



T. Boone Pickens Media Coverage 01.01.12 – 01.03.12

Total of 3 Placements

- Print: 3

Coverage Summary

Media coverage focuses on Boone Pickens comments and involvement during the 2011 Tostitos Fiesta Bowl where Oklahoma State beat Stanford University.

There is no Pickens Plan coverage.

Highlighted Placements (Full Articles Below)

- How The Pac-12 And Big Ten Plan To Change College Sports – 01/03/11
<http://www.forbes.com/sites/sportsmoney/2012/01/03/how-the-pac-12-and-big-ten-plan-to-change-college-sports/>
- OSU Football: Booster Boone Pickens says Mike Gundy contract situation will be solved 'soon enough' – 1/03/11
<http://newsok.com/osu-football-cowboys-booster-boone-pickens-says-mike-gundys-contract-situation-will-be-solved-soon-enough/article/3637091>
- Boone Pickens says he's not 'calling shots' in Oklahoma State coach Mike Gundy's contract negotiations – 1/03/11
<http://www.stwnewspress.com/local/x191086119/Boone-Pickens-says-hes-not-calling-shots-in-Oklahoma-State-coach-Mike-Gundys-contract-negotiations>

How The Pac-12 And Big Ten Plan To Change College Sports

1/03/2012 @ 10:11AM

Roger Groves, Contributor

Forbes.Com – Sportsmoney

There will be no lead story on ESPN or in major newspapers or a Tebow-esque fascination about the Pac 12-Big Ten collaboration.

What collaboration you ask? There was an underpublicized agreement in the twilight of 2011 to enhance long-term scheduling of games across allsports among all 24 institutions within those two conferences. This is no big deal on the surface. There is no billion dollar figure attached. In fact there is no financial number at all. And there are no specified terms to champion as being precedential. There is just an agreement to pursue increased scheduling of games between the conferences, akin to a non-binding letter of intent in a business joint venture. And that is what this is, but it is more than that. It may bring nearly hedge-fund-like money and saliently, there is what every business wants: new revenue streams from emerging markets.

That conclusion follows from the fact that the Pac 12 has committed to and actually commenced negotiations to expand its TV network into China. The intent is to increase the marketing of Pac-12 games in one of the fastest growing economies and middle classes in the world. That can lure to more students, which equals new revenue streams in tuition.

Now factor in that these conferences have the two most profitable college TV networks in America. The Pac-12 could have joined forces with the SEC. In the most popular US sport the SEC is about to win its 6th straight national championships. Last season, the SEC beat the Big Ten in all three bowl games they played. The combined score was 138 -45. But the future is beyond current football dominance. What the SEC does not have is the dominant television network. The TV network is more important, I dare say, not because it should be, but because the added exposure can translate into bringing more players in all sports – and without the adverse consequences of conference expansion. In other words, rather than the confusion, litigation, and uncertainty of conference realignment, the alliance can add exposure to the existing teams and lure talent, both nationally and internationally. As Big Ten Commissioner Jim Delaney puts it, “There is a lot of growth potential with very little downside...an intelligent way to get stronger with zero collateral damage.”

The exposure advantage is not just about adding football wins. If the strategy works, there is increased

overall profitability. If you are not now winning the football revenue war as individual conference competitors, join forces in where you are stronger and increase revenue in all sports. Individually, neither the Pac 12 nor Big Ten beats the SEC in football. But football is just one source of revenue. The March Madness money is actually a bigger financial benefit to each Final Four team than the payoff from playing in one of the 35 bowl games. And if each of the other sports adds talent and gets closer to financial self sufficiency, they will need less of a subsidy from the football program. If revenue sources increase within each program within the institution, there is a more stable financial base for the entire athletic department. I suspect if business plans were music, this one was a Grammy to athletic directors, governing boards and presidents.

The value of money in college sports is hard to overstate. Take the \$160 Million from T. Boone Pickens to Oklahoma State. It helped take its football program from 4-7 a few years ago to the number 3 ranking and some say a shoulda'-been national championship competitor this year. There are more T. Boones internationally than within our borders. Imagine if the next phenom in sport whatever matriculates this way. Some nationalistic or corporate sponsors are likely to follow the T. Boone model and donate to the program. Brazil just overtook the UK as the fourth leading economy. I expect the programming content of the college networks that see a future in soccer to consider expansion into Brazil in the future for all the same reasons.

The alliance strategy even includes potential scheduling of football bowl games between the two conferences. Currently, the Rose Bowl is the sole agreement in that regard. They can build new rivalries that future players will grow up watching, dreaming about and then playing. At the very least, the Pac-12-Big Ten alliance creates an unprecedented viewership and international market that advertisers would likely pay unprecedented dollars, beyond the value of current media contracts. The monster TV contracts trickle down from the conferences to each institution, making each team better able to compete in the stadium and workout facilities arms race. That should in turn attract the thoroughbreds to win the championship derbies of the future. If we only surf the headlines, we will not see it happening. Yet the alliance may just bring the internationalization and increased market value of each program that can change the landscape of college sports.

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OSU football: Cowboys booster Boone Pickens says Mike Gundy's contract situation will be

solved 'soon enough'

FIESTA BOWL — Oklahoma State football booster Boone Pickens met with the media prior to the Cowboys game vs. Stanford on Monday. Pickens talked about OSU coach Mike Gundy's contract situation and about what it means to OSU to be playing in the Fiesta Bowl.

BY GINA MIZELL, Staff Writer, gmizell@opubco.com

Published: January 2, 2012

GLENDALE, Ariz.— Boone Pickens is now reaping the benefits of his record donation to Oklahoma State football after the Cowboys captured their first outright conference championship and a trip to Monday night's Fiesta Bowl.

Pickens talked to reporters in the press box of University of Phoenix Stadium before the Cowboys' showdown with Stanford about this season, the future of OSU football and coach Mike Gundy's contract negotiations.

How does it feel to be in a BCS bowl?

“Big deal. Only time we've ever been here. We played Indiana (in the Insight Bowl in 2007), and I said, ‘This wasn't the bowl I was thinking about,’ and somebody said, ‘You shouldn't of said that.’ But this is the one I was hoping for, of course, so big deal for us.”

What's it like to see so much orange in the stands?

“No question, we travel well. Somebody said, ‘Well, you haven't been many places, so everybody wants to go.’ And some of that's true. We stick together.

What does this season do for the future of the football program?

“I have to believe it's all good. I don't see anything that can be bad that comes from it. We've been well-coached, we've got a good team, we've got some good players and we had a hell of a quarterback walk on. I don't know whether we can ever count on a Brandon Weeden walking on again. I'll be excited about next year to see what we have. I'm going to miss Brandon, I'll tell you that.”

Does it feel like the rise of the program happened fast?

“It actually happened faster than I thought. Somebody said ‘When did you think (this would happen)?’ I

said, 'I thought it was going to be two years from now.' So it's two years faster than I thought it would happen. What is that? That's somebody did some good planning and did some good coaching and, again, we had some good players."

Do you have an update on Mike Gundy's contract negotiations?

"If I told you I don't know what's going on, you know I'm lying to you. I think that all got put on the shelf until we get through this game, and I think it should have. You can't focus on several things at one time. I can, but I'm not the negotiator, and I'm not the coach, either."

Do you have any concern that it won't get done?

Oh, no. I haven't focused on it, either, but I don't know why it wouldn't be done.

Does one call from you get a deal done?

"No. I'm not calling shots in Stillwater, and that's a true story. I don't have time to do that. You were talking about my record. I worry about my record all the time, and I didn't have a good year in '11. I've got a full-time job, so I'm not calling Stillwater saying, 'Get something done' or not done or something else. You can believe me or not, but that's a true story. I don't want to get in the way, and I'm not in the way. We'll see. We're going to know soon enough."

Do you know (Stanford donor) John Arrillaga?

"No I don't. I think we may have caused people to say that it's great to give. If you're going to have a program that's going to compete, you're going to have to invest in it. You see more and more of them, (Oregon donor) Phil Knight, but you can go across the country. I was up there in Ames, Iowa. Those guys up there in the trucking business, they're helping out at Ames. It's great. College football, there's nothing like it. Pro football, it's good. It's like my dad used to say about hunting bobwhites and blues. He said, 'If you can't get the bobwhites, you have to shoot the blues.' It's not as good of sporting. Pro football's got a long way to go to catch up with college football. I really believe that. But I sit there and watch pro football just like I watch college football. But you know what I mean, there's nothing like college football. It's all America."

Is there anything more you can do for facilities, or are you 'there?'

"I hope we're there. We've got the facilities. We should be competitive. It's like I told Mike Gundy and his

crowd. I said, 'Listen, fellas. I can't do anything more for you. You're as good as the best now. We've got the best training table, we've got the best weight room, we've got everything, so it's up to you.' And the guys came through."

Is there any disappointment that OSU is not playing in the national championship game?

"I told (the team), 'For God sakes, we didn't get it. Don't whine about it.' That's the last thing you want to do. We're in a big bowl. That's good enough. I'm disappointed we didn't get to play in it, but we'll get our chance."

Boone Pickens says he's not 'calling shots' in Oklahoma State coach Mike Gundy's contract negotiations

By Chris Day

Stillwater NewsPress

January 2, 2012

PHOENIX — Oklahoma State University officials and coach Mike Gundy will come to a contract agreement fairly quickly after the Fiesta Bowl, T. Boone Pickens said prior to Monday night's Fiesta Bowl.

"I know it's put aside until we are through with the season and that was smart to do," Pickens said. "I don't know when negotiations start up."

When asked if a phone call from Pickens could get Gundy a contract extension, Pickens said, "I'm not calling shots at Stillwater and that's a true story. I don't have time. ... I didn't have a good year in '11. I have a full-time job so I'm not calling Stillwater and saying get something done or something else. You can believe me or not but that's a true story."

The billionaire Oklahoma State alum and booster said Gundy and the Oklahoma State football team's trip to a BCS bowl has come about two years more quickly than he thought it would.

He credited good coaching, good recruiting and committed players for the program's quick rise to the top of the BCS rankings and a berth in the Fiesta Bowl.

“It’s a big deal. The only time we’ve ever been here,” Pickens said. “This is the one I was hoping for.”

It’s also a big deal for Oklahoma State, Pickens said. It will show the country that Oklahoma State has good coaches, players and fans, he said.

“We had a helluva quarterback walk on. I don’t know if we can ever count on a Brandon Weeden to walk on again,” Pickens said. “I’ll be excited about next year to see what we have. I’m going to miss Brandon. I will tell you that.”

Pickens said he was excited to see so much orange in the University of Phoenix Stadium for Monday’s Fiesta Bowl. OSU orange covered about two-thirds of the 73,000-seat stadium.

“No question we travel well. Somebody said, ‘You haven’t been too many places so everybody wants to go.’ Some of that’s true,” Pickens said.

The Fiesta Bowl is exciting for Oklahoma State, Pickens said, noting he is a little disappointed that the Cowboys aren’t playing in the national championship game.

“We are in a big bowl. That’s good enough. ... We will get our chance. It’s fun. It’s all a lot of fun,” he said.

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