

**ACC**  
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ACC and its efforts to make the conference a football powerhouse. "There's a lot of uncertainty now," Ballen said. "We don't know what this is going to bring financially. We hope that it will be positive but we don't know this for sure."

The expansion provides the ACC with a chance to place a second team in the Bowl Championship Series, which would result in the conference earning \$13 million.

Plus, since the Hurricanes and Hokies are mainstays in college football's top 25, more lucrative deals are sure to come. The ACC now can offer television networks 72 regular-season games to choose from instead of 54, as it does now.

But the conference lost the coveted New York media market when Syracuse was trimmed from the expansion plan.

"That was really part of the issue we had fundamentally with the consultants' numbers and a sense of what schools and, 'Could they bring the New York market?'" said Dick Baddour, UNC's director of athletics. "Was it going to be enough to make up for the equal share?"

"If people are going to watch ACC football and basketball, we've certainly taken some risk of not having that market in the mix of our TV package."

The addition of Miami and Virginia Tech also means the conference's money must be divided among 11 schools instead of nine — a factor that could prove costly.

The ACC already has taken at least one precautionary move: The conference gave each of its nine schools a record \$9.7 million last year for recovery in case predicted financial scenarios don't pan out.

The schools in favor of expansion apparently were willing to take the risk and made it known

that they were prepared to absorb a potential loss in revenue.

UNC and Duke, however, were not as thrilled.

"Already we're struggling with a 28-sport program and the level of excellence that is expected from those programs," Baddour said. "So I'm seriously concerned about that \$9.7 million going backward."

The only other guaranteed money comes in the short term from a \$4 million expansion buy-in that will be divided among the nine schools.

In making a move that depends solely on the success of one sport, the ACC has put itself in a compromising situation.

Should a 12th school be slow to come — or never come at all — a football title game likely won't become a reality. That revenue loss could force schools to restructure their varsity sports' budgets.

The financial uncertainties weigh heavily against the revenue that could come from the addition of Miami and Virginia Tech.

But only the next years will show whether expansion was a smart move for the ACC.

"It remains to be seen," Baddour said. "We're optimistic and we're a partner in it, so we are going to go forward."

Contact the Sports Editor at [sports@unc.edu](mailto:sports@unc.edu).

**ATHLETICS**  
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ber of the committee.

Open discussion on the topic went silent until Trustee Jean Kitchen brought up the topic at July's BOT subcommittee meeting.

Shirley Ort, director of scholarships and student aid, said merchandising funds brought about \$3 million to her department last year — funds she said are significant because the percentage of students qualifying for aid has increased.

"As the number of needy students increases and costs begin to rise, we need to use all revenues available to us," Ort said.

University officials said that although they expect a serious discussion to take place on alternate sources of revenue for athletics, they do not think a detailed proposal will be examined at the BOT meeting.

"I am positive the University Affairs subcommittee will have this on their agenda as they look at the athletic department's budget," said Provost Robert Shelton. "But I'd be surprised if we get to this level of specificity."

Ort echoed those sentiments, saying merchandising revenue only would be one funding source looked at if it is discussed at all.

"The scope of the discussion will be broader than a single proposal," Ort said. "They're looking at all

forms of finances, and (merchandising revenue) is one source they might take a look at."

Martina Ballen, senior associate athletic director for business and finance, said her department is focusing on the possibility of corporate signage and not on obtaining additional merchandise revenue.

The University has a long-standing ban on corporate advertising in sports arenas, but at the July meeting of the University Affairs subcommittee of the BOT, subcommittee Chairman Rusty Carter initiated discussion on the issue.

Baddour said Wednesday that he expects those discussions to continue at the BOT's September meeting.

"We're not discussing corporate signage itself," Baddour said. "We're talking about the process that we should use to look at corporate signage."

Although the athletic department's overall budget has remained stable, Ballen said, consistent increases in tuition are necessitating the need to look at many possible funding alternatives.

"Our scholarship funding is really a concern," Ballen said. "We're going to have to discuss how to address this need. Ways of funding we haven't had a chance to look at, we may have to look at."

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**TOBACCO**  
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said.

The pending legislation, if approved, will be beneficial to farmers in the long run, he added.

The tobacco manufacturers would have to bear most of the \$13 billion cost of the tobacco buyout.

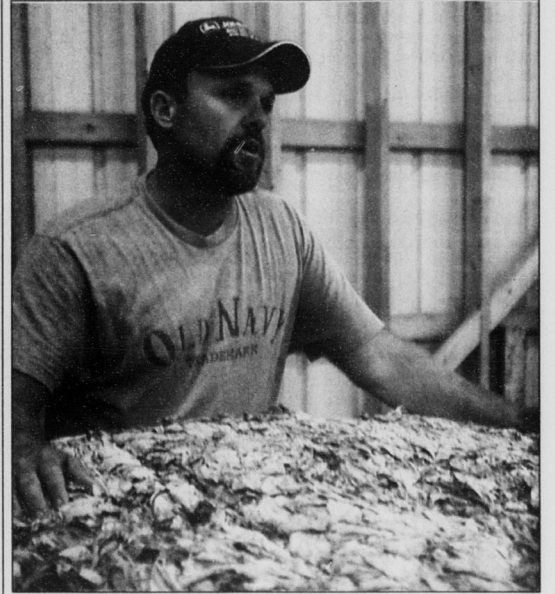
Philip Morris USA, which stated its support for the buyout, declined to comment. Other industry giants, such as R.J. Reynolds and Brown & Williamson Tobacco Corp., are against the buyout.

"We're concerned about how it's funded and unreasonable FDA regulations," Payne said.

He said that of the \$13 billion expected from tobacco manufacturers, his company would be responsible for \$3 billion.

He also said that although the buyout would result in more money coming into the state, tobacco jobs would be sacrificed. That means that for the most part, the future of the North Carolina tobacco industry is unclear, a thought that concerns Pope. "The day of the farmer is limited," he said. "We're all hanging in limbo."

The Associated Press contributed to this article. Contact the State & National Editor at [stntdesk@unc.edu](mailto:stntdesk@unc.edu).



David Pope stands with a bale of cured tobacco weighing close to 800 pounds. He already had tried to sell the bale Wednesday morning. DTH/ALLISON MONEY

**NCAA**  
FROM PAGE 1

cent of students entering school in 1996 graduated within six years, a single percentage point higher than that of student athletes.

The UNC student athlete graduation rate of 64 percent — a drop of 5 percent from 2002 — pales in comparison to that of the student body, which is 80 percent.

"We should have no subgroup

graduating below the graduation rate of the general student body on their campus," said NCAA President Myles Brand in a statement released Tuesday.

"Academic reform cannot be considered a real success until we have reached that bar."

But the ACC as a conference did find success in terms of graduation rates. Only football players at UNC-CH and N.C. State University — which had a rate of

44 percent — graduated at a rate of less than 50 percent, the threshold proposed as a requirement for postseason play by the Knight Commission two years ago.

Florida State University was the only ACC school to report a graduation rate for all student athletes that was less than that for the nation as a whole.

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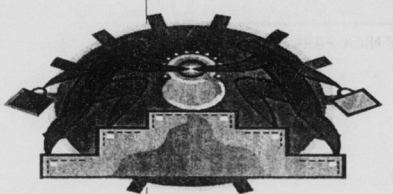
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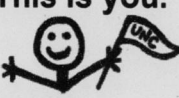
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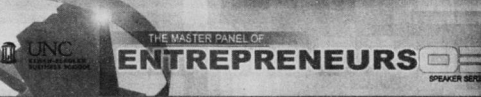
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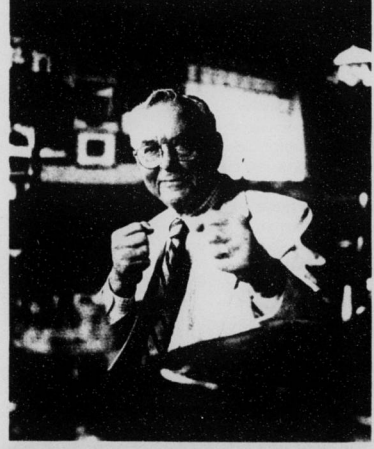
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