



## FROM PINS TO PEN . . . AS I SEE IT!

By Wade Schalles

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**T**he Title IX dilemma is just part of a bigger problem.

There are far more pressing issues today in collegiate sports than the anxiety caused by Title IX. It's the ever-widening conflict between money, academics and society's hunger for win-

ning programs.

Of primary concern is athletic success and academic excellence, are they really capable of co-existing? And it does not take a 221 Baker Street mailing address to deduce the answer my Dear Watson.

CBS is currently in the early years of a

6.2 billion-dollar contract with the NCAA for the rights to televise college basketball's championship series. Bob Stoops of Oklahoma recently signed a five-year, 10 million dollar contract to coach football. Rick Pitino's agreement with the University of Louisville gave the former