

FOIA MARKER

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Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: National Service

Series/Staff Member: Jim Kreidler

Subseries:

OA/ID Number: 1284

FolderID:

Folder Title:

[Proposal - President's Council on Physical Fitness & Sports - "Getting the Most Out of Your Morning Jogs"] [loose]

Stack:

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Row:

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Section:

2

Shelf:

5

Position:

1

National Service Correspondence Coding Sheet

Coder: DB

Date: 6/1/83

I. Purpose of Letter:

- ☐ Wants to Participate
 - ☐ Summer of Service
 - ☐ National Initiative
- ☐ General Commentary
 - ☐ Pro
 - ☐ Con
- ☐ Suggestions for Programs
- ☐ Requesting General Information
 - ☐ Summer of Service
 - ☐ General Program
- ☐ Offering their Services
 - ☐ Volunteer
 - ☐ Internships
 - ☐ White House
 - ☐ National Service (Jim)
 - ☐ Employment

II. Writer Information:

- A. Age (Circle One):
Under 17 17-25 Over 25 Unspecified
- B. Education Level (Circle One):
 - 1. Student:
 - ☐ Elementary
 - ☐ Secondary
 - ☐ College
 - ☐ Graduate
 - 2. Non-Student (Level Completed):
 - ☐ Secondary
 - ☐ College
 - ☐ Graduate

III. Re-route to Other Departments

- ☒ Commission
(Personal, service organizations,
or business proposals)
- ☐ Scheduling/Gloria
- ☐ Other _____

IV. Certified Mail

Personnel
mm
20 April 1993

The Honorable
William Clinton
President of the United States
THE WHITE HOUSE
1600 Pennsylvania Avenue, N. W.
Washington, D. C. 20500

SUBJECT: Getting the Most Out of Your Morning Jogs

Dear Mr. President:

Time and time again, the media has shown you out jogging. While you may view this as simply a morning jog, I see it as infinitely more: an opportunity to cause a fitness revolution throughout the Land, and, in so doing, bring us all closer together (especially the military & Congress).

As head of the President's Council on Physical Fitness & Sports, I'll create for You the image of America's "Fitness Czar" - a noble image by anybody's standards. Given Americans' preoccupation with fitness, staying slim, looking attractive, feeling young and SEX, this will be an "easy sell". It will also be an easy sell from the standpoint that a high percentage of Americans emulate unique characteristics of their President (e.g. taking saxophone lessons). This also presents a major opportunity to "use" the media to your advantage!

My plan for running the President's Council charts a bold new course to motivate people to follow your lead in taking-up the fitness habit. The guts of my plan include the following initiatives:

- * Forming a "President's Athletic Club" - the soon-to-become largest, unstructured health club in the world with tens of millions of members nationwide and internationally.
- * Designing & selling attractive, fashionable "PAC" athletic gear to instill pride in Club members, envy in nonmembers, motivate them to exercise, attract new members and create a sense of comradery among Club members.

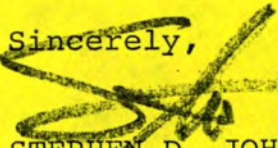
President Clinton
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- * Instituting the "Run For Your Life Program" which awards/rewards participants with handsome patches & certificates for achieving various mileage levels by walking, jogging or running.
- * Teaming-up with EXXON & McDonalds corporations to carry the fitness message to every city & town in America.
- * Publishing a quarterly newsletter.
- * Challenging government agencies, businesses, mayors, governors, politicians, police & fire chiefs, the military, media, Congress, health nuts, professional athletes & Hollywood celebrities to enroll in the Club, and feature articles about their stellar accomplishments in the newsletter so as to foster a spirit of competition within their respective organizations and among like groups/individuals.

In short, my plan for running the Council is light years ahead of what the Council has ever done. Throughout its 35 year history, the Council has done much, but accomplished little, to improve the State of the Union's physical well being. If we're serious about fitness as a laudable activity of Government, then a "Dallas Cowboy-like" change in leadership & direction is needed to improve the quality of life in America.

The President's Athletic Club - a jingle in its name, but magic in its message! Definitely the most explosive marketing concept since McDonalds began selling hamburgers!

Sincerely,



STEPHEN D. JOHNSON
MAJOR, U.S.A.R.
6x Marine Corps Marathoner
Fitness "Nut"

cc: Office of the First Lady;
Vice President Gore;
Mrs. Gore;
George Stephanopoulos;
All Democratic Senators & Congressmen;
The Washington Post.