



# Steelers get tough, roll over Broncos

■ 28-10 victory is Pittsburgh's fifth win in a row, 1C

By Rick Wilking, Reuters

After TD: Antonio Holmes, Mike Wallace.



# Bon Jovi is just halfway there

■ Jersey rockers back with new CD, epic tour, 1D

By Todd Pitt, USA TODAY

Together: The Circle earns ★★★ review, 2D.

Tuesday, November 10, 2009

# Newsline

News Money Sports Life



By Michele Tantussi, Bloomberg

## Berlin marks end of wall

■ 20 years later, world leaders and symbolism recall end of Cold War, 8A

## Madoff's riches are up for auction

■ Jewelry, a Rolex, three yachts — even boogie boards — go on block, 3B



## Ida nears Gulf Coast as a tropical storm

Onetime hurricane weakens over Gulf of Mexico. "We aren't scared," Alabama resident says, 3A.

## Fort Hood suspect linked to cleric

Officials say Army officer accused of killing 13 exchanged e-mails with radical imam in Yemen, 2A.

## Low-cost airlines shift travel patterns

Budget carriers fill gap as big, traditional ones close hubs, reduce flights and cut routes, 1B.

## Money: Cheaper dollar boosts market

U.S. currency is at a 15-month low, and investors are using it toward higher-yielding investments, 1B.

## Sports: Cornermen stand by fighters

Pacquiao, with his trainer for 10 years, and Cotto, with a relatively new trainer, face off Saturday, 2C.

## Life: Wait for vaccine blamed on firms

Poll shows Americans hold the government less accountable for the shortage of H1N1 shots, 4D.

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## USA TODAY Snapshots®

### Where cremation is least common

Almost 35% of Americans prefer cremation to burial. States with the lowest rates:

Mississippi	10.4%
Alabama	12.9%
Kentucky	13.2%
Tennessee	15.1%
Louisiana	17.4%

Source: Cremation Association of North America

By Anne R. Carey and Sam Ward, USA TODAY

46 Crossword, Sudoku 5D  
Editorial/Forum 10-11A  
Lotteries 11C  
Marketplace Today 5D  
Market scoreboard 4B  
State-by-state 6-7A  
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Virginia Department of Corrections via AP

# High court refuses to halt execution of D.C. sniper

■ John Muhammad, 48, the mastermind of shooting rampage, faces lethal injection tonight in Virginia, 3A

## College football special report

# Pay booms in hard times

Pete Carroll, USC



Bob Stoops, Oklahoma



Urban Meyer, Florida



Carroll by Robert Hanashiro, USA TODAY; Stoops by J. Pat Carter, AP; Meyer by Douglas Jones, US Presswire; Illustration by Ron Coddington and Michael B. Smith, USA TODAY

## At many colleges, education takes hit but athletic budgets continue to grow in recession

By Steve Wieberg, Jodi Upton, A.J. Perez and Steve Berkowitz USA TODAY

BERKELEY, Calif. — Jeff Tedford is a proven, program-building football coach who makes no apologies for the contract extension he landed before this season — and the \$2.8 million in pay he's guaranteed this year — from the University of California.

He's on board, too, with more than \$430 million in planned improvements to Cal's venerable Memorial

Stadium. They'll make the 86-year-old bowl more earthquake-resistant, and the upgrades should catch the eyes of football recruits.

"So yeah," Tedford says, speaking over the clatter of construction outside his office, "it's a big deal."

Here and elsewhere across the landscape of big-time, big-budget college athletics, these are sensitive times.

Higher education is in crisis, staggered by a depressed economy that has shrunk state appropriations, endowments and overall institutional

### Schools listed inside

■ Three-day series begins today, including list of 120 schools and coaches' salaries on 5C

budgets. The Berkeley campus has taken a near \$150 million cut in state funding and is laying off faculty and staff, imposing furloughs, cutting back new enrollment and paring course offerings while hiking students' tuition.

Most sports programs, though, spend on. Starting with football coaches' salaries. USA TODAY's latest study of compensation reveals that Tedford is one of at least 25 college head football coaches making \$2 million or more this season, slightly more than double the number two years ago. The aver-

age pay for a head coach in the NCAA's top-level, 120-school Football Bowl Subdivision is up 28% in that time and up 46% in three years, to \$1.36 million.

Furthermore, USA TODAY's first comprehensive look at the salaries of assistant coaches finds many approaching and even exceeding presidents' compensation and most eclipsing that of full professors. At the top: The \$1.2 million Tennessee is paying defensive coordinator Monte Kiffin, an NFL veteran who returned to college football to work for his son, head coach Lane Kiffin.

At least 66 football assistants, including more than two dozen in the Southeastern Conference, make \$300,000 or more, and USA TODAY found that perks once reserved for head coaches are commonplace:

Please see COVER STORY next page ▶

# Candidates pour more of own cash into contests

## Competitive races help raise self-funding 28%

By John Fritze USA TODAY

WASHINGTON — Congressional candidates have pumped \$30 million into their own campaigns this year — 28% more than at this time in 2007 — for special elections and the 2010 races, a USA TODAY analysis shows.

Driven partly by a growing number of competitive primaries, self-funding in the first nine months of the year outpaced a 14% rise in all campaign receipts. The number of candidates who gave themselves \$500,000 or more jumped to 15 from five in 2007, Federal Election

### Paying their way

Total amount raised and the amount self-funded:

Linda McMahon (R) Senate, Conn. Total: \$3,501,684 Self: \$3,496,778

John Sharp (D) Senate, Texas Total: \$3,789,459 Self: \$3,139,882

Stephen Pagliuca<sup>1</sup> (D) Senate, Mass. Total: \$2,044,145 Self: \$1,838,239

Bill White (D) Senate, Texas Total: \$5,285,464 Self: \$1,293,429

Joan Buchanan<sup>2</sup> (D) House, Calif. Total: \$1,239,295 Self: \$1,111,636

Commission data show.

Of course, fat wallets don't guarantee wins. New Jersey Democratic Gov. Jon Corzine lost re-election last week despite spending \$22.6 million of his own money.

Forty of 51 congressional candidates who spent

\$500,000 or more on their 2008 campaigns lost or quit, the non-partisan Center for Responsive Politics reports.

Good government groups such as Common Cause say self-funded candidates are a symptom of an expensive election process that can

scare off potential challengers. The candidates say the money gives them more time to meet voters and insulates them from special interests.

"It frees you up ... from spending seven or eight hours a day in a room dialing for dollars," said Democrat John Sharp, a Texas Senate candidate who has loaned his campaign \$3.1 million.

Houston Mayor Bill White, a Democrat running against Sharp, said the \$1.3 million he gave his campaign shows he's all in. "We want to help the campaign," he said, "because it's what we believe in."

Early spikes in self-funding can be a predictor of higher spending later, said Yale political scientist Jennifer Steen.

In 2006, three Senate candidates in Connecticut, Nebraska and Arizona alone spent \$40 million of their

own. This year, well-heeled hopefuls plan to run but have not yet disclosed their finances, including former Hewlett-Packard CEO Carly Fiorina, a Republican seeking California's Senate seat.

Republican Linda McMahon of Connecticut, former CEO of World Wrestling Entertainment, loaned her Senate campaign \$3 million and donated \$496,000. Spokesman Ed Patru said the cash is "particularly potent ... when so many voters believe money is being used to buy special favors."

By contrast, a Republican opponent of McMahon's, Rob Simmons, gave his campaign \$36,000. His spokesman, Jim Barnett, said money is not the only benefit in fundraising: "There's a political value to getting out there and working for people's support."

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