

Dear usmnews.net

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Did you see *The Hattiesburg American* report, [New TV Deal and 'Enormous Challenge' for USM?](#) According to the report, "[t]he new contract, which signals a massive dropoff in television revenue, will result in about \$200,000 a year for each of the league's member institutions. That's roughly \$700,000 less than what each school received per year under the terms of the previous deal." Bill McGillis [Southern Miss' athletic director] claims "It will be an enormous challenge," ... "It will be a combination of continuing to tighten our bootstraps, maintaining a very lean budget on the expense side and really carefully managing those resources."

Do you think the Southern Miss will actually reduce the costs of its athletic programs? Personally, I think they will jack up the charges to students.

Name withheld by request

Dear name withheld,

The TV contract establishes the market value of Southern Miss' and other C-USA teams. Clearly, the market has determined that few people watch the games. That means, among other things, the teams do not generate much in the way of advertising revenues. Therefore, they have little value to the TV networks. In fact, most of the financial resources for Southern Miss' sports programs come from taxpayers and mandatory student fees. The question seems to be why Southern Miss doesn't simply close down the programs rather than use scarce tax dollars (which could better be used for education) and burden students with exorbitant student fees.