

Cost of Centennial Video Revealed

HATTIESBURG – USMNEWS.net is currently receiving copious document dumps – all as a result of public information requests – from multiple institutions, including USM. As a result of this process, readers can now anticipate a string of reports on various subjects over the next several weeks and months. This particular report begins that series by examining records obtained from USM regarding payments to *Idgroup* of Pensacola for production of the centennial video – *The Southern Miss Story* – that became part of the institution’s year-long centennial celebration in 2010. Long-time readers of USMNEWS.net will recall that *Idgroup* is run by Mona Amadeo, and that former USM president Martha Saunders was once an administrator at Pensacola’s University of West Florida.

The University of Southern Miss
Centennial Video Budget/Production Outline

id

Project: The Southern Miss Story—Centennial Video

Idgroup Creative will produce a 4-5 minute high definition video presentation to communicate the Southern Miss story. The story will be built around the personality characteristics and forces of innovation captured during the Core Dialogues as reflected in the approved script

Budget Range
\$68,650.00-\$76,650.00

Production Outline

Phase I
Concept and script development
Location scouting
Hotel and travel expenses
Archival Research
Pre-production logistical coordination
Delivery Completed

Phase II
3-4 day shooting/ crew and creative labor (Hattiesburg, Stennis Research, Gulf Park, and Buoy)
Hotel and travel expenses
Equipment costs
Insurance
Video Stock
Shooting Dates Sept 16-18 and pick up dates as needed

Phase III
First Cut Editing
Graphics and Special Effects
Music
Voice-over
Digitizing/editing archival materials
Estimated Delivery Date Week of October 6th

Phase IV
Final Editing
Music and voice over license
Delivery October 10, 2008

engaging ideas | connecting people | facilitating growth 1

The insert above is the production/budget outline developed by *Idgroup* for the production of the centennial video. The staggering estimate of \$68,650-\$76,650 is provided by *Idgroup* at the top of the outline above. Of course, this outline was submitted to then-USM president Martha

Saunders for her approval. That approval appears on the second page of the outline, which is inserted below.

The University of Southern Miss
Centennial Video Budget/Production Outline

Production Team
 Producer/Creative Director: Gail Sprull-Shaw
 Writer: Brenda Trigg
 Director: John Stockwell
 Production Company: Times Fly Production
 Account Supervisor: Mona Amodeo*

(*Fees covered in retainer)

Payment Schedule
 1/2 upon approval of the script
 Final payment upon deliver

Agreement/Authorization
 The client understands the prices stated above are estimates and may change if specifications change. By authorizing this budget the client states that he/she understands and accepts the provisions stated above and authorizes all work and payments for work. The client will be invoiced in two phases 50% of fees upon assignment of the project, 50% upon completion of the project.

 The University of Southern Mississippi

9.24.08

 Date

 idgroup

10/7/08

 Date

As the insert above indicates, Amodeo submitted the outline some time before 24-Sept-2008, which is the date that Saunders provided her approval signature. Two weeks later, on 7-Oct-2008, Amodeo's signature sealed the deal. It is interesting to recognize that the dates on this outline indicate that Saunders was putting significant energy into the centennial only 14 or 15 months into her administration, if not before that, even though, by late Sept-2008, the centennial was about 15 months in the future.

300 east intendencia
 historic soville
 pensacola, florida 32502
 (850) 438-7823
 www.idgroup.us

Invoice

DATE	INVOICE #
9/16/2008	2466

BILL TO:

The University of Southern Mississippi
 Office of the President
 118 College Drive #5001
 Hattiesburg, MS 39406-0001

SHIP TO:

P.O. NUMBER	TERMS	REP	SHIP	VIA	F.O.B.	PROJECT
USM0108	net 10					

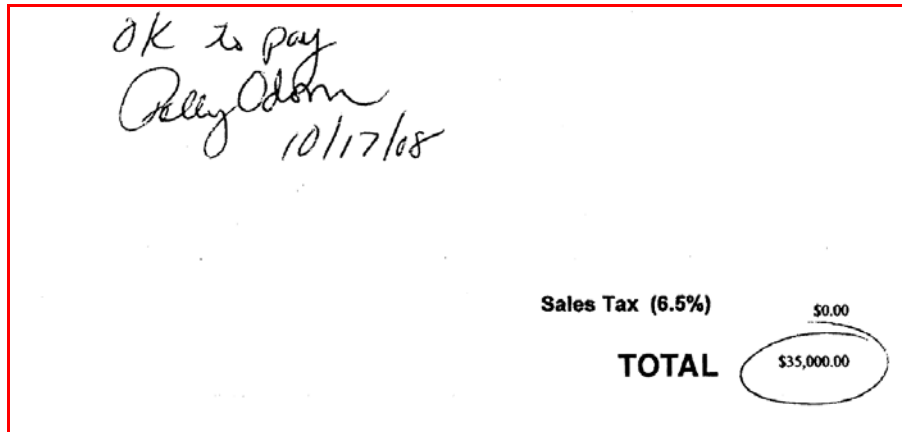
QUANTITY	ITEM CODE	DESCRIPTION	PRICE EACH	AMOUNT
		Centennial Video - The Southern Miss Story		35,000.00

Approved Budget: \$68,650.00 - \$76,650

First Billing: \$35,000.00 upon approval of estimate (this invoice)

Final Billing: TBD upon completion

The insert above shows that Idgroup invoiced USM for the first \$35,000 of the project on 16-Sept-2008, *eight days before* Saunders approved the project and 21 days before Amodeo's signature sealed the deal. Even so, Saunders' secretary Polly Odom marked the invoice "ok to pay" one month later, on 17-Oct-2008, as the insert below points out.



The insert below shows that USM completed a requisition for payment to Idgroup of \$35,000 on 17-Oct-2008.

1058532

Requisition

Ship To: 2609 WEST 4TH STREET
HATTIESBURG MS 39401

RECEIVED
2008 OCT 20 PM
USM PROCUREMENT
SERVICES

Business Unit: USMPO	
Req ID: 0000038893	Date: 10/17/2008 Page: 1
Requester: Odom, Polly	Currency: USD
Requester Signature	


Line-Schd	Item	Description	Mfg ID	Quantity	UOM	Price	Extended Amt	Due Date
1-1		Payment for professional services: Centennial Video: The Southern Miss Story		1.0000	EA	0.00	0.00	
Vendor: 0000034757 IDGROUP								
Line Total:							0.00	
Total Requisition Amount:							0.00	

Contract is attached and first invoice is attached for payment (\$35,000).
Estimated cost is \$68,650-\$76,650.

The payment process was also handled by Odom, as the small insert just below indicates.

Approval Signature Polly Odom 10/17/08	Approval Signature	Approval Signature
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The final insert in this report, shown below, indicates that payment to Idgroup of \$35,000 was processed by USM officials on 21-Oct-2008.



USM Purchasing
2609 WEST 4TH STREET
HATTIESBURG MS 39401
USA

Purchase Order

DUPLICATE **Dispatch via Print**

Purchase Order	Date	Revision	Page
1058532	10/21/2008		1
Payment Terms	Freight Terms	Ship Via	
Net 30	FOB:Destin, frt prepd/chrg back	BESTWAY	
Buyer	Requisition #	Requestor	
Holder, Becky	0000038893	Odom, Polly	

Vendor:0000034757 FAX : 850/934-3155
IDGROUP
300 EAST INTENDENCIA
PENSACOLA FL 32502

Ship To: 2609 WEST 4TH STREET
HATTIESBURG MS 39401
USA

Bill To: 118 COLLEGE DRIVE #5104
HATTIESBURG MS 39406-0001
USA

Tax Exempt? Y	Tax Exempt ID: 64-740188K	Dept: Office Of President	Dept Id:100001	Proj/Gmnt:	
Line	Quantity	UOM	Item/Description	Unit Price	Extended Amt
1	1.00	EA	Payment for professional services: Centennial Video: The Southern Miss Story	0.00	0.00

Contract is attached and first invoice is attached for payment (\$35,000).

Estimated cost is \$68,650-\$76,650.

Sources tell USMNEWS.net that it is disturbing to see that Saunders was encumbering **nearly \$100,000** (for a centennial video) in Oct/Nov-2008, just at the beginning of a devastating U.S. financial crisis and the worst economic downturn in the U.S. since the Great Depression. This troubling realization is only made worse by noting that, at that time, the centennial was still more than one year away.

For readers who are interested in viewing *The Southern Miss Story*, the video is available on YouTube [here](#). As you will see, the video is 473 seconds in length. That comes to about **\$160 per second** in terms of what its production cost USM students, their families and Mississippi taxpayers. At the time of this report, the video had been viewed only about 12,300 times since it was uploaded on 22-July-2009, *more than six months before* the centennial kicked off. It would have taken a ticket price of about \$6.25 to recoup the production costs of the video given this number of views. Of course, YouTube videos are free.