

SGEF funding up in the air amid consolidation



Leda Alvim

MULTIMEDIA EDITOR

With consolidation going into effect on July 1, 2020, the Student Green Energy Fund (SGEF) committee is filled with unanswered questions and uncertainties regarding the future of the fee on all three campuses.

However, the focus to spread awareness of the fee to students still remains a priority.

As of last year's fiscal year,

each student at the Tampa and St. Pete locations pay \$1 per credit hour. At Sarasota-Manatee a fee has not been established.

Out of the 813-page Consolidation Implementation Plan and Timeline report, SGEF is mentioned once by David Thompson, a former USF St. Petersburg student body president, about SG's "authority to finance and support clubs and organizations, as well CITF, SGEF and student fees based out of the St. Petersburg campus," according to the document.

Adam Matern, SG associate justice, has been involved in the SGEF committee for the past year and highlighted the sense of urgency regarding consolidation and the SGEF across all three



SGEF funds several student-led initiatives which aim to conserve energy and reduce energy costs. **SPECIAL TO THE ORACLE**

campuses.

"I've asked university administrators, the consolidation committee, the faculty and staff on the SGEF committee and SG leadership," Adam Matern

said. "I've asked anyone that will listen, and no one's able to give an answer.

"This fee, while it does generate millions of dollars, it's not high enough on the consolidation

committee's radar to put that much direction towards. When I constantly hear 'one university, one fee structure,' that makes me think the green energy fee would be the same everywhere. But I also don't think that's the case."

For the 2018-19 fiscal year, \$1,081,920.22 were collected as part of student tuition, compared to 2017-18, with a total of \$1,085,864.50.

The general election in February will consist of a student referendum vote to determine the fee's renewal. A referendum is held every three years where in order to pass, it needs to get more than half of student votes. In 2014, the referendum received 69 percent of the vote in favor of

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Joel Momberg: The CEO behind the university's big bucks



Alyssa Stewart

EDITOR IN CHIEF

"I'm not being modest, I really don't think you want me," were the words Joel Momberg, senior vice president of advancement and the CEO of the USF

Foundation, told former USF President Judy Genshaft and former USF Foundation Chair Les Muma in 2008 when he was first offered the position.

Now at the end of his USF career, Momberg has raised a \$1 billion campaign, helped complete the final preeminence metric of a \$500 million endowment and changed the entire culture of the USF Foundation.

He will be retiring Oct. 31 after being at USF for over a decade.

Looking back, as a public

relations and advertising major attending the University of Georgia, it was not yet known to Momberg what his fundraising abilities could be.

After hating his job working at an advertising firm and moving on to teach high school, Momberg was able to land a career that combined both skills at Johns Hopkins All Children's Hospital.

"The hospital was looking for a marketing and public relations guy and someone who had knowledge in public health," Momberg said. "I taught science

classes so it was close enough."

Momberg went on to dedicate 30 years at All Children's Hospital, co-founded the Children's Miracle Network telethon and led a campaign to raise \$430 million for a new hospital.

This caught the attention of Genshaft and Muma. But Momberg had his eyes on retirement.

"Joel and I went back and forth for about a year," Muma said. "After the foundation chair seat was empty for a second time, Judy and I made the plan to go

after Joel.

"We were after his leadership abilities, his ability to raise funds and quite honestly, we were after the network of people he knew in the Florida market."

After much convincing from his wife, Debbie, Momberg accepted the position.

"You rarely say no to either of those people," Momberg joked.

In his role, Momberg and his staff raised needed funds for the university as well as helped build

See **MOMBERG** on **PAGE 3**

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MOMBERG

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the endowment which will be used to invest in future projects, such as at various colleges. He also worked with alumni donations and events.

Momberg's main goal when coming to USF was to change the culture in the foundation's relationship with donors. He said he wanted to stay away from "transactional gifts" and increase the level of "investment-level gifts."

"Transactional gifts are simply for one purpose, the donations are put toward one project. But, investment-level gifts are more collaborative," Momberg said. "Eventually, the transactions became transformational with costs up to \$10-20 million."

In 2007, the foundation reached "a record \$75.3 million," according to the 2006-2007 USF Foundation Performance Report. Now, the foundation is averaging about \$80-100 million each fiscal year, according to Momberg.

"We start from zero every year, so it's not an easy number to achieve," Momberg said.

Muma said the success of the foundation is partly due to Momberg's character.

"Joel is just a loveable, funny and friendly type of individual," Muma said. "You give Joel money that he's asking for and you don't even know you've given it. He really knows how to raise money.

"He sure has taken a lot from my wife and I, but we have loved giving every dime of it," he joked.

Momberg said one of his greatest accomplishments at USF was the billion-dollar Unstoppable campaign, which

had over 200,000 donors in 2009. The USF website said the goal was to fund initiatives to "enhance health care, science, technology, education, business, the arts and global partnerships."

USF was one of only three public universities founded



Joel Momberg is retiring effective Oct. 31. SPECIAL TO THE ORACLE

since 1956 to raise \$1 billion in a single campaign. The other two universities were the University of California San Diego and the University of California Irvine, according to the USF website.

"Being one of those three universities was an exciting moment," Momberg said.

With the help of Momberg, USF was also able to reach another milestone. In order to achieve and maintain preeminent status, the university must meet 11 of the 12 benchmarks. This summer, USF met the \$500 million endowment goal.

"At the end of the fiscal year, we ended up reaching \$514 million, which exceeded that goal so it was truly an accomplishment," Momberg said.

"Unless the state changes it to

\$600 million, we're in good shape for a while."

The endowment has become the third-largest in the state university system, according to Muma.

Other than fundraising, many people may not know that Momberg has acquired many talents over the years.

He has been in a couple of bands, won two Emmys for writing children's music and has written two novels — "Home Movies" and "Sammy: The Novel."

Post-retirement, Momberg said he hopes to pick some of his old hobbies.

"Debbie and I plan on traveling, visiting the grandkids, I have a novel in the works that I plan on finishing, may do some fishing, I love sports — but golfing I can't stand. I don't have the patience for that," Momberg said. "We're going to be busy, no doubt."

With a month left in his USF career, Momberg said he is working non-stop to finalize gift announcements and helping the search committee to find his replacement.

"He's going to be missed, but it's time for him to move on to the next chapter," Muma said. "All we can do at this point is wish him the best.

"In just 11 years, he has made a tremendous impact on the University of South Florida."

It may be surprising to some, but Momberg said he does not want to be remembered solely for the money he has generated.

"The money raised, of course, was amazing but I really hope I changed the culture of giving here," Momberg said. "That's the way you can really change a foundation."

SGEF

Continued from PAGE 1

the fund's renewal, according to their website.

Throughout the years, the SGEF funded several student-led initiatives aiming to "conserve energy, reduce energy costs, lower greenhouse gas emissions, promote renewable energy technologies, reduce water usage and/or increase resource sustainability," according to their website.

Some of the initiatives funded by the SGEF include Refill-a-Bull Hydration Stations, which had more than 80 hydration stations installed around campus, and the Electric Bus initiative, a partnership between Parking and Transportation Services and SGEF which aims to purchase a 40-foot electric bus as a clean fuel transportation option for students, staff and faculty.

The committee consists of six students from SG and six faculty and staff plus an alternate from both sides. Student Body President Britney Deas is in charge of appointing students for the committee, which are required to go through an application process in order to be appointed.

Board Chair of the SGEF committee Alexis Mootoo said in a meeting on Sept. 27 that a marketing campaign will be organized prior to the election to spread awareness of the fee's existence to the student body while advertising its successes and importance throughout the years.

"Certainly, advertising the success of the fee, the importance of the fee and the various projects that have been funded by the

fee are really important factors for the campaign," Mootoo said. "That's an effort that we're going to start immediately."

According to Mootoo, the SGEF has a total of \$2.6 million of funding available, where \$1.6 million is encumbered in various projects across campus, leaving a balance of \$1 million for the 2018-19 fiscal year.

The funding collected for fall 2019 has not yet been disclosed, according to Matern.

The marketing initiatives will be led by the SGEF committee and will consist of commercials, flyers, social media exposure and events throughout the year to spread awareness about the fund and its benefits to campus, according to Mootoo.

The SGEF committee approved the allocation of roughly \$5,000 for the marketing initiatives during the last meeting held in April, according to Chris Marks, associate director of Campus Recreation.

According to Matern, more student awareness will consequently lead to more projects.

"I think student awareness is lacking, that they have the ability to come to this committee, ask for money for their projects, ask for the support from USF facilities and complete a project," Matern said. "And a lot of students are afraid to take that first step.

"Overall, we just want students to know where their money is going. I think it's extremely important for anyone that votes to be knowledgeable about their decision because, at the end of the day, the only way that this fee can exist is if students vote for it."

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FOOTBALL

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for 226 yards and threw for three touchdowns. Buechele averaged more than a first down every completion, so mission not accomplished.

SMU also ran for 245 yards and four touchdowns.

Basically, USF's defense, which was riding high after a few great performances against Georgia Tech and South Carolina State, was run over by SMU.

The Bulls' offense didn't produce anything meaningful until late in the third quarter, with the first score coming with 26 seconds remaining and the Mustangs' first-string defense long since gone from the field.

At no point in the game — well, maybe up until the first SMU score, at least — did it seem USF had a prayer, a stark contrast to the previous losses during the streak.

With the exception of the

season-opener against then-No. 19 Wisconsin, no game felt completely out of reach at halftime until this one. Some felt improbable, but they were all within reach. In fact, the Bulls trailed the Badgers by six fewer points at halftime.

That's what makes the loss to the Mustangs worse than the others — it got out of hand so much quicker than literally the worst loss in program history. Had SMU not pulled its starters relatively early in the second half, there's no telling how bad the final score could have been.

What compounds matters is what went on in Orlando on Saturday — and what's been going on there the last few years in general.

UCF defeated UConn 56-21. Imagine that. One of the worst teams in the country still put up three touchdowns on one of the best. Sounds familiar.

The Huskies and Bulls meet

in Connecticut on Saturday, and quite frankly, despite how bad UConn is, that game is not a sure thing for USF.

In fact, no game is a sure thing at this point. It'll be a miracle if the Bulls are bowl eligible this season.

Meanwhile, the Knights, despite their one-point loss against Pitt on Sept. 21, have been doing everything right. The Bulls' biggest rival, who was basically a little brother that never had to be paid much mind for years, has left USF in the dust.

So this ugly loss has created zero confidence heading into a game with the AAC's punching bag — all while the Bulls' rival up the road continues to bask in the national spotlight.

Things are bad.

This is just the latest chapter in the darkest era of USF football.

Hopefully the sun rises soon.

LEADERS

Continued from **PAGE 8**

players for most of conference play — Leverett received considerably more playing time than was initially expected, making her first career start Nov. 24, then eventually starting every AAC game.

Granted, Leverett feels she doesn't have to be a leader because her new teammates have been able to grasp things so easily. Of USF's five incoming freshmen, four already have international playing experience.

"They're coming along really quickly," Leverett said, "and I don't really feel like I have to be a leader because they just get it so quickly. But I'm there if they need help."

One of the players that went down during the injury-plagued 2018-19 season was then-freshman Beatriz Jordao, who was averaging more than 11 points before her



Enna Pehadzic emerged as a leader for the Bulls last season.
ORACLE PHOTO/BRIAN HATTAB

season-ending injury after the LSU game Dec. 30.

Despite still being an underclassman, Jordao has emerged as a leader too thanks to the time she was able to have with fellow Portugal native Ferreira.

"It's a big difference," Jordao said about her feeling entering this season compared with last year. "Last year, I had Laura Ferreira and she helped me a lot. She told me work hard. The

same things that I was telling [the new freshmen]. And this year I feel more comfortable — more confident. I feel that I can help the freshmen step up because our team — all of us — need to step up. That's how we work."

Jordao's message to the freshmen is pretty simple, too.

"The thing is, work hard all the time. So coach is not going to get pissed — and they're going to be fine," Jordao said with a laugh.

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The fight for a \$15 minimum wage



Jared Sellick

COLUMNIST

Floridians who work for a job that pays the state minimum wage currently have to live off of \$8.46 an hour. Luckily, that might change, because of the work of the individuals fighting for a \$15 minimum wage at the organization Florida for a Fair Wage.

The minimum wage was originally meant to be a wage that could support an individual and keep them out of poverty, but for many young people and working-class Americans, the minimum wage is not enough.

The effort to put an initiative on the 2020 election ballot to amend the Florida constitution with a mandate for a \$15 minimum wage is close to becoming a reality. Only 20,000 signatures need to be obtained in Florida in order for the initiative to appear on the 2020 ballot.

If the initiative is successful, it would not raise the minimum wage to \$15 an hour overnight. The initiative states that it “raises minimum wage to \$10.00 per hour effective September 30th, 2021. Each September 30th thereafter, minimum wage shall increase by \$1.00 per hour until the minimum wage reaches \$15.00 per hour on September 30th, 2026.”

Not only will this initiative



Regardless of political party, many people and organizations believe the minimum wage needs to be raised, including Florida for a Fair Wage. **SPECIAL TO THE ORACLE**

improve the rate of pay for minimum wage workers through 2027, but by September of that year the minimum wage will be adjusted every year to reflect the rate of inflation in the state. This will ensure that we do not end up in the same position of having a minimum wage that leaves working people behind.

This ballot initiative will do wonders to help the Floridian economy considering that much of the working class will have more buying power and more money will fluctuate throughout the economy.

The minimum wage particularly affects college students. The Bureau of Labor Statistics stated that those under 25 make up half of individuals making the federal minimum wage or less, despite being only one-fifth of those working as hourly earners.

Skeptics of the measure may point to small business as a reason to not implement a higher minimum wage. No one wants small businesses to have to cut down on staff or cut back hours for their employees.

It is therefore all the more

important that we assist small businesses throughout this transition. Additional small business tax cuts and subsidies should be considered by the Florida Legislature to work alongside this minimum wage increase.

The prospects of this ballot initiative passing in 2020 are bright. Many states have implemented minimum wage increases, including many red states. The historically Republican stronghold of Missouri even voted for their minimum wage to increase to \$12 an hour back in the 2018 midterms with 62 percent of the vote. Increasing the minimum wage is an idea that appeals to all regardless of political party.

It is important that people of all backgrounds support the efforts of Florida for a Fair Wage by signing the petition and voting for the resolution on election day. Implementing this wage increase will ensure that working citizens are paid a wage that reflects their hard work.

Jared Sellick is a junior majoring in political science.

Mental illness rises alongside pressure to succeed



Nathaniel Sweet

COLUMNIST

Mental health and illness is a major concern for today’s youth. According to a survey released by Pew Research Center in February, 70 percent of teens said they saw anxiety and depression as a “major problem” for people in their age group, topping concerns such as bullying (55 percent), drug and alcohol use (51 and 45 percent, respectively) and poverty (40 percent).

These perceptions reveal troubling trends in adolescent mental health that track with national research. A massive study published in the peer-reviewed Journal of Abnormal Psychology this year found an alarming rise in adolescent mental illness from 2009 to 2017.

The study, which covered a sample of over 600,000 young people from the National Survey on Drug Use and Health, saw a 63 percent increase in major depression and a 71 percent increase in psychological distress for adolescents aged 18 to 25 over the past decade.

One may wonder what’s driving this precipitous rise in mental illness among young people. One contributing factor

that college students are all too familiar with is increasing pressure to succeed in school.

The Pew survey found, for instance, that a supermajority (60 percent) of teens said they felt “a lot” of pressure to get good grades, far ahead of other pressures like looking good (29 percent) and fitting in socially (28 percent).

The pressure to achieve academic success goes beyond just grades. Success in school has powerful implications for one’s future career path and financial well-being.

A 2015 study led by Michael T. French, a sociologist with the University of Miami, looked at the relationship between grades and future success. Using data from the National Longitudinal Survey of Adolescent Health, the authors found that a one-point increase in high school GPA essentially doubles one’s probability of completing college (from 21 percent to 42 percent) and raises annual earnings by about 13 percent.

In other words, the stakes are high, and young people know it.

In the absence of conclusive research, conversations about youth mental illness will continue to play out in academia, the media and popular discourse. In these conversations, we must not forget the role that school plays as a dominant force in shaping young people’s present and future.

Nathaniel Sweet is a senior majoring in political science.

USF student aspires for political change

Alex McDonald never took an interest in politics until feeling disappointed by the ethical standards of those who hold office today. After retiring from a military job in the intelligence field, he joined USF's graduate political science program and became eager to draft legislation.



Amelio Nazarko

FOCAL POINTS
EDITOR

ethics and morals from office holders" that ensued after the 2016 election. Now, he is eager to represent Tallahassee as a state representative and draft legislation that serves the state's population.

As a state representative, McDonald said he plans to focus on reducing opioid-related overdoses, ending gun-related deaths, securing livable wages and housing for all Floridians and increasing school funding and teacher pay.

According to his website, he plans on supporting legislation that calls for comprehensive background checks before all gun purchases and promoting

rehabilitation options for recovering addicts.

In the military, he felt that being too politically charged would be a conflict of interest. His evolution into a politician began after he worked in the intelligence field at U.S. Central Command.

When he retired from the service, he made sure that his retirement ceremony took place on Jan. 20, 2017 at 11 a.m. because then President-elect Donald Trump was going to be sworn in at 12 p.m.

"While I wasn't political prior to this election, seeing someone so egregiously break norms and solicit foreign interference for his personal gain from a country we were working so hard to counter, forced my hand," said McDonald.

This newfound attraction to being a force of change was recognized by teaching assistants (TAs) in the political science department at USF.

They invited him to join the graduate program, and as McDonald began taking political science courses at USF, he was motivated even more by the enthusiasm of his professors.

McDonald also took several performance electives. In these classes, he performed poems and scripts which started his love for performance and drama. Like performing, politics demands



Some of the issues McDonald plans to target are the opioid crisis, gun violence and the education system. **SPECIAL TO THE ORACLE**

passion and sincerity.

"While my ambitions may not have changed too much [since coming to USF], my motivations to pursue this path have been reinforced by my amazing professors," said McDonald.

McDonald lives in Oldsmar, where he works with the Pinellas County Democratic Party. The commute made it difficult for him to get involved politically on campus, but he said that he praises students who create a political platform at USF and use the university's many resources.

"From career services, counseling, mentorship and even

just the friendships acquired at USF, I know that I am absolutely prepared for whatever I choose to do in my life," said McDonald.

McDonald said that people deserve much better from their civil servants and he vows to bring his expertise to Florida politics.

"I believe the most important government official in our daily lives is situated at the local and state levels," said McDonald.

"If I want to provide the most good for my community, I believe I need to serve them in Tallahassee."

Alexander McDonald, a political science student graduating this fall, previously considered himself an apolitical person.

That was until he said he witnessed the "lack of leadership,



Left: McDonald's partner of seven years, Austine Swanson. Right: Alexander McDonald. **SPECIAL TO THE ORACLE**

RUNDOWN

USF-UConn moved up to noon kick

USF football's game Saturday at UConn has been moved to an earlier kickoff time as a precautionary measure due to a mosquito-borne virus in Connecticut.

The Bulls and Huskies, originally scheduled for a 7 p.m. kick, will now play at noon, the AAC announced Sunday.

The decision to move the game came after UConn received guidance from the Connecticut Department of Public Health regarding eastern equine encephalitis (EEE), a mosquito-borne virus.

EEE-infected mosquitos have been identified in at least 15 Connecticut communities, according to the Hartford Courant.

As a result, UConn has recommended all post-dusk outdoor activities and events be rescheduled to take place during the daylight hours, when mosquito activity is significantly reduced.

The game was scheduled to be broadcast on CBS Sports Network when it was a 7 p.m. kickoff. However, new broadcast arrangements are being made, according to a statement released by USF on Sunday.

CBS Sports Network is scheduled to broadcast Tulane vs. Army at the new USF-UConn kickoff time.

Commentary

SMU loss just the latest in darkest period in program history



Brian Hattab

SPORTS EDITOR

Ugly.

Unacceptable.

Describe it however you want, because terminology won't change facts.

USF's 48-21 loss to SMU on Saturday (don't let the score fool you, either. It was 41-0 at one point) is the latest loss in the darkest era in program history.

While the end of Skip Holtz's tenure and the start of the Willie Taggart era were not happy times, considering the brand new offensive coordinator and

bulkier defense, the expectations in 2019 were much greater than they were in 2012 or 2013.

Instead, USF is 1-3 and the Bulls have lost nine straight games against FBS opponents dating back to last October.

All of those losses had their fair share of disappointment, but Saturday's was possibly the worst.

The Bulls held the high-flying SMU "Air Raid" offense to a three-and-out on its first drive.

The Mustangs then scored touchdowns on their next five drives.

Coach Charlie Strong mentioned last Monday the Bulls couldn't afford to give up "home run" plays.

SMU quarterback Shane Buechele — who didn't throw an incompleteness until late in the second quarter — was 21-of-25



Blake Barnett is helped off the field after Saturday's loss against SMU. ORACLE PHOTO/BRIAN HATTAB

See FOOTBALL on PAGE 5

Women's Basketball

New year, new leaders for Bulls



Brian Hattab

SPORTS EDITOR

When the Bulls take the court against Jacksonville on Nov. 5 at the Yuengling Center, it'll mark a changing of the guard of sorts.

USF has almost as many new faces (6) as it does returning (8). Gone are veterans like Kitija

Laksa, Laura Ferreira and Alyssa Rader. In are freshmen like Maria Alvarez, Mihaela Lazic and Kristyna Brabencova.

That isn't to say there aren't any leaders.

Junior guard Enna Pehadzic is the new face of the team, and for good reason. After Laksa and Ferreira went down — Laksa due to injury, Ferreira due to a heart condition — Pehadzic emerged as USF's leading scorer and perimeter shooter.

But it's not only her performance last season that makes her the clear-cut leader

heading into the upcoming one.

It's what she did after the season.

Pehadzic spent her summer in Tampa working on her game at USF's practice facility. Her Instagram stories were filled with scenes from the Muma Basketball Center at all hours.

"I worked on a lot of things," Pehadzic said. "But, honestly, I just tried to work on getting some space, getting my shot off — work on some small details to make my game easier to get a shot off and just keep it simple. Just get better at what I'm already good at."

While Tamara Henshaw at the post position is the team's lone senior, Pehadzic is the oldest member of the team — older than Henshaw by about a year — making her a natural fit for the leadership role.

"I'm the oldest one. I have to lead by example," Pehadzic said. "So I've just got to be accountable for my own actions because they're going to look toward me."

Another new leader is junior center Shae Leverett. As the injuries piled up last year — USF effectively played with eight

See LEADERS on PAGE 5