

DIRECTION SPORTS, Inc.
4415 West Pico Blvd.
Los Angeles, Calif. 90019
(213) 937-3540

DIRECTION SPORTS Seminar
August 4-8, 1969

One of the most gratifying experiences in developing this program has been to discover the great variety of people who find common purpose in contributing to the disadvantaged youth of a city.

This kind of cooperation has made it possible for DIRECTION SPORTS to achieve, in a short period of time, a "substantial improvement" (see psychometric studies results included in brochure) in the learning skill development of youngsters living in those areas of Los Angeles with the highest percentage of school "drop-outs".

In response to the national interest in DIRECTION SPORTS, we are planning a five-day Seminar so that other cities can become familiar with our format and materials, and so that the excitement of a nationwide program benefitting disadvantaged underachievers can become a reality.

We will bring together the talents and resources of the many individuals and groups who have contributed to the ongoing DIRECTION SPORTS program in order to make our Seminar workshops as instructive and comprehensive as possible. Our purpose is to offer participants materials and support for initial pilot programs based on the DIRECTION SPORTS format and adaptable to their respective cities.

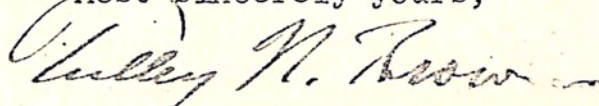
Seminar workshops will include the following:

- 1) Special pre-tested "chalk talks" (see sample in brochure) designed to carry fifth and sixth grade students in a DIRECTION SPORTS program throughout the 1969-1970 school year. These materials are developed by Fred Niedemeyer, Ph.D. of the Inglewood, California Southwest Regional Laboratory (funded in part by the Bureau of Research of the U.S. Office of Education) and by Robert Filep, Ph.D. from the national Institute for Educational Development.
- 2) Evaluative and testing procedures developed by Stephen Klein, Ph.D. and members of his staff from the UCLA Research and Development Center, using a national grading program from Educational Testing Service, Inc.
- 3) Promotion and publicity resources, including:

- a) Bruce Johnson, Vice President and West Coast Manager of Metro Radio Sales, has pledged ongoing media support of all DIRECTION SPORTS programs through the auspices of all Metro Media stations and affiliates throughout the United States.
 - b) Howard Miller, Western Director of the USO, will provide a format for developing local advisory board and fund-raising task forces.
 - c) Community service film strips designed both for radio and for television and produced by local studios in conjunction with the Motion Picture Producers Association will be available. These films include presentations by nationally known personalities, including such stars as Greg Morris of Mission Impossible.
- 4) Organizational structure and job descriptions for a six-team DIRECTION SPORTS pilot program, presented by Booz, Allen, and Hamilton, Inc., management consultants.
 - 5) Personnel testing and screening forms developed by Robert A. Jones, Director, Testing Bureau, University of Southern California.
 - 6) Daily sports activity lesson plans, prepared by coaches Walt Thurmond (Cal State L.A.), John McKay (USC), John Wooden (UCLA), and others.
 - 7) Group discussion techniques, presented by a staff of psychologists, including Victor Coppin, M.A. of the DIRECTION SPORTS staff.
 - 8) Legal aspects of organizational structure, presented by Gerald Kleinman, partner in the law firm of Loeb and Loeb. (Any and all new DIRECTION SPORTS programs can receive non-profit status, based on the fact that DIRECTION SPORTS, Inc. is a federally chartered non-profit corporation.)
 - 9) Use of park and recreation facilities, discussed by Joseph Lewis of the City of Los Angeles Department of Parks and Recreation.
 - 10) Association with city school systems, discussed by Sam Hammerman, Director of the Office of Urban Affairs, Los Angeles City Schools.
 - 11) The submission of the names of all new members so that the DIRECTION SPORTS jacket can be sent.

A formal agenda will be included in the final invitation. Also, the national television shows being booked will be outlined. Please call or write should you have any questions. Looking forward to meeting your representative and coming to your city in the future, I remain,

Most sincerely yours,

A handwritten signature in cursive script, appearing to read "Tulley N. Brown".

Tulley N. Brown
President