

# Summer olympics run by private group

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will drop out at the last minute in retaliation for President Carter's boycott, leaving the Games a half-Olympics similar to 1980, the LAOC has consistently wooed the Soviets with diplomatic talk.  
This summer, with Russia still refusing to commit itself, Ueberroth flew to Moscow to observe the closing ceremonies

of the Soviet's Spartakiade, then announced a reported \$3 million television contract for the Iron Curtain network that left free world broadcasters drooling. ABC paid a whopping \$225 million for exclusive U.S. TV rights.  
Edgar Best, former chief of the FBI's bureau in Los Angeles, has been hired to handle security arrangements that will in-

volve up to 17,000 police and sheriff's deputies from several cities and counties, the California Highway Patrol and even federal troops and agents.  
Security for the Games is the LAOC's top budget item.  
Specific security worries include transporting athletes to some of the far-flung venues. Most events are within a 30-mile radius, but the rowing and

canoeing at Lake Casitas in Ventura County and one equestrian event at Fairbanks Ranch in San Diego county are nearly 200 miles apart.  
There also are the expected appearances by world leaders including President Reagan — it will be the first time a U.S. president has opened an Olympics — and the often volatile mixings of immigrants and refugees who have made Los Angeles the nation's new Ellis Island.

"We don't want to stage an international security event and try to wrap the Olympics around it," Best explained. "On the contrary, we want to stage a successful Olympics and wrap the security around it."  
"We feel rather confident we can achieve that adequate level of security without an overbearing or overburdening look to it."  
Joining Ueberroth as the top-level organizers are Paul Zifren, an attorney and Democratic bigwig who chairs the Board of Directors; Harry Usher, an entertainment lawyer serving as general manager; and a group of 61 high-visibility directors including Justin Dart, Leonard Firestone, J. Robert Fluor, Bob Hope, John Kelly, Peter O'Malley and Lew Wasserman.  
If they evade the traps of international tensions and turn over a tidy surplus, the organiz-

ers could emerge as the Games' shiniest stars.  
Also likely to win Olympic gold, to be exchanged into sales and profits, are the corporations buying a piece of the Games' image and symbols.  
There are three categories of corporate support, depending on their contributions. The 300 odd companies contributing a minimum of \$4 million in hard cash, goods and services are official sponsors.  
They also get the most in return — goodwill, promotional value, publicity and guaranteed seats at Olympic events.  
Those making the heaviest investments include ARCO, which has laid a new track around the Coliseum and is building practice facilities throughout the area; Levi Strauss, which is contributing uniforms for thousands of Olympics workers and also is running a nationwide contest to pick uniforms for the U.S. team; and McDonald's, which built the swim stadium and sponsored two major pre-Olympic meets this summer.  
Some sponsors are also Olympic suppliers, providing equipment to be used in the Games, or licensees, who pay the LAOC set sums or royalties for the items they produce.  
In return for their contribu-

tion their goods become official products of the Games — beer (Anheuser-Busch), camera (Canon), copier (Xerox), snack food (M&M-Mars), or video game (Atari), for instance — allowed to display the Games' symbols on their advertising and goods.  
The arrangements have caused some criticisms that lofty Olympic ideals are being reduced to crass commercial deals. They also prompted fears, seemingly unfounded, that the multi-colored interlocking rings would be subordinated to corporate logos.  
In fact, the 1984 Games will have fewer sponsors than any Olympics in modern history, and won't come close to the 280 for the Lake Placid Winter Games. That benefits both the companies and the organizers, who were able to place a high premium on the sponsorships.  
One sponsor is uniquely positioned to either gather in Olympic gold, or lose a fortune.  
The American Broadcasting Co., forseeing the Los Angeles Games as "the biggest show in the history of television," plunked down \$225 million for exclusive TV rights.  
The network will utilize 2,500 personnel to produce an unprecedented 187½ hours of coverage, which it expects to not only

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## Joygerms spreads goodwill epidemic

United Press International  
SYRACUSE, N.Y. — Joan White is trying to infect the world with a new epidemic — of goodwill and encouragement.

She is president of Joygerms Unlimited, a "no dues-just do" organization she founded more than two years ago to spread cheer and good will.

"I'm serious about this," said the 49-year-old former secretary. "This isn't a joke to me."

From a handful of members, Joygerms has spread to include members in "practically every state," Norway, England, France, Germany, Wales, Australia and Canada.

The club's creed is "down with gloom and doom." Members spread their good cheer by devoting some of their spare time to visiting the sick in hospitals and nursing homes.

Others take part in Joygerm rallies and parades at special times of the year, like the Fourth of July, Thanksgiving and Halloween.

"This isn't a Pollyanna trip through the tulips," said White.

"We know there's death, and trials and tribulations. We face up to the rigors of reality. Our group just tries to serve as a form of encouragement."

White, who is affectionately known as "Joan Joygerm"—her sister has been dubbed "Bacteria Bevy"—came up with the idea for Joygerms Unlimited after reading about a California couple who offered to do people's laundry for them — for a fee.

"First I looked at it and laughed," she recalled, "but then I started to think that it was really negative since people had to send money to get people to worry for them."

She immediately typed a letter to the local paper with her thoughts on an alternative service, "something more positive."

"People responded," she said. "People said there was a need for something of this nature, and I was delighted, ignited and excited."

"What started out as a lark is now an international organization with people from all walks of life and all kinds of problems," she said.

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