

I'm your cupcake

or

Selling Losses for Cash is Not a Notable Achievement

In the Sunday [Hattiesburg American](#), Jason Munz, Southern Miss Sports Writer proclaimed that among “the more notable Golden Eagle accomplishments during the past year include: Reached an agreement with Alabama in which the Crimson Tide will pay \$1.4 million to host a football game against the Golden Eagles in September.” C’mon Jason. This isn’t an accomplishment. This isn’t really even a football game. It’s a bought and paid for beating 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 season, 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 win

only one 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, Southern Miss 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. Now the Hattiesburg American thinks this is a notable achievement.

Over the next few days usmnews.net will take a look at some of the other “achievements” identified by *The Hattiesburg American*.