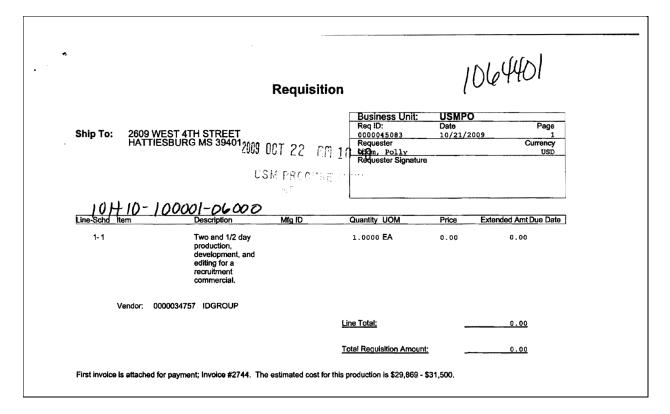
One Thing Leads to Another How USM's Relationship with Idgroup Often Morphed

Recent reports here at USMNEWS.net have shown how lucrative having Martha Saunders sitting atop USM from 2007 to 2012 was for Mona Amadeo, head of the Pensacola-based consulting firm Id*group*. This report takes the next step in that process by looking into how the consulting contract for **\$8,300 per month** in services from Id*group* to USM often morphed into other money-making opportunities for Amodeo's business concern. Of course, we have already seen one such opportunity, with the USM centennial video, *The Southern Miss Story*, which cost USM students and Mississippi taxpayers some **\$76,650**. Another example comes with the insert below, which is a 21-Oct-2009 requisition for payment to Id*group* of **\$14,934.50** for production of a student-recruitment commercial.

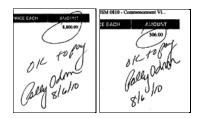


The requisition above notes that production of the commercial spot would take 2 and ½ days, including production, development and editing. The invoice mentioned in the requisition above is also inserted at the top of the next page. Both documents reveal that USM ultimately paid just under **\$30,000** for the commercial shoot, which encompassed on-campus videography and food, travel and lodging for a sixmember production crew. As with other payments from USM to Idgroup under Saunders' leadership, Saunders' secretary Polly Odom marked this one "ok to pay" (on 2-Oct-2009).

Sale	Tax (6.5%) \$0.00
	TOTAL 514,934.50
	OK to pay fally parton

idgroup 300 east intendencia historic seville pensacola, florida 32502 (850) 438-7823 www.idgroup.us	DATE INVOICE # 10/14/2009 2744
BILL TO: SHIP TO: The University of Southern Mississippi Office of the President 118 College Drive #5001 Hattiesburg, MS 39406-0001	Rey# 4 5 083
P.O. NUMBER TERMS REP SHIP VIA F USM1509 Net 15	.O.B. PROJECT
QUANTITY ITEM CODE DESCRIPTION 2-day shoot plus 1/2 day on-site preproduction Location: Hatticsburg Mississippi Scope: to include all creative development, preproduction, production and editing of :30 commercial with original music 5000000000000000000000000000000000000	PRICE EACH AMOUNT
Dates: Preproduction: October 19th. Shooting Dates: October 20th and 21st Estimate: \$29,869.00-31,500.00	
Plus travel, food and lodging for the crew based on approved allowances and requirements of The University of Southern Mississippi Approximate number of crewmembers: 6	
idgroup and Southern Miss: idgroup will coordinate with the Office of University Communications and the Admissions Department to coordinate the student talent and other props needed for the shoot. Office of University Communications will coordinate all logistics involving students.	
Payment Due: 50% of estimate: 14, 934.50	

Several months later Amodeo's Id*group* was commissioned by Saunders to produce a commencement ceremony video. This process entailed creation, management, production and editing, all of which cost USM students and Mississippi taxpayers **\$8,800**, as the 16-Aug-2010 purchase order inserted at the top of the next page indicates. This project also involved the burning of the commencement video onto 15 separate DVDs, a process for which Id*group* charged USM another **\$306**. After Odom marked the associated invoices "ok to pay," a check for **\$9,106** was sent from USM to Id*group*.



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To summarize, this reports uncovers another **\$39,100** in student and taxpayer funds that Saunders was able to direct to Amodeo's Id*group*. In combination with the revolving consulting contract and production of the centennial video, which total **\$398,400** and **\$76,650**, respectively, USMNEWS.net has so far uncovered **\$514,150** in payments from USM to Id*group*.

It's obvious, to sources at least, that it was Saunders who informed *The Hattiesburg American* and other media, during the spring of 2012, about the so-called "sweetheart contract deals" that were effected during the Shelby Thames administration (2002-07) of USM. Now it is perhaps time to reassess Saunders' own responsibility in this situation. There is, of course, the matter of the USM plane that Saunders acquired the use of during her administration. Now comes all of this evidence surrounding USM and Idgroup. Do you believe all of this work by Idgroup was necessary? Do you believe Idgroup won these contracts as a result of competitive bidding? These are the relevant questions now.