

The Los Angeles Challenge in 1932 and 1984

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This study examined the innovative methods used to ensure the success of the 1932 and 1984 Olympic Games.

The financing and promotional methods used for both the 1932 and 1984 Games were similarly creative and provided an excellent showcase for the organizational skills and innovative business acumen associated with American capitalism during a world recession. The Board of Directors of the Organizing Committees of the 1932 and 1984 Games each had a membership of what could be considered the local power elite. Previous successful business experience and excellent public relations skills were part of the credentials of both sets of organizers.

A survey of the literature would lead one to believe that the recession /depression which was part of the economic climate during both the 10th and 23rd Olympiads had little noticeable effect on the fortunes of the members of either committee, the associated commercial sponsors, and the smooth preparation for the respective Olympics. However, a closer look reveals that it was the determination of the organizers which made the Olympics a success despite world recessions in 1932 and perhaps in 1984.

Whereas controlled upbeat publicity and a centrally located Olympic Village were strong factors contributing to the success of the Xth Olympiad, these factors are not present for the XXIIIrd Olympiad. International political factors such as nationalism and media publicity will supply the necessary enthusiasm in 1984.



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