Written by Jason Yaman
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Southern Conference Commissioner John Iamarino released the following statement regarding Friday's announcement that the College of Charleston Board of Trustees has voted to join the Colonial Athletic Association: "We're naturally disappointed, but not surprised, by today's decision. Public comments made it apparent that the College of Charleston administration favored this move. Successfully assimilating changes in membership has been part of the Southern Conference's DNA for more than 90 years. With the commitment and cooperation of our Presidents and Chancellors, we will continue to explore the best options available to us to ensure a successful future for our athletic programs and the student-athletes we serve."
The school will pay the SoCon a $600,000 exit fee and a $300,000 entrance fee to the CAA. However, the revenue stream will increase drastically, according to Athletic Director Joe Hull. Recently, the CAA signed a new five-year, multi-million dollar deal with NBC Sports Group to increase its number of annual national telecasts. The continuing CAA member institutions include four of the top eight largest media markets in the country, while seven of the nine current members are in top 50 markets. The landscape of the conference stretches along the majority of the East Coast and the number of television homes in the CAA market exceeds 20 million. The College of Charleston has been a member of the Southern Conference since 1998. CofC will participate in 14 varsity level sports in the CAA starting in fall 2013 joining league members George Mason, James Madison, UNC Wilmington, William & Mary, Delaware, Drexel, Hofstra, Towson and Northeastern.