of excellence. More than 95 arts and humanities organizations received these awards during the three years leading up to the Olympic Games.

**"Georgia: State of the Arts"** (1994-'95) recognized arts institutions throughout the State during the month of October. Over 400 organizations and artists representing more than 75 Georgia cities participated.

**Atlanta Olympic Band (1992-'96)** is an ensemble of 250 of Georgia's finest high school and college musicians whose credits include President Clinton's Inaugural Parade and the 1994 Macy's Thanksgiving Day Parade in New York.

**100 Years of World Cinema (1994-'96)**, a two-year program of 100 landmark films celebrating the 100th anniversary of film in 1995, is presented in collaboration with the High Museum of Art and will continue through the Olympic Arts Festival.

The 1996 Olympic Arts Festival will complete the fulfillment of the Cultural Olympiad's mission when it showcases for Olympic visitors the distinct arts and culture of the American South and brings international artists to Atlanta's stages.

*Media Contact: Margaret Doyle, 404/224-5122*

# OLYMPIC GAMES COMPETITIONS

## Finals Schedule

<u>Sport</u>	<u>Date</u>	<u>Event</u>
Archery	July 31	Women's individual finals
	August 1	Men's individual finals
	August 2	Women and Men's team quarterfinals, semifinals and finals
Boxing	August 1	Semifinals for session 1
	August 2	Semifinals for session 2
	August 3	Gold medal final for session 1
	August 4	Gold medal final for session 2
Canoe/Kayak (at Ocoee)	July 27	Slalom - K-1 Women's finals, C-1 Men's finals
	July 28	Slalom - C-2 Men's finals, K-1 Men's finals
Diving	July 27	Women's platform finals
	July 29	Men's springboard finals
	July 31	Women's springboard finals
	August 2	Men's platform finals
Gymnastics (Artistic)	July 22	Men's team optional finals
	July 23	Women's team optional finals
	July 24	Men's individual all-around finals
	July 25	Women's individual all-around finals
	July 28	Men's floor exercise finals, Women's vault finals, Men's pommel horse finals, Women's uneven bars finals, Men's rings finals
	July 29	Men's vault finals, Women's balance beam finals, Men's parallel bars finals, Women's floor exercise finals, Men's high bars finals
Gymnastics (Rhythmic)	August 2	Group finals
	August 3	Individual semifinals
	August 4	Individual finals
Handball	August 3	Women's bronze and gold medals
	August 4	Men's bronze and gold medals
Rowing	July 27 and July 28	Men's and Women's finals

Soccer	August 1	Women's bronze and gold medals
	August 2	Men's bronze medal
	August 3	Men's gold medal
Tennis	August 1	Women's and Men's doubles bronze medals
	August 2	Women's singles bronze and gold medals Men's doubles gold medal
	August 3	Men's singles bronze and gold medals Women's doubles gold medal
Volleyball	August 3	Women's bronze and gold medals
	August 4	Men's bronze and gold medals

## **IV. ADMINISTRATION ROLE IN HOSTING THE GAMES**

### **Presidential Priority**

In the fall of 1993, President Clinton established the White House Task Force on the Olympic and Paralympic Games. This group of Administration officials (list attached) has the mission of supporting state and local governments in Georgia and the private Olympic and Paralympic organizing committees in their preparations for the major international events of 1996. Vice President Gore chairs the Task Force; Mack McLarty is Vice Chair.

### **Critical Functions**

Although the Atlanta Games are predominantly funded by private sources, the federal government plays 3 essential roles:

- assisting state and local law enforcement in providing for SECURITY;
- assuring entry into the US by all accredited members of the "International Olympic Family" -- athletes, officials, press, etc.; and
- bolstering the host city's transportation infrastructure.

### **Positive Record**

The Administration's relationship with Olympic planners has been a model of efficient coordination of federal activity, of collaboration across different levels of government, and of creative partnership between federal agencies and the private sector. Summaries of several agencies' contributions to the Olympics and Paralympics are attached.

Mack McLarty supervises the day-to-day interactions with the Administration's principal partners in Atlanta (Governor Miller, Mayor Campbell, Olympic organizing chief Billy Payne, and Paralympic organizing chief Andy Fleming) and with the US and International Olympic Committees. White House relations with these entities and individuals are strong. Janet Abrams provides staff support to the Vice President and Mack on Olympic/Paralympic issues.

### **Less than 4 months to go**

With much of the federal role in planning now complete, our agencies are gearing up to take on many important operating roles in Atlanta. Examples: The Coast Guard will patrol the waters off Savannah; the FBI, Secret Service, and Department of Defense will have personnel and equipment in place to support state and local law enforcement; the National Weather Service will forecast the weather; FEMA will be on site to address any natural disasters that might occur; etc.

The VP will review the status of Games preparations at a meeting of the White House Task Force on April 12 in Washington.

**Attachments**

- Task Force Membership List
- Selected Agency Accomplishment Sheets

**WHITE HOUSE TASK FORCE ON THE OLYMPIC AND PARALYMPIC GAMES  
PRINCIPALS AND SENIOR STAFF**

**The Honorable Al Gore, Chairman**  
Vice President of the United States

**The Honorable Thomas F. "Mack" McLarty, Vice Chairman**  
Counselor to the President

**The Honorable Warren Christopher**  
Secretary, Department of State

Undersecretary Peter Tarnoff

**The Honorable Robert E. Rubin**  
Secretary, Department of the Treasury

**The Honorable William J. Perry**  
Secretary, Department of Defense

Deputy Secretary John White  
Secretary of the Army Togo West  
Assistant Secretary of the Army Sarah Lister  
Assistant Secretary of the Army Mike Walker

**The Honorable Janet Reno**  
Attorney General of the United States  
Department of Justice

Deputy Attorney General Jamie Gorelick

**The Honorable Bruce Babbitt**  
Secretary, Department of the Interior

**The Honorable Daniel R. Glickman**  
Secretary, Department of Agriculture

**The Honorable Ronald H. Brown**  
Secretary, Department of Commerce

**The Honorable Robert B. Reich**  
Secretary, Department of Labor

**The Honorable Donna E. Shalala**  
Secretary, Department of Health and Human Services

**The Honorable Henry G. Cisneros**  
Secretary, Department of Housing and Urban Development

**The Honorable Federico F. Pena**  
Secretary, Department of Transportation

Administrator, Federal Transit Authority, Gordon Linton

**The Honorable Hazel O'Leary**  
Secretary, Department of Energy

**The Honorable Richard W. Riley**  
Secretary, Department of Education

**The Honorable Jesse Brown**  
Secretary, Department of Veterans Affairs

**The Honorable Carol M. Browner**  
Administrator, Environmental Protection Agency

**The Honorable Alice M. Rivlin**  
Director, Office of Management and Budget

**The Honorable Joseph E. Stiglitz**  
Acting Chairman, Council of Economic Advisors

**The Honorable Madeleine K. Albright**  
Ambassador to the United Nations

**The Honorable Michael Kantor**  
United States Trade Representative

**The Honorable Philip Lader**  
Administrator, Small Business Administration

**The Honorable Leon E. Panetta**  
Chief of Staff to the President

**The Honorable James B. King**  
Director, Office of Personnel Management

**XXX**  
Acting Administrator, General Services Administration

**The Honorable Harris Wofford**  
CEO, The Corporation for National Service

**The Honorable Joseph D. Duffey**  
Director, United States Information Agency

**The Honorable James Lee Witt**  
Director, Federal Emergency Management Agency

**The Honorable Reed E. Hundt**  
Chairman, Federal Communications Commission

**The Honorable Anthony W. Lake**  
Assistant to the President for National Security Affairs

**The Honorable Carol Rasco**  
Assistant to the President for Domestic Policy

**The Honorable Laura D'Andrea Tyson**  
National Economic Advisor to the President



**U.S. DEPARTMENT OF TRANSPORTATION ASSISTED PROJECTS  
FOR THE 1996 OLYMPICS AND PARALYMPICS**

**Federal Transit  
Administration:**

.Coordination of 1,450 accessible public transit buses of which 143 are alternatively fueled (128 compressed natural gas, and 10 electric) loaned by 50 transit properties from across the country

.System expansion, fleet enhancements and station improvements for MARTA, Atlanta's transit system, including installation of intelligent transit systems and a promenade at Atlanta University Center MARTA station areas

.Targeted transportation plan, 1995 test events and 1996 operating assistance for Paralympics travelers

**Federal Highway  
Administration:**

.Pedestrian walkway, highway and street improvements

.Design for the Atlanta University promenade improvements

.Statewide incident management information systems

.Intelligent transportation systems for road and transit travelers and for Paralympic participants

**Federal Aviation  
Administration:**

.Hartsfield International Airport improvements that include an international apron expansion and security enhancements

.Installation of temporary control towers

.Deployment of additional, temporary air traffic controllers

.Helipad design at other area airports

**Coast Guard:**

.Deployment of safety personnel for water venue activities in the Savannah area

**Research and  
Special Programs:**

.Assisting in developing emergency response training models

( Note: It was announced in September 1990 that Atlanta was the 1996 Summer Olympics site.)

**State**

SUMMARY  
STATE DEPARTMENT ACTIVITIES  
IN SUPPORT OF THE OLYMPICS AND PARALYMPICS

The State Department supports the Olympics and Paralympics in three general areas: entry procedures for accredited individuals, dignitary protection, and protocol. The Department's Task Force on the Olympics and Paralympics was established last summer to address these issues.

One security officer and one international relations officer have been detailed to the Atlanta Committee for the Olympic Games for the past year. In addition to over 100 security agents, the Department plans to deploy five other individuals to Atlanta: one consular affairs officer for six weeks; one international relations officer for four weeks; and up to three protocol officers as needed.

Entry Procedures

--Established Olympic Identity Card and visa-waiver procedures for Olympic Family Members. Will process nearly 40,000 cards at overseas posts.

--Set up a network of Olympic coordinators at posts.

--Established waiver of visa fees for all athletes attending Paralympic Games. Will continue to coordinate with Paralympic Committee on entry procedures, security arrangements, and protocol.

Dignitary Protection

--Participated in planning and implementation of security for the Games through inter-agency law enforcement working groups.

--Conducted diplomatic security seminars on protocol and security for ACOG officials and for approximately 200 law enforcement officers. Total of six seminars will reach approximately 1,000 local law enforcement officers in Georgia and surrounding states.

--Coordinated international police relations.

--Will organize security volunteer team, consisting of 1800 volunteer policemen, 800 from overseas.

PROTOCOL

--Hosted an Olympic briefing for the Washington diplomatic corps, including presentations by Administration officials and organizers from Atlanta.

--Will continue to advise on protocol matters to assure appropriate courtesies for dignitaries.

**HUD**

**U.S. Department of Housing and Urban Development  
Building on the Spirit of the 1996 Centennial Olympic Games**

The U.S. Department of Housing and Urban Development (HUD), building upon the spirit of the Olympics, has invested \$287 million on a range of specific initiatives to build affordable housing, create jobs and spur economic development in distressed communities located within the Olympic Ring. Below are highlights of the major public housing, economic development, and neighborhood revitalization projects underway.

**Atlanta Empowerment Zone.** The Atlanta Empowerment Zone consists of 30 neighborhoods in a 9 square mile area surrounding the Central Business District, a portion of which will offer significant Olympic venues that will benefit all areas in the Zone. Atlanta envisions an "Urban Village" working cooperatively to improve the quality of life and neighborhood conditions in the Zone. Six urban Village Centers (including Sweet Auburn, Summerhill, and MLK/Atlanta University Complex which are highlighted below) will be major tourist, convention, and higher learning centers, providing strong support for job creation and neighborhood commercial and business enterprises.

**Olympic Legacy Program.** The Olympic Legacy Program aims to accelerate physical revitalization, foster economic growth, and provide job and educational opportunities for families and youth living within the following five public housing communities.

- **East Lake Meadows.** East Lake Meadows, a 650-unit development, will be redeveloped into a mixed-income, planned community that will flourish under a newly-created eighteen-hole public golf course. The course will operate a golf academy and a tennis academy to provide professional job training and recreational opportunities for at-risk youth. Demolition is expected September 1996 with new construction beginning the following October.
- **Techwood/Clark Howell Homes.** These neighboring developments, located across from the Olympic Village, will become a 900-unit, mixed-income townhouse community that will be home to a new K-5 magnet school focused on math and science, a new public library, and a new YMCA recreational center. In addition, 40 percent of the new homes to be built in and outside of the community will be market rate housing to attract working and middle-class families. Demolition is nearly completed with construction of new garden-style apartments already underway.
- **John Hope Homes and John Eagan Homes.** These two developments are located in the Atlanta Empowerment Zone and in the heart of the Atlanta University Center (of historically-black colleges). In partnership with these universities, the City aims to spur economic development and help these residents find jobs and move to homeownership.

**Martin Luther King, Jr. Drive/Ashby Commercial Revitalization Project.** At the center of this redevelopment project is the development of a 38,000-square-foot neighborhood retail center which will include a supermarket, drug store, and a movie theater. The project is anticipated to create at least 350 new jobs, particularly for residents of the adjacent John Eagan Homes public housing development.

**Summerhill Urban Redevelopment Project.** HUD funds will be used to help develop a local-serving, full-scale grocery store, construct 287 units of new housing, and provide down payment assistance for first-time homebuyers as part of this comprehensive effort to revitalize the Summerhill neighborhood. The Summerhill, an economically-distressed neighborhood marked by high unemployment and poverty, is located both in the Olympic Ring and the City's Empowerment Zone.

**Sweet Auburn Curb Market.** Formerly known as the Municipal Market, the oldest operating public market in Atlanta, the Sweet Auburn Curb Market is undergoing expansion and renovation. The new market will add 160 parking spaces, create a fresh, festive, open air shopping environment, and provide job opportunities for the surrounding distressed neighborhood and the community at large.

**Martin Street Plaza.** Martin Street Plaza is a public housing development that is being converted into a homeownership cooperative for low-income, working families. Residents, with local church and private sector support, are driving the overhaul of the Plaza, which includes the rehabilitation of all 60 apartments, relandscaping the grounds, and renovating the community and day care centers. A construction skills job training program has been established to give residents valuable work experience while modernizing their development.

**Imperial Hotel.** The historical Imperial Hotel, built in 1910, will be substantially renovated and converted into a service-enriched housing environment. The Hotel will provide efficiencies and one-bedroom units for 120 low- and very low-income residents. Approximately 35 of those apartments will be reserved for persons with mental illnesses or other special needs. On-site services will be provided by St. Joseph's Mercy Mobile Health Care, a program which aims to provide primary care services, education, and social services to urban Atlanta's medically-underserved.

**Habitat for Humanity.** With the help of HUD funds to cover the cost of land acquisition, Habitat for Humanity International will build 20 affordable single-family homes in the Olympic Ring for low-income, working families.



Office of Public Affairs  
News Service

Washington, D.C. 20420  
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Department of  
Veterans Affairs

## News Release

### FOR IMMEDIATE RELEASE

#### VA TO PROVIDE PROFESSIONAL STAFF, EQUIPMENT TO PARALYMPICS

Secretary of Veterans Affairs Jesse Brown announced that the Department of Veterans Affairs (VA) will support the 1996 Atlanta Paralympic Games through a \$2 million special grant to help veterans participate in this summer's competition.

Congress earmarked funds in the 1995 VA budget for VA participation in the Games. The money will be used to provide medical staff and supplies as well as disabled sports equipment. The equipment will revert to VA after the Games and allow the agency to support future sporting events for disabled veterans.

Brown said VA was selected to administer the grant because of its vast experience in conducting sports and recreational events for the rehabilitation of people with physical disabilities. VA annually sponsors the National Veterans Wheelchair Games, the Disabled Veterans Winter Sports Clinic and the National Veterans Golden Age Games.

VA was asked to assist the Atlanta Paralympic Organizing Committee (APOC) in assembling a medical team from the private and public sectors to support the athletes. In addition, VA will provide other forms of help:

- VA will purchase disabled sports competition equipment to support 17 medal sports such as archery, basketball, cycling, fencing, horsebackriding, swimming, powerlifting, tennis and volleyball.
- VA medical professionals will work along with others recruited through the grant to support the medical and safety needs of participants, spectators and other Paralympic personnel.
- Recreation therapists and other clinical professionals from VA spinal cord injury centers will assist Paralympics participants.
- VA will donate medical and surgical supplies.

-more-

## VA Paralympics Support -- Page 2

- VA will provide warehouse space for sports equipment and climate-controlled storage of computer equipment and other materials.
- Employee volunteers from the Atlanta VA Medical Center will assist athletes with transportation at the Atlanta airport.

Brown said, "I am pleased to be able to have VA support this international competition and provide our expertise in rehabilitation and recreational therapy. We look forward to sharing our long experience with these types of sporting events."

The largest portion of the grant funds will be used for staffing of the sports competitions and providing medical support.

President and Chief Executive Officer of APOC Andy Fleming expressed gratitude to VA for its assistance both through the grant and with staffing support.

The National Veterans Wheelchair Games, begun in 1981, is the largest U.S. sports competition for athletes who use wheelchairs, drawing more than 500 participants annually. VA co-sponsors the event with the Paralyzed Veterans of America. The Wheelchair Games foster better health through sports and have given newly disabled veterans opportunities to expand their physical skills and gain confidence in meeting the challenges of everyday living.

VA's Winter Sports Clinic, co-sponsored with the Disabled American Veterans, provides rehabilitation to physically and visually challenged veterans through instruction in adaptive Alpine and Nordic skiing and other sports.

VA's Golden Age Games, for veterans age 55 or older who are receiving VA health-care services, are designed to encourage older VA patients to make physical activity a central part of their lives and to demonstrate the preventive and therapeutic value of sports and fitness in aging.

##

USIA

**UPDATE ON USIA OLYMPIC/PARALYMPIC ACTIVITY**

OFFICE OF THE DIRECTOR

USIA continues to work closely with the Atlanta Committee for the Olympic Games (ACOG) and the Atlanta Paralympic Organizing Committee (APOC) to provide support through existing Agency programs and initiatives. We have been working to use the Olympics as more than just a sporting event, but as a catalyst for discussions of American culture: the US in general, Atlanta, Georgia, and the New South specifically. Thousands of pieces of informational material and press guides have been distributed in every region of the globe through our USIS posts. In addition, we continue to strongly encourage the use of information on the Paralympics when distributing materials to local contacts in an effort to raise awareness of the Paralympic Games, as well as opportunities for and accomplishments of persons with disabilities in the US.

**OLYMPICS**

USIA Foreign Press Centers (FPC) have been working for two years with ACOG on planning support for the press coverage of the Olympics. We have focused on our experience working with many journalists from the developing countries. During the Olympics there will be a distinct difference between the major international sports news media and a group that will work by themselves and demand significant attention if they are to be successful. Our mission will be to assist those journalists, some of whom will have athletes from their home countries who will win events and may have to rely on our assistance for forwarding the story home for publication. Our working with these journalists will allow ACOG staff to concentrate on the major media organizations. FPC has been working with the Southern International Press Center (SIPC) on preparing to support non-ACOG credentialed journalist during the Olympics.

FPC has worked with SIPC, ACOG, Georgia Department of Travel & Tourism and Atlanta Chamber of Commerce to provide pre-Olympic visits to Atlanta for about 80 journalists from around the world. Consistently, the journalists have met with major officials in Atlanta, including Mayor Bill Campbell and Governor Zell Miller. Content of our effort is extensive and includes everything from the games to impact on the region and legacy issues. At least one more tour to Atlanta for foreign media is expected in May 1996.

USIA has produced an Olympic Calendar and an Olympic poster for distribution to its posts and broadcast affiliates overseas. The calendar was distributed worldwide Christmas 1995. We expect poster distribution early May 1996. We will print English, French and Spanish versions. The focus is Atlanta and Olympic athletes, especially Americans.

The Voice of America began a special Olympic profile series January 1, 1996 that focuses on athletes, coaches and Olympic-related topics. VOA continues to provide its language services with Olympic updates as a part of its regular sports broadcasts and plans to send a team to Atlanta to cover the Games, people and the community.

WORLDNET Television is working with local colleges, especially Georgia Tech and Georgia State, for production of video stories related to the Olympics. WORLDNET also has done nearly a dozen interactive programs linking viewers around the world with athletes, ACOG and USOC representatives, as well as Administration and corporate officials connected with Olympic-related issues. More programs are planned, including remotes from Atlanta.

USIA is working with ACOG to finalize an exchange program to bring athletes from developing and poorer nations to convene as teams in and around Atlanta for the purpose of learning about American culture through interaction with local community members, especially youth, as they prepare themselves for the Centennial Games. We plan to award a matching grant to ACOG, who is supported by the Georgia Olympic Training Alliance in this effort.

USIA has granted ACOG the use of our J-1 Visa authority to facilitate training visits of National Olympic Organizing Committee members of future Olympic Games, as well as foreign students and other experts.

**PARALYMPICS**

An additional \$5 million has been granted to the Paralympic Games, bringing USIA's total cash contribution to \$5.3 million. USIA continues to work closely with APOC to maximize the use of these resources.

Wireless File and broadcast media plan to use the Paralympics as an opportunity to showcase opportunities for persons with disabilities in the US, as well as American innovations in health-related technology.

## V. INFORMATION ON OLYMPIC TORCH RELAY

### Bringing the Olympic Flame to America

The Atlanta Committee for the Olympic Games has planned an elaborate 15,000-mile Torch Relay to begin in Los Angeles on April 27 and culminate in the lighting of the Olympic Cauldron in Atlanta on July 19. The Flame will travel through 42 states and Washington, DC, and will come within a 2-hour drive of 90% of the US population. In addition to the traditional runners, the Torch will travel by: bicycle, train, horseback, canoe, steamboat, seaplane, and sailboat.

### Carrying the Torch

- 10,000 Americans will run with the Flame.
  - 5500 "Community Heroes" have been awarded the honor of carrying the Torch by their fellow citizens. Last year, local United Ways across the country convened panels of citizens to select individuals with outstanding records of community service to be named Torchbearers. President Clinton honored two of these Heroes -- Colonel Lucius Wright, a Junior ROTC instructor in Jackson, MS, and Sargeant Jennifer Rodgers, a police officer from Oklahoma City -- in this year's State of the Union Address.
  - The other 4500 Torchbearers will be selected by Coca Cola, the major corporate sponsor of the Relay, and by the Atlanta Committee for the Olympic Games. Many former Olympians will be on ACOG's list.
  - ACOG prefers that no elected officials run with the Torch.

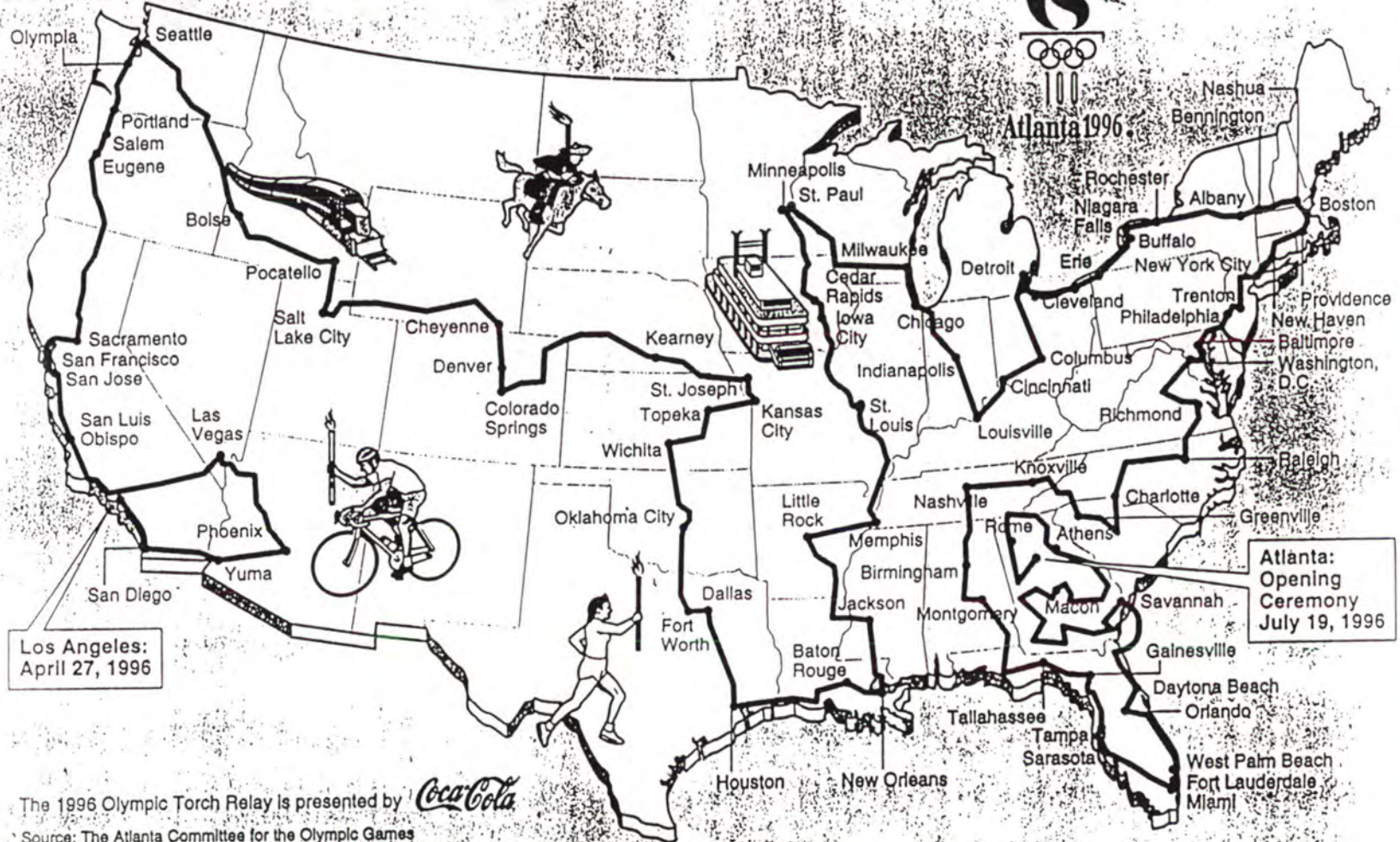
### Recent Criticism

- The Torch Relay (like many aspects of Atlanta's Olympic preparations) has been criticized as overly commercial. Coca Cola is spending some \$20 million as the lead sponsor of the event. Please see attached article from *Washington Post*.
- ACOG defends the role of corporate partners as necessary for staging a Relay that is accessible to \*real Americans.\* In the Los Angeles Torch Relay of 1984, individuals were required to pay \$3000 each to run with the Flame. Billy Payne explains that commercial underwriting of the Relay has allowed ACOG with the United Way to create opportunities for the 5500 Community Heroes to run in this historic Relay for free.

### Attachments

- Torch Relay Map and Route Information
- *Washington Post* article

# 1996 Olympic Torch Relay Route



The 1996 Olympic Torch Relay is presented by *Coca-Cola*  
Source: The Atlanta Committee for the Olympic Games



Atlanta 1996

Atlanta Committee for the Olympic Games  
250 Williams Street, Suite 6000  
P.O. Box 1996  
Atlanta, GA 30301-1996 USA  
Telephone 404-224-1996  
Facsimile 404-224-1997

## THE 1996 OLYMPIC TORCH RELAY PRELIMINARY HIGHLIGHTS

**ATLANTA (July 23, 1995; 362 Days to Opening Ceremony)** -- For 84 days in 1996, 10,000 torchbearers will pass the Olympic flame from torch to torch over 15,000 miles across the United States of America. With announcement of the nationwide relay route, The Atlanta Committee for the Olympic Games (ACOG) and communities across the country work together to set local celebrations, hourly timelines and exact street routes. Every day of the relay will be rich with touching moments and memory-making sights. Following are some of the items organizers already anticipate will be part of the 1996 Olympic Torch Relay; all information is subject to change pending further planning of local celebrations.

### Day 1 - April 27

- Olympic flame arrives in the US with a celebration at Los Angeles Memorial Coliseum, home of the Olympic flame during the 1984 Olympic Games.
- Torchbearers carry the flame along the Pacific Coast Highway with ocean views in the background.

### Day 3 - April 29

- At the newest United States Olympic Training Center located outside San Diego, members of the USRowing Association row the Olympic flame across Lower Otay Lake.

### Day 4 - April 30

- At Yuma, AZ, the relay begins its first leg aboard the 19-car 1996 Olympic Torch Relay Train.

### Day 5 - May 1

- The flame is passed across the 726'-high, 1244'-long Hoover Dam, with the Colorado River in the background.

### Day 8 - May 4

- The Olympic flame crosses San Francisco's famed Golden Gate Bridge at dawn.

### Day 9 - May 5

- The Olympic Torch Relay joins Portland's Cinco de Mayo celebration.

### Day 10 - May 6

- The flame is ferried across Puget Sound to Seattle, WA.

-MORE-

## 1996 OLYMPIC GAMES ROUTE HIGHLIGHTS

Page Two

### Day 14 - May 10

- The relay visits Salt Lake City, home of the 2002 Winter Olympic Games.

### Day 16 - May 12

- Celebration at the United States Olympic Training Center in Colorado Springs, CO.

### Days 17, 18, 19 - May 13, 14, 15

- The flame is carried along the North Platte River and other parts of southern Nebraska during the one-hundredth re-ride of the Pony Express.

### Day 21 - May 17

- During Wichita's annual River Festival, members of the Mid-American Indian Council take the flame in canoe along the banks of the Arkansas River.

### Day 22 - May 18

- The Olympic flame visits Yale, OK – birthplace of Olympian Jim Thorpe.

### Day 31 - May 27

- The relay follows Memphis' famed Beale Street, where blues composer W.C. Handy first made the blues popular.

### Day 32 - May 28

- The Olympic flame visits St. Louis, MO – site of 1904 Olympic Games – with a celebration at The Jefferson Expansion Memorial Gateway Arch.
- The relay boards the American Queen, the country's largest steamboat, for a 36-hour, 128 mile-journey up the Mississippi River.

### Day 36 - June 1

- In Minneapolis, MN, the Olympic flame crosses the Siah Armajani-designed Irene Hixon Whitney Bridge. Armajani is the creator of the Olympic Cauldron, which will be home the Olympic flame in Atlanta during the Centennial Games.

### Day 39 - June 4

- The Olympic flame visits Indianapolis, home of six National Governing Bodies (NGBs) for Olympic sports: United States Diving, Inc.; USA Gymnastics; US Rowing Association; United States Synchronized Swimming, Inc.; USA Track & Field and United States Water Polo.

### Day 44 - June 9

- The Olympic flame arrives from Detroit aboard a Great Lakes laker for a celebration at Cleveland, Ohio's Rock and Roll Hall of Fame.

### Day 47 - June 12

- The relay is up with the dawn at Niagara Falls.

-MORE-

## 1996 OLYMPIC GAMES ROUTE HIGHLIGHTS

Page Three

### Day 50 - June 15

- The Olympic flame follows the Boston Marathon course into Boston, MA.

### Day 53 - June 18

- A sunrise celebration at the Statue of Liberty starts the day.

### Day 55 - June 20

- The Olympic flames makes an evening tour of Washington, DC monuments.

### Day 56 - June 21

- The relay stops at the Mt. Vernon, VA, home of George Washington.

### Day 62 - June 27

- An evening celebration at The Ryman in Nashville -- the original home of the Grand Ole Opry -- caps the day.

### Day 63 - June 28

- Space Camp USA in Huntsville, AL, is the location for an afternoon celebration.

### Day 64 - June 29

- The relay stops for a ceremony in Oakville, AL -- birthplace of Olympic gold medalist Jesse Owens.

### Day 68 - July 3

- The Olympic flame is sailed across Tampa Bay.

### Day 69 - July 4

- The Olympic Torch Relay joins Miami's Bayfront Park Fourth of July celebration.

### Day 70 - July 5

- The Olympic flame travels through Miami Beach's art deco South Beach.

### Day 71 - July 6

- Views of the Atlantic Ocean are seen as the relay makes its way to Cape Canaveral.

### Day 75 - July 10

- The Olympic Flame arrives in Georgia, sailing into the Port of Savannah.

### Day 84 -- July 19

- The Olympic flame completes its 15,000 mile journey, arriving in Atlanta's Centennial Olympic Stadium during the Opening Ceremony of the Games of the XXVIth Olympiad. It will stay there until the Games close August 4.

###

## 1996 Olympic Torch Relay Route

**Day 1 - April 27**  
Los Angeles, CA to  
Huntington Beach, CA

Los Angeles, CA  
Santa Monica, CA  
Manhattan Beach, CA  
Seal Beach, CA  
Huntington Beach, CA

**Day 2 - April 28**  
Huntington Beach, CA to  
Otay Lakes, CA

Huntington Beach, CA  
Laguna Beach, CA  
Dana Point, CA  
San Juan Capistrano, CA  
Oceanside, CA  
Carlsbad, CA  
Del Mar, CA  
La Jolla, CA  
San Diego, CA  
Otay Lakes, CA

**Day 3 - April 29**  
Otay Lakes, CA to  
Yuma, AZ

Otay Lakes, CA  
Jacumba, CA  
Calexico, CA  
Yuma, AZ

**Day 4 - April 30**  
Yuma, AZ to  
Kingman, AZ

Yuma, AZ  
Phoenix, AZ  
Sun City, AZ  
Kingman, AZ

**Day 5 - May 1**  
Kingman, AZ to  
Las Vegas, NV

Kingman, AZ  
Boulder City, NV  
Henderson, NV  
Las Vegas, NV

**Day 6 - May 2**  
(on train) to  
San Jose, CA

Barstow, CA  
Santa Barbara, CA  
San Luis Obispo, CA  
San Jose, CA

**Day 7 - May 3**  
San Jose, CA to  
San Francisco, CA

San Jose, CA  
Santa Clara, CA  
Sunnyvale, CA  
San Mateo, CA  
Foster City, CA  
San Francisco, CA

**Day 8 - May 4**  
San Francisco, CA to  
Redding, CA

San Francisco, CA  
Napa, CA  
Davis, CA  
Sacramento, CA  
Redding, CA

**Day 9 - May 5**  
(on train) to  
Portland, OR

Klamath Falls, OR  
Eugene, OR  
Corvallis, OR  
Salem, OR  
Oregon City, OR  
Portland, OR

**Day 10 - May 6**  
Portland, OR to  
Olympia, WA

Portland, OR  
St. Helens, OR  
Columbia City, OR  
Rainier, OR  
Longview, WA  
Centralia, WA  
Olympia, WA

**Day 11 - May 7**  
Olympia, WA to  
Seattle, WA

Olympia, WA  
Tacoma, WA  
Gig Harbor, WA  
Bremerton, WA  
Seattle, WA

**Day 12 - May 8**  
Seattle, WA to  
(on train)

Seattle, WA  
Renton, WA  
Yakima, WA  
Pendleton, OR

**Day 13 - May 9**  
(on train) to  
Ogden, UT

Boise, ID  
Pocatello, ID  
Ogden, UT

**Day 14 - May 10**  
Ogden, UT to  
Salt Lake City, UT

Ogden, UT  
North Salt Lake, UT  
Salt Lake City, UT

**Day 15 - May 11**  
Salt Lake City, UT to  
Cheyenne, WY

Salt Lake City, UT  
Echo, UT  
Cheyenne, WY

**Day 16 - May 12**  
Cheyenne, WY to  
Colorado Springs, CO

Cheyenne, WY  
Greeley, CO  
Denver, CO  
Colorado Springs, CO

**Day 17 - May 13**  
Colorado Springs, CO  
to Julesburg, CO

Colorado Springs, CO  
Limon, CO  
Brush, CO  
Sterling, CO  
Ovid, CO  
Julesburg, CO

**Day 18 - May 14**  
Julesburg, CO to  
(on Pony Express)

Julesburg, CO  
Kearney, NE

**Day 19 - May 15**  
(on Pony Express) to  
St. Joseph, MO

Marysville, KS  
Seneca, KS  
St. Joseph, MO

**Day 20 - May 16**  
**St. Joseph, MO to**  
**Topeka, KS**

St. Joseph, MO  
Kansas City, MO  
Kansas City, KS  
Lawrence, KS  
Topeka, KS

**Day 21 - May 17**  
**Topeka, KS to**  
**Wichita, KS**

Topeka, KS  
Emporia, KS  
Wichita, KS

**Day 22 - May 18**  
**Wichita, KS to**  
**Stillwater, OK**

Wichita, KS  
Ponca City, OK  
Yale, OK  
Stillwater, OK

**Day 23 - May 19**  
**Stillwater, OK to**  
**Fort Worth, TX**

Stillwater, OK  
Oklahoma City, OK  
Norman, OK  
Fort Worth, TX

**Day 24 - May 20**  
**Fort Worth, TX to**  
**Waco, TX**

Fort Worth, TX  
Dallas, TX  
Waco, TX

**Day 25 - May 21**  
**Waco, TX to**  
**Houston, TX**

Waco, TX  
College Station/Bryan, TX  
Houston, TX

**Day 26 - May 22**  
**Houston, TX to**  
**Lake Charles, LA**

Houston, TX  
Beaumont, TX  
Orange, TX  
Lake Charles, LA

**Day 27 - May 23**  
**Lake Charles, LA to**  
**Baton Rouge, LA**

Lake Charles, LA  
Crowley, LA  
Lafayette, LA  
Opelousas, LA  
Port Allen, LA  
Baton Rouge, LA

**Day 28 - May 24**  
**Baton Rouge, LA to**  
**New Orleans, LA**

Baton Rouge, LA  
Gonzales, LA  
La Place, LA  
Destrehan, LA  
Luling, LA  
Bridge City, LA  
New Orleans, LA

**Day 29 - May 25**  
**New Orleans, LA to**  
**(on train)**

New Orleans, LA  
Slidell, LA  
Bogalusa, LA  
Columbia, MS  
Mendenhall, MS  
Jackson, MS  
Vicksburg, MS

**Day 30 - May 26**  
**(on train) to**  
**Memphis, TN**

Pine Bluff, AR  
Little Rock, AR  
Memphis, TN

**Day 31 - May 27**  
**Memphis, TN to**  
**Crystal City, MO**

Memphis, TN  
Cape Girardeau, MO  
Ste. Genevieve, MO  
Crystal City, MO

**Day 32 - May 28**  
**Crystal City, MO**  
**(on Mississippi River)**

Crystal City, MO  
Festus, MO  
St. Louis, MO

**Day 33 - May 29**  
**(on Mississippi River)**  
**(on Mississippi River)**

**Day 34 - May 30**  
**(on Mississippi River) to**  
**Cedar Rapids, IA**

(Mississippi River)  
Hannibal, MO  
Keokuk, IA  
Iowa City, IA  
Cedar Rapids, IA

**Day 35 - May 31**  
**Cedar Rapids, IA**  
**to Austin, MN**

Cedar Rapids, IA  
Waterloo, IA  
Cedar Falls, IA  
Austin, MN

**Day 36 - June 1**  
**Austin, MN to**  
**Minneapolis, MN**

Austin, MN  
Rochester, MN  
Minneapolis, MN

**Day 37 - June 2**  
**Minneapolis, MN to**  
**Milwaukee, WI**

Minneapolis, MN  
St. Paul, MN  
Red Wing, WI  
La Crosse, WI  
Wisconsin Dells, WI  
Milwaukee, WI

**Day 38 - June 3**  
**Milwaukee, WI to**  
**Gary, IN**

Milwaukee, WI  
Kenosha, WI  
Waukegan, IL  
Chicago, IL  
Gary, IN

**Day 39 - June 4**  
**Gary, IN to**  
**Indianapolis, IN**

Gary, IN  
Lafayette, IN  
Speedway, IN  
Indianapolis, IN

**Day 40 - June 5**  
**Indianapolis, IN to**  
**Louisville, KY**

Indianapolis, IN  
Scottsburg, IN  
Louisville, KY

**Day 41 - June 6**  
**Louisville, KY to**  
**Cincinnati, OH**

Louisville, KY  
Prospect, KY  
Ghent, KY  
Warsaw, KY  
Covington, KY  
Cincinnati, OH

**Day 42 - June 7**  
**Cincinnati, OH to**  
**Columbus, OH**

Cincinnati, OH  
Washington Courthouse, OH  
Columbus, OH

**Day 43 - June 8**  
**Columbus, OH to**  
**Toledo, OH**

Columbus, OH  
Dublin, OH  
Marysville, OH  
Findlay, OH  
Bowling Green, OH  
Toledo, OH

**Day 44 - June 9**  
**Toledo, OH to**  
**Cleveland, OH**

Toledo, OH  
Flat Rock, MI  
Detroit, MI  
(Lake Erie)  
Cleveland, OH

**Day 45 - June 10-**  
**Cleveland, OH to**  
**Erie, PA**

Cleveland, OH  
Euclid, OH  
Ashtabula, OH  
Conneaut, OH  
Erie, PA

**Day 46 - June 11**  
**Erie, PA to**  
**Niagara Falls, NY**

Erie, PA  
Westfield, NY  
Fredonia, NY  
Lackawanna, NY  
Buffalo, NY  
Tonawanda, NY  
North Tonawanda, NY  
Niagara Falls, NY

**Day 47 - June 12**  
**Niagara Falls, NY**  
**to Syracuse, NY**

Niagara Falls, NY  
Lockport, NY  
Rochester, NY  
Palmyra, NY  
Camillus, NY  
Syracuse, NY

**Day 48 - June 13**  
**Syracuse, NY to**  
**Albany, NY**

Syracuse, NY  
Utica, NY  
Herkimer, NY  
Amsterdam, NY  
Schenectady, NY  
Albany, NY

**Day 49 - June 14**  
**Albany, NY to**  
**Nashua, NH**

Albany, NY  
Troy, NY  
Bennington, VT  
West Brattleboro, VT  
Brattleboro, VT  
Keene, NH  
Merrimack, NH  
Nashua, NH

**Day 50 - June 15**  
**Nashua, NH to**  
**Providence, RI**

Nashua, NH  
Hopkinton, MA  
Ashland, MA  
Framingham, MA  
Wellesley, MA  
Grantville, MA  
Newton, MA  
Boston, MA  
Foxboro, MA  
North Attleboro, MA  
Pawtucket, RI  
Providence, RI

**Day 51 - June 16**  
**Providence, RI to**  
**New Haven, CT**

Providence, RI  
Storrs, CT  
East Hartford, CT  
Hartford, CT  
Meriden, CT  
Cheshire, CT  
New Haven, CT

**Day 52 - June 17**  
**New Haven, CT to**  
**New York City, NY**

New Haven, CT  
West Haven, CT  
Stratford, CT  
Bridgeport, CT  
Fairfield, CT  
Westport, CT  
Norwalk, CT  
Darien, CT  
Stamford, CT  
New York City, NY

**Day 53 - June 18**  
**New York City, NY to**  
**Philadelphia, PA**

New York City, NY  
Jersey City, NJ  
Basking Ridge, NJ  
Princeton, NJ  
Lawrenceville, NJ  
Trenton, NJ  
Philadelphia, PA

**Day 54 - June 19**  
**Philadelphia, PA to**  
**Baltimore, MD**

Philadelphia, PA  
Wilmington, DE  
Baltimore, MD

**Day 55 - June 20**  
**Baltimore, MD to**  
**Washington, DC**

Baltimore, MD  
Annapolis, MD  
Washington, DC

**Day 56 - June 21**  
**Washington, DC to**  
**Richmond, VA**

Washington, DC  
Arlington, VA  
Alexandria, VA  
Woodbridge, VA  
Dale City, VA  
Fredericksburg, VA  
Charlottesville, VA  
Richmond, VA

**Day 57 - June 22**  
**Richmond, VA to**  
**Raleigh, NC**

Richmond, VA  
Petersburg, VA  
South Hill, VA  
Wake Forest, NC  
Raleigh, NC

**Day 58 - June 23**  
Raleigh, NC to  
Greensboro, NC

Raleigh, NC  
Durham, NC  
Chapel Hill, NC  
Burlington, NC  
Greensboro, NC

**Day 59 - June 24**  
Greensboro, NC to  
Charlotte, NC

Greensboro, NC  
Winston-Salem, NC  
Kannapolis, NC  
Charlotte, NC

**Day 60 - June 25**  
Charlotte, NC to  
Greenville, SC

Charlotte, NC  
Columbia, SC  
Union, SC  
Spartanburg, SC  
Greenville, SC

**Day 61 - June 26**  
Greenville, SC to  
Knoxville, TN

Greenville, SC  
Travelers Rest, SC  
Flat Rock, NC  
Hendersonville, NC  
Mountain Home, NC  
Asheville, NC  
Cherokee, NC  
Gatlinburg, TN  
Pigeon Forge, TN  
Sevierville, TN  
Knoxville, TN

**Day 62 - June 27**  
Knoxville, TN to  
Nashville, TN

Knoxville, TN  
Carthage, TN  
Lebanon, TN  
Nashville, TN

**Day 63 - June 28**  
Nashville, TN to  
Decatur, AL

Nashville, TN  
Brentwood, TN  
Shelbyville, TN  
Fayetteville, TN  
Huntsville, AL  
Decatur, AL

**Day 64 - June 29**  
Decatur, AL to  
Birmingham, AL

Decatur, AL  
Oakville, AL  
Cullman, AL  
Birmingham, AL

**Day 65 - June 30**  
Birmingham, AL to  
Montgomery, AL

Birmingham, AL  
Clanton, AL  
Selma, AL  
Montgomery, AL

**Day 66 - July 1**  
Montgomery, AL to  
Panama City, FL

Montgomery, AL  
Troy, AL  
Dothan, AL  
Panama City, FL

**Day 67 - July 2**  
Panama City, FL to  
Gainesville, FL

Panama City, FL  
Tallahassee, FL  
Gainesville, FL

**Day 68 - July 3**  
Gainesville, FL to  
St. Petersburg, FL

Gainesville, FL  
Tampa, FL  
St. Petersburg, FL

**Day 69 - July 4**  
St. Petersburg, FL to  
Miami, FL

St. Petersburg, FL  
Bradenton, FL  
Sarasota, FL  
Miami, FL

**Day 70 - July 5**  
Miami, FL to  
West Palm Beach, FL

Miami, FL  
Miami Beach, FL  
Fort Lauderdale, FL  
Deerfield Beach, FL  
Boca Raton, FL  
Delray Beach, FL  
Boynton Beach, FL  
West Palm Beach, FL

**Day 71 - July 6**  
West Palm Beach, FL to  
Melbourne, FL

West Palm Beach, FL  
North Palm Beach, FL  
Jupiter, FL  
Port St. Lucie, FL  
Fort Pierce, FL  
Vero Beach, FL  
Melbourne, FL

**Day 72 - July 7**  
Melbourne, FL to  
Orlando, FL

Melbourne, FL  
Cape Canaveral, FL  
Orlando, FL

**Day 73 - July 8**  
Orlando, FL to  
St. Augustine, FL

Orlando, FL  
Daytona Beach, FL  
St. Augustine, FL

**Day 74 - July 9**  
St. Augustine, FL to  
Jacksonville, FL

St. Augustine, FL  
Jacksonville, FL

Day 75 - Day 84  
July 10 - July 19  
Savannah, GA to  
Atlanta, GA

Savannah, GA  
Brunswick, GA  
Waycross, GA  
Douglas, GA  
Tifton, GA  
Valdosta, GA  
Thomasville, GA  
Bainbridge, GA  
Camilla, GA  
Albany, GA  
Americus, GA  
Columbus, GA  
Warm Springs, GA  
Thomaston, GA  
Macon, GA  
Milledgeville, GA  
Dublin, GA  
Eastman, GA  
Vidalia, GA  
Statesboro, GA  
Waynesboro, GA  
Augusta, GA  
Thomson, GA  
Greensboro, GA  
Madison, GA  
Athens, GA  
Gainesville, GA  
Dahlonega, GA  
Toccoa, GA  
Clayton, GA  
Cherokee National Forest/Ocoee  
River  
Dalton, GA  
Rome, GA  
Carrollton, GA  
La Grange, GA  
Newnan, GA  
Griffin, GA  
Jonesboro, GA  
Conyers, GA  
Stone Mountain, GA  
Metropolitan Atlanta, GA

# The Washington Post

19th Year ... No. 103

SUNDAY, MARCH 17, 1996

PRESIDENT LIENHAI  
Room 308 OEOP  
Washington, DC 20500

Mer

## Olympic Torch Relay's Path Paved With Gold

By Thomas Heath  
Washington Post Staff Writer

On an idyllic morning in May, or a lush twilight in June, perhaps in the middle of an Iowa cornfield or along the edge of a Missouri riverbank, a proud American will carry the Olympic torch as it makes its way to Atlanta for the 1996 Olympic Games. For one kilometer, the torchbearer will be a small link in the 84-day, 15,000-mile relay that snakes from Los Angeles

through 42 states. The poignant moment will be cheered by onlookers lining the route.

It could be a scene from a Norman Rockwell painting. But, this being the Olympic Games of 1996 in the United States, the frame of the picture is much wider, much more complicated, much less picturesque.

The torchbearer will have lots of company.

Each of the 10,000 chosen for the honor will be accompanied by an es-

cort wearing a uniform emblazoned with "Coca-Cola" on the left breast and a big "C"—for Champion sportswear—on the left sleeve. An entourage of German BMW vehicles will flank the torchbearers. Motorola Inc. cellular phones and pagers will monitor the course.

And in the most proprietary indicator of Coca-Cola's interest in the Games, the company will select one-quarter of the torchbearers.

Coca-Cola logos and billboards will

line the route; onlookers will be able to buy soft drinks; Coca-Cola celebrations will be held in towns along the way, before and after the torch passes; a sign touting Coca-Cola's campaign already hangs from the Seattle space needle and has been flashed in Times Square. The company has unveiled its television commercial, billboards and print advertisements so bottlers can use the campaigns along the torch trail.

See OLYMPICS, A19, Col. 1



## OLYMPICS, From A1

Money from official Olympic sponsors will provide about 80 percent of the \$1.58 billion needed to stage the Games this summer. Sponsorship of the Olympic torch relay is separate and provides a compelling example of the tight relationship between the Olympics and big business.

And as the torch relay's \$20 million cost is being underwritten by a handful of blue chip companies, Coca-Cola is the preeminent sponsor, having paid \$12 million for the right to be the relay's only "presenting sponsor."

Marketing experts say the torch's coast-to-coast route, beginning April 27 in Los Angeles and ending July 19 at the Opening Ceremonies in Atlanta, is an advertiser's dream, a continuous 84-day commercial affecting people on an emotional level that companies hope will cement a lifetime bond.

"There's nothing that can touch it," said M.J. Castelo, manager of sponsorships for Texaco.

Relay organizers planned the route strategically: The path comes within two hours of 90 percent of the U.S. population, assuring exposure to millions. The relay also will average three stops each day to be part of celebrations organized by communities along the route, assuring sponsors' exposure on local television and in newspapers. A juicy bonus will be being part of NBC's nightly torch relay updates, which will air during prime time. NBC bought the rights to televise the 1996 Olympics for \$456 million.

Again, torch mappers have helped. It's not an accident that the relay will pass in front of some Fortune 500 headquarters, including Texaco, Coke and Sara Lee.

"My fervent hope is that occasionally NBC's camera features a Holiday Inn in the background," Holiday Inn spokesman Craig Smith said.

Champion spokeswoman Janet Shaner said the company is hoping its "C" on escorts' shirts will be visible on the NBC updates. "We want [the C] as big as possible," Shaner said.

Coca-Cola's relationship with the Olympics is well-established. The company emerged from the pack at the 1988 Winter Games in Calgary

with its commercial featuring the "Coca-Cola World Chorus," 43 young people from 23 countries singing songs of unity—and Coke.

Coca-Cola has been affiliated with the Olympic Games for the past 68 years, paying the Atlanta Committee for the Olympic Games an estimated \$40 million for the right to be the exclusive nonalcoholic beverage sponsor of the 1996 Games, and paying NBC an additional \$60 million to air its commercials during the Olympics. The soft drink is also tightly linked with Atlanta, where Coca-Cola is headquartered.

The company's \$12 million commitment to the relay gives Coca-Cola the right to name 2,500 torchbearers. The company is bringing in torchbearers from 68 countries, with each country using its own selection methods. In the United States, torchbearer hopefuls can enter their names in Coca-Cola's "Share the Spirit: Who Would You Choose?" contest by submitting their name and describing why they are deserving of carrying the flame.

On the relay route, the soft drink company's presence will supersede all others. The soda giant has been assured the right to display the biggest sign on the relay and share with ACOG control of all torch relay merchandise—pins, shirts, jackets and hats—worth several million dollars.

The next echelon of companies sponsoring the torch relay cannot launch the splashy commercial campaigns that come with Coca-Cola's sponsorship rights. Texaco, for example, has a large gasoline promotion linked with the Games, but the promotion also includes a Coca-Cola purchase and the reward of an official Coca-Cola torch relay pin. (Pin trading is another area where Coca-Cola has established dominance. Since 1988, the company has set up a Pin Trading Center at Olympic sites.)

Coca-Cola's \$12 million payment to ACOG for torch relay sponsorship covers the cost of the 10,000 torches and, according to Atlanta organizers, pays for the cost of feeding and moving the torch crew across the country. The company is leaving promotion on a local level to the bottlers, who will decide how much, where and when they will make people aware of the torch relay.

"This is about connecting with our consumers... making them feel better about their connection with Coca-Cola," said Brendan Harris, the company's torch relay director.

In addition to dollars, "Coke gets more visibility out of this than any other torch relay sponsor," said Robert Hollander, vice president of Atlanta Centennial Olympic Properties, the marketing arm of the Games.

BMW is next in line after Coca-Cola in sponsorship dollars at more than \$1 million for supplying cars and motorcycles. Next is Holiday Inn, which is providing 15,000 room nights, amounting to about \$1 million. Others spending more than \$500,000 are Sara Lee for its Champion athletic wear; Motorola for radios, cell phones and pagers; Delta Air Lines for transportation; and United Way for providing volunteers. Toward the lower end are IBM, BellSouth Corp. and Texaco, each of which is spending several hundred thousand dollars to supply the torch relay.

Computer giant IBM is thinking about customer picnics and softball games. Holiday Inn is planning in-room torch videos. Texaco has route maps at its service stations, and Motorola is planning equipment displays. Nearly all will have hospitality events along the route. A BMW "signature car" will swoop into cities a day in advance for special public ceremonies. The town's leading citizens will sign the car, which will be painted with the relay's route.

Motorola sports marketing manager David Weisz said his team is





## **VI. ACOG REPRESENTATIVES AT FLAME LIGHTING CEREMONY**

- **Mr. Billy Payne, President and CEO**
  - Billy led the Olympic bid effort in the late 1980s and is credited with bringing the Games to Atlanta.
  - Billy's mother passed away 2 months ago. The day after her funeral, he attended an event at the White House, and President Clinton spent many minutes consoling with him.
- **Mr. A.D. Frazier, COO**
- **Mr. Charlie Battle, Managing Director for International Relations**
- **Mrs. Ginger Watkins, Managing Director for Corporate Services**
- **Mr. Dick Yarbrough, Managing Director for Communications**
  - Dick is ACOG's key link with the White House.
- **Mrs. Linda Stephenson, Managing Director for Olympic Programs**

### **Attachments**

- Bios on the above
- *Sports Illustrated* and *NYT* articles; Dave Barry column

**WILLIAM PORTER PAYNE**  
***President & Chief Executive Officer***  
**The Atlanta Committee for the Olympic Games**

William Porter "Billy" Payne, 48, is the President and Chief Executive Officer of The Atlanta Committee for the Olympic Games (ACOG). It was Payne's inspiration and leadership that led to the pursuit and successful attainment of the 1996 Centennial Olympic Games.

Billy Payne is the first person in modern Olympic history to lead an Olympic bid effort and, after winning the bid, to continue uninterrupted as President of the Olympic organizing committee responsible for presenting the Games.

Born in Athens, Georgia, Billy has been a resident of Atlanta for more than 40 years. Before becoming a full-time volunteer for the Atlanta Organizing Committee in 1987, he was a successful real estate attorney.

Throughout his adult life he has been active in many civic and community organizations, using his natural leadership abilities to make significant contributions. Billy has received numerous awards and honors for his untiring efforts and accomplishments.

He holds an undergraduate and a law degree from the University of Georgia where he excelled academically and athletically. He served as vice president of the student body and as an All-American defensive end on the 1968 SEC Championship football team. Today his continued commitment to the University of Georgia is represented in his service as a member of the Foundation Board of Trustees and the Athletic Board of Directors.

As President and Chief Executive Officer of ACOG, Billy is able to utilize his considerable organizational and leadership skills and to continue to express his life-long passion for sport.

He is married to the former Martha Beard of Moultrie, Georgia and they are the parents of two children, Elizabeth and Porter.

**A. D. FRAZIER, JR.**

**CHIEF OPERATING OFFICER**

**ATLANTA COMMITTEE FOR THE OLYMPIC GAMES**

A. D. Frazier, Jr. is Chief Operating Officer of the Atlanta Committee for the Olympic Games, the organization which will plan and stage the Centennial Celebration of the Olympic Games in 1996. As COO, Frazier is responsible for Planning; Construction; Sports; Venues; Technology; Administration; Operations; International Organizations; Games Services; Atlanta Olympic Broadcast; and Finance and Management Services.

Before joining the Atlanta Committee in 1991, Frazier was Executive Vice President in charge of the North American Banking Group of First Chicago Corporation and First National Bank of Chicago. He began his banking career with Citizens and Southern National Bank (now NationsBank) in Atlanta in 1969. From December 1976 to December 1977 he managed the inauguration of President Carter and headed the team that reorganized the White House and the Executive Office of the President.

Frazier, who grew up in Lumberton, North Carolina, earned both a bachelor's degree and a law degree from the University of North Carolina in Chapel Hill. He was admitted to the North Carolina Bar Association in 1969 and attended Harvard Advanced Management in 1981. He and his wife, Jeanne have two children, a son, Jim, and a daughter, Carrie.

Frazier is currently on the Board of Directors for The Lovett School, Atlanta Symphony Orchestra, Charter Medical Corporation, and The INVESCO Funds/The EBI Funds/INVESCO Treasurer's Series Trust/The Global Health Sciences Fund.

P. O. Box 1996  
Atlanta, Georgia 30301-1996  
404/224-1996

# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. fax	re: bios [Personally Identifiable Information] [partial] (2 pages)	03/22/1996	b(6)

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**COLLECTION:**

Clinton Presidential Records  
Speechwriting  
Lissa Muscatine  
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**FOLDER TITLE:**

Olympics - Flame

2017-1164-S  
rc2449

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**RESTRICTION CODES****Presidential Records Act - [44 U.S.C. 2204(a)]**

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

**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]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- 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]

Rev. 3/30/99

**CHARLES H. BATTLE, JR.**  
**EXECUTIVE VICE PRESIDENT AND MANAGING DIRECTOR FOR**  
**INTERNATIONAL RELATIONS**  
**THE ATLANTA COMMITTEE FOR THE OLYMPIC GAMES**

[001]

**History** - Born [REDACTED] (b)(6) Grew up in Miami, Florida, 1943-66. Has resided in Atlanta, Georgia since 1966.

Graduated from The McCallie School, Chattanooga, Tennessee, 1960.

Attended the University of North Carolina, Chapel Hill, on a Morehead Scholarship. Co-Captain of Soccer Team. Received a Bachelor of Arts degree in History in 1964.

Served as a Supply Officer in the United States Navy, 1964-66.

Commercial Supervisor, Southern Bell Telephone Company, Atlanta, GA, 1966-67.

Attended Emory University Law School, 1967-70. Received J.D. degree, with highest honors, 1970.

Joined the law firm of King & Spalding, Atlanta, Georgia, in 1970 and became a partner specializing in municipal finance and securities law. Member, American College of Investment Counsel.

In 1987, volunteered as one of the "original nine" to secure for Atlanta the designation by the United States Olympic Committee as the United States City to bid for the 1996 Olympics. Once the United States designation was secured, served as Executive Vice President of the Atlanta Organizing Committee and took a one year leave of absence from King & Spalding to travel to 42 countries around the world lobbying members of the International Olympic Committee and attending various meetings of the Olympic Family to promote Atlanta's candidacy.

On June 1, 1991, left King & Spalding for The Atlanta Committee for the Olympic Games (ACOG), the organization which will plan and stage the Centennial Celebration of the modern Olympic Games in 1996. Currently serves as Executive Vice President and Managing Director for International Relations and is the chief liaison to the Olympic Family. His responsibilities include: the Olympic Village, protocol, accreditation policy and language services. Also serves on ACOG's Board of Directors.

**Civic** - Participated in Leadership Georgia and served as Solicitation Chairman of the Boy Scouts of America; On-Site Sales Chairman of the Atlanta Zoological Society; President, Lovett LionBackers; Member of the Headmaster's Council of The Lovett School; and Head Class Agent for Alumni Giving of the University of North Carolina.

Member, Board of Visitors, The McCallie School. Member, Advisory Board of Directors, Georgia Council on Child Abuse. Director, General Alumni Association, University of North Carolina. Member, Executive Committee, Atlanta Sports Council.

**Personal** - Married to the former Lola Eustis of Greenville, Mississippi. Two children - Beth (24) who works for the Olympic Festival in Boulder, Colorado, and Brooks (21), a senior at the University of North Carolina, Chapel Hill, North Carolina.

**GINGER THOMAS WATKINS**  
Managing Director, Corporate Services  
The Atlanta Committee for the Olympic Games

Ginger Watkins is a native of (b)(6) that has resided in Atlanta since 1980. Currently she serves as Managing Director, Corporate Services of the Atlanta Committee for the Olympic Games (ACOG) with overall responsibility for Special Events, Guest Services, Creative Services, the Torch Relay, and the Opening and Closing Ceremonies. Her association with Atlanta's Olympic efforts, however, began in 1987 when she was one of an original group of nine people who volunteered their time, talent, and resources in support of Atlanta's efforts to host the Olympics. Prior to the formation of ACOG Ginger was an Executive Vice President of the Atlanta Organizing Committee and to state that her contribution was instrumental to the ultimate success of Atlanta's efforts is a significant understatement.

Ginger has a long history of community involvement and volunteers efforts. She has served as Chairman of the Festival of Trees, Atlanta's largest volunteer program, and in that capacity founded the Macy's - Egleston Christmas Parade; as a member of the Junior League of Atlanta's Steering Committee for "Leadership for the 90's"; as a member of Emory University's Board of Visitors; and as a member of the Georgia Tech NCAA Women's Final Four Advisory Committee. As a former teacher she developed the School Enrichment Resource Volunteer Program, a speakers bureau for the Tampa, Florida public school system which annually provided over 10,000 classroom speakers.

Ginger does not just become involved when she makes a commitment, as has been reflected in her being consistently recognized for the quality of her involvement. She is a recipient of the 1991 Atlanta Business Chronicle - Phipps Plaza award recognizing "Atlanta's Outstanding Women of Achievement", and was selected in 1992 by Georgia Trend Magazine as one of the 100 Most Powerful People in the State of Georgia. In addition to her ongoing daily responsibilities at ACOG, Ginger is an officer of the Georgia Amateur Athletic Foundation, a member of the ACOG Board of Directors, its Executive Committee, and serves on the International Olympic Committee's Atlanta Coordination Commission.

Ginger attended Auburn University and received a Bachelor of Arts in Education from the University of South Florida. She is the proud mother of two sons and a daughter and lives currently in Atlanta.

## C. RICHARD YARBROUGH

C. Richard Yarbrough is Managing Director - Communications for The Atlanta Committee for The Olympic Games. He retired in April, 1993, as Vice President-Public Relations for BellSouth Corporation, an international telecommunications holding company, headquartered in Atlanta.

In his role at ACOG, he reports to Billy Payne and is responsible for public relations, state and federal relations, press operations and public information for the organization, and will handle the world-wide press during the Centennial Games in 1996.

A graduate of the University of Georgia's Henry W. Grady College of Journalism, Dick Yarbrough began his telephone career in 1964 as a supervisor in Southern Bell's public relations department. Prior to that time, he had worked for WSB Radio in Atlanta.

In 1974, he was named general public relations manager for Southern Bell's Georgia operations, a position he held until 1977, when he became director - public affairs for AT&T in Washington, D. C. He returned to Atlanta in 1980 and in June, 1983, was named director of corporate information for BellSouth, one of the seven companies formed by the divestiture of AT&T. He won the prestigious Silver Anvil, given by the Public Relations Society of America, for BellSouth's financial communications program.

In 1984, Yarbrough left BellSouth to form a public relations firm which quickly became one of Atlanta's fastest-growing and most successful public relations agencies. For his work in the successful passage of landmark education reform legislation in Georgia, Yarbrough won his second Silver Anvil. He sold his agency and returned to BellSouth in 1986 and was named Vice President in March of 1987.

In 1990, the Georgia Chapter of the Public Relations Society of America elected him to the Order of the Phoenix, their highest award, and to membership in their Hall of Fame. In 1994, he received the George Goodwin Award from the Chapter for lifetime achievement. *INSIDE PR*, an industry publication, has chosen him to receive its prestigious Lifetime Achievement Award for his service to the industry, only the fourth person so honored. The Atlanta Chapter of the American Marketing Association named him Marketer of The Year for 1993. In 1995 and again in 1996, *Georgia Trend Magazine* identified him as one of the 100 Most Powerful and Influential People in the State of Georgia.

Yarbrough is a member of the Public Relations Society of America and the Public Relations Advisory Council of the United States Postal Service. He is a member of the Arthur Page Society and serves on the board of advisors to the United States Military Academy in West Point, New York. He is also a Graduate Director of The Advertising Council.

Active at the University of Georgia, Yarbrough is Chairman of the Board of the Georgia Alumni Society. In 1995, the Alumni Society presented him with their highest honor, the Distinguished Alumni Merit Award. He is a member of the Gridiron Secret Society, the Greek Horseman, and is the recipient of the Sphinx, the University's highest non-academic award. The Henry W. Grady College of Journalism and Mass Communication dedicated the C. Richard Yarbrough Public Relations Laboratory in his honor in October of this year.

He and his wife, Jane, have two children and four grandchildren.

01/05/96

**LINDA STEPHENSON**  
**Managing Director for Olympic Programs**  
**ATLANTA COMMITTEE FOR THE OLYMPIC GAMES**

**As managing director for Olympic Programs at the Atlanta Committee for the Olympic Games (ACOG), Linda Stephenson directs the operations of three divisions and, currently, a staff of approximately 120.**

**Among Stephenson's responsibilities is overseeing ACOG's Volunteer Program, including the Olympic Force, which already consists of more than 1,800 community-based groups from throughout Georgia. Stephenson's department will recruit and train more than 40,000 volunteers to help ACOG produce the two-week Olympic celebration in 1996.**

**The Cultural Olympiad is another major component of ACOG's Olympic Programs department. This department has already successfully staged a successful cultural exchange with Norway, hosts of the 1994 Winter Olympic Games, a salute to the art and history of the International Olympic Committee; unveiled its plans for the remainder of the Olympiad and the 1996 Centennial Olympic Arts Festival. The team also presented ¡MEXICO! A Cultural Tapestry -- an eight-week festival commemorating the twenty-fifth anniversary of the 1968 Olympic Games in Mexico City and the highly acclaimed summer festival "Celebrate Africa".**

**In addition, Stephenson supervises ACOG's Youth and Education program which has signed up over 1,700 Georgia schools (both public and private) for its Olympic Days in the Schools program and which produces an**

annual curriculum written by Georgia educators. The curriculum helps teachers theme interesting lesson plans on a variety of topics around the Olympic Games. This department also directs the popular Dream Team program which recruits 100 Georgia children annually as goodwill ambassadors for the Olympic Games.

Stephenson organized the highly successful 1992 Olympic Flag Celebration which involved thousands of volunteers throughout the state in coordinating the nine-city train tour that welcomed the flag from Barcelona. More than 250,000 people visited the train and exhibit.

A graduate of Leadership Atlanta, a member of the founding board of the Atlanta Children's Shelter and current member of the Advisory Board of Regents' Global Center, Stephenson is a native Georgian. She holds a bachelor of arts in Psychology from the University of North Carolina, where she graduated Phi Beta Kappa, and a masters degree in education from Georgia State University where she specialized in community counseling services. She is a member of Kappa Delta Pi, an international honor society in education.

Stephenson was a congressional staff assistant in Washington, D.C. for two congressional representatives and has worked for both the Regional Offices of the Department of Health and Human Services in Atlanta and the Social Security Administration in Chicago.

In 1988, her widespread community involvement led her to join Atlanta's successful bid effort to host the 1996 Centennial Olympic Games. Stephenson spearheaded the major component of that bid that outlined plans for Atlanta's Cultural Olympiad, education and volunteer programs. She has

now been working on these important aspects of Atlanta's Olympic planning  
for six years.

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# SPORTS ILLUSTRATED



**Summer  
Olympic Boss  
Billy Payne**

See it all in  
**ATLANTA**

PHOTOGRAPHS BY LYNN JOHNSON



# ATLANTA

It took courage for Billy Payne to pursue the 1996 Summer Olympics for Atlanta, and it will take all of his religious fervor to pull them off

BY DONALD KATZ



**BRAVE**



**IT WAS** Day 3,217 of Billy Payne's Olympian odyssey. Only 233 days and nights separated this bleak wintry afternoon from the moment next summer when the Greek guy will jog into Atlanta's new Olympic Stadium. And here was Payne, the driven, evangelical CEO of the Atlanta Committee for the Olympic Games (ACOG), once again behind a podium, once again talking his vision of "the best Olympic Games of all time" into the hearts and minds of a big crowd.

Arrayed before him in the ballroom of a downtown Atlanta hotel were several hundred coaches and sports officials gathered for the annual meeting of USA Track &

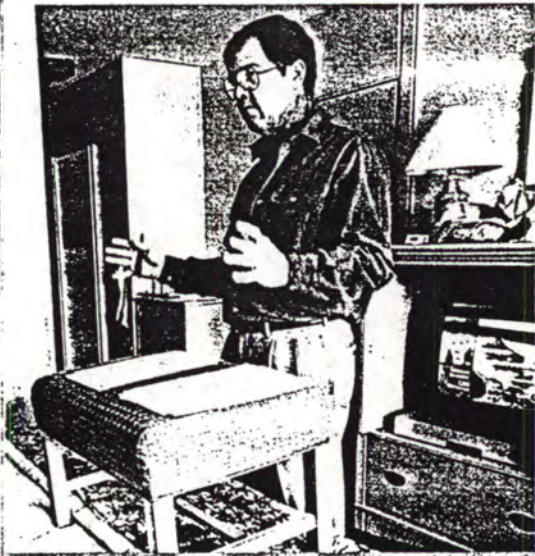
than a few in business suits and running shoes, began to do what the crowds Billy Payne speaks to almost daily do. They began to nod and respond to his singular spell.

Few hours of any day pass without Payne proclaiming that the Summer Games will be "the most important event in the history of Atlanta, Georgia." He tells the crowds that the Atlanta Olympics will be "the largest and most important event of the 20th century" and "the most watched event in the history of the world." Although there are around five billion citizens of the world, Payne regularly extrapolates cumulative television viewership and asserts that "35 billion people" will witness the result of his unremitting quest.

At the USA Track & Field congress in Atlanta, Payne went on to ignore the philosophical vision of the Enlightenment, the canon of world communism and the tenets of several great religions and stated that the Olympic movement is "the only movement in the world that brings people together for a common and singular purpose under a common set of rules." During 100 years of august oratory about the modern Olympics and their attendant ideals, nobody has ever preached the gospel of the Games as fervently as William Porter Payne. Georgia-born and proud of it, he offers inspired talk that harks back to riverbank preachers and to the country poetry of dead-honest Southern mule traders to whom blind mules simply didn't look so good.

As almost everyone in Atlanta can tell you, the greatest of all quadrennial festivals came unto Payne as if in a vision. "Day 3,217" refers back to Feb. 8, 1987, when Payne came home from morning church services in suburban Atlanta only to be visited by "an idea founded in goodness." Back then Payne was an upper-middle-class real estate attorney who had never been to an Olympics and never even traveled abroad on a business trip. His sole claim to fame traced to his days as a successful (if "heavy-legged," as he puts it) high school quarterback and as a University of Georgia defensive end who was just unrelenting enough to be named All-Southeastern Conference in 1968.

But on that day in 1987, "for some reason unknown to me, even today," as he will tell you, Billy announced to his wife, Martha, that he would somehow bring Atlanta and the rest of the world the best Olympics of all time. Atlanta had never bid for an Olympics before, and no city in the last 50 years had won the right to stage the Games its first time out. Conventional wis-



HOW DO YOU COME UP WITH A SPEECH TO CONVERT LISTENERS TO YOUR CAUSE? PRACTICE. PRACTICE. PRACTICE.

Field. And Payne, "inspired," as he so often says he is, "by goodness," had come determined to once again summon the innate Olympic spirit that he believes dwells somewhere within us all.

"It has now been nearly nine years since I first had that which is still described as the *crazy idea*," Payne began. "Nine years since I came to believe that the United States could do great justice and great service to the Olympic movement at this most important time in its history."

With that, members of the audience, which included many people wearing warmup suits and running shoes and more



## BILLY PAYNE

dom held that it wasn't a U.S. city's turn to host the Games. Most insiders seemed sure that Greece, wellspring of both the ancient and modern Olympics, would get the centennial nod.

Billy Payne didn't want to hear about that. The ACOG (AY-cog) CEO hails from an illustrious tradition of successful Southern "greeting." Fifty years ago Hartsfield Atlanta International Airport, which would later be central to the city's contention that it could handle the flow of Olympic visitors, was built as a major hub in large part because a team of boosters from Atlanta outgreeted the greeters of Birmingham—where all topographical logic indicated the Southern hub should be.

"I'd just say to them," Payne recalls of his early efforts to win over the International Olympic Committee (IOC) elite, "Hey, King! Hey there, Prince! I want to be your friend, and I want you to trust my city. I want you to come down and visit. And I want you to get to know us and know that we want to pay honor and respect to the Olympic Games. Now be my friend."

And that's what they did.

Because officials at every level of government had made it clear that an Atlanta-based Olympics would be staged without government underwriting, Payne—who had by then taken to wearing a button on

his lapel that read, HI, I'M BILLY PAYNE—claimed that he would raise the estimated \$1.5 billion the city would need through the support of corporations and other private-sector sources. Payne announced that corporate sponsorships bought for \$4 million during the famously commercial Los Angeles Olympics of 1984 would now go for as much as \$40 million.

Never mind that for about the same price the IOC was already selling off worldwide marketing rights and exclusive use of the Olympic rings to Coke, Kodak, Visa, Panasonic, IBM and other traditional and deep-pocketed supporters of the Olympics, including SPORTS ILLUSTRATED. "Billy," officials would ask him ("It was always that way," Payne says. "They were His Excellency of this or that or the Grand Duke of this or that, and I was just Billy—and that was just fine"), "how in the world are you going to find companies willing to come up with that kind of money just for domestic rights?"

"Well, sir," Payne would reply, "we're gonna talk 'em into it."

And, given that nearly a half-billion dollars has been raised, that's just what he did.

As soon as Payne's marketers began pitching costly Olympic associations in corner offices around the world, a global business recession set in. But Payne's troops talked 30 billion-dollar corporations into

lending executives and technicians to ACOG or donating goods and/or ponying up between \$10 million and \$60 million apiece to be domestic Olympic "partners" and "sponsors." A total of 125 companies signed up to be product licensees.

By the time the Games begin next July 19, more than 70,000 full-time employees and volunteers (more than three times the size of the workforce at Delta Airlines, the largest private employer in Georgia) will be working for ACOG and Payne. Some senior ACOG executives who have set aside successful careers to help bring 10,600 athletes, 5,000 coaches and officials, 15,000 journalists and two million spectators from some 200 countries to Atlanta say that the day-to-day mania of the effort isn't much fun anymore. But many of them add that they keep at it because of their desire to see Payne win his private race. They listen to him talk on and on about the Olympics as "the highest and greatest manifestation of the human spirit," but they know that for him the Games have taken on the urgency and finality of great battles in war. What at first appears to be the control-freak style of someone conducting a grand military campaign looks, at close range, like a messianic dash toward a highly personal destiny.

Asked to name his paramount motivational skill, the 48-year-old Payne says it is his "capacity to share with others that which is in my heart." Others might add that Payne has also shared an intimate sense of the physical and psychological forces that pursue and propel him—though he often seems unable to see them himself.

Everyone in the ACOG bureaucracy and most of the citizens of Atlanta by now know about Payne's dire family medical history and his two coronary bypass operations. Payne had his first bypass at age 34—just after his beloved father had died of heart failure at 53. During the procedure it was discovered that the chest pains Billy had suffered back in 1974, when he was 26, were probably indications of a heart attack.

Then, on the night of April 28, 1993 (Day 2,272), as so many huge hurdles and so many naysayers loomed before Payne, his chest started to hurt again. Another bypass, a triple, was immediately required.

Payne was back at work less than a month later, complaining that his pledge to stop arriving at the office at 4 a.m. left him with too much time for early-morning wandering around the house. "You can't change your personality," Payne told a reporter for the *Atlanta Journal-Constitution*, "but maybe you can change how many hours a day you subject your body to your personality."



"So now I start working at five instead of four," Payne said as he trucked quickly out of the ballroom when the speech to the track people was over. "Guess that means about seven more heart surgeries from now, I'll be workin' a normal day."

Upon observing Payne's *carpe diem* pace not long after Atlanta won the Olympics, the chairman of the IOC Coordination Commission for the '96 Games—Dick Pound, a former Olympic swimmer for Canada—took Payne aside. "Billy," he said, "this is not a sprint. You've either got to change the way you're going at this, or the stadium you want to build is going to be called the Payne Memorial Stadium." Payne wouldn't listen. "The fact is," Pound says now, "Billy is a man entirely unaware of himself in many important respects."

"With his medical history, his type A personality and working himself like he does," Payne's close friend Peter Candler says, "you wish . . . well, but Billy just doesn't understand. You say, 'Billy, you're going to kill yourself,' but he just doesn't look at it that way. Makes you think of an old country and western song. I think it went, 'Live hard, die young and leave a beautiful memory.'"

"The thing that convinced me to help him was the single-minded dedication I saw," says Andrew Young, the cochair-

man of ACOG, who was mayor of Atlanta back when Payne made his unlikely approach to the city. "I learned that Billy had actually quit his job and was spending his savings in pursuit of his goal. He'd had a heart attack, and he had the feeling that doing something for others was what life was really all about. 'I don't know what I'm doing,' he said, 'but I believe I can do it. I believe it with every ounce of strength I have.' It reminded me of the line from the philosopher Kierkegaard that 'purity of heart is to will one thing.'"

Every ACOG official has heard about the things Billy's daddy said to him—and, more important, failed to say—making him unable to proceed in any gear but overdrive. Billy was born a child of Athens, the one just east of Bogart, Ga. He was also the child of a Georgia football hero named Porter Otis Payne. Billy's father was the Bulldogs' captain in 1949, and he played on the College All-Star team that beat the Philadelphia Eagles the next year.

"My daddy always said, 'Never was a horse that couldn't be rode or a rider that couldn't be thrown,'" Payne says. "He would say, 'Billy, if you're not smarter than a lot of people or a better athlete than somebody, you can always outwork 'em.'"

Billy was a workhorse A student and a workhorse athlete. After each report card and after every game in which he'd played

his heart out, he would approach his father in search of what he calls "adulation."

"Well, whaddya think, Dad?" he would say. "Was I good today? Are you proud of me?" And Porter Payne would always say the same thing: "Doesn't matter, Billy. The only thing that matters is, did you do your best?"

"Never once in those hundreds or thousands of conversations with my dad," Payne has said often to those he would inspire to join his cause, "could I ever respond that, yes, I had done my best. So I think it's kind of obvious what motivates me now."

"It's the kind of motivation that gives you heart attacks," says Young. It's also the kind of motivation that allows a relatively unsophisticated attorney to rise out of nowhere to build a multibillion-dollar, 70,000-person enterprise designed to galvanize the attention of much of the world for 17 days and then cease to exist.

ACOG headquarters sprawls over 14 floors of an Atlanta office tower and 240,000 square feet of a dramatically sterile stainless steel and marble building called the Inforum. The Inforum was designed by

IN BUDAPEST WITH YOUNG FOR AN IOC MEETING IN JUNE, PAYNE TALKED UP ATLANTA TO A KUWAITI SHEIKH. BACK HOME HE PLAYED TO THE CAMERAS.





John C. Portman Jr., who was one of the bright young participants in the postwar economic renaissance that marked Atlanta as a "Cinderella city" of the New South. For most of the second half of this century a coterie of boosters, bankers and business hustlers has endeavored to "put Atlanta back on the map," as they say, though students of the city's rebirth, including Young, admit that an inferiority complex still dwells beneath Atlanta's bravado. "I don't think Atlanta believed in an international vision for this city until September of 1990," Young says, "when we won the right to host the Olympic Games."

Before he pledged to elevate Atlanta to the status of Olympic city, Payne was one of thousands of locals who rode the great rise in Atlanta-area real estate values that commenced during the late 1970s. As a commercial real estate lawyer Payne was considered a hard-driving maker of deals rather than a legal technician. The carpetbagging investors and condominium converters who flocked into Atlanta helped make Payne and his family prosperous—though before the boom the small law firm Payne had founded with a University of Georgia law school buddy had struggled. "A lot of our business came from friends and associates of Billy's father," recalls Payne's former partner, Read Morton. "Then Billy

had his bypass in '83, and since he said he wanted to slow down, we merged with a larger firm. But Billy only slowed down till he got well. The man cannot sit still."

It was in a restaurant in Aspen, Colo., that Payne told Morton that Atlanta should host the Olympics. "Sure thing, Billy," Morton said. "Have another beer."

After Payne left his law partnership in 1987, he paid the family's bills from a \$1.5 million loan he took out against some real estate he owned. He drew no salary during his 3½ years of lobbying to land the Games, and he paid personally for travel that kept him out of the country 20 days a month. After Atlanta won the bid, Payne began to draw a salary of \$530,000—which was publicly criticized as excessive. As of last October he gets \$669,112 per annum, a level of remuneration—as the *Journal-Constitution* was quick to trumpet to Atlantans grown used to the paper's tracking of Billy Payne's every move—that marks Payne as the most highly paid non-profit executive in the nation.

"I get a big salary," Payne said upon returning to his big corner office at the Inforum. "But 40 percent goes to taxes, and a third of it goes to retire that million and a half in debt. At the end of the Games I will still owe \$572,000 . . . and everybody still gives me a rough time."

**RATHER THAN TRIM BACK HIS OVERGROWN SCHEDULE, PAYNE EVEN HAS HIS HAIR CUT IN HIS ACOG OFFICE.**

Payne's ceremonial outer office includes the standard-issue executive golf club resting against an elegant chair. After his most recent bypass Payne pledged to play a lot more golf—"My singular release in life," he says—but then Billy Payne-style golf involves playing as fast as possible and alone, preferably at dawn. Those who have suffered through rounds of golf with Payne note that he always hits first, no matter how he did on the last hole. He regularly tees off with the group in front of him still within striking distance, always tries to hit over the least traversable stretch of water ("Take every risk in the world; that's my motto"), and since he allots no more than two hours to any golf outing, he usually picks up his ball and strides off the course before finishing a round.

"Billy calls it golf, but it's really polo," one colleague notes. "He walks up to the ball swinging."

"And I'm improving, too," Payne says. "Played 13 holes the other day and was seven over par."

Not far from Payne's golf club sits an engraved brick that resembles the burnished bricks discernible atop so many hor-

horizontal surfaces inside ACOG headquarters, each of them emblazoned with the name of an employee or the names of an employee's family members or friends. More than the state of Georgia Olympic license plates (just over one million sold), more than the Olympic Barbie doll, more than the official Olympic television game shows, more even than official Olympic T-shirts and the 1,996-foot-long Olympic hot dog that was wound around the inside of the Georgia Dome a few months ago, the ACOG Adopt an Olympic Brick program has drawn Payne's micromanagerial focus because it has never quite measured up to his intent.

The Olympic-brick idyll began one sum-

leaders and philanthropists and shortly after that, by a series of financial commitments, building condemnations and land buyouts that cleared the way for Centennial Olympic Park. The walkways and plazas inside the 21-acre park would be paved with commemorative engraved bricks, the retailing of which would cover ACOG's \$15 million portion of the park's \$50 million price tag. Market research indicated that two million bricks might be sold for \$35 each, many of them during the holiday purchasing season before Christmas 1994. The budget projected that at least 700,000 bricks would be sold, but as of last spring a mere 100,000 had been retailed.



PAYNE HAS DILIGENTLY BUILT UP THE COFFERS OF THE ATLANTA OLYMPICS, BRICK BY COMMEMORATIVE BRICK.

mer day in 1993 as Payne was staring out his office window at a stretch of warehouses and empty lots that would be at the epicenter of Olympic housing and most of the sports facilities. Suddenly it came to Payne right there in his office—though some versions of this epiphany put him on an airplane—that the land below him must be developed into what he calls “the largest urban park built in America since before World War II,” a site that would “totally transform Atlanta and become the greatest single legacy to the city of the Olympic Games.”

ACOG was already promising the city more than \$500 million worth of bequeathed stadiums, dorms and other structures when the Games end, but the park vision was immediately followed by negotiations with political officials, corporate

The indefatigable Payne could by that time be heard promising “prominent places” to would-be brick buyers all over the world. Prospective purchasers were offered miniature likenesses of their engraved bricks instead of mere certificates, and the sons and daughters of some of the three million employees of the first two dozen corporations to become Atlanta Olympic sponsors began to learn that Olympic bricks had been purchased in their names. Within weeks Delta Airlines started to move bricks in quantity by offering 1,000 frequent-flier miles to anyone who would buy a brick.

An hour after returning from his speech to the USA Track & Field delegates, Payne strolled out of his office and onto a balcony overlooking a huge moonscape of gray earth that will soon be covered over by his Centennial Park. “Might not look like it, but this park is 90 percent finished,” he said. “By March 1 the fountains will be in, they’ll plant the grass, put in the walkways, the bricks, the flowers and the trees.”

## BILLY PAYNE



he said, downing another Diet Coke and pointing toward a huge, leafless tree being hoisted above the earth by a crane.

The downtown landscape, with fortress-like buildings rising amid urban devastation, looked nothing at all like the romantic Old South images inside the coffee table-style Olympic bid books. The '96 Summer Games may indeed turn out to be the best of all time, as Payne promises several times each day, but the events and the “indigenous friendliness” of Atlanta will have to transcend all the problems of modern urban life.

“This is a made-for-business downtown,” Payne said, looking out at the bulldozer dragging his new park to life. “Foreign journalists get here, and they see that there ain’t a building around here more than 30 years old. They say, ‘Where’s the history? Where’s the architecture?’ Well, sorry, we don’t have that, but what they go away talking about is the sincerity of the welcome they got.

“We’re gonna have new lampposts and pavement running away from the park and all through the downtown. Place’ll look like London or something.”

Payne knows his colleagues joke about his difficulty delegating details to his executive staff, but he claims his skills in this area have improved. He will still spend executive time discussing the pocket shapes and skirt colors for the outfits Olympic employees and volunteers will wear during the Games, and a few weeks before the USA Track & Field gathering downtown he had flown to Hugo, Minn., to watch test lightings of the flame that will top the Olympic caldron.

“It’s not as if I brought a lot of management expertise to this endeavor,” he says. “At first it was more like, ‘Y’all fall in behind, and I’ll take the incoming rounds.’ I probably still struggle a little bit, but once I learned to delegate, I felt even more confident of our ability to do what we said we would do.” As Payne spoke, a video monitor behind his desk flashed shots of workers on a closed-circuit system that has allowed Payne to sit in his office and observe the bolt-by-bolt construction of the Olympic Stadium.

The business side of the Summer Olympics has changed mightily since 1976, when the Montreal organizing committee garnered revenues from sponsors and licensed suppliers totaling only \$7 million. The organization is still short of the recently revised \$1.6 billion required to meet projected costs, but that deficit is slated to



## BILLY PAYNE

disappear with the continued sale of 11 million tickets and other items, including those troublesome commemorative bricks—only 260,000 of which have been sold so far. "Whether or not we raise the money we need is no longer an issue," Payne says. "The issue is dead, because we're gonna make it. There might be issues of preparation and keeping expenses in check, but there is not a revenue question. Despite anything you may have heard or read to the contrary, this Olympic effort is not about how much money can be made."

PORTER KNOWS THAT ON THE FOOTBALL FIELD HIS DAD AND GRANDDAD WERE PICTURES OF PROWESS.



But no matter how much time he spends willing it to be otherwise, many observers are certain to measure Payne's and Atlanta's performance against the \$1 billion in municipal debt incurred by organizers of the Montreal Olympics, and the \$250 million surplus delivered to Los Angeles by Peter Ueberroth and his 1984 Los Angeles Olympic Organizing Committee.

The success of most organizations of ACOG's size is measured in large part by their ability to sustain themselves over generations. But Payne's creation is designed to instantly disappear. Big companies blow a quarter or a fiscal year and come back strong the next time around, but Payne and ACOG have only one shot at the bottom line. The Olympic Games are the focus of an estimated \$100 billion-plus worldwide sports economy that has exploded through the constant addition

of leagues, teams, logos, licensing and endorsement deals, television outlets, sports talk-radio channels, sponsored events and even new sports synthesized to feed a market demand. One of the many transparencies used in a typical corporate-style presentation by an ACOG marketing executive shows a giant red sphere representing the "\$5.1 billion economic impact of the Centennial Olympic Games" in the Atlanta area alone. A much smaller green sphere on the same chart, looking like the tiniest moon of a very big planet, represents the paltry \$166 million generated by Super Bowl XXVIII. While NBC is now looking to reap upward of \$650 million from Olympic television ads, the network can expect around \$80 million from the forthcoming Super Bowl.

The official Olympic employee and volunteer garments to which Payne has paid such attention are actually donations, part of a \$100 million-plus partnership between ACOG and the Sara Lee Corp. Sara Lee's investment covers, among other things, \$40 million in various Olympic partnership fees, about \$20 million in licensing guarantees covering everything from sweat-shirts to meat, and perhaps \$15 million in "hospitality" for VIP guests. Sara Lee's Hanes division is even connecting the Olympics to endorse Michael Jordan via a TV ad campaign called Olympic Briefs. Sara Lee officials say they are confident that they will recoup all of the money in stronger brands and increased product sales.

In 1992 NationsBank CEO Hugh McColl came to visit ACOG from his headquarters in Charlotte, N.C. McColl listened to the Payne pitch and quickly inquired about

the price tag for the right to attach the Olympic flame and rings to his ever-expanding banking empire. "Aw, hell." McColl remembers replying when Payne said \$40 million. "I thought you were gonna ask for a hundred. We're in."

McColl says he would have committed to a figure "way north" of that \$40 million. "See, we're the third-largest bank in America, and we spend north of \$100 million a year on marketing alone," he says. "We had just taken over C&S/Sovran, the biggest bank in Atlanta. I thought of the sponsorship as a way to show our commitment to the city, and I also wanted to make the general point that we are 'successful people' at NationsBank—which is a substitute for saying we're big and we're rich."

Although recent estimates show ACOG has fallen some \$85 million short of original sponsorship projections, the effort still netted hundreds of millions of dollars from companies that had never committed to a local organizing effort before.

Suggest that the Atlanta free-market way of putting on the Olympics might be risky and inefficient, and Payne's eyes widen and he suggests in no uncertain terms that you are wrong. During a speech at the Canadian Embassy in Washington, D.C., last spring, the IQC's Pound proclaimed, "We will never award the Games in the future to a city, in the United States or elsewhere, which has no significant public-sector commitment, either in the form of financial contribution or, at the very least, in the form of a guarantee to meet the necessary costs of organizing the Games." Pound contended that the lack of government underwriting and the resulting concentration on raising private-sector money has diverted ACOG's focus from other details. Pound also questioned ACOG's strategy of giving the Olympic Stadium to the city of Atlanta as a new home for the Braves when the Games are over, saying that this is not what Olympic sponsorship money should be used for.

Though Payne acknowledges that the Olympics cannot grow much larger than Atlanta '96 without public-sector support, Pound's speech infuriated him. He screamed at Pound on the phone. Now Payne asks, "Am I happy with the way certain other parties get certain shares?"—referring to a formula by which nearly 35 cents of every dollar raised through marketing deals must go to the U.S. and International Olympic committees—"Well, no. I've been aggravated by the system."

To which Young adds, "You have to make the people who will enjoy the



## BILLY PAYNE

Olympics pay for it. It's unfair to the poor of the world, or to the poor of

Atlanta, to take any of the funds that ought to be building houses for them and providing education, and use them to bring elite athletes here. From now on, sports should always be self-sustaining.

"What the lack of government underwriting causes is the continual questioning of whether we will make it," Young continues. "The question preoccupies the media... and it preoccupies Dick Pound. But none of it will make a difference, because we will make it."

"You know, I used to be sensitive when people called me an optimist or a man without realism," Payne reflects, "but I have this belief that the Olympics is an idea that is founded in goodness, and it's the goodness that will make it achievable. I keep saying, 'Let's get it right this time. Let's show the power and hope of people coming together in a celebration of humanity.' A lot of people will say that's b.s., but it's not."

As Payne will tell you again and again, some 83% of Atlantans are glad the Olympics are coming ("We've got polls to prove it!"), but from the moment Payne came home with his prize, critics skeptical of the inherent goodness of his quest appeared. Civic leaders from inner-city neighborhoods resisted Payne's plan to

build a high-tech Olympic stadium and then bequeath it to the city. At one point Payne offered the unfortunate observation that one thing these Olympics would not be was "the world's biggest urban development project." It took more than a year and the intervention of a professional negotiator to work out final plans for the stadium.

Some people in town continue to believe that Payne is the latest front man in a longtime conspiracy between white Atlanta money and black political power, a marriage of expediency inspired by greed. Many European observers—citing the unlikelihood of a scenario in which a low-profile, well-paid lawyer suddenly leaves his job and risks his house on a crazy dream that somehow comes true—believe the Olympics were awarded to Atlanta by force of a conspiracy managed by leaders of Atlanta-based Coca-Cola. Back when Payne wanted to gain quick control of the acreage needed to build his Centennial Park, he indeed went to Coke CEO Roberto Goizueta. But Young asserts that Payne and his fellow crusaders originally feared Coke might undermine their cause and so asked the company to back away.

"Coke gave as much money to the Athens and Toronto bid efforts as it did to us," Young says. "All we asked Coke to do for us was stay neutral."

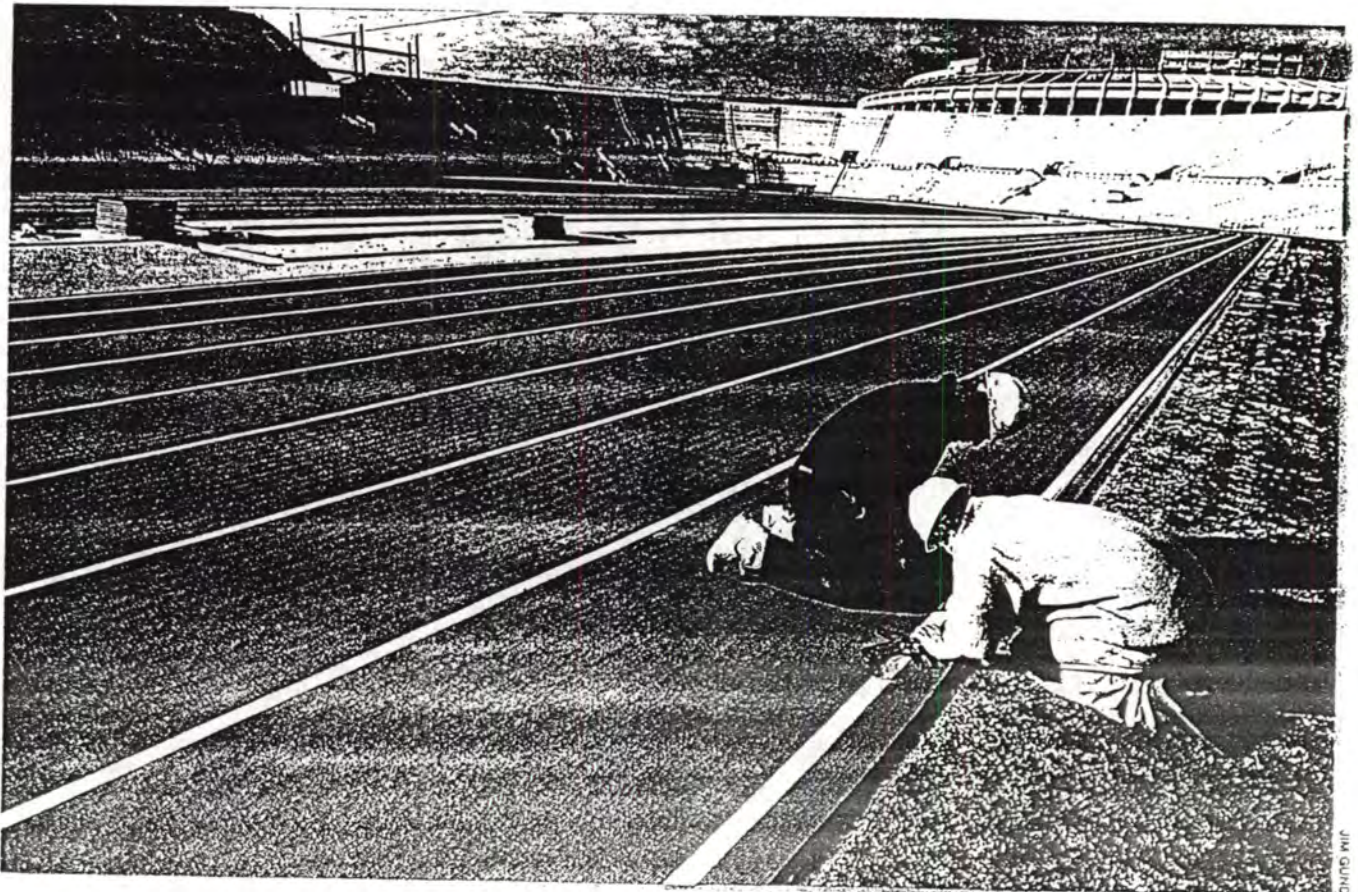
"People just can't keep from diggin' up snakes," Payne says now. "And then they

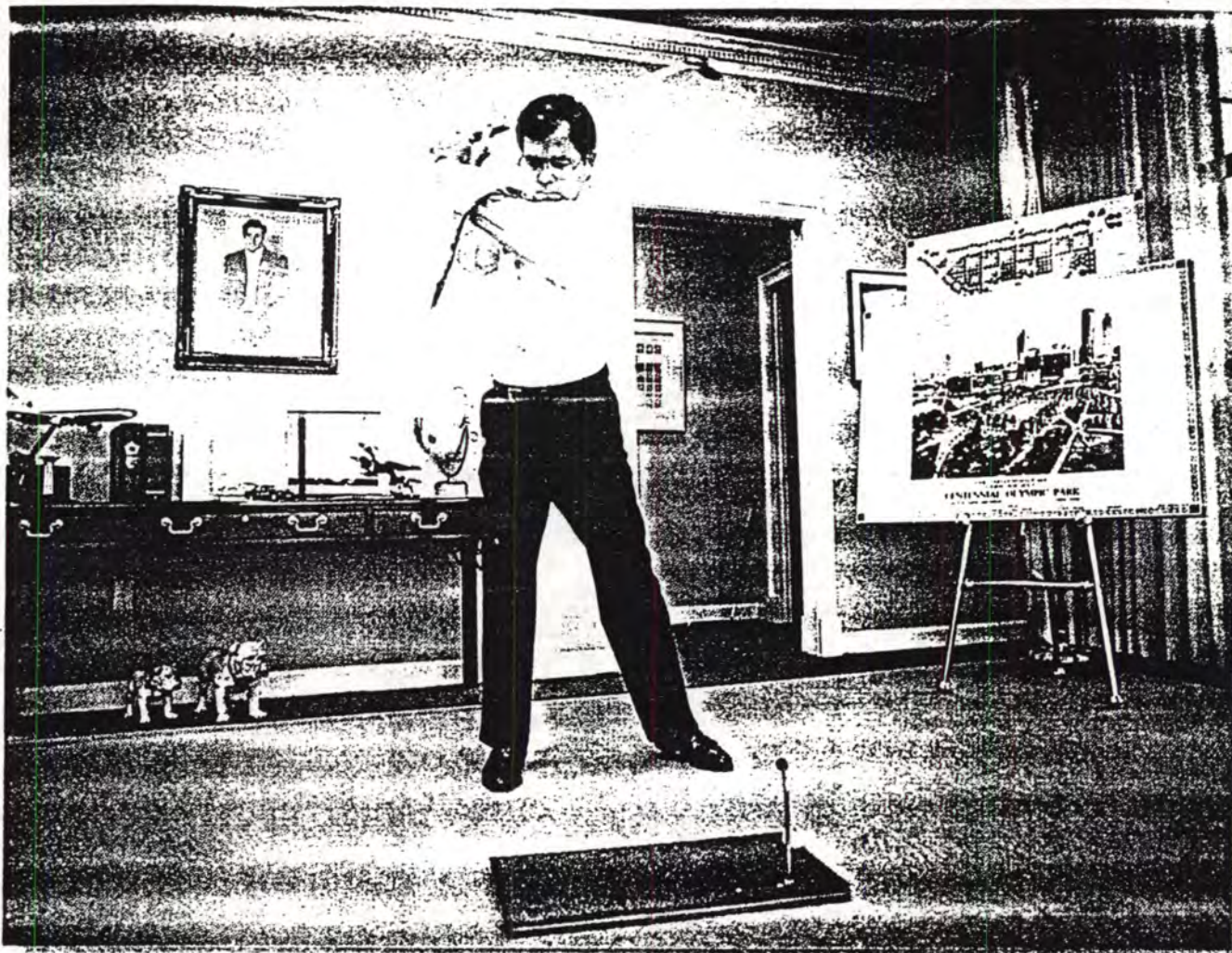
realize they dug 'em up just to kill 'em."

The battles have left scars on Payne. For all of his maturation as a CEO and public figure, he still takes everything personally. "Thing about Billy is, he's just so hard-charging that it's difficult for him to see the other side of things," says Vince Dooley, Payne's college football coach and now the athletic director at Georgia. "But his motivation is phenomenal. I used to play him as a tight end, a split end, and I could move him to defense to play end or even linebacker. He wasn't a superman at anything, but he could play them all, because he was just so dogged."

Early last year, with 500 days left before the Olympics, Payne got up onstage before his ACOG "family" of employees and once again told the story of his childhood quest for paternal approval. Payne seems to trundle out this tale as a management tool. It's as if he has inventoried the profound effect the story has on others without understanding it himself. On this day he explained how the Olympics will allow him to complete his personal journey. "I am now certain that when these Games are over, because you have helped me," he said, his strong voice quavering as he stared at an Olympic brick with his father's name engraved on the side, "I am going to have accomplished

**EXCITEMENT, LIKE THE OLYMPIC STADIUM ITSELF, IS ABUILDING IN ATLANTA AS THE NEW YEAR DAWNS.**





**WORKAHOLIC PAYNE RARELY TAKES TIME FOR A REAL ROUND OF GOLF; HE'S TOO TETHERED TO HIS OFFICE AND HIS BLUEPRINTS FOR A SMASHING GAMES.**

something I was never able to accomplish in my relationship with my daddy.”

Then he started to cry.

“I don’t know what the psychiatrists would say,” says Horace Sibley, Payne’s first recruit to the Olympic crusade from Atlanta’s elite business establishment, “but it’s almost as if Billy tries to take on the burden of both himself and his parent.

“One day we were driving out from the airport in Denver, and Billy was telling me about his sister, Patti, who died of cancer at the age of 40, and about his father’s heart problems before he died, and about Billy’s own bypass procedures—and then he told me that he didn’t expect to live a full life. And I remember thinking that Billy believes he’s got to do quickly what others can do over a much longer life.”

All around Payne are people who seem at once motivated, enthralled and unnerved

by the daily sight of him charging forward to throw himself on a coronary grenade. They cringe at evidence of a less-than-healthy lifestyle even by the standards of middle-aged men who don’t have his cardiovascular history. Payne used to play basketball, but unless speed golf counts, he doesn’t exercise anymore. Colleagues wince at breakfast meetings while Payne wolfs down bacon and eggs or suggests stopping for a plate of fried fish on the way home after a long day of talking the dream, perhaps believing that the abiding goodness of his cause will preserve him.

“I can still beat anybody my age in the 40-yard dash,” Payne says defensively when health issues are raised.

“Oh, bull—,” says one of his closest aides when told of Payne’s claim.

“There’s not much doubt about what’s going to kill me,” Payne says. “The \$64,000 question is when. I have never reacted to health concerns by going overboard, by becoming a vegetarian or a marathon runner in the hope of dying at 74 instead of 72. I don’t live in fear of death. I live in fear of

not having my family and friends . . . and maybe that is one and the same thing.

“I don’t really know how to deal with health issues,” Payne says after a pause. “Maybe I’m cheatin’ life a little bit.”

The phrase “cheatin’ life” is a Paynism heard often by those close to the heat of his Olympian chase. Other people employ the phrase “cheatin’ death,” though few of them wake in the darkness of each morning able to recall the precise number of days it has been since they set themselves a near-impossible task, or how many days are left until the whole world sees the results.

“It’s impossible for us not to achieve an overwhelming success, because this is the United States of America,” Billy says. “We’re doing something that’s more important than any of us!” He rises to his feet and announces that it is time to stop talking and to return to the work at hand. “This thing has virtually limitless potential—if we do it right—to affect humanity. This is it, man! This is it! And I do believe we’re gonna do it for sure!”

## LEVEL 1 - 1 OF 3 STORIES

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BYLINE: By ALLEN R. MYERSON

## BODY:

FORGET about the Renaissance. Never mind the Industrial Revolution or the founding of the world's great religions. "The Atlanta Olympic Games," Billy Payne booms out to his Chamber of Commerce dinner audience in Charlotte, N.C., "will be the greatest peacetime event in history."

So who could begrudge Mr. Payne, president of the Atlanta Committee for the Olympic Games, the \$669,112 he earns a year, even if, apart from the chiefs of a few medical centers, he makes more than anybody else in the nonprofit field?

Pointing out that he spent three years without pay and borrowed \$1.5 million to bring the Games to Atlanta, he says the true standard for his group's performance, and his salary, is the Fortune 500. "The fact that A.C.O.G. is nonprofit doesn't have a whole lot of significance because we don't receive contributions," he said back at his Atlanta office, where sports memorabilia jostled with corporate trappings, including a model of a Citation X jet like the ones a sponsor, Textron, provide him. "It has no relation to the Salvation Army or any of those kinds of -- you see what I'm saying?"

What he's saying is that by this summer, he will command a \$1.6 billion budget and 70,000 workers, and with all this, the world's rapt attention. The logistics -- housing, security, traffic, food, the media and the events themselves -- are far more complicated than putting on a Super Bowl a day for 17 straight days.

Whether Mr. Payne is worth a salary more than twice what Peter V. Ueberroth received for pulling off the 1984 Los Angeles Games will only be clear come the closing ceremonies on Aug. 4.

But if Mr. Payne's lack of management experience and frequent stumbles argued against a first-place paycheck, his defenders say he has publicly recognized his shortcomings and compensated for them with prudent hiring and personal growth.

Before embarking on his Olympic quest nine years ago, William Porter Payne was just a real-estate lawyer, although with enough deal-making wiles and connections to earn perhaps \$250,000 a year. "You must recognize that the largest thing I had managed to that point had been my son's Little League team," he said at the Charlotte banquet.



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The New York Times, February 25, 1996

For someone so devout in his cause, it was a disarming touch, with the same aw-shucks manner he displayed before dinner when given a tag bearing his formal name. "William? Give me a break," he said. "Nobody ever calls me 'William.' You'll make them take me too seriously."

Fat chance of that. With 145 days to go before they open on July 19, the Atlanta Games are, for better or worse, Mr. Payne's even more than the Los Angeles Games were Mr. Ueberroth's. For unlike Mr. Ueberroth -- a travel executive before the Olympics, then baseball commissioner and now a partner in an investment firm -- Mr. Payne himself hatched the idea of bringing the Olympics to his town.

The inspiration came on the way home from church in 1987, after the dedication of a sanctuary built with money he helped to raise. He had assumed a greater role in his church after a heart bypass a few years before. Having seen something on television about Nashville's Olympics bid, Mr. Payne, a Georgia native, found a new crusade.

Mr. Payne began by recruiting a few business friends. But it took him three months to maneuver past protective aides to Andrew Young, the civil rights leader who was then Mayor.

Mr. Payne noted that a privately financed Olympics would cost the city nothing, but aware that Mr. Young is a minister by profession, he concentrated on describing his Olympic quest as a religious epiphany.

"That was the hook for me -- the religious aura," Mr. Young said. "You could say it's a coincidence that he had a heart attack, that he got involved with his church, that he starts doing things for other people and comes up with the idea of the Olympics. In my belief, coincidence is God's way of remaining anonymous. So I feel the Lord wants the Olympics to come to Atlanta."

Mr. Payne proclaimed his own dream of Olympic togetherness in Atlanta -- "an idea founded on goodness," he always said -- in terms that called to mind those used by his city's own Martin Luther King Jr. Atlanta's corporate chiefs, always boosters of their hometown, fell in behind him.

Mr. Payne was smart enough to let Mr. Young take a leading role. The Mayor traded on Atlanta's civil rights heritage and his diplomatic ties as a former Ambassador to the United Nations to court members of the International Olympic Committee. Mr. Payne proved himself a direct spiritual descendant of Henry W. Grady, the Atlanta Constitution editor who, more than a century ago, began the civic tradition of venturing far beyond the region to capture factories, capital and jobs.

For those around him, Mr. Payne's marketing genius has become the subject of hyperbole. "He is one of the greatest salesmen of the world," said James Hance, chief financial officer of Nationsbank, introducing him in Charlotte, the bank's hometown. "In talking to the Olympic committee, he convinced them that the average temperature in Atlanta in July and August is 75 degrees."

Daytime summer temperatures actually tend to be in the muggy 80's or 90's, and some athletes are already calling the marathon a potential death march.



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The New York Times, February 25, 1996

But Mr. Payne's salesmanship swayed the international committee, and when it voted in 1990, Athens, the sentimental favorite to host the centennial Olympics, lost to a city where ancient history means before shopping malls.

Mr. Payne soon recruited financiers, marketers and hospitality experts to groom him and help with the planning. Ever since, they have been trying to turn a fervid visionary into a professional manager.

So far, they have had mixed results. "We are bureaucratizing an entrepreneurial organization," Mr. Payne once griped, recalled A. D. Frazier Jr., the chief operating officer and numbers man he recruited from the First Chicago Corporation, one of the nation's biggest banks. Soon after Mr. Frazier arrived five years ago, he began setting down rules and procedures, job descriptions and budgets to turn, in record time, an organization that had about eight employees into one that will soon be handling 30,000 paid workers and 40,000 volunteers.

"You're right," Mr. Frazier answered Mr. Payne's complaint. "We have to bureaucratize your organization -- but without losing the entrepreneurial zeal that got us the Games."

The bureaucracy's job will be to run an Olympics with by far the greatest expenses -- triple those of Los Angeles -- the most visitors and athletes and the brassiest commercialism ever, an event with an official mineral water, overnight delivery service and auto anti-theft device.

But with Billy Payne presiding, the Atlanta Committee for the Olympic Games remains a hybrid of multinational corporation and Sun Belt megachurch, so inseparable from its spiritual leader that it might as well be called Payne Evangelical Athletic Enterprises Inc.

Woe to the Reuters reporter daring to complain at a news conference that the committee, plans to charge him more per square foot to rent space in a press area for a few weeks than the classiest office buildings in town would charge for the whole year. Even as the television crews are drifting away afterward, Mr. Payne -- a burly former University of Georgia defensive end -- stomps over to stare down the miscreant.

"I'm not quite with you on your logic, but . . ." the reporter squeaks.

"Well, you don't have to be," Mr. Payne cuts him off, with a scowl that could freeze the Olympic Stadium infield into an ice rink.

LATER, at his office, Mr. Payne said that no, he did not overreact. "I take things personally," he said. "I take criticism of this organization very personally. It's like one of my children. If you called my daughter ugly, I would be mad at you -- and it wouldn't matter if you were right."

Mr. Payne tells most visitors, including out-of-town reporters, that he is too caught up with the Olympics to have ambitions beyond the closing ceremonies. But if he rules out politics, those listening closely can hear the rustling of resumes as he positions himself for the nation's top corporations.

"Some could argue that over nine years, I've proven my capacity," he said. "I really believe I have gone through an experience which I would put up there with



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any corporate experience in terms of complexity. I honestly believe it would be unfair to characterize me as an entrepreneur. I've jumped over that hurdle."

To those who question his ability to deliver on the opportunities that his salesmanship and vision create, Mr. Payne, who is 48, readily acknowledges that he needed crash courses in everything from corporate finance to political savvy. Besides Mr. Frazier, his tutors have included Hugh L. McColl Jr, the chairman of Nationsbank; Mr. McColl's aides, and Mr. Young, who became the Olympic committee's unpaid co-chairman. Mr. Payne, mindful that the Montreal Olympics of 1976 sucked up \$1 billion of public money while Los Angeles, relying entirely on private money, finished with a \$220 million profit, picked the Los Angeles model. Los Angeles, however, used mostly existing sites, while Atlanta is spending \$550 million to build new facilities.

To some, Mr. Payne's nonprofit operation is already far too corporate, more concerned with the bottom line than with putting on the best possible Games. "Instead of getting the job done, they've had to focus on getting enough money and then doing the job," said Dick Pound, a Montreal lawyer who directs the International Olympic Committee's oversight panel for the Atlanta Games.

He advised Mr. Payne against selling television rights too soon after NBC and its partners suffered heavy losses on their broadcast of the 1992 Barcelona Games. But Mr. Payne, running the Games without any public support, needed the television contract early enough in 1993 to finance the construction of Olympic Stadium. Waiting another six months would have brought another \$50 million to \$75 million, Mr. Pound said. Mr. Payne's aides say that the \$456 million he negotiated from NBC met their optimistic expectations.

Far from helping pay for the Games, Mr. Pound says, the city will get to keep a stadium and other buildings financed by ticket buyers and Olympic sponsors. "I think the people that are sponsoring the Games are hoping the money will go to the Olympic movement rather than bricks and mortar in the host city," he says.

Mr. Payne and his aides shoot back by noting that they are subsidizing the American and International Olympic committees by handing over 35 cents of every \$1 raised.

Mr. Pound does admire Mr. Payne's success in selling corporate sponsorships for as much as \$40 million, 10 times what companies paid for the Los Angeles Games. The sponsorships include rights to use the Olympic name, but not a second of air time.

Mr. McColl of Nationsbank, having just bought one of Atlanta's largest banks in 1991, offered to be the first to sign up. When Mr. Payne told him it would cost \$40 million, Mr. McColl laughed and said he would have paid \$60 million more. He also provided a crucial \$300 million line of credit. Now that the committee is flush with cash, it's one of Nationsbank's largest depositors.

Although the sponsorships have sold more slowly than expected, ticket sales have been much stronger -- a mixed blessing because many ticket buyers who would rather see the most popular events like gymnastics or swimming, instead of, say, badminton or archery, found last year that their ticket orders came back unfilled.

What's more, the committee immediately charged buyers' credit cards for their



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entire orders, providing refunds months later, so that even those who got no tickets were involuntarily financing the Games.

Financially, some of Mr. Payne's boasts have also backfired. He initially planned a \$156 million surplus, making it tough to plead poverty in bargaining with contractors and sponsors. Now, after some cutbacks like providing benches instead of seats in the tennis stadium and fewer television monitors for the press, the committee expects to finish \$30 million in the black, defining the money not as a surplus but as a "contingency fund." The committee will split any leftover cash between the city and the national and international committees.

That \$30 million contingency fund has been criticized by auditors as dangerously small for a \$1.6 billion event. But the projected \$156 million surplus was based on a \$300 million construction program, Mr. Payne says. That program has since grown to \$550 million, giving Atlanta a new Olympic Stadium that will become a baseball stadium, 9,400 new college dormitory beds, and smaller stadiums and arenas throughout the region.

"We eliminated the \$160 million cash surplus but we put \$250 million more into the ground -- first time I thought about it," he says offhandedly. He pauses just long enough to mentally insert the phrasing into the stump speech he carries in his head, then turns to an Olympic committee publicist seated nearby. "You need to think about it, too," Mr. Payne coached. "When people say we don't have a profit, it's crazy."

While picking up an on-the-job major in finance, Mr. Payne needed a minor in Atlanta's political and racial codes.

Sometimes describing himself as a "white boy from Dunwoody," an Atlanta suburb, Mr. Payne was initially slow to appreciate how many diverse interests he had to satisfy to get anything done -- not to mention preserving the image of racial harmony that captured the Games in the first place. When he began planning to bring golfing into the Olympics at the Augusta National Golf Club, protesters noted that the club had only one black member. Mr. Payne didn't discard the golf plans until Juan Antonio Samaranch, the president of the International Olympic Committee, had second thoughts himself.

SOME community leaders say the poor have been left out of the bonanza, with thousands displaced by construction. "The Olympics are going to make a lot of people homeless," said Ward Smith, who is on the staff of Atlanta's Task Force for the Homeless.

But by now, Mr. Payne and his aides can churn out reports on affirmative action and minority contracting with the best of them. The committee says that more than half its employees are women and more than 30 percent are members of minority groups.

Other public relations efforts have been sabotaged by rough execution. Rocky trials for several events left Mr. Payne bombarded by complaints from athletes and coaches.

Organizers of the committee's 15,000-mile Olympic torch relay from Los Angeles to Atlanta meant to include 10,000 carriers representative of the nation, plotted a course through the Oklahoma hometown of Jim Thorpe, an



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American Indian and star of the 1912 Games. Politicians and Indian tribes protested when they learned that the organizers had misidentified his birthplace, choosing a town 12 miles away. After aides denied their mistake for five months, Mr. Payne apologized and changed the course.

In the view of Mr. Payne's friends and assistants, his toughest lesson has been learning to delegate authority -- at least enough to avoid more repairs by the heart surgeons. Mr. Pound spoke up after hearing too many stories about Mr. Payne arriving at his office by 3:30 A.M. to give Mr. Samaranch, the chief of the international committee, a morning call in Switzerland.

"Billy, this is not a sprint," he told Mr. Payne. "This is a marathon. Either that or the new stadium you're going to leave your fellow Atlanta citizens is going to be called the William Porter Payne Memorial Stadium."

Having had a second heart bypass in 1992, Mr. Payne has slowed down somewhat, arriving at his office around 5 A.M.

Even over the last year, however, Mr. Payne has fussed over the smallest details of uniforms and brochures. He sent the ticket-booklet instructions back for three rewrites until its stern warnings were replaced with the language of polite drawls. "When we did the ticket brochure, we said, 'You can't do this, you can do that,' said Scott Anderson, the Olympic hospitality and logistics chief. "Billy's a Southern guy, and he changed my Southern California approach. He wanted to say, 'It would be best if you did this. It would be best if you didn't do that.' It has a warm and welcoming feel."

Not that Mr. Payne would let the pressure of raising money and running the organization keep him from piling on new enterprises. In October 1993, he decided that a 21-acre swath of downtown Atlanta, where any peach trees were long ago smothered by hulking parking lots and convention hotels, should turn green again, in the form of the Centennial Olympic Park.

Any objections from his exhausted aides after another brusque Billy Payne decision? "Well, I didn't give 'em a chance," he said. "I'm the boss."

To raise the money, he again made the rounds of corporate and political leaders. Again, he hatched an offbeat financial plan: sell two million paving bricks for the park, each bearing a donor's name, for \$35 apiece. Though he has only moved 313,000 bricks, he's ready to use his committee's money to make up any shortfall in sales.

Only now, with the main event just five months off, has his staff finally contained his zeal for fresh ventures. "A lot of us in Atlanta are very tired," he told his Charlotte audience. "I have been forbidden from having any new ideas."

GRAPHIC: Photo: Billy Payne, who is bringing the Olympics to Atlanta, in the Centennial Olympic Park being built downtown. (Michael Schwarz for The New York Times) (pg. 1)

Table: "Worth Their Price"

Just because organizations have nonprofit status doesn't mean that their executives work for nothing. Far from it. Table shows the 1996 salaries of



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The New York Times, February 25, 1996

Billy Payne and A. D. Frazier Jr., two top executives of the Atlanta Olympic Games Organizing Committee, along with the salaries of the 10 best-compensated nonprofit executives for 1994, the latest year available. For comparison purposes, a list is also given of some of the best known, through not necessarily the highest paid, chief executives in the sector. (Source: Chronicle of Philanthropy, Adelphi University audit by Deloitte Touche) (pg. 12)

LANGUAGE: ENGLISH

LOAD-DATE: February 25, 1996



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## Olympic Gold Rush

**R**ECENTLY I WENT to Atlanta to check up on the preparations for the 1996 Olympic Games (official motto: "Put Your Corporate Motto Here for \$40 Million").

As the organizers modestly point out at every opportunity, these will be the biggest Olympic games in the history of the universe. They're going to be HUGE. Take a look at some of these numbers:

- Total budget: \$1.6 billion.
- Number of athletes competing: more than 10,000.
- Number of events: 271.
- Number of events left once you eliminate all the mutant sports like synchronized kayaking: maybe 6.
- TV audience (counting everybody on earth seven times): 35 billion.
- Number of molecules in a single grain of salt: 470 trillion.
- Number of times the average American will see an Olympic-related TV commercial that will attempt to equate an activity such as winning the pole vault with an activity such as shrinking swollen hemorrhoidal tissue: 2,537.
- Estimated number of times some American, somewhere, sitting on his Barcalounger and watching the games, will look at "Izzy," the Official Cute Cartoon Mascot of the Olympics, and say, "Dang it, Marge, that thing looks like a sperm": 7,172,219.
- Total number of people who will come to Atlanta this July: 17 million.
- Total available parking spaces: 4.

Atlanta is being transformed by a frenzy of construction. When I visited, a huge new state-of-the-art stadium was being finished; immediately upon completion, it will, in a demonstration of just how frenzied this town is, be torn down and replaced by an even NEWER stadium for the actual games. Also, all the major highways in north-central Georgia are being reconstructed so that, when viewed from the air, they spell out "COCA-COLA WELCOMES THE OLYMPICS." (This project was planned before anybody realized that "Olympics" has a "y" in it.)

Coca-Cola is the Official Carbonated Beverage That Tastes Pretty Much the Same as Pepsi of the 1996 Olympics. There are many other official sponsors, including Avon, which is the Official Cosmetics, Skin Care and Fragrance sponsor; and "Wheel of Fortune" and "Jeopardy!," which are—I swear I am not making this up—the Official Game Shows.

Of course the Olympics are not just about big corporations paying ridiculous sums of money to be official spon-

sors. The Olympics are also about ordinary sports fans—people like you—paying ridiculous sums of money for lodging. I saw a classified advertisement in the Atlanta Journal and Constitution in which somebody was offering to rent a four-bedroom, two-bath home during the Olympics for \$10,000, which doesn't sound too unreasonable until you notice that this home is located in central Alabama. Really. Lodging anywhere near Atlanta is going for way, WAY more.

As an American and a sports fan, you're probably wondering if you can cash in on this. I think so. The official 1996 Olympics Travel and Accommodations Guide has a map showing four official Housing Zones as concentric circles increasingly distant from Atlanta: Zone 4 includes Nashville, Tenn. So let's say you have a house in Wichita, Kan.: All you do is put an ad in the Journal and Constitution offering to rent Olympic housing in, say, Zone 9 (Seattle would be Zone 11; Taiwan would be Zone 23). Go ahead! Give it a shot! You can't win if you don't enter the race!

Speaking of which, there will also be some athletic events. If you would like to obtain tickets to see one of these events, hahahahaha.

No, seriously, there are a total of 11 million event tickets for the games, and although most of these were snatched directly off the printing press by Olympic officials, corporate sponsors, heads of state, local politicians, the media, celebrities, organized crime and rich people in general, that still leaves, for distribution to the general public, a number (3) of prime tickets to the quarterfinals of the cross-country badminton event. If you would like to apply for a chance to receive these tickets on a first-come, first-served random lottery basis, place a wad of cash in an envelope and mail it to Fair Ticket Sweepstakes, c/o Dave



Barry, Olympic Housing Zone 8.

But even if you are not fortunate enough to be able to see the Olympic games in person, you'll still be able to be a part of the Olympic experience by watching every second of the coverage, including commercials, on TV. (Don't even get up to take a shower! People are paying a LOT of money to show you these commercials! Just squirt some official Avon fragrance in your armpits and KEEP WATCHING!) It's going to be a wonderful thing, and I for one cannot wait for that dramatic moment in the July 19 opening ceremony when the torch-carrying runner enters the stadium and, in a dramatic gesture symbolizing the essence of the Olympic spirit, buys a vowel. ■

## **VII. A BRIEF HISTORY OF THE OLYMPICS**

## A BRIEF OUTLINE HISTORY OF THE OLYMPICS

by Charles Gary Allison

The Olympics have been for 1,500 years, and probably several thousand years before that, the great epic poem of humanity. In his first Olympic Ode, the poet Pindar said, "Just as water is the most precious of all elements, just as gold is the most valuable of all goods, and just as the sun shines brighter than any other star, so shine (the Olympics), greatest of them all."

The ancient Olympics laid the foundation for the ideal of noble rivalry, which was to form the basis of the Greek education curriculum and supply the motive for the greatest possible development of the physical, spiritual and intellectual abilities of man. No other people, before or after the Greeks, ever set themselves such a target, endowed as it was with an unswerving single-mindedness and intensity of purpose and spirit.

And for no other people did the prize for this ideal, the crown of victory, remain so steadfastly the highest good that the gods could bestow upon a man, amongst all the treasures of the world. The element of competition was a fundamental factor in the forming of Greek culture as a whole, because it was responsible for every achievement not only in athletics, but also in literature, in art, in politics and all areas of the most original and impressive civilization the world has ever known.

The art, literature and sporting traditions begun at Olympia have inspired the imaginations of every generation since. They are in their most important ways, the model upon which the modern Olympic movement has been built.

## THE HISTORY OF THE ANCIENT OLYMPICS

### ORIGINS

Sometime during the Minoan Age (2200-1450 B.C.) and throughout the Mycenaean Age (1600-1200 B.C.) the tribes and cults of the Mediterranean world began to gather for a festival every fourth year in the first month after the summer solstice at an obscure sanctuary called Olympia in the eastern Peloponnesus. Although many facts remain lost in the myths surrounding them, we know the character of the gatherings from at least the Mycenaean age forward was a religious celebration of achievement with political and social overtones.

The gatherings were held in the honor of Zeus, the greatest of Greek gods. However there is archaeological evidence to suggest earlier gatherings were first held to honor Pelops and Hippodameia who were once the main hero-deities of the sanctuary.

Various theories exist about the origins of the gatherings and the later infusion of athletics. The most probable explanation is the original gatherings were harvest festivals held to thank and solicit the intervention of the gods, while the introduction of the games was a means to unite the diverse Greek culture.

Other theories of how the games became an adjunct to the larger gatherings hypothesize the games had a primitive origin associated with the murder of a king, another that they were related to religious initiation rites and yet another suggesting they were somehow part of magical rites involving the worship of the sun. Homer's epic works "The Iliad" and "The Odyssey" may be closest to fact. Written around 750 B.C., 25 years after the Olympic Games were first recorded, and drawn from the oral customs of the prehistoric Minoan and Mycenaean cultures, Homer's two works established the "mythical tradition" and are the historical reality behind all Greek heroic myths as we know them.

Homer gives weight to the theory the games began as funereal celebrations, established to honor some founder of the Greek race, dead heroes of glorious wars or to commemorate some act by a god. While the Classical Greeks assumed Hercules founded the sporting festival, earlier Greeks suspected the Games were held as part of the observances of a local hero, Pelops. Adherents of all three theories believed the gods and the heroes served as models human beings could and should emulate.

It is likely the real connection between athletic games, funerary customs and religious gatherings soliciting the fruitfulness of the earth was due to a more profound belief of the ancient Greeks, which postulated that life and death stood in direct relationship to each other. The dead earth gives birth to the new shoot parallels the youths involved in the competitions drawing strength from the dead heroes in whose honor they are competing. The symbol of this unbroken regeneration, of hope born from the competitors' youthful strength, and of the vitality and joy derived from competition, was manifested in the sacred flame of Olympia, which burned unceasingly in the sacred grove.

The first documented Olympics took place at a Gathering festival in 776 B.C., when Coroebus, a youth from the city of Elis, became the first Olympic champion by winning a single foot race for which he was crowned with a wreath of olive cut from the sacred grove of Zeus. From this beginning onwards, the Olympia gatherings underwent a gradual transformation and became genuine sporting occasions, but in the process, never lost their connection with religion.

The spirit of competition (the superhuman attempt to achieve a target or a feat by great physical and mental effort), is the dominating theme of Greek mythology. By elevating human competition into the sphere of the gods, the Greeks gave the Olympics the dimensions of an ideal. The Olympics in turn gave the Greeks a form of national character.

Greeks believed in a common racial origin, which genealogical myths trace to a single forefather "Hellen," from whom they derived the words "Hellenic" (all Greek or Greeks); "Hellenism" (the Greek common culture); "Hellen" (anyone who shared the Greek culture even if not of common blood); and, "Panhellenic" (the scattered world of the Greeks). Greeks had an even keener awareness of the positive features of the common language that distinguished them from all the barbarians (anyone who was not a Greek or a Hellen) and the common gods, cults and altars, which gave them close, indissoluble ties.

The fortunes of history scattered the Greeks very early to regions far removed from one another throughout the vast expanse of the Mediterranean. The sense of cohesion between them and the memory of a common descent and kinship as one people in the distant past never divided them into countless "Greek nations" but united them at Olympia, if only for brief spans of time.

All Greeks, and only Greeks, could take part in the Olympic Games. The athletics and music of these gatherings, which also were the foundation of the common education curriculum for their children, delighted the hearts of the Greeks. At Olympia, and later Delphi, the Isthmus and Nemea, the small Greek countries became fused as one and called themselves by their common name, Hellas.

Each four year Olympiad served another important Hellenic function. The Olympiad formed the basis of a common dating system, which replaced various local dating methods, and gave Greek historians, poets and politicians a means to document their story for all time.

#### THE ANCIENT GAMES

Athletics and the spirit of competition, aimed at the victory of the best man, had deep roots in Greek society. As the mythical hero Achilles was about to set off to fight the Trojan war, in which he was to win glory and die, his father Peleus instructed him, "always to be your best and excel over others."

This illuminating exhortation not only expresses the attitude and ideals of the Homeric heroes, but was a primary Greek mind set throughout the course of antiquity. The mythical Achilles was the ideal model of the perfect youth. His premature death, coming at the moment of his greatest glory, caused the Greeks to think of him as having an ideal, unsullied beauty, a human image of divine perfection. The athletic contests of the Olympics grew out of this ideal and evolved into a contest to determine only the individual best. There were no second or third prizes or team sports.

Beginning with a single foot race (the stadion or single-course race) in 776 B.C., the Olympic Games lasted only one day.

New competitions were gradually added, the "diaulos" (or double-course race) at the 14th Olympiad in 720 B.C., the year nudity was introduced into the games; the "dolichos" (or long-course race) at the 15th Olympiad in 716 B.C.; wrestling and the "pentathlon" at the 18th Olympiad in 708 B.C.; boxing at the 23 Olympiad in 688 B.C. and horse racing and the "pankration" at the 33rd Olympiad of 648 B.C.

Over the next 400 years races for boys, additional variations to the horse races and special competitions for trumpeters and heralds were added until the program reach 18 events and lasted over 5 days. Most athletic events were performed to musical accompaniment. Panhellenic Games for girls were held ever four years at Olympia in the Herala, but not at the same time as the Olympics.

The pentathlon consisted of five events, the discus throw, the long jump, the javelin throw, the sprint and wrestling. The pankration, allowed more holds, blows and kicks, than the formal wrestling or boxing. The roots of chariot racing, wrestling, boxing, running and armed combat can be traced to the Mycenaean period, while archery, throwing, javelin and jumping seemed to have developed in the period following 1000 B.C., but certainly prior to 776 B.C.

Every fourth year in the spring, three heralds set out from Elis to cover the entire Greek world. At each city-state or colony they proclaimed a sacred truce, which placed all competitors and spectators traveling to or from Olympia under the official protection of Zeus.

Each Greek city excelled at particular events. Spartans emphasized skills essential to warriors, while the rhythm and balance essential to physical exercise and music was uppermost to the Athenians.

An athletic victory at Olympia was evidence of something much more important than the confirmation of pure physical skill. It was an unequivocal indication of heavenly favor for the athlete, his family and the community from which he came.

Panhellenic Games were organized to fill the intervening Olympiad years and consisted of the Pythian Games at Delphi (582 B.C.); the Isthmian Games at Isthmus of Corinth (581 B.C.); and, the Nemean Games at Nemea (573 B.C.). The ancient connection between all the games and the rural harvest festivals from which they sprang, can be seen in the vegetation used to crown the victors; wild olive at the Olympics; laurel at the Pythian; pine at the Isthmian and wild celery at the Nemean.

#### OLYMPIA

The Sacred Grove, also known as the Altis, at Olympia was the most holy site of the Panhellenic world. The choice of

Olympia for the site of the Games responded to distinct theological, political and physical rational.

The official care of Olympia was entrusted to Elis, a small city-state, or polis, which the more powerful Greek states purposefully kept neutral. As a politically neutral territory, Elis did not arouse the jealousy that would have resulted if the games were held in any of the other cities.

The main mission of the sanctuary after the Olympics had begun in 776 B.C. was the cultivation of the spirit of competition, or contest of life. The sacred grove was rich in olives, poplars, oaks, and pines bordered by parabolas or hedge walls enclosing a few simple buildings, altars to gods, shrines, the tombs of Pelops and Hippodameia and a single remaining column of the Palace of Oinomaos, which the Greeks believed had been destroyed by a thunderbolt from Zeus.

As the games and the shrine took on increased importance, monumental buildings were added. The Temple of Hera, a long, narrow, Doric building of heavy proportions, was erected in 650 B.C. of shell lime and unbacked bricks, wood, terra cotta tiles, and is one of the earliest examples of monumental temple construction in Greece. Gradually the wooden columns were replaced with stone, reflecting the evolution of the Doric column.

Treasuries, a series of small temples dedicated to Zeus by Greek cities-states and colonies, were erected in a row on the natural terrace at the northern edge of the Altis during the 6th and 5th centuries B.C. It is probable these treasuries originally served a cult purpose, but in time were used to house valuable dedications to Zeus.

The Pelopion was remodeled in the 6th century B.C. and became the Pytanelon. It housed the sacred flame which burned day and night and represented the unbroken regeneration of competitors drawing strength from dead heroes in whose honor they were competing in a religious/state event. Since 1936, it is in the ruins of the Pytanelon that the Olympic flame is ignited before being transferred to the host city of a modern Games.

The archaic stadium in its earliest phase began at the tomb of Pelops and extended along the terrace of the treasuries. It was open at the finishing line facing the great altar of Zeus. The stadium was moved eastward in 400 B.C. and in 350 B.C. it was finally separated from the sanctuary by the building of the Stoa of Echo, where sounds were re-echoed seven times in the frescoed interior. The krypte, an impressive vaulted passageway with a Corinthian column gate, connected the stadium to the sanctuary, and was the official entrance into the stadium.

When horse racing was added during the 25th Olympiad in 680 B.C., an elliptical course hippodrome was placed outside the sanctuary walls. It took its final form and position, to the south of and parallel to the final version of the stadium, during

the late Classical period.

The sanctuary reached the height of its wealth and prosperity during the Classical Age when the most important building in the Altis, the Great Temple of Zeus, was erected in 456 B.C. Considered to be the canon of the Doric temple, the Temple housed Phidias's dazzling and colossal gold, ivory and ebony statue of Zeus, the most admired work of art in classical antiquity and one of the seven wonders of the ancient world.

The home city of a winner at the Games had the right to erect a life size statue of each of their Olympic victors inside the sacred altis, which resulted in hundreds of statues as the years passed. The architecture of the sanctuary also changed. Austere Dorian sanctuaries took on Ionic columns. As Ionic and Corinthian columns were introduced, white marble was used instead of the original shell lime.

During the 4th century B.C. as gymnasia acquired features of cultural education in the Panhellenic world, a gymnasium or palaistra and other training facilities were built outside the Altis wall. The Greeks also added a library, lecture rooms and a museum. After the collapse of the Greek Empire in 164 B.C., the conquering Roman Patrons provided gymnasiums, baths, hotels and dormitories, which the Eleans, who still maintained control of the site, wisely placed outside the sacred Altis.

#### THE ROMAN ERA

The "Golden Age" of the ancient Olympics ended in 164 B.C., the year Greece was incorporated into the Roman Empire. For the Romans, sport had only the vaguest connections with Roman religion, art, education or pride. Sport for the Roman was mostly a passive and vicarious experience as in contests of the circus and gladiatorial spectacle. While the Greek sport events seemed artificial to them and the nakedness of the athletes brought out their prudish side, the Romans preserved, absorbed, propagated and eventually brought changes to the Olympics, not all of them good.

The Roman propensity for sadism, luxury and bored yearning for novelty lead to the degradation of sporting competitions and into gruesome extravaganzas for their own people. But during the Pax Romana, the patronage of sentimental Roman emperors who were fond of nostalgic theater, led to Olympia's greatest prosperity, at least for a while.

The program at the regular festivals varied little and the Olympic truce for travelers to and from a games was maintained, while the racial standards for admission to the events were progressively loosened. Romans, then Africans and Asians were soon invited to compete. The last Olympic champion of whom there is record was Varaztad, an Armenian prince who won the boxing competition in 385 A.D.

Long before this date however, Olympia had lost any real meaning as a holy place. The growing professionalism and cheating of athletes at the Games themselves stripped away the splendor and spectacle they had enjoyed during their Golden Age. As the Roman Empire declined, only the nostalgia and prestige of Olympia kept the festivals going.

While the religious ceremonies were cynically observed, they were viewed as pagan by a growing Christian population. As the Roman Empire split into two divisions under the leadership of often competing Emperors, Olympiads began to pass without the observance of the Games.

In A.D. 394, Emperor Theodosius I, also known as "the Great," united the two Roman Empires under his single leadership. A Catholic Spaniard by birth and devout in the ways of his faith, Theodosius stopped the reckoning of time in Olympiads and ordered all pagan festivals banned, making the Games of A.D. 393, the 293rd Olympics since they were first recorded in 776 B.C., the last to be held.

Theodosius removed the statue of Zeus to Byzantium, where it was destroyed by fire in A.D. 476. Barbarian invaders plundered Olympia in the 4th century. Christianized Greeks were urged to obliterate the remaining prestige of paganism by leveling the ancient holy site.

Earthquakes in A.D. 522 and 551 toppled the columns of the temple of Zeus and the temple of Hera. And finally, the Alpheous River changed its course, washing away the hippodrome and covering the rest of Olympia under layers of clay. Within a century, the reality of the site and the Ancient Games were dissolved into legend.

#### SPORT SURVIVES

The ancient Olympics of the Greek Empire had made sport an integral part of the education of youth and the society of man. By the time Olympia were banned, the culture and popularity of sport activity survived by scattering throughout the world into the lives of local tribes and clans. Mutations occurred depending on the habits and rules of the people who made one or more of the ancient sporting events part of their folk culture.

Here sport would have stayed had it not been for refugee Greek scholars who wrote passionate books on the glories of the ancient Greek civilization during the Italian Renaissance of the 14th and 15th century. These writings fermented a flowering of art and literature; a rediscovery and rebirth of sport; and most important of all, the establishing of Classical thought, "the integrated training of the mind and the body," as the curriculum heart of modern education.

Petro-Paulo Vergero (1348-1419), a professor at Padua, Italy, who is considered an apostle of Gymnastics, began to teach the sport to his students. Vittorio da Feltre Rambaldon (1378-1449), a follower and promoter of Vergero's ideas, founded a school at Mantua, Italy, and taught physical education. Mateo Palmieri, a Florentine poet, referred to the Olympics in his published poetry of 1430. Virgilius Polydorus gave a description of the four sacred games of the Greeks in a 1491 book that had 10 editions in Latin and as many translations.

In 1513, Aldus Pius Manutius of Venice, published Pindar's "Epinicians." The "best seller" was followed by many editions and translations and provided not only knowledge of the ancient Greek civilization, but descriptions of the areas in which the sacred games were allegedly held. Then in 1516, Musurus of Venice published "Descriptions of Greece" by Pausanias, which became even more popular than "Epinicians." The 1596 publishing of "De Arte Gymnastica" by the humanist Hieronymus Mercurialis, is considered a landmark in the advance of Western interest in physical education.

One is even more impressed by these literary contributions in view of the edict of Tertullianus of Alexandria, the stoic, 2nd Century Christian moralist and writer whose opinions still prevailed. He had decreed that physical training was the work of the devil (*palaestra diaboli negotium*) and few men dared to express their differing "sport" opinions freely.

By the 17th Century, sporting contact and competition became popular among the geographically diverse but culturally homogeneous Anglo-Saxons, who were relatively uninhibited in ideology. England was the only place in the Western World where the recreations of the medieval peasant and the tournaments of the aristocrat existed peacefully side by side. Practice and competition were regular enjoyments of Anglo-Saxons life. Horse racing, distance running, jumping and cricket stayed remarkably localized for decades.

The exploration and colonization of the new world proved to be the great fertilizer, which carried the Anglo-Saxon games to such far away places as America, Canada, Australia, etc. As a result, Anglo-Saxon sport became more earnest and performance-oriented as the participants and their public became increasingly obsessed with victories and the setting of records. Games like cricket, American college football and professional baseball acquired formulas, rituals, theatrical settings and spectators.

As the knowledge of ancient Greece expanded, so did a desire to revive or recreate the Olympics. In 1604, Richard Dover, with the help of King James I, organized the "English Olympic Games" at Cotswold. Intended to be held every four years, the games were open equally to men, women, nobles and commoners alike. To stimulate interest in the Cotswold games, King James wrote and published in 1615 "The Book of Sport" and founded a golf club in Scotland. Conservative opinion fought

against the wasted time of organized sport and these purely English Olympic affairs stopped with Dover's death in 1641.

It was the popular belief amongst the educated of the time, that the Olympics, and indeed a site once known as Olympia, charming and exciting ideas though they were, held no more reality alas, than the myths of Troy and Atlantis. Like all myths, it was assumed the descriptions of Olympia and Olympic games by the ancient Greek writers were only meant to be object lessons. However, the idea revived Olympic Games could be of value persisted.

A version of Olympic Games were staged in Dessau, Germany in 1715, at about the same time the idea of finding and excavating the lost site of Olympia was first suggested by the Frenchman, De Montfaucon. Many adventurers picked up on the idea, but were unable to locate the site. Then in 1764, Richard Chandler, an English theologian and lover of antiquity, and carrying a copy of Pausanias, stumbled upon a heavy wall and the huge Doric capital of the temple of Zeus at Olympia. He announced his find in two popular books published in 1775 and 1776.

The discovery Olympia existed was greeted by the modern world as a sensation. Chandler's unearthing validated in a single stroke the classical works of antiquity, which were quickly becoming corner-stones of western thought. It also showed that sport had been the fundamental education ingredient of ancient youth, and as such, was a humanity exportable to modern times. It also begged the questions "how, and by what means?"

Guts Muts, the father of German Gymnastics, put forward the idea of reviving the Olympics in 1773, about the same time as the German, Ernest Curtius, who had toured the historical sites in Greece, proclaimed the need for systematic excavation at Olympia. When Greece was declared an independent nation's by the Western Powers in 1821, Germany immediately funded an excavation party.

As the excavation progressed, (it would take 130 years to finish), local Olympic Games were held with varying support and success in Canada (1844); again in England as the Wenlock Olympic Society in 1850, and, in Athens, 1870, 1875 and 1888. Resistance to the idea of reviving the Olympic Games nationally or internationally came in many forms, not the least of which was the lingering fear that sport was part of pagan ritual, long condemned by the Christian church.

The culture of sport had managed to survive the ages since its condemnation in A.D. 393. Now in the 19th Century, sport had begun to accumulate a literature, and more importantly, a constituency calling for a rebirth of the ancient Olympic tradition on a local and international scale. Such a rebirth however, would require a codification of rules; a standardization of events; a theater in which it could be performed; and finally, a dedicated organization to arrange the first three needs. None of those conditions existed.

## HISTORY OF THE MODERN OLYMPICS MOVEMENT

## THE REVIVAL OF OLYMPIC GAMES, AND CREATION OF THE INTERNATIONAL OLYMPIC COMMITTEE

The revival of the modern Olympic Games and the creation of an International Olympic Committee to nurture them, sprang from three simultaneous phenomena of the 19th Century. First, the study of ancient Greek literature had become the basis of school curricula throughout the western world. Second, there was intense public curiosity and interest created by the re-discovery and continuing excavation of ancient Olympic. And third, there was the growth of international cooperation and exchange of ideas affecting all aspects of Western intellectual, social and political life as expressed by the "international exposition," which began with the 1851 Crystal Palace Exhibition in London.

Boosted by improvements in communication and transportation and several international law and patient conventions, suddenly, the international exhibitions became convenient meeting places for the world's traders, artists and scholars to meet, exchange ideas, and dream of what might be possible in their expanded world. Exhibitions of national and individual industrial and artistic achievements were awarded gold, silver and bronze medals and lavishly printed certificates of merit testifying to their superiority.

The Paris Universal Exposition of 1878, which attracted 16,000,000 visitors from around the world, was the first exposition to add international "congresses," as a forum for discussion and an instrument of change for such diverse associations as lawyers, historians, coin collectors, wine makers, road builders and educators. One of the most popular exhibits at the 1878 Exposition was a German excavation team model of the Sacred Altis at Olympia, on display in the German Pavilion. Today, we can only surmise the long term effects this attraction had on two young visitors.

One was 15-year Baron Pierre de Coubertin (1863-1937), a Parisian schoolboy visited the exhibit with his parents. The other was William Milligan Sloane (1850-1928), a 28-year old American graduate student, who had just completed his Doctorate Degree at the University of Leipsig (Germany) and was enroute to Princeton University where he had been hired to teach history and the classics.

As an impressionable 7-year old, Baron de Coubertin had lived through the horrors of the "Siege of Paris," a humiliation France endured as the defeated combatant in 1870 Franco-Prussian War. Throughout his school years, Coubertin, who's father was an artist and art teacher, sought a future career for himself in a country he realized had grown leery of the aristocratic class of

his parents. He had very few choices, so he studied things which were of interest to him.

After years of reading and traveling, Coubertin developed an interest in education and sport and began publishing articles on sport and their relationship to education. Eventually, the Baron honed a humanist philosophy of Olympism as an educational tool, which he argued could change the face of education in France, if not the world. Coubertin's Olympism philosophy embraced four essential factors: the educational development of health and moral character for youth; amateurism; international sport competition as an instrument of peace; and sport as an integral part of culture for all. The drive to internationalize these ideas became the Baron's career.

Dr. William Milligan Sloane was the obedient son of the Reverend James Wilson Sloane, a Covenanter Presbyterian minister and famous American abolitionist. Reverend Sloane instilled in his son the Covenanter Presbyterian doctrines in the right of all man to be free; personal selflessness in all endeavors; to never seek individual reward or recognition for your achievements; the drive for intellectual excellence in the service of God and community; and, the unswerving conviction "if you believed in something, you must act upon it without reservation."

As a new Princeton professor, Sloane was assigned the thankless task of creating and chairing a faculty committee on athletics. With the introduction on Eastern campuses of a game called football and the avid, often mindless, following it attracted, university administrators quickly realized they had to control the progress of the Games or be overwhelmed by it. Using classics knowledge to support his ideas, Sloane argued football, and all sport in general, were a useful and beneficial adjunct to student life. When the first intercollegiate committee on college sport was formed of faculty representatives from the major ivy institutions, such was the popularity of Sloane's reasoned arguments and his reputation as a towering intellect, he was unanimously elected Chairman.

On sabbatical for two years, Sloane moved his family to Paris in 1888, having been commissioned by a French/American Publisher to research and write The Life of Napoleon. When this work was published in 1895, Sloane became the foremost historian in the United States and France, ultimately being elected to the American Academy of Arts and Letters and the French Legion of Honor.

Soon after his arrival in France, Mary Cassatt, then studying art in Paris, introduced her 38-year old cousin Sloane to the 25-year old son of one of her art teachers, Charles Fredy de Coubertin. The two men, who had both been writing and articulating the values of sport in strengthening education and in pursuit of world peace, became immediate and lifelong friends. Each week the two men would spend time together talking about sport and the Olympics. Sloane was present in 1889, when the

Baron called for a revival of the Olympics during a dinner speech to a major French sport society. The idea fell on deaf ears.

When the Sloane family returned to Princeton in September 1889, Coubertin came along as their house guest. With Sloane making the introductions, the Baron spent the month of October visiting various colleges to inspect their sport activities and facilities for a book he was writing on American College Sport. In November, Coubertin and Sloane both presented papers at the landmark Conference on American Physical Education in Boston.

The French Republic appointed Coubertin an official representative the 1893 Chicago World's Columbia Exposition. Once again with Sloane opening the doors for him, Coubertin spent four weeks traveling around the United States to establish the annual Carnot Prize for Public Speaking at the University of California in Berkeley, Stanford, Tulane and Princeton. The end of November and early December was spent in Princeton with the Sloane family.

Based on newly discovered documents, we now know the two friends used these four weeks to talk about what form revived Olympic Games might take and how to arrange for them to happen. Before the Baron departed for Paris, the two men had organized and planned in detail an "International Congress of Paris for the Re-establishment of the Olympic Games" to be held the following June in the grand Amphitheater of the Sorbonne University. Invitations prepared in French and English and signed by Coubertin, Sloane and a colleague, Charles Herbert, the Secretary of the British Amateur Athletic Association, were mailed from Princeton and Paris in early January 1894.

Seventy-nine delegates from 14 countries ultimately attended the 8-day Congress of the Sorbonne, from June 16 to 24, 1894. A majority of the Congress delegates were educators and members of the International Peace movement, although each claimed some affiliation with a sport organization as well. The final item on the 8-day program was the proposal to endorse a modern 4-year cycle of international Olympic Games and the creation of an international Olympic committee to be responsible for them. On June 23, 1894, the Congress delegates passed the measure unanimously. As it has turned out, this singular vote has proven to be the most important sport decision ever made. It has had profound repercussions on the modern world, the course of modern sport, the search for peace, the architecture of cities around the world and has subsequently and regularly touch the lives of millions of people.

Coubertin and Sloane then proposed Paris 1900 as the revival city and year for the new Games, but Michael Breal appealed to the Congress to let Athens have the honor of hosting the first Games, which he believed he could arrange for 1896, the year of the 75th anniversary of Greek independence. The delegates agreed to Breal's idea by acclamation, adding Paris would host the Games of 1900 and the United States, in a city yet to be determine, would

host the 1904 Games. The Congress then adjourned until the closing banquet that evening.

During the afternoon break, Coubertin, Sloane and several delegates adjourned to the Paris apartment of Michael Vikelas, the delegate from Greece, and formally created the International Olympic Committee by electing officers and permanent members who were to represent the principles of modern Olympism to their home countries. Since Athens was to be the site of the 1896 Games, Vikelas was elected President. Sloane became Vice President and the Baron, the Secretary General. As the Games of 1900 were planned for Paris and some place in the United States for 1904, the group decided to rotate the presidency to Coubertin after the 1896 Games and to Sloane after the 1900 Games.

The first fourteen permanent IOC members elected that afternoon with the instruction they were to represent the principles of modern Olympism to their home countries, were:

Baron Pierre de Coubertin (France)  
 Dr. William Milligan Sloane (USA)  
 Michael Demetrius Vikelas (Greece)  
 Franz Kemeny (Hungary)  
 Colonel Viktor C. Balck (Sweden)  
 Jiri Guth-Jarkowski (Bohemia)  
 The Lord Ampthill (Great Britain)  
 Charles Herbert (Great Britain)  
 Professor José Zubiari (Argentina)  
 Leonard A. Cuff (New Zealand)  
 Count Lucchesi Palli (Italy)  
 Count Maxime de Bousies (Belgium)  
 Ernest Callot (France)  
 General A. de Boutovsky (Russia)

(Dr. Willibald Gebhardt of Germany and Andria Carafa of Italy were appointed by Coubertin at a later date.)

During that evening's closing banquet, Father Henri-Martin Didon (1840-1900), a Dominican priest and friend of the Baron, provided a lasting motto for the newly created organization, when he quoted in his benediction the latin phrase chiseled in stone over the entrance of his Paris school, "Citius, Altius, Fortius" or "Faster, Higher, Stronger." (The Olympic rings would not be introduced into the organization until 1914).

#### THE REVIVED MODERN OLYMPIC GAMES

As determined at the Congress of the Sorbonne, the first Olympic Games of the modern era were held in Athens from April 5 through 15, 1896. Fourteen countries provided 314 athletes. Although 60 sporting events were planned, only 45 took place due to bad weather. The small American team dominated the 12 track and field events, winning 9 first place medals. They also won two first places in shooting.

The first Olympics in the United States were held in conjunction with the 1904 World's Fair in St. Louis during the 3rd Olympiad. Due to transportation difficulties, there were 13 countries involved, but participation had increased to 625 individuals.

By the time of the 100th anniversary celebration of the modern Olympics in 1996, 22 of 25 Olympiads will have been celebrated for a combined total of 39 Games, 22 Summer and 17 Winter. During the first 100 years, the United States hosted three Summer Games (St. Louis 1904, Los Angeles 1932; and Los Angeles 1984) and three Winter Games (Lake Placid 1932, Squaw Valley 1960 and Lake Placid 1980). Atlanta 1996, which is designated the 100th Anniversary Golden Games, will be the fourth time an Olympic Summer Games will be held in the United States.

## ORGANIZATIONAL HISTORY & MISSIONS

### THE INTERNATIONAL OLYMPIC COMMITTEE

The International Olympic Committee, created by the Congress of the Sorbonne in 1894, was entrusted with the control and development of the modern Olympic Games. The IOC is the final authority on all questions governing the Olympic Games and the Olympic movement.

The missions of the IOC are to encourage the organization and development of sport and sport competitions; to inspire and lead sport within the Olympic Ideal, thereby promoting and strengthening friendship between sportsmen of all countries; to insure the regular celebration of the Olympic Games; and, to make the Olympic Games even more worthy of their glorious history and of the high ideals which inspired their revival by Baron Pierre de Coubertin and his associates.

The 86 members of the International Olympic Committee are selected by the IOC itself. Members must speak French or English and be citizens and residents of a country which has a National Olympic Committee recognized by the IOC. At the 49th IOC Session in May 1954 a rule was passed to limit the number of IOC members per country. Now there may be only one member from any country allowed to serve on the IOC, except for the largest and most active countries, or those countries where the Olympic Games have been held, where there may be a maximum of two IOC members. For any country which had more than two members at the time of the 1954 ruling, those individuals were allowed to serve until their retirement or death.

An International Olympic Committee member is a representative of the IOC in his or her country, not a delegate

of the country to the IOC. International Olympic Committee members elected from 1966 on serve until the age of 75. Those who were elected before 1965 serve for life.

The IOC President is elected to serve an eight year term, but is eligible for re-election for successive terms of four years. The three vice presidents are elected to serve four year terms. They may be re-elected as vice presidents after a minimum interval of four years between terms. The current IOC President, is His Excellency, The Marquee Juan Antonio Samaranch who was the IOC representative from Spain at the time of his first election in 1980. He was subsequently elected for an additional 4-year term in 1988.

Starting with Dr. William Milligan Sloane, who would serve 34 years on the IOC until his death in 1928, a total of 19 Americans have been IOC Representatives. The current IOC representative is Anita DeFrantz, an Olympic rower who won the Bronze at Montreal (1976) and is the president of the Amateur Athletic Foundation of Los Angeles. The second American seat remains empty, but will be filled at the next September 1993 IOC Session in Monte Carlo.

#### THE UNITED STATES OLYMPIC COMMITTEE

Dr. William Milligan Sloane, was elected the first United States member of the IOC, a position he actively held for 34 years until his resignation in 1925, three years before his death in 1928. Sloane also became the first president of the United States Olympic Committee, a position he held until 1899. From that time forward, as the IOC Member in the United States, he was a voting member of USOC, until his resignation in 1925.

When Sloane could find no American sport organization to help him, organize an American team and raise the money to send the team to the Athens for the 1896 revival games, he did it himself. The wildly successful team, which consisted of 13 student athletes drawn from Harvard, Princeton, M.I.T. and Boston University, and one coach, a former Sloane friend then at the Boston Athletic Association, established America's proud Olympic tradition by winning 9 first places, 10 second places and 5 third places in the 12 track and field events and an additional 2 first places in the shooting events.

After the Athens 1896 Games, Sloane moved to New York to assume the Seth Low chair in history at Columbia University, his under graduate alma mater. Over the next 25-years, he organized the first American Olympic Committee and guided it through its formative years. Upon adoption of a formal constitution and by-laws in 1921, the committee took the new name of the American Olympic Association. Then in 1950, through Public Law 805, a federal charter designated the organization's non-profit status. In 1961, the organization changed its name to the United States Olympic Committee, which is the name it is known by today.

The current responsibilities of the USOC were voted into law by the U.S. Congress enactment of the Amateur Sports Act of 1978 (Public Law 95-606). Under the guidelines set by Congress, the USOC is the National Olympic Committee of the United States and is solely responsible for all aspects of the United States' participation in the Olympic Games and the Pan-American Games.

As the central coordinating authority for all Olympic and other amateur sports, its member organizations are responsible for the development of athletes of all ages and levels of ability. The Olympic movement reaches millions of American youth who first participate as children and, in their pursuit of excellence, reach the elite level and represent the United States in Olympic and international competition.

The USOC is among the world's few National Olympic Committees which operate without any sustaining government funds. An operating budget of \$250,000,000 for the 1989-92 quadrennium was raised principally from individual donations and corporate sponsorships. The operating budget for the 1992-1996 quadrennium is \$400,000,000.

Of the 23 Summer Games held since 1896, the United States has sent a team to participate in 22 of them. The Moscow 1980 Games were boycotted. An American team has been sent to each of the 16 Winter Games held to date.

The USOC Board of Directors is a 101-member group formed to represent the wide interests of the Olympic constituency of National Governing Bodies (NGB's) and multi-sports organizations and is charged with setting overall Olympic policy and guideline. The USOC Executive Committee, under the leadership of the USOC President, supervises the daily affairs of the USOC and oversees the implementation of policies within the guidelines prescribed by the Board of Directors. The United States IOC Members are voting members of the USOC Executive Board. Since 1896, when the office was first created, there have been 21 USOC Presidents.

Much of the effective work of the United States Olympic Committee is carried on by the standing committees whose chairmen are appointed by the USOC President with the approval of the Board of Directors. The membership of all standing committees must include 20% athlete representation.

The USOC exercises exclusive jurisdiction, either directly or through its constituent members or committees, over all matters pertaining to the participation of the United States in the Olympic and Pan American Games, including representation of the United States in such Games, and over the organization of the Olympic Games and Pan American Games when held in the United States. This includes providing the swift resolution of conflicts and disputes involving athletes, National Governing Bodies or sports organizations; protecting the opportunity of any athlete, coach, trainer, manager, administrator or official to participate in athletic competitions.

The USOC is continually involved in fostering the development of athletic facilities for use by athletes; encouraging and supporting research, development and dissemination of information in the area of sports medicine and science and sports safety; and, providing assistance to athletic activities for women, the handicapped, and athletes of racial or ethnic minorities.

#### THE ATLANTA COMMITTEE FOR THE OLYMPIC GAMES

The Atlanta Committee for the Olympic Games is the forerunner of The Atlanta Olympic Committee and was formed in September 1990 after the Members of the International National Olympic Committee voted during their Session in Tokyo to designate Atlanta as the host for the Summer Olympic Games of 1996. Atlanta was one of six worldwide cities bidding to host the centennial Games, among them Athens, Melbourne, Paris and Toronto. The original Atlanta Olympic Committee was formed in 1988 by William Payne and other interested citizens of the city to organize a bid for the Games. It is a tribute to energies and efforts of Mr. Payne and his committee that Atlanta will host the 1996 Summer Games.

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## MEMORANDUM

March 21, 1996

**TO:** Margaret A. Williams  
Melanne Verveer

**FROM:** Peter S. Knight *PSK*

**RE:** Olympic Flame Lighting Ceremony

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My client, the International Olympic Committee ("IOC"), and the entire Olympic Movement are thrilled that the First Lady will be attending the lighting of the Olympic flame at the Temple of Hera on March 30. I thought that it might be useful to provide the First Lady with some briefing materials on the occasion of this important ceremony.

I am enclosing a brief outline on the history of the Olympic Games, written by Charles Gary Allison, the country's leading Olympic historian and the author of a 25 volume set which is the definitive history of the Olympic Games. You may recall that this outline was included as part of a briefing book that Gary helped me prepare for the First Lady's trip to the Lillehammer Games in 1994.

I am also enclosing a video cassette of The First Olympics - Athens 1896, a film produced by Gary which should give the First Lady a sense of the first modern Olympic Games and the importance of their return to the world.

Gary will arrive in Greece on March 27 and will attend the ceremony at the Temple of Hera. While he does not want to impose, Gary does want you to know that he is available to brief the First Lady in Greece or to help in any other way to make the ceremony a success for the First Lady. Gary is a strong supporter of the President and the First Lady who simply wants to, if appropriate, help Ms. Clinton shine in a ceremony filled with great importance for the Olympic Movement. If you need to reach Gary, you may contact him at (213) 461-2900 extension 108 or, of course, you can reach me at (202) 659-3005.

The Olympic Movement is honored by the First Lady's decision to attend the flame lighting ceremony. Please let me know if there is anything else that I can do to help you prepare for this event.

## Greece: Olympia

### Context for the Event

The lighting of the Olympic Flame has a special significance for the Olympic Movement and the Greek people. The ceremony, instituted in its present form for the 1936 Games held in Berlin, symbolizes the historic continuity of the Games and links the present movement to the earliest Olympiad, first recorded in 776 B.C. The Games were halted by the Byzantine Emperor Theodosias in 394 A.D. as a pagan ritual.

The centerpiece event, which takes place in front of the Temple of Hera, out of public view, in what was the sacred precinct of the archaeological site, is marked by solemn, and very private, simplicity. A 'priestess' uses the light of the sun, focussed by a polished steel hemisphere, to light a flame, which is then transported slowly to the Stadium. There, after a brief prayer, a runner receives the flame by torch, beginning a journey for the next month through Greece, which will bring it ultimately to Atlanta.

After flying from Athens to Andravida Airfield with Ambassador Niles, and continuing to Olympia by car, your day will start with a very brief greeting and exchange of gifts with Olympia Mayor Devves. Olympia town is modest (although in an attractive wooded locale) and its civic leaders have often been overlooked by prior visitors of prominence; your brief stop at the Town Hall will be a major event to the people of Olympia and earn us substantial good will.

The modern Olympic Games were revived in 1896 chiefly through the efforts of the Baron De Coubertin of France, whose heart lies buried not far from the Stadium. There, in a shaded grove, you will join officials of the International and Greek Olympic Committees and possibly Greek Prime Minister Simitis in a wreath-laying ceremony.

From there, your group will proceed on foot to the Stadium where you, Mayor Devves, Olympic Committee officials, and PM Costas Simitis (if he attends) will make brief (2-3 minute) remarks. Just before noon, accompanied by Ambassador Niles, DCM Thomas Miller, Olympic Flame Relay Committee Chairman Ioannis Economou, and other Olympic Officials; you, Chelsea and Kelly Craighead will proceed to the Temple of Hera for the lighting of the Olympic Flame. Returning to the Stadium, your group will witness the passing of the Flame to the first runner.

After the ceremony, International Olympic Academy (IOA) President Fernandos Serieris will host a luncheon on the IOA grounds near the Stadium, where athletes, coaches and others gather for summer retreats and seminars.

A BRIEF OUTLINE HISTORY OF THE OLYMPICS  
by Charles Gary Allison

The Olympics have been for 1,500 years, and probably several thousand years before that, the great epic poem of humanity. In his first Olympic Ode, the poet Pindar said, "Just as water is the most precious of all elements, just as gold is the most valuable of all goods, and just as the sun shines brighter than any other star, so shine (the Olympics), greatest of them all."

The ancient Olympics laid the foundation for the ideal of noble rivalry, which was to form the basis of the Greek education curriculum and supply the motive for the greatest possible development of the physical, spiritual and intellectual abilities of man. No other people, before or after the Greeks, ever set themselves such a target, endowed as it was with an unswerving single-mindedness and intensity of purpose and spirit.

And for no other people did the prize for this ideal, the crown of victory, remain so steadfastly the highest good that the gods could bestow upon a man, amongst all the treasures of the world. The element of competition was a fundamental factor in the forming of Greek culture as a whole, because it was responsible for every achievement not only in athletics, but also in literature, in art, in politics and all areas of the most original and impressive civilization the world has ever known.

The art, literature and sporting traditions begun at Olympia have inspired the imaginations of every generation since. They are in their most important ways, the model upon which the modern Olympic movement has been built.

THE HISTORY OF THE ANCIENT OLYMPICS

ORIGINS

Sometime during the Minoan Age (2200-1450 B.C.) and throughout the Mycenaean Age (1600-1200 B.C.) the tribes and cults of the Mediterranean world began to gather for a festival every fourth year in the first month after the summer solstice at an obscure sanctuary called Olympia in the eastern Peloponnesus. Although many facts remain lost in the myths surrounding them, we know the character of the gatherings from at least the Mycenaean age forward was a religious celebration of achievement with political and social overtones.

The gatherings were held in the honor of Zeus, the greatest of Greek gods. However there is archaeological evidence to suggest earlier gatherings were first held to honor Pelops and Hippodameia who were once the main hero-deities of the sanctuary.

Various theories exist about the origins of the gatherings and the later infusion of athletics. The most probable explanation is the original gatherings were harvest festivals held to thank and solicit the intervention of the gods, while the introduction of the games was a means to unite the diverse Greek culture.

Other theories of how the games became an adjunct to the larger gatherings hypothesize the games had a primitive origin associated with the murder of a king, another that they were related to religious initiation rites and yet another suggesting they were somehow part of magical rites involving the worship of the sun. Homer's epic works "The Iliad" and "The Odyssey" may be closest to fact. Written around 750 B.C., 25 years after the Olympic Games were first recorded, and drawn from the oral customs of the prehistoric Minoan and Mycenaean cultures, Homer's two works established the "mythical tradition" and are the historical reality behind all Greek heroic myths as we know them.

Homer gives weight to the theory the games began as funereal celebrations, established to honor some founder of the Greek race, dead heroes of glorious wars or to commemorate some act by a god. While the Classical Greeks assumed Hercules founded the sporting festival, earlier Greeks suspected the Games were held as part of the observances of a local hero, Pelops. Adherents of all three theories believed the gods and the heroes served as models human beings could and should emulate.

It is likely the real connection between athletic games, funerary customs and religious gatherings soliciting the fruitfulness of the earth was due to a more profound belief of the ancient Greeks, which postulated that life and death stood in direct relationship to each other. The dead earth gives birth to the new shoot parallels the youths involved in the competitions drawing strength from the dead heroes in whose honor they are competing. The symbol of this unbroken regeneration, of hope born from the competitors' youthful strength, and of the vitality and joy derived from competition, was manifested in the sacred flame of Olympia, which burned unceasingly in the sacred grove.

The first documented Olympics took place at a Gathering festival in 776 B.C., when Coroebus, a youth from the city of Elis, became the first Olympic champion by winning a single foot race for which he was crowned with a wreath of olive cut from the sacred grove of Zeus. From this beginning onwards, the Olympia gatherings underwent a gradual transformation and became genuine sporting occasions, but in the process, never lost their connection with religion.

The spirit of competition (the superhuman attempt to achieve a target or a feat by great physical and mental effort), is the dominating theme of Greek mythology. By elevating human competition into the sphere of the gods, the Greeks gave the Olympics the dimensions of an ideal. The Olympics in turn gave the Greeks a form of national character.

Greeks believed in a common racial origin, which genealogical myths trace to a single forefather "Hellen," from whom they derived the words "Hellenic" (all Greek or Greeks); "Hellenism" (the Greek common culture); "Hellen" (anyone who shared the Greek culture even if not of common blood); and, "Panhellenic" (the scattered world of the Greeks). Greeks had an even keener awareness of the positive features of the common language that distinguished them from all the barbarians (anyone who was not a Greek or a Hellen) and the common gods, cults and altars, which gave them close, indissoluble ties.

The fortunes of history scattered the Greeks very early to regions far removed from one another throughout the vast expanse of the Mediterranean. The sense of cohesion between them and the memory of a common descent and kinship as one people in the distant past never divided them into countless "Greek nations" but united them at Olympia, if only for brief spans of time.

All Greeks, and only Greeks, could take part in the Olympic Games. The athletics and music of these gatherings, which also were the foundation of the common education curriculum for their children, delighted the hearts of the Greeks. At Olympia, and later Delphi, the Isthmus and Nemea, the small Greek countries became fused as one and called themselves by their common name, Hellas.

Each four year Olympiad served another important Hellenic function. The Olympiad formed the basis of a common dating system, which replaced various local dating methods, and gave Greek historians, poets and politicians a means to document their story for all time.

## THE ANCIENT GAMES

Athletics and the spirit of competition, aimed at the victory of the best man, had deep roots in Greek society. As the mythical hero Achilles was about to set off to fight the Trojan war, in which he was to win glory and die, his father Peleus instructed him, "always to be your best and excel over others."

This illuminating exhortation not only expresses the attitude and ideals of the Homeric heroes, but was a primary Greek mind set throughout the course of antiquity. The mythical Achilles was the ideal model of the perfect youth. His premature death, coming at the moment of his greatest glory, caused the Greeks to think of him as having an ideal, unsullied beauty, a human image of divine perfection. The athletic contests of the Olympics grew out of this ideal and evolved into a contest to determine only the individual best. There were no second or third prizes or team sports.

Beginning with a single foot race (the stadion or single-course race) in 776 B.C., the Olympic Games lasted only one day.

New competitions were gradually added, the "diaulos" (or double-course race) at the 14th Olympiad in 720 B.C., the year nudity was introduced into the games; the "dolichos" (or long-course race) at the 15th Olympiad in 716 B.C.; wrestling and the "pentathlon" at the 18th Olympiad in 708 B.C.; boxing at the 23 Olympiad in 688 B.C. and horse racing and the "pankration" at the 33rd Olympiad of 648 B.C.

Over the next 400 years races for boys, additional variations to the horse races and special competitions for trumpeters and heralds were added until the program reach 18 events and lasted over 5 days. Most athletic events were performed to musical accompaniment. Panhellenic Games for girls were held ever four years at Olympia in the Herala, but not at the same time as the Olympics.

The pentathlon consisted of five events, the discus throw, the long jump, the javelin throw, the sprint and wrestling. The pankration, allowed more holds, blows and kicks, than the formal wrestling or boxing. The roots of chariot racing, wrestling, boxing, running and armed combat can be traced to the Mycenaean period, while archery, throwing, javelin and jumping seemed to have developed in the period following 1000 B.C., but certainly prior to 776 B.C.

Every fourth year in the spring, three heralds set out from Elis to cover the entire Greek world. At each city-state or colony they proclaimed a sacred truce, which placed all competitors and spectators traveling to or from Olympia under the official protection of Zeus.

Each Greek city excelled at particular events. Spartans emphasized skills essential to warriors, while the rhythm and balance essential to physical exercise and music was uppermost to the Athenians.

An athletic victory at Olympia was evidence of something much more important than the confirmation of pure physical skill. It was an unequivocal indication of heavenly favor for the athlete, his family and the community from which he came.

Panhellenic Games were organized to fill the intervening Olympiad years and consisted of the Pythian Games at Delphi (582 B.C.); the Isthmian Games at Isthmus of Corinth (581 B.C.); and, the Nemean Games at Nemea (573 B.C.). The ancient connection between all the games and the rural harvest festivals from which they sprang, can be seen in the vegetation used to crown the victors; wild olive at the Olympics; laurel at the Pythian; pine at the Isthmian and wild celery at the Nemean.

## OLYMPIA

The Sacred Grove, also known as the Altis, at Olympia was the most holy site of the Panhellenic world. The choice of

Olympia for the site of the Games responded to distinct theological, political and physical rational.

The official care of Olympia was entrusted to Elis, a small city-state, or polis, which the more powerful Greek states purposefully kept neutral. As a politically neutral territory, Elis did not arouse the jealousy that would have resulted if the games were held in any of the other cities.

The main mission of the sanctuary after the Olympics had begun in 776 B.C. was the cultivation of the spirit of competition, or contest of life. The sacred grove was rich in olives, poplars, oaks, and pines bordered by parabolos or hedge walls enclosing a few simple buildings, altars to gods, shrines, the tombs of Pelops and Hippodameia and a single remaining column of the Palace of Oinomaos, which the Greeks believed had been destroyed by a thunderbolt from Zeus.

As the games and the shrine took on increased importance, monumental buildings were added. The Temple of Hera, a long, narrow, Doric building of heavy proportions, was erected in 650 B.C. of shell lime and unbacked bricks, wood, terra cotta tiles, and is one of the earliest examples of monumental temple construction in Greece. Gradually the wooden columns were replaced with stone, reflecting the evolution of the Doric column.

Treasuries, a series of small temples dedicated to Zeus by Greek cities-states and colonies, were erected in a row on the natural terrace at the northern edge of the Altis during the 6th and 5th centuries B.C. It is probable these treasuries originally served a cult purpose, but in time were used to house valuable dedications to Zeus.

The Pelopion was remodeled in the 6th century B.C. and became the Pytanelon. It housed the sacred flame which burned day and night and represented the unbroken regeneration of competitors drawing strength from dead heroes in whose honor they were competing in a religious/state event. Since 1936, it is in the ruins of the Pytanelon that the Olympic flame is ignited before being transferred to the host city of a modern Games.

The archaic stadium in its earliest phase began at the tomb of Pelops and extended along the terrace of the treasuries. It was open at the finishing line facing the great altar of Zeus. The stadium was moved eastward in 400 B.C. and in 350 B.C. it was finally separated from the sanctuary by the building of the Stoa of Echo, where sounds were re-echoed seven times in the frescoed interior. The krypte, an impressive vaulted passageway with a Corinthian column gate, connected the stadium to the sanctuary, and was the official entrance into the stadium.

When horse racing was added during the 25th Olympiad in 680 B.C., an elliptical course hippodrome was placed outside the sanctuary walls. It took its final form and position, to the south of and parallel to the final version of the stadium, during

the late Classical period.

The sanctuary reached the height of its wealth and prosperity during the Classical Age when the most important building in the Altis, the Great Temple of Zeus, was erected in 456 B.C. Considered to be the canon of the Doric temple, the Temple housed Phidias's dazzling and colossal gold, ivory and ebony statue of Zeus, the most admired work of art in classical antiquity and one of the seven wonders of the ancient world.

The home city of a winner at the Games had the right to erect a life size statue of each of their Olympic victors inside the sacred altis, which resulted in hundreds of statues as the years passed. The architecture of the sanctuary also changed. Austere Dorian sanctuaries took on Ionic columns. As Ionic and Corinthian columns were introduced, white marble was used instead of the original shell lime.

During the 4th century B.C. as gymnasia acquired features of cultural education in the Panhellenic world, a gymnasium or palaestra and other training facilities were built outside the Altis wall. The Greeks also added a library, lecture rooms and a museum. After the collapse of the Greek Empire in 164 B.C., the conquering Roman Patrons provided gymnasiums, baths, hotels and dormitories, which the Eleans, who still maintained control of the site, wisely placed outside the sacred Altis.

#### THE ROMAN ERA

The "Golden Age" of the ancient Olympics ended in 164 B.C., the year Greece was incorporated into the Roman Empire. For the Romans, sport had only the vaguest connections with Roman religion, art, education or pride. Sport for the Roman was mostly a passive and vicarious experience as in contests of the circus and gladiatorial spectacle. While the Greek sport events seemed artificial to them and the nakedness of the athletes brought out their prudish side, the Romans preserved, absorbed, propagated and eventually brought changes to the Olympics, not all of them good.

The Roman propensity for sadism, luxury and bored yearning for novelty lead to the degradation of sporting competitions and into gruesome extravaganzas for their own people. But during the Pax Romana, the patronage of sentimental Roman emperors who were fond of nostalgic theater, led to Olympia's greatest prosperity, at least for a while.

The program at the regular festivals varied little and the Olympic truce for travelers to and from a games was maintained, while the racial standards for admission to the events were progressively loosened. Romans, then Africans and Asians were soon invited to compete. The last Olympic champion of whom there is record was Varaztad, an Armenian prince who won the boxing competition in 385 A.D.

Long before this date however, Olympia had lost any real meaning as a holy place. The growing professionalism and cheating of athletes at the Games themselves stripped away the splendor and spectacle they had enjoyed during their Golden Age. As the Roman Empire declined, only the nostalgia and prestige of Olympia kept the festivals going.

While the religious ceremonies were cynically observed, they were viewed as pagan by a growing Christian population. As the Roman Empire split into two divisions under the leadership of often competing Emperors, Olympiads began to pass without the observance of the Games.

In A.D. 394, Emperor Theodosius I, also known as "the Great," united the two Roman Empires under his single leadership. A Catholic Spaniard by birth and devout in the ways of his faith, Theodosius stopped the reckoning of time in Olympiads and ordered all pagan festivals banned, making the Games of A.D. 393, the 293rd Olympics since they were first recorded in 776 B.C., the last to be held.

Theodosius removed the statue of Zeus to Byzantium, where it was destroyed by fire in A.D. 476. Barbarian invaders plundered Olympia in the 4th century. Christianized Greeks were urged to obliterate the remaining prestige of paganism by leveling the ancient holy site.

Earthquakes in A.D. 522 and 551 toppled the columns of the temple of Zeus and the temple of Hera. And finally, the Alpheous River changed its course, washing away the hippodrome and covering the rest of Olympia under layers of clay. Within a century, the reality of the site and the Ancient Games were dissolved into legend.

#### SPORT SURVIVES

The ancient Olympics of the Greek Empire had made sport an integral part of the education of youth and the society of man. By the time Olympia were banned, the culture and popularity of sport activity survived by scattering throughout the world into the lives of local tribes and clans. Mutations occurred depending on the habits and rules of the people who made one or more of the ancient sporting events part of their folk culture.

Here sport would have stayed had it not been for refugee Greek scholars who wrote passionate books on the glories of the ancient Greek civilization during the Italian Renaissance of the 14th and 15th century. These writings fermented a flowering of art and literature; a rediscovery and rebirth of sport; and most important of all, the establishing of Classical thought, "the integrated training of the mind and the body," as the curriculum heart of modern education.

Petro-Paulo Vergero (1348-1419), a professor at Padua, Italy, who is considered an apostle of Gymnastics, began to teach the sport to his students. Vittorio da Feltre Rambaldon (1378-1449), a follower and promoter of Vergero's ideas, founded a school at Mantua, Italy, and taught physical education. Mateo Palmieri, a Florentine poet, referred to the Olympics in his published poetry of 1430. Virgilius Polydorus gave a description of the four sacred games of the Greeks in a 1491 book that had 10 editions in Latin and as many translations.

In 1513, Aldus Pius Manutius of Venice, published Pindar's "Epinicians." The "best seller" was followed by many editions and translations and provided not only knowledge of the ancient Greek civilization, but descriptions of the areas in which the sacred games were allegedly held. Then in 1516, Musurus of Venice published "Descriptions of Greece" by Pausanias, which became even more popular than "Epinicians." The 1596 publishing of "De Arte Gymnastica" by the humanist Hieronymus Mercurialis, is considered a landmark in the advance of Western interest in physical education.

One is even more impressed by these literary contributions in view of the edict of Tertullianus of Alexandria, the stoic, 2nd Century Christian moralist and writer whose opinions still prevailed. He had decreed that physical training was the work of the devil (*palaestrica diaboli negotium*) and few men dared to express their differing "sport" opinions freely.

By the 17th Century, sporting contact and competition became popular among the geographically diverse but culturally homogeneous Anglo-Saxons, who were relatively uninhibited in ideology. England was the only place in the Western World where the recreations of the medieval peasant and the tournaments of the aristocrat existed peacefully side by side. Practice and competition were regular enjoyments of Anglo-Saxons life. Horse racing, distance running, jumping and cricket stayed remarkably localized for decades.

The exploration and colonization of the new world proved to be the great fertilizer, which carried the Anglo-Saxon games to such far away places as America, Canada, Australia, etc. As a result, Anglo-Saxon sport became more earnest and performance-oriented as the participants and their public became increasingly obsessed with victories and the setting of records. Games like cricket, American college football and professional baseball acquired formulas, rituals, theatrical settings and spectators.

As the knowledge of ancient Greece expanded, so did a desire to revive or recreate the Olympics. In 1604, Richard Dover, with the help of King James I, organized the "English Olympic Games" at Cotswold. Intended to be held every four years, the games were open equally to men, women, nobles and commoners alike. To stimulate interest in the Cotswold games, King James wrote and published in 1615 "The Book of Sport" and founded a golf club in Scotland. Conservative opinion fought

against the wasted time of organized sport and these purely English Olympic affairs stopped with Dover's death in 1641.

It was the popular belief amongst the educated of the time, that the Olympics, and indeed a site once known as Olympia, charming and exciting ideas though they were, held no more reality alas, than the myths of Troy and Atlantis. Like all myths, it was assumed the descriptions of Olympia and Olympic games by the ancient Greek writers were only meant to be object lessons. However, the idea revived Olympic Games could be of value persisted.

A version of Olympic Games were staged in Dessau, Germany in 1715, at about the same time the idea of finding and excavating the lost site of Olympia was first suggested by the Frenchman, De Montfaucon. Many adventurers picked up on the idea, but were unable to locate the site. Then in 1764, Richard Chandler, an English theologian and lover of antiquity, and carrying a copy of Pausanias, stumbled upon a heavy wall and the huge Doric capital of the temple of Zeus at Olympia. He announced his find in two popular books published in 1775 and 1776.

The discovery Olympia existed was greeted by the modern world as a sensation. Chandler's unearthing validated in a single stroke the classical works of antiquity, which were quickly becoming corner-stones of western thought. It also showed that sport had been the fundamental education ingredient of ancient youth, and as such, was a humanity exportable to modern times. It also begged the questions "how, and by what means?"

Guts Muts, the father of German Gymnastics, put forward the idea of reviving the Olympics in 1773, about the same time as the German, Ernest Curtius, who had toured the historical sites in Greece, proclaimed the need for systematic excavation at Olympia. When Greece was declared an independent nation's by the Western Powers in 1821, Germany immediately funded an excavation party.

As the excavation progressed, (it would take 130 years to finish), local Olympic Games were held with varying support and success in Canada (1844); again in England as the Wenlock Olympic Society in 1850, and, in Athens, 1870, 1875 and 1888. Resistance to the idea of reviving the Olympic Games nationally or internationally came in many forms, not the least of which was the lingering fear that sport was part of pagan ritual, long condemned by the Christian church.

The culture of sport had managed to survive the ages since its condemnation in A.D. 393. Now in the 19th Century, sport had begun to accumulate a literature, and more importantly, a constituency calling for a rebirth of the ancient Olympic tradition on a local and international scale. Such a rebirth however, would require a codification of rules; a standardization of events; a theater in which it could be performed; and finally, a dedicated organization to arrange the first three needs. None of those conditions existed.

## HISTORY OF THE MODERN OLYMPICS MOVEMENT

### THE REVIVAL OF OLYMPIC GAMES, AND CREATION OF THE INTERNATIONAL OLYMPIC COMMITTEE

The revival of the modern Olympic Games and the creation of an International Olympic Committee to nurture them, sprang from three simultaneous phenomena of the 19th Century. First, the study of ancient Greek literature had become the basis of school curricula throughout the western world. Second, there was intense public curiosity and interest created by the re-discovery and continuing excavation of ancient Olympic. And third, there was the growth of international cooperation and exchange of ideas affecting all aspects of Western intellectual, social and political life as expressed by the "international exposition," which began with the 1851 Crystal Palace Exhibition in London.

Boosted by improvements in communication and transportation and several international law and patent conventions, suddenly, the international exhibitions became convenient meeting places for the world's traders, artists and scholars to meet, exchange ideas, and dream of what might be possible in their expanded world. Exhibitions of national and individual industrial and artistic achievements were awarded gold, silver and bronze medals and lavishly printed certificates of merit testifying to their superiority.

The Paris Universal Exposition of 1878, which attracted 16,000,000 visitors from around the world, was the first exposition to add international "congresses," as a forum for discussion and an instrument of change for such diverse associations as lawyers, historians, coin collectors, wine makers, road builders and educators. One of the most popular exhibits at the 1878 Exposition was a German excavation team model of the Sacred Altis at Olympia, on display in the German Pavilion. Today, we can only surmise the long term effects this attraction had on two young visitors.

One was 15-year Baron Pierre de Coubertin (1863-1937), a Parisian schoolboy visited the exhibit with his parents. The other was William Milligan Sloane (1850-1928), a 28-year old American graduate student, who had just completed his Doctorate Degree at the University of Leipzig (Germany) and was enroute to Princeton University where he had been hired to teach history and the classics.

As an impressionable 7-year old, Baron de Coubertin had lived through the horrors of the "Siege of Paris," a humiliation France endured as the defeated combatant in 1870 Franco-Prussian War. Throughout his school years, Coubertin, who's father was an artist and art teacher, sought a future career for himself in a country he realized had grown leery of the aristocratic class of

his parents. He had very few choices, so he studied things which were of interest to him.

After years of reading and traveling, Coubertin developed an interest in education and sport and began publishing articles on sport and their relationship to education. Eventually, the Baron honed a humanist philosophy of Olympism as an educational tool, which he argued could change the face of education in France, if not the world. Coubertin's Olympism philosophy embraced four essential factors: the educational development of health and moral character for youth; amateurism; international sport competition as an instrument of peace; and sport as an integral part of culture for all. The drive to internationalize these ideas became the Baron's career.

Dr. William Milligan Sloane was the obedient son of the Reverend James Wilson Sloane, a Covenanter Presbyterian minister and famous American abolitionist. Reverend Sloane instilled in his son the Covenanter Presbyterian doctrines in the right of all man to be free; personal selflessness in all endeavors; to never seek individual reward or recognition for your achievements; the drive for intellectual excellence in the service of God and community; and, the unswerving conviction "if you believed in something, you must act upon it without reservation."

As a new Princeton professor, Sloane was assigned the thankless task of creating and chairing a faculty committee on athletics. With the introduction on Eastern campuses of a game called football and the avid, often mindless, following it attracted, university administrators quickly realized they had to control the progress of the Games or be overwhelmed by it. Using classics knowledge to support his ideas, Sloane argued football, and all sport in general, were a useful and beneficial adjunct to student life. When the first intercollegiate committee on college sport was formed of faculty representatives from the major ivy institutions, such was the popularity of Sloane's reasoned arguments and his reputation as a towering intellect, he was unanimously elected Chairman.

On sabbatical for two years, Sloane moved his family to Paris in 1888, having been commissioned by a French/American Publisher to research and write *The Life of Napoleon*. When this work was published in 1895, Sloane became the foremost historian in the United States and France, ultimately being elected to the American Academy of Arts and Letters and the French Legion of Honor.

Soon after his arrival in France, Mary Cassatt, then studying art in Paris, introduced her 38-year old cousin Sloane to the 25-year old son of one of her art teachers, Charles Fredy de Coubertin. The two men, who had both been writing and articulating the values of sport in strengthening education and in pursuit of world peace, became immediate and lifelong friends. Each week the two men would spend time together talking about sport and the Olympics. Sloane was present in 1889, when the

Baron called for a revival of the Olympics during a dinner speech to a major French sport society. The idea fell on deaf ears.

When the Sloane family returned to Princeton in September 1889, Coubertin came along as their house guest. With Sloane making the introductions, the Baron spent the month of October visiting various colleges to inspect their sport activities and facilities for a book he was writing on American College Sport. In November, Coubertin and Sloane both presented papers at the landmark Conference on American Physical Education in Boston.

The French Republic appointed Coubertin an official representative the 1893 Chicago World's Columbia Exposition. Once again with Sloane opening the doors for him, Coubertin spent four weeks traveling around the United States to establish the annual Carnot Prize for Public Speaking at the University of California in Berkeley, Stanford, Tulane and Princeton. The end of November and early December was spent in Princeton with the Sloane family.

Based on newly discovered documents, we now know the two friends used these four weeks to talk about what form revived Olympic Games might take and how to arrange for them to happen. Before the Baron departed for Paris, the two men had organized and planned in detail an "International Congress of Paris for the Re-establishment of the Olympic Games" to be held the following June in the grand Amphitheater of the Sorbonne University. Invitations prepared in French and English and signed by Coubertin, Sloane and a colleague, Charles Herbert, the Secretary of the British Amateur Athletic Association, were mailed from Princeton and Paris in early January 1894.

Seventy-nine delegates from 14 countries ultimately attended the 8-day Congress of the Sorbonne, from June 16 to 24, 1894. A majority of the Congress delegates were educators and members of the International Peace movement, although each claimed some affiliation with a sport organization as well. The final item on the 8-day program was the proposal to endorse a modern 4-year cycle of international Olympic Games and the creation of an international Olympic committee to be responsible for them. On June 23, 1894, the Congress delegates passed the measurer unanimously. As it has turned out, this singular vote has proven to be the most important sport decision ever made. It has had profound repercussions on the modern world, the course of modern sport, the search for peace, the architecture of cities around the world and has subsequently and regularly touch the lives of millions of people.

Coubertin and Sloane then proposed Paris 1900 as the revival city and year for the new Games, but Michael Breal appealed to the Congress to let Athens have the honor of hosting the first Games, which he believed he could arrange for 1896, the year of the 75th anniversary of Greek independence. The delegates agreed to Breal's idea by acclamation, adding Paris would host the Games of 1900 and the United States, in a city yet to be determine, would

host the 1904 Games. The Congress then adjourned until the closing banquet that evening.

During the afternoon break, Coubertin, Sloane and several delegates adjourned to the Paris apartment of Michael Vikelas, the delegate from Greece, and formally created the International Olympic Committee by electing officers and permanent members who were to represent the principles of modern Olympism to their home countries. Since Athens was to be the site of the 1896 Games, Vikelas was elected President. Sloane became Vice President and the Baron, the Secretary General. As the Games of 1900 were planned for Paris and some place in the United States for 1904, the group decided to rotate the presidency to Coubertin after the 1896 Games and to Sloane after the 1900 Games.

The first fourteen permanent IOC members elected that afternoon with the instruction they were to represent the principles of modern Olympism to their home countries, were:

Baron Pierre de Coubertin (France)  
Dr. William Milligan Sloane (USA)  
Michael Demetrius Vikelas (Greece)  
Franz Kemeny (Hungary)  
Colonel Viktor C. Balck (Sweden)  
Jiri Guth-Jarkowski (Bohemia)  
The Lord Ampthill (Great Britain)  
Charles Herbert (Great Britain)  
Professor José Zubiar (Argentina)  
Leonard A. Cuff (New Zealand)  
Count Lucchesi Palli (Italy)  
Count Maxime de Bousies (Belgium)  
Ernest Callot (France)  
General A. de Boutovsky (Russia)

(Dr. Willibald Gebhardt of Germany and Andria Carafa of Italy were appointed by Coubertin at a later date.)

During that evening's closing banquet, Father Henri-Martin Didon (1840-1900), a Dominican priest and friend of the Baron, provided a lasting motto for the newly created organization, when he quoted in his benediction the latin phrase chiseled in stone over the entrance of his Paris school, "Citius, Altius, Fortius" or "Faster, Higher, Stronger." (The Olympic rings would not be introduced into the organization until 1914).

#### THE REVIVED MODERN OLYMPIC GAMES

As determined at the Congress of the Sorbonne, the first Olympic Games of the modern era were held in Athens from April 5 through 15, 1896. Fourteen countries provided 314 athletes. Although 60 sporting events were planned, only 45 took place due to bad weather. The small American team dominated the 12 track and field events, winning 9 first place medals. They also won two first places in shooting.

The first Olympics in the United States were held in conjunction with the 1904 World's Fair in St. Louis during the 3rd Olympiad. Due to transportation difficulties, there were 13 countries involved, but participation had increased to 625 individuals.

By the time of the 100th anniversary celebration of the modern Olympics in 1996, 22 of 25 Olympiads will have been celebrated for a combined total of 39 Games, 22 Summer and 17 Winter. During the first 100 years, the United States hosted three Summer Games (St. Louis 1904, Los Angeles 1932; and Los Angeles 1984) and three Winter Games (Lake Placid 1932, Squaw Valley 1960 and Lake Placid 1980). Atlanta 1996, which is designated the 100th Anniversary Golden Games, will be the fourth time an Olympic Summer Games will be held in the United States.

## ORGANIZATIONAL HISTORY & MISSIONS

### THE INTERNATIONAL OLYMPIC COMMITTEE

The International Olympic Committee, created by the Congress of the Sorbonne in 1894, was entrusted with the control and development of the modern Olympic Games. The IOC is the final authority on all questions governing the Olympic Games and the Olympic movement.

The missions of the IOC are to encourage the organization and development of sport and sport competitions; to inspire and lead sport within the Olympic Ideal, thereby promoting and strengthening friendship between sportsmen of all countries; to insure the regular celebration of the Olympic Games; and, to make the Olympic Games even more worthy of their glorious history and of the high ideals which inspired their revival by Baron Pierre de Coubertin and his associates.

The 86 members of the International Olympic Committee are selected by the IOC itself. Members must speak French or English and be citizens and residents of a country which has a National Olympic Committee recognized by the IOC. At the 49th IOC Session in May 1954 a rule was passed to limit the number of IOC members per country. Now there may be only one member from any country allowed to serve on the IOC, except for the largest and most active countries, or those countries where the Olympic Games have been held, where there may be a maximum of two IOC members. For any country which had more than two members at the time of the 1954 ruling, those individuals were allowed to serve until their retirement or death.

An International Olympic Committee member is a representative of the IOC in his or her country, not a delegate

of the country to the IOC. International Olympic Committee members elected from 1966 on serve until the age of 75. Those who were elected before 1965 serve for life.

The IOC President is elected to serve an eight year term, but is eligible for re-election for successive terms of four years. The three vice presidents are elected to serve four year terms. They may be re-elected as vice presidents after a minimum interval of four years between terms. The current IOC President, is His Excellency, The Marquee Juan Antonio Samaranch who was the IOC representative from Spain at the time of his first election in 1980. He was subsequently elected for an additional 4-year term in 1988.

Starting with Dr. William Milligan Sloane, who would serve 34 years on the IOC until his death in 1928, a total of 19 Americans have been IOC Representatives. The current IOC representative is Anita DeFrantz, an Olympic rower who won the Bronze at Montreal (1976) and is the president of the Amateur Athletic Foundation of Los Angeles. The second American seat remains empty, but will be filled at the next September 1993 IOC Session in Monte Carlo.

#### THE UNITED STATES OLYMPIC COMMITTEE

Dr. William Milligan Sloane, was elected the first United States member of the IOC, a position he actively held for 34 years until his resignation in 1925, three years before his death in 1928. Sloane also became the first president of the United States Olympic Committee, a position he held until 1899. From that time forward, as the IOC Member in the United States, he was a voting member of USOC, until his resignation in 1925.

When Sloane could find no American sport organization to help him, organize an American team and raise the money to send the team to the Athens for the 1896 revival games, he did it himself. The wildly successful team, which consisted of 13 student athletes drawn from Harvard, Princeton, M.I.T. and Boston University, and one coach, a former Sloane friend then at the Boston Athletic Association, established America's proud Olympic tradition by winning 9 first places, 10 second places and 5 third places in the 12 track and field events and an additional 2 first places in the shooting events.

After the Athens 1896 Games, Sloane moved to New York to assume the Seth Low chair in history at Columbia University, his under graduate alma mater. Over the next 25-years, he organized the first American Olympic Committee and guided it through its formative years. Upon adoption of a formal constitution and by-laws in 1921, the committee took the new name of the American Olympic Association. Then in 1950, through Public Law 805, a federal charter designated the organization's non-profit status. In 1961, the organization changed its name to the United States Olympic Committee, which is the name it is known by today.

The current responsibilities of the USOC were voted into law by the U.S. Congress enactment of the Amateur Sports Act of 1978 (Public Law 95-606). Under the guidelines set by Congress, the USOC is the National Olympic Committee of the United States and is solely responsible for all aspects of the United States' participation in the Olympic Games and the Pan-American Games.

As the central coordinating authority for all Olympic and other amateur sports, its member organizations are responsible for the development of athletes of all ages and levels of ability. The Olympic movement reaches millions of American youth who first participate as children and, in their pursuit of excellence, reach the elite level and represent the United States in Olympic and international competition.

The USOC is among the world's few National Olympic Committees which operate without any sustaining government funds. An operating budget of \$250,000,000 for the 1989-92 quadrennium was raised principally from individual donations and corporate sponsorships. The operating budget for the 1992-1996 quadrennium is \$400,000,000.

Of the 23 Summer Games held since 1896, the United States has sent a team to participate in 22 of them. The Moscow 1980 Games were boycotted. An American team has been sent to each of the 16 Winter Games held to date.

The USOC Board of Directors is a 101-member group formed to represent the wide interests of the Olympic constituency of National Governing Bodies (NGB's) and multi-sports organizations and is charged with setting overall Olympic policy and guideline. The USOC Executive Committee, under the leadership of the USOC President, supervises the daily affairs of the USOC and oversees the implementation of policies within the guidelines prescribed by the Board of Directors. The United States IOC Members are voting members of the USOC Executive Board. Since 1896, when the office was first created, there have been 21 USOC Presidents.

Much of the effective work of the United States Olympic Committee is carried on by the standing committees whose chairmen are appointed by the USOC President with the approval of the Board of Directors. The membership of all standing committees must include 20% athlete representation.

The USOC exercises exclusive jurisdiction, either directly or through its constituent members or committees, over all matters pertaining to the participation of the United States in the Olympic and Pan American Games, including representation of the United States in such Games, and over the organization of the Olympic Games and Pan American Games when held in the United States. This includes providing the swift resolution of conflicts and disputes involving athletes, National Governing Bodies or sports organizations; protecting the opportunity of any athlete, coach, trainer, manager, administrator or official to participate in athletic competitions.

The USOC is continually involved in fostering the development of athletic facilities for use by athletes; encouraging and supporting research, development and dissemination of information in the area of sports medicine and science and sports safety; and, providing assistance to athletic activities for women, the handicapped, and athletes of racial or ethnic minorities.

#### THE ATLANTA COMMITTEE FOR THE OLYMPIC GAMES

The Atlanta Committee for the Olympic Games is the forerunner of The Atlanta Olympic Committee and was formed in September 1990 after the Members of the International National Olympic Committee voted during their Session in Tokyo to designate Atlanta as the host for the Summer Olympic Games of 1996. Atlanta was one of six worldwide cities bidding to host the centennial Games, among them Athens, Melbourne, Paris and Toronto. The original Atlanta Olympic Committee was formed in 1988 by William Payne and other interested citizens of the city to organize a bid for the Games. It is a tribute to energies and efforts of Mr. Payne and his committee that Atlanta will host the 1996 Summer Games.

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