

I'm your cupcake

or

Selling Losses for Cash

In the Thursday [Hattiesburg American](#), Jason Munz, Southern Miss Sports Writer praised a two season deal for which “Southern Miss is set to receive a \$1.7 million payout from Auburn for the initial matchup and \$1.85 million for the second.” The report goes on to say that “[t]his season, Kentucky and LSU are paying a combined \$1.15 million to host the Golden Eagles.”

C’mom Jason. This is nothing of which to be proud. These aren’t really even football games. They are bought and paid for beatings 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.



Two seasons ago, 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, the next year Southern Miss rented its disastrously bad football team, arguably the worst in the country, to [number one ranked](#) Alabama. While many of the faithful hoped for a miracle win, no one really expected or got one. What Southern Miss expected was, according to the [Hattiesburg American](#), “a guaranteed \$1.4 million to play Alabama next season on the road.” What Alabama expected, and got, was a 52-12 win.

Apparently Southern Miss’ financially and skills challenged team has raised “cupcake” scheduling to a fine art. Athletic Director Bill McGillis does not make any secret that the non-conference games are about the money. And worst of all, he doesn’t even have the good grace to be embarrassed about it.