

## **Football Was USM's Primary, and Very Expensive, Sport**

When a university puts most of its sport resources for 100+ years in one sport and it fails, what should the school do? Sink another \$100,000,000 over the next decade to revive it to a mediocre status that it once was? Understand that \$100,000,000 is not nearly enough to compete with its peer schools, much less larger, wealthier schools? That will not be the type of questions that USM leadership will ask because the USM leadership is not, in fact, leadership. They don't ask and answer hard questions. They hide their failures and blow out of proportion any success. So, the USM "faithful" will forever be surprised by USM failures its leaders can't hide, or gloss over with public relations blather. Like the story in the national news reported recently in USA Today:

### **[The Misery Index Week 5](#)**

**Southern Miss:** There aren't many fan bases over the years that have been as proud of their program's accomplishments as those who support the Golden Eagles. Despite not having the resources or recruiting cachet of their in-state competitors, Southern Miss somehow put together 18 winning seasons in a row, culminating with a Conference USA title in 2011. But these days, Southern Miss fans are just beaten down and angry. Saturday marked the 16th straight loss for the Golden Eagles, and it occurred in ugly fashion - 60-7 against Boise State, a program they once envisioned standing with toe-for-toe as non-BCS powers. This falls more on the school's previous cash-strapped administration than first-year coach Todd Monken. Had Southern Miss scheduled more realistically, the losing streak would already be over. Instead, it took money games at Nebraska and Arkansas and now really faces a huge game next week against Florida International. If the Golden Eagles don't win that one, the streak could easily get to 20 before their next good opportunity.