

BYRNE

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Bowl. How do you try to keep Oregon a high profile program?

BYRNE: I work hard at trying to keep our name in front of the bowl committees. Everything from treating them just great when they come to watch the Ducks - and by the way we have only been doing that for the last two years, prior to that there wasn't a lot of interest. Secondly, I make it a point to go to the various bowl days around the country (functions where athletic directors meet with the bowl committees which might be interested in their teams), and that way I have gotten to know many of the bowl committees. Third, during the season I send them a note or something. I know there is a new book out called *Nibbled To Death By Ducks*, and come September, if we are doing well, I am going to send a copy of that book to the bowl representatives who I think we might be interested in going to. Just to tell them that I am going to nibble them to death every week about the Ducks. Something to keep our name out there.

I do the same thing with ABC Sports, because a \$1,000 plane trip versus a \$400,000 pay-off for being on television is a pretty good investment. (He points at his phone.) I have them on my speed dialer.

ODE: How do you feel about putting your financial future on the success of the football and

basketball teams?

BYRNE: I would prefer to have a stable funding source such as tax revenues. I'd like to be in the position of the Washington, California, and Arizona schools whose Legislatures had the foresight to fund intercollegiate athletics. But I've got to play the hand that's dealt me.

ODE: What is your opinion about the proposed legislation to ban Sports Action-type lottery games?

BYRNE: I went back to serve as a resource and to testify against that. If I could swear publicly in print I would, because that is really a bear sweat kind of trick the NFL, NBA, and Major League Baseball have done. I'm really disappointed to learn the commissioners of the leagues have visited the various congressional delegations whose home states are trying to get franchises, and threatening them with no franchise if they do not support the bill. I think that they could kill it. I think that they could kill Sports Action.

ODE: How much money do you need to put the program where you want it?

BYRNE: I think the state needs to come through with a line-item appropriation of say, \$6 million. Out of a billion dollar budget that's not a lot of money. In the scheme of things, the amount of money we need is so small compared to what the resources are, that we shouldn't even have to be fighting for it. We should be addressing other issues.

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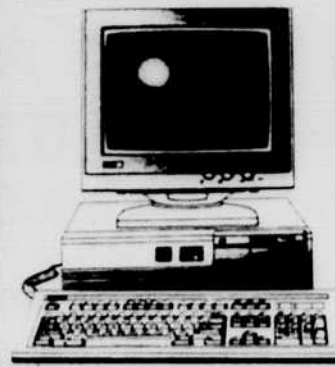
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