

I'm your cupcake

Southern Miss Sells Losses for Cash

According to [Deadspin](#), “[i]t's not a secret that schools rent out their programs to act as home punching bags for big programs, nor is it a surprise how much money is at stake.” In the jargon, these grossly inferior teams are college football's so-called “cupcakes”. As [Bleacher Report](#) explained “[c]ollege football teams, especially those near the top of the pyramid, absolutely love to gorge on the yummy guilty pleasures that come in the form of lower-level non-conference opponents who are willing to take a beating for a sizable paycheck.” While Southern Miss is not alone in taking a beating for cash, it seems to have raised being a “cupcake” to an art form.



Last year, Southern Miss sold a home game against Nebraska for \$2.125 million – almost exactly what the University needed to [buy out](#) former head football coach Ellis Johnson's contract. We all know how that turned out. Nebraska pulled in four interceptions – two of them for touchdowns. The final score Nebraska 56, Southern Miss 13. Arguably the loss would have been even more lopsided but for frequent substitutions with second and third string players. Disheartened by the overwhelming loss to Nebraska, Southern Miss went on to lose every game it has played since, with six of its losses by margins of [40 points or more](#) and ranks last nationally in [turnovers](#).

Apparently oblivious to the damage done to the program by such “cupcake” scheduling, earlier this week, Southern Miss announced that it has rented its disastrously bad football team, arguably the worst in the country, to [number one ranked](#) Alabama. While many of the faithful may hope for a miracle win, no one really expects it. What Southern Miss expects is, according

to the [Hattiesburg American](#), “a guaranteed \$1.4 million to play Alabama next season on the road.” Nor does new Athletic Director Bill McGillis make any secret that the non-conference games are about the money.

The question is what will the money be used for? While no one is prepared to say head coach Todd Monken is on his way out the door, sources tell usmnews.net that the Alabama payment just about the right amount of cash to buy out the contracts of Monken and his coaching staff.