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University of Nevada, Reno

Mascots: the History and Role of a Figurehead

A thesis submitted in partial fulfillment
of the requirements for the degree of

Bachelor of Arts in Criminal Justice and the Honors Program

by

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Abstract

Mascots play a prominent role in American society, but where did they come from and what purpose or purposes do they serve? One may not realize it, but the mascot concept has been a part of human culture for perhaps thousands of years and is now simply in the modern form. Their role has shifted over time but they are still called upon to bring good fortune to their respective institutions, in this case colleges. They serve a vital purpose for marketing a school's brand, both nationally and to the local community. Mascots are not simply cuddly creatures, and have met with their share of controversy. Through a survey of schools and a series of interviews as well as a review of the existing literature this thesis examines the history and rise of mascots to determine why they have taken up such an important place in college sports.

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Chapter 1: Introduction

Man is least himself when he talks in his own person. Give him a mask, and he will tell you the truth.

Oscar Wilde (thinkexist.com)

They are a staple of college sports, part of the atmosphere of the game, but what makes a good mascot? For the past three years I have played the part of Wolfie JR, the mascot for the University of Nevada. This experience led me to the subject of mascots for this thesis. Even though I played the character for three years, I knew very little about Wolfie before I joined the mascot program. In an attempt to discover where mascots come from and why we have chosen to make use of them in a college setting I analyzed the results of a survey I sent to every Division-I college football school and combined it with the existing literature and a series of interviews. The goal was to answer a question that at its most basic level is “why?” Why do universities in America have mascots to represent them? What is the purpose of mascots and what role do they play? Very little has been done to discover the history of costumed mascots or to examine and evaluate the role that they play. Despite this lack of prior research, a costumed mascot is a common sight on the sidelines of a college football game. Most schools have mascots and they can be seen at other levels of play such as high school and many professional teams have a mascot representing them. How do mascots fit into the broader context of the college atmosphere? Where did they come from and why were they selected?

Being Wolfie JR and performing at games has been one of the best experiences of my life and I am sure that I will carry those memories with me for the rest of my life. During my tenure as the University of Nevada mascot, I was fortunate enough to be selected to the All-America team and win the Capital One Mascot Challenge.

Chapter 2: Literature Review

Very little has been written on the history and role of mascots. Most literature pertains to the National Collegiate Athletic Association (NCAA) ruling regarding the use of Native American figures and imagery. There is a glaring lack of literature on the history and evolution of mascots. One of the few books available on the subject was written by Dr. Roy Yarbrough and titled *MASCOTS: The History of Senior College Mascots/Nicknames*. While this book provides a good deal of background information on mascot history in general as well as the nickname that a particular university has adopted, it does not delve into the actual costumed mascot figure itself. Sloan and Watts's book, *College Nicknames and other Interesting Sports Traditions*, discusses the mascot figure but is outdated, as it was published in 1993.

History

Mascot imagery has been a part of human culture since ancient times with the depiction of animals, though not always by the same name. Ancient cultures “admired the grace and power of the big cats, the speed and endurance of the wolf, the cunning of the fox and the utter power of the bear.” (Yarbrough 11) and they attempted to summon the spirits of the animal world to aid them in the hunt or in battle. It is a power symbol, one which represents traits that the team possesses or desires. (Barlow 6) Both Yarbrough and Jarrell say that at its core a mascot is a good luck charm. It is a larger than life figure to bring victory on the field of battle. Today the field of battle is a football field or a basketball court but the premise is the same; each team hopes for a victory and a mascot is one of those small ways to achieve victory. The term mascot

itself is actually French, which Yarbrough tells us possibly evolved from the slang term “mascotte.” (Yarbrough 11) The Oxford English Dictionary defines mascot as a noun “a person or thing that is supposed to bring good luck; (now) *esp.* something carried or displayed for this purpose. Also: a thing (often an animal or personified character) used by an organization, *esp.* a sports team, as a symbol or for good luck; an emblem.”

(mascot) Originating at the end of the 19th century it came from modern Provencal “mascotto,” which is the feminine diminutive of “masco,” meaning witch. It then entered the English language by way of a French opera, “La Mascotte” by Edmond Audran. It told the story of a girl who brought good luck to those around her so long as she remained a virgin. The opera gained popularity overseas and eventually was performed in Boston and New York. It marked the first use of the term “mascot” in the English language. At its roots then a mascot is a good luck charm for those around it. And thus was born the idea of a mascot bringing good luck. From Jarrell we learn that mascots were not always the cute and cuddly beings that many are today. Rather they were viewed as a sort of spirit leader, around whom the community could rally in times of need. The first official college mascot originated at Yale University in the form of a bulldog named Handsome Dan. The legend goes that was purchased from a local blacksmith for the price of five dollars. He was handsome in name only, and was described as a “cross between an alligator and a horned frog.” (Barlow 5) His trademark move was to bark at Harvard, Yale’s rival to this day, on command. (Jarrell 46-51)

According to Yarbrough, a mascot is often born from a sports writer who refers to the team he is covering by a particular name which then sticks. (Yarbrough, phone

interview) An example of this is at the University of Nevada, whose athletic teams were originally known as the Sagebrushers or Sage Hens in the late 1890s and early 1900s. The reason for this was that Nevada's state plant was the sagebrush. During the 1921-1922 season a sports writer referred to the team's play as 'a pack of wolves' (nevadawolfpack.com). The name took hold and became official in 1923. The word pack was soon added on because teams are made up multiple players, much the same way that a pack is made up of multiple wolves.

In the collegiate setting, mascots emerged with the rise of sports. (Richard Davies, interview) Many mascot names came out of the need to distinguish one school from another. School colors came first to tell the players apart, followed by mascots for the schools. Some mascots even came about because of their school's colors. Georgia Tech's students wore yellow jackets to games as they cheered on their team. Today Georgia Tech's athletic teams are known as the Yellow Jackets and their mascot is an anthropomorphized Yellow Jacket named Buzz. Princeton wore orange and black in honor of their coach and is now the Tigers. St. Johns became known as the Redmen due to their red colors and the cigar store Indian that was stolen and brought to games. Syracuse took on the name Orangemen because of the orange uniforms that they wore. Mascots have also been known to originate because of a school song as well as colors. Virginia Tech University adopted the nickname and mascot of the Hokies because it was the conclusion to one of their school songs, sung by students. (Yarbrough, phone interview)

Sideline mascots did not come along until the 1960s with the San Diego Chicken. TV played a big role in the rise of costumed mascots because it allowed for a much

greater audience to be reached. (Yarbrough; Richard Davies)

Role

The role of a mascot in the context of the university has evolved over the years, though it is often associated with athletics. Jarrell's article references Robert Moore of Lipman Hearne who believes that the mascot serves as the fan's proxy, helping them to really get into the game. (Jarrell 46-51) "A mascot is an identity." (Yarbrough 11) It is the mascot's job to entertain the fans, especially during down time. Crawford writes about the atmosphere at a live sporting event, created by the stadium, the crowd, the players and the mascot. "Cheerleaders and mascots can be found at many different sports," (Crawford 82) spread throughout the stadium, often interacting with the crowd. The reason that spectators attend these live sporting events is to be entertained. (Crawford 82) Fans often develop a "topophilic" (Crawford 67) relationship with a stadium. This means that they come to adore the physical structure where the game takes place.

But the role of a mascot goes beyond the field of play and can even be part of a school's branding. Some mascots such as the Oregon Duck and the Florida Gator have taken on lives of their own and have appeared in nationally televised commercials. Jarrell asserts that mascots have become part of the history and tradition of a school. Fans come to adore the costumed figure which roams the sidelines and develop a sense of loyalty to it. (Jarrell 46-51)

As a society, we have a fascination with mascots, as evidenced by a pair of Sports Illustrated articles and the Capital One Mascot Challenge. (Morrill; Reiter) Now just over ten years old, Capital One picks the top sixteen mascots in the country and pits them against each other in a bracket to determine the national mascot of the year. The winner

receives \$20,000 towards their mascot program and national media attention for their school. National attention comes in the form of commercials filmed by Capital One and featuring all the contestants. The winner is revealed to a national audience on January 1st at halftime of the Capital One Bowl, which is televised on ESPN. Below are the past winners of the competition:

- 2002 Monte the Grizzly from University of Montana
- 2003 Cocky from University of South Carolina
- 2004 Monte the Grizzly from University of Montana
- 2005 Herbie Husker from University of Nebraska-Lincoln
- 2006 Butch T. Cougar from Washington State University
- 2007 Zippy the Kangaroo from University of Akron
- 2008 Cy the Cardinal from Iowa State University
- 2009 The Bearcat from University of Cincinnati
- 2010 Big Blue from Old Dominion University
- 2011 Wolfie Jr. from University of Nevada

Contestants are selected to the All-America team by a panel of judges based on fan interaction, originality, creativity, and professionalism. Yarbrough played a big part in the selection and was quoted by Sports Illustrated as saying mascots are “an element of our sports tradition that has been greatly overlooked.” (Morrill)

Mascots are larger than life figures, putting on a show for fans even when off the field. “Mascots on Vacation” (Reiter) is a piece about a few Major League Baseball mascots going on cruises or participating in community service. Mascots are incredibly popular for fans to take pictures with, especially children. There is also a fascination with mascot fights. When mascots fight one another it makes headlines, described in the Andy Staples article on the fight between the mascots of Ohio University and Ohio State. (Staples)

Political Correctness

No historical examination of mascots would be complete without addressing the controversy surrounding the use of Native American figures and imagery, and while it is not the focus of this thesis project, it would be remiss to omit it. Countless teams across all levels of play make use of Native American themes as part of their athletics programs. Over the years many have dropped these images due to pressure from critics claiming “such images are racist and insulting.” (Kimberlin) Supporters of their use assert that they are honoring native peoples and that “the images convey courage and spirit” (Kimberlin) and represent strength. Detractors take particular offense to teams that use the nickname “Redskins” stating that it is a “racial slur on par with the N-word” (Kimberlin) These images can perpetuate negative stereotypes because cartoon images often dehumanize the character. (Barlow 79) The issue received national attention following the NCAA ruling that “hostile and abusive” Native American motifs could not be used. (Lapchick)

In 2005, the National Collegiate Athletic Association issued a ruling against “hostile and abusive Native American names, mascots, and/or imagery.” (Lapchick) The ruling compelled several schools to drop their mascot and replace it with another one or face NCAA sanctions. This directly affected Florida State, which uses the Seminole as its mascot. Chief Osceola is the Florida State mascot, and his pregame tradition of planting a burning spear at midfield before each game is one of the most well-known and recognized mascot traditions in the country, such that it is even featured in the introductory video for the NCAA Football 12 video game. There are two official Seminole tribes, one in Florida and one in Oklahoma, both of which voted to support

Florida State's use of the Seminole name and imagery. Florida State appealed the NCAA ruling and was granted an exception due to the support that it received from the Seminole tribe. But this did not put the issue to rest by any means. It would be difficult to imagine a team known as the "Chicago Caucasians,' the 'Buffalo Blacks,' or the 'New Jersey Jews.'" (Lapchick) Why then are teams allowed to use Native American names? One of the best lines from the ESPN article "Mascots are a matter of respect" is that "although the thought of changing tradition is painful, the sting of racism is *always* painful to its victims" (Lapchick) This is the major point of contention on this issue, one that does not seem to have a clear answer or resolution. The issue is even trickling down from the collegiate level as the state of Oregon recently passed a law requiring all schools to remove any Native American imagery as well as change their names. (Robert Davies, phone interview)

An ongoing case concerning the use of Native American imagery is taking place at the University of North Dakota (UND) which just recently went through a long and complicated series of proceedings which ultimately culminated with the school and community electing to drop its Sioux nickname and move forward. While not a Division I football school, the issue is more relevant because it is taking place currently. There are a trio of articles on the subject courtesy of Sports Illustrated. (Sports Illustrated 2 May 2012; 13 Jun 2012; 14 Jun 2012) In mid June 2012, the state of North Dakota voted to allow the school to cease the use of its Fighting Sioux nickname and Indian logo. The athletic teams have been known by this Fighting Sioux moniker for the past eighty years and despite the overwhelming vote there is still opposition from those who want to keep it. This marks the third time that the logo and nickname have been dropped with the first

coming in December of 2010. In March of the following year, a state bill was passed that required UND to use the Sioux logo. The bill was then repealed in November followed by petitions to keep the name and imagery. The university hopes that this will bring resolution to an issue that has been hotly debated since the NCAA declared the logo and nickname hostile and offensive in 2005. Additionally, UND hopes to move forward and begin the healing process. Interestingly, that healing will not include a new mascot, at least for now as a provision of overturning the bill prevents the school from having a new nickname until 2015. Tim O'Keefe, who holds the position of executive vice president and CEO of the UND Alumni Association and Foundation, was quoted by the Sports Illustrated article as saying that "this is not an issue about preference... The price of keeping the name is simply too high." (Sports Illustrated 13 Jul 2012) The issue is hurting the athletic department, specifically in regards to recruiting and scheduling. There is also the worry that it could affect the schools status in the Big Sky Conference. Additionally, there is the cost of legal fees which are estimated at over \$46,000 and likely to increase. From this stand point, many do not believe that it is worth the fight because of the negative effects. While some schools have been able to get permission from the tribes from whom their nicknames are taken, such as Florida State, UND has struggled. There are two Sioux tribes the Standing Rock and the Spirit Lake. UND was given approval by Spirit Lake, but Standing Rock would not hold a vote on the issue.

The goal of this project was to pick up where Dr. Yarbrough and other left off and look into the history and role of costumed mascots in a college setting.

Chapter 3: Methodology

An excellent reference for this project was the doctoral dissertation by David Lee Sloan, *A Historical analysis of collegiate mascots*, from the University of Kentucky. His methodology consisted of a survey and interviews for his analysis.

Survey

The first methodology for this project was straightforward. All Division-I football schools in the United States were sent a brief questionnaire concerning their mascot. A total of 124 emails containing the survey were sent to each university's athletic department. All email addresses were obtained through the staff directory of each athletic department's website and initially directed to the Sports Information Director (SID) for each school. This was a simple enough, if somewhat tedious task, of going to each athletic department's website and getting the email of the SID. However, not every school has an individual with the title of Sports Information Director. In some cases the survey was directed to the SID as initially planned, but in other cases it was sent to the Director of Communications or Media Relations. Emails were sent to the highest level person within one of the previously mentioned departments. Opening with a brief description of myself and my interest in mascots, I explained that I was writing a thesis on the history and role of costumed mascots and requested their help. Respondents were asked to complete the survey to the best of their ability or pass it along to someone who would have better knowledge of the mascot.

The survey was comprised of basic questions regarding the history of their mascot such as its origins, first appearance and if it has any signature moves. Other questions

were about any awards the mascot has received in addition to any costume changes over the lifespan of the mascot or if the version we see today is the same as when it was first introduced. Initially respondents were asked to complete and return the survey by email in three weeks' time. After two weeks had gone by a follow up email was sent out, reminding the schools that the deadline was approaching. Unfortunately, due to time constraints the schools could not be given any longer to respond. More time would have allowed for additional follow-up emails and potentially boosted the number of responses. Ideally, every university that was contacted would have sent back a completed survey, but this was an unlikely scenario. Refer to Appendix I for the full survey.

Part of the preparation for the survey involved contacting the University of Nevada Office of Human Research Protections to get approval from their Institutional Review Board (IRB) to make sure that the questions were appropriate. Because this survey only looked into the mascot and not a specific individual, it did not require any special IRB approval. Once the proper paperwork was filled out, the survey was marked as not needing to go through the review board.

As background for the survey, some basic research of each school was required. Therefore, it was necessary to collect information such as location and enrollment for each school. Additionally, the school's name and official athletic nickname were researched as well.

Interviews

The second part of the methodology involved conducting interviews. A series of three interviews was arranged, each with a different individual who had special insight into mascots. The first was with Dr. Richard Davies, a professor at the University of Nevada who teaches a course on the history of sports in America and has authored a book on the subject, *Sports in American Life*. This interview took place in person on June 6, 2012. The second interview was with Dr. Roy Yarbrough who is perhaps the best mascot authority in the country and has been dubbed the "guru of mascotology," by *Sports Illustrated*. (calu.edu) His book, *MASCOTS: The History of Senior College & University Mascots/Nicknames*, played a part in the inspiration for this thesis. A phone interview was conducted on July 10, 2012. The final interview was with Robert Davies, who oversaw the process of changing a college mascot while serving as the Vice President at Indiana University of Pennsylvania. The interview with Bob Davis also took place over the phone and was conducted on July 17, 2012. Prior to each interview, an outline of the project and the general topic of discussion was emailed to the interviewee. The interviews with Dr. Davies and Dr. Yarbrough concerned the history and role of mascots. For the interview with Robert Davies, the focus was on his experiences replacing a mascot, including the challenges and how they were overcome. Each was originally contacted by email to arrange a time for the actual interview, which took place either in person or over the phone.

Data Analysis

As survey responses were sent in they were scanned for information in three major areas. The first was the mascot's history. Why was this particular mascot figure chosen? Second was as to whether or not the costume and image had undergone any changes. The third and final area of concern looked to see what role the mascot played on campus.

Chapter 4: Results and Discussion

Response Rate

For this project the survey was sent out to a total of 124 schools. Forty-five of them sent something back, a response rate of 36%. Given the limitations of time constraints and the busy schedules at universities; this was a very impressive response rate. Out of these responses, four sent back links to the information online and four other schools replied that they do not have a mascot. There are twelve Division-I conferences for football and the results were grouped along this existing structure.

Atlantic Coast Conference (ACC) schools sent in four responses for a 33% response rate.

Table 1: ACC

School	Nickname	Mascot	Mascot Name	Response (Y/N)
Boston College	Eagles	Eagle		N
Clemson University	Tigers	Tiger	The Tiger	Y
Duke University	Blue Devils	Blue Devil	The Blue Devil	Y
Florida State University	Seminoles	Seminole	Chief Osceola	N
Georgia Institute of Technology	Yellow Jackets	Yellow Jacket	Buzz	N
University of Maryland	Terrapins	Terrapin	Testudo	N
University of Miami	Hurricanes	Ibis	Sebastian	N
North Carolina State University	Wolfpack	Wolf	Mr and Ms. Wuf	Y

University of North Carolina	Tar Heels	Ram		N
University of Virginia	Cavaliers			N
Virginia Tech	Hokies			N
Wake Forest University	Demon Deacons	Demon Deacon	Demon Deacon	Y

The Big 12 sent back five, a response rate of 50%.

Table 2: Big 12

School	Nickname	Mascot	Mascot Name	Response (Y/N)
Baylor University	Bears	Bear	Brusier	Y
Iowa State University	Cyclones		Cy	N
University of Kansas	Jayhawks	Jayhawk	Big Jay and Baby Jay	Y
Kansas State University	Wildcats	Wildcat	Willie	Y
University of Oklahoma	Sooners	Horse	Boomer and Sooner	Y
Oklahoma State University	Cowboys			N
Texas Christian University	Horned Frogs	Horned Frog	Super Frog	N
University of Texas	Longhorns	Longhorn		N
Texas Tech University	Red Raiders			N
West Virginia University	Mountaineers	Mountaineer	The Mountaineer	Y

The Big East returned two, putting them at 25%.

Table 3: Big East

School	Nickname	Mascot	Mascot Name	Response (Y/N)
University of Cincinnati	Bearcats			N
University of Connecticut	Huskies	Husky	Jonathan	Y
University of Louisville	Cardinals			N
University of Pittsburgh	Panthers			N
Rutgers	Scarlet Knights			N
University of South Florida	Bulls			N
Syracuse University	Orangemen	Orange	Otto	Y
Temple University	Owls			N

From the Big 10, seven schools responded. This accounted for 58% of the conference.

Table 4: Big 10

School	Nickname	Mascot	Mascot Name	Response (Y/N)
University of Illinois	Fighting Illini	None	N/A	Y
Indiana University	Hoosiers	None	N/A	Y
University of Iowa	Hawkeyes	Hawkeye	Herky	Y
Michigan State University	Spartans	Spartan	Sparty	N
University of Michigan	Wolverines	None	N/A	Y

University of Minnesota	Golden Gophers	Gopher	Goldy	Y
University of Nebraska	Cornhuskers			N
Northwestern University	Wildcats			N
Ohio State University	Buckeyes	Buckeye	Brutus	Y
Penn State University	Nittany Lions			N
Purdue University	Boilermakers			N
University of Wisconsin	Badgers	Badger	Bucky	Y

Conference USA returned five surveys for a 41% response rate.

Table 5: Big East

School	Nickname	Mascot	Mascot Name	Response (Y/N)
East Carolina University	Pirates	Pirate	PeeDee	Y
University of Houston	Cougars			N
Marshall University	Thundering Herd			N
University of Memphis	Tigers			N
Rice University	Owls	Owl	Sammy	Y
Southern Methodist University	Mustangs			N
University of Southern Mississippi	Golden Eagles			N
Tulane University	Green Wave			N
University of Tulsa	Golden Hurricane		Captain 'Cane	Y
University of	Blazers			N

Alabama, Birmingham				
University of Central Florida	Knights	Knight	Knightro	Y
University of Texas, El Paso	Miners	Miner	Paydirt Pete	Y

There are four schools that are not members of a conference for football and are thus considered to be Independent. Only one of these schools returned a survey, a 25% response rate.

Table 6: Independents

School	Nickname	Mascot	Mascot Name	Response (Y/N)
United States Military Academy	Black Knights			N
Brigham Young University	Cougars			N
United States Naval Academy	Midshipmen			N
University of Notre Dame	Fighting Irish	Leprechaun	The Leprechaun	Y

The Mid-American Conference (MAC) provided the lowest totals both in terms of responses, one, and response rate, 7%.

Table 7: MAC

School	Nickname	Mascot	Mascot Name	Response (Y/N)
University of Akron	Zips	Kangaroo		N
Ball State University	Cardinals			N
Bowling Green State University	Falcons			N
University at Buffalo	Bulls			N
Central Michigan University	Chippewas			N
Eastern Michigan University	Eagles			N
Kent State University	Golden Flashes			N
University of Massachusetts	Minutemen			N
Miami University (OH)	RedHawks	Red Hawk	Swoop	Y
Northern Illinois University	Huskies			N
Ohio University	Bobcats			N
University of Toledo	Rockets	Astronaut		N
Western Michigan University	Broncos			N

Members of the Mountain West Conference sent back four responses at 40%.

Table 8: Mountain West

School	Nickname	Mascot	Mascot Name	Response (Y/N)
United States Air Force Academy	Falcons	Falcon		N

Boise State University	Broncos	Bronco		N
Colorado State University	Rams			N
California State University, Fresno	Bulldogs	Bulldog		N
University of Hawai'i	Warriors	None	N/A	Y
University of Nevada	Wolf Pack	Wolf	Alphie and Wolfie JR	Y
University of New Mexico	Lobos	Wolf		N
San Diego State University	Aztecs			N
UNLV	Rebels	Rebel	Hey Reb	Y
University of Wyoming	Cowboys	Cowboy and pony	Pistol Pete and Cowboy Joe	Y

PAC-12 schools returned responses at a rate of 41% for a total of five.

Table 9: PAC-12

School	Nickname	Mascot	Mascot Name	Response (Y/N)
Arizona State University	Sun Devils	Sun Devil	Sparky	Y
University of Arizona	Wildcats	Wildcat	Wilbur T. Wildcat and Wilma T. Wildcat	Y
University of California	Golden Bears	Bear	Oski	N
University of Colorado	Buffalos	Buffalo	Ralphie and Chip	Y
University of Oregon	Ducks	Duck	The Duck	N
Oregon State University	Beavers	Beaver	Benny	N
Stanford University	Cardinal	Tree	The Tree	N
University of	Bruins			N

California Los Angeles				
University of Southern California	Trojans	Trojan	Traveler and Trojan Warrior	Y
University of Utah	Utes			N
University of Washington	Huskies			N
Washington State University	Cougars	Cougar	Butch T. Cougar	Y

The Southeastern Conference (SEC) sent back seven responses, a rate of 50%.

Table 10: SEC

School	Nickname	Mascot	Mascot Name	Response (Y/N)
University of Alabama	Crimson Tide	Elephant	Big Al	Y
University of Arkansas	Razorbacks	Razorback	Big Red, Sue E., Pork Chop, Ribby, BOSS HOG, TUSK	Y
Auburn University	Tigers	Tiger	Aubie	Y
University of Florida	Gators	Alligator	Albert	Y
University of Georgia	Bulldogs	Bulldog	Hairy Dawg and Uga	Y
University of Kentucky	Wildcats			N
Louisiana State University	Tigers	Tiger	Mike	N
University of Mississippi (Ole Miss)	Rebels	Black Bear	Rebel	Y
Mississippi State University	Bulldogs			N
University of Missouri	Tigers			N

University of South Carolina	Gamecocks	Gamecock	Cocky	Y
University of Tennessee	Volunteers	Dog	Smokey	N
Texas A&M University	Aggies			N
Vanderbilt University	Commodores			N

Schools from the Sun Belt returned two responses at a rate of 20%.

Table 11: Sun Belt

School	Nickname	Mascot	Mascot Name	Response (Y/N)
Arkansas State University	Red Wolves			N
Florida International University	Golden Panthers			N
Florida Atlantic University	Owls			N
University of Louisiana-Lafayette	Ragin' Cajuns			N
University of Louisiana-Monroe	Warhawks	Warhawk	Ace	Y
Middle Tennessee State University	Blue Raiders			N
University of North Texas	Mean Green	Eagle	Scrappy	Y
University of South Alabama	Jaguars			N
Troy University	Trojans			N
Western Kentucky University	Hilltoppers		Big Red	N

Western Athletic Conference schools replied at a rate of 43%, sending back three responses.

Table 12: WAC

School	Nickname	Mascot	Mascot Name	Response (Y/N)
University of Idaho	Vandals			N
Louisiana Tech University	Bulldogs			N
New Mexico State University	Aggies	Cowboy	Pistol Pete	Y
San Jose State University	Spartans	Spartan		N
University of Texas-San Antonio	Roadrunners	Roadrunner	Rowdy	Y
Texas State University	Bobcats	Bobcat	BOKO	Y
Utah State University	Aggies	Bull	Big Blue	N

Survey Responses

Below is a summary of the survey responses with interesting examples appearing in the text. The full survey response can be found in Appendix II.

From the reading of Yarbrough and Sloan, some of the most common nicknames and mascots among colleges in the US were tigers, bears, and wildcats, used by multiple universities. Interestingly, of the responses received, there were only three repeated names: tigers, wildcats, and rebels, each of which appeared twice. While it makes sense that these names would appear multiple times, it was interesting that they only appeared

twice. Some schools that sent back replies had more unique names, such as the Blue Devils, the Jayhawks, the Orangemen, the Crimson Tide and the Warhawks. In some cases there was a specific reason for the repetition of names, such as Clemson which adopted the tiger because they employed the same architect as Auburn, also the tigers. In other cases the shared name was coincidental.

Most schools only have one mascot representing them but there are some exceptions. The University of Arizona, the University of Kansas, the University of Oklahoma and North Carolina State University have two costumed mascots each. Arizona and North Carolina State stand apart from the rest of the pack because they have a male and a female mascot and in both cases the two are married. NC State even went so far as to have the Demon Deacon of Wake Forest perform the ceremony in 1981. The University of Wyoming, the University of Colorado, the University of Southern California and the University of Georgia all have one costumed mascot and one live mascot. In Colorado's case, Ralphie, a live buffalo, is more well-known than his costumed counterpart, Chip, and charges out of the tunnel to lead the team onto the field. This tradition is nationally known and has been immortalized in the opening credits of the popular NCAA Football 12 video game. At USC the two mascots often appear together with a costumed Trojan warrior riding Traveler, a white horse. The University of Arkansas has, far and away, the most mascots of any school with six different characters. The primary mascot has been around for over forty years but others have been introduced with more specific roles. There is a girl mascot, a kid, an inflatable, one for baseball specifically, and finally, a live razorback hog. At the other end of the mascot spectrum

are The University of Illinois, Indiana University, the University of Michigan and the University of Hawai'i who do not have a mascot figure which represents the school.

While none of these schools has a costumed mascot, all of them have a nickname: Illinois Fighting Illini, Indiana Hoosiers, Michigan Wolverines, and Hawai'i Warriors. Curiously, the schools that did not have a mascot and therefore could not complete the survey seemed sorry that they could not.

When examining mascots, an important distinction must be made between a mascot and a nickname. This is a point that was referenced by Dr. Yarbrough and Emerson Houck. Houck even went so far as to provide the definitions of both terms. A nickname is the name on the jersey and the name of the school. A mascot, on the other hand is a "person, animal, or object adopted by a group...to bring good luck." (Houck 281) At most schools the mascot and nickname are the same; for example, the University of Nevada is known as the Wolf Pack and its mascots, Alpie and Wolfie JR, are wolves. This is not always the case, however, and some schools have a mascot that does not match up with their nickname. North Carolina carries the nickname of the Tar Heels but is represented by a costumed ram. (Yarbrough, phone interview) Another school that does not have a matching nickname and mascot is the University of Alabama. The school's nickname, the one that its sports teams use, is the Crimson Tide. However, their mascot is a costumed elephant named Big Al.

The history of a school's mascot, specifically the reason that a particular character or figure was chosen can be fascinating. The following examples and origin stories are taken from the survey responses. These reasons vary from historical factors to votes to

monikers bestowed upon teams by sports writers or coaches. It is part of each school's history and varies greatly. The Kansas Jayhawks take their name from the pages of history. The Jayhawk is a fictional bird that is a combination of the blue jay and the sparrow hawk. The term was coined in 1848. Blue Jays are known as noisy robbers and sparrow hawks are stealthy hunters; Jayhawk brings these qualities together in one creature. The term Jayhawk took on a different meaning during the Civil War when it came to symbolize those who fought to make Kansas a free state. It was initially the name of a regiment, the Independent Kansas Mounted Jayhawks. This turned it into a patriotic symbol and led to the Rock Chalk Jayhawk chant for which Kansas is known. This chant was deemed the best college chant by none other than President Theodore Roosevelt. The University of Alabama also has an interesting history for their mascot as well as their nickname. Alabama's teams are known as the Crimson Tide but the school is represented by Big Al the elephant. The nickname came from the 1907 Iron Bowl. The field was covered in red mud which got on the players uniforms and caused them to be referred to as the thin red line. Over time this evolved in to the current nickname of the Crimson Tide. An elephant as a mascot arose later in 1930 when a sports writer describe the way the football team took the field as like a herd of elephants due to the noise in the stadium. Since Big Al the elephant has served as the school's mascot. The University of Minnesota adopted a gopher named Goldy as its mascot because it is the official animal of the state of Minnesota. Originally known as the golden swarm because of their golden jerseys the football team soon became the Golden Gophers because they needed a mascot to represent them nationally. East Carolina is represented by PeeDee the pirate because of the connection between pirates and costal North Carolina, where

ECU is located. Arising out of legends and lore, the pirate was a natural symbol for the school. The surrounding area provided hideouts for pirates in the 18th century. Eastern North Carolina even claims the infamous Blackbeard among its residents. At the University of West Virginia, the mountaineer was chosen as a mascot because it represents the strength, virtues, and courage of the West Virginia people.

Changes in a Mascot

Most mascots have gone through minor changes to update their look and keep it in line with today's customs and trends but have remained largely the same over time. However, some mascots have experienced a major overhaul such as UNLV and the Ole Miss. UNLV's original mascot was a black and white wolf. He was named Beauregard and dressed in Confederate gray. Eventually a group of black athletes voiced their displeasure and he was retired; to be replaced by a mustached, cartoon rebel. Ole Miss went through a similar scenario and ultimately changed their mascot to a black bear. Unfortunately the school did not specify what their mascot was before the bear but one can imagine that given their nickname and location that it was a Confederate inspired rebel. Some schools, UL-Monroe and Miami (OH), were compelled to change their mascots by the 2005 NCAA mandate. Miami (OH) formerly employed the nickname Redskins and chose RedHawks as the replacement. Their current mascot, Swoop, is a giant version of this bird. UL-Monroe became the Warhawks in 2006. They were formerly known as the Indians. The new name was derived from history, the World War II Warhawk Fighter plane. The mascot, Ace is costumed hawk and a pilot.

Changing mascots and nicknames to be politically correct leads to a whole new series of problems and challenges. Because mascots have become symbols of a particular university, changing them is often met with resistance. Alumni and students come to identify with and rally around a mascot because it is theirs. Robert Davies was the Vice President at Indiana University of Pennsylvania and was in charge of overseeing the change from Indians, as per the 2005 NCAA mandate. This was a particularly difficult transition not only because IUP had been known as the Indians for so long but because the name trickled down to other schools in the area. The university was the “Big Indians”, the high school was the “Little Indians”, the middle school was the “Braves” and the elementary school was the “Baby Indians” meaning that the mascot extended well beyond the university to the whole community. Davies realized that they needed to come up with a new symbol for students, alumni and the community to rally around. The Indian had become an integral part of school tradition, to the point that at homecoming they crowned a chief and squaw rather than a king and queen. Additionally their fight song was called the Cherokee fight song. Incidentally, it was this song that led to a change in alumni opinion about a new mascot. During a game against a rival school, the rival’s band began to play IUP’s old Cherokee fight song, causing outrage among the alumni. It should be noted that this incident occurred after IUP had made the decision to drop the Indian mascot but had yet to select a new mascot. The alumni angrily turned to Davies at the incident and pointed to it as a reason to keep their tradition. Davies response was quite brilliant. After a moment of consideration he replied “how do you think the Cherokee feel every time they heard IUP playing that song?” (Robert Davies, phone interview) This put the alumni in the shoes of the Cherokee and they could see

how the Cherokee might be offended by its use. From there, Davies was able to gather more support for changing the mascot as people began to understand how it could be considered offensive, or at the least, insensitive. The school held many public forums and internet votes to determine what the new mascot and face of the university would be. Two of the top competitors were the Crimson Hawks, which Davies supported, and the Squirrels. The Squirrel name was dropped from consideration when, during a rally supporting it, a hawk swooped down and grabbed a squirrel from the ground. Crimson Hawks then became the school's new name. It was initially suggested because the school colors were crimson and gray and because of the oak grove on campus that was home to several hawks. The process of changing a mascot can be a delicate one because of the tradition involved and the potential revenue loss. Conscious of this, IUP took an aggressive approach to marketing their new Crimson Hawk mascot and when they announced the new design merchandise sales skyrocketed. On the day that it was debuted, they sold more merchandise than they had in the last two years combined. We must remember that "although the thought of changing tradition is often painful, the sting of racism is *always* painful to its victims." (Lapchick) Because of this universities must be conscious of whether or not nicknames and mascots reflect insensitivity.

Financial Considerations

This brings up the issue of money. The University of North Dakota is a small school which plays in the Big Sky Conference. It has nowhere near the resources or national presence of Florida State, a member of the Atlantic Coast Conference which is part of the Bowl Championship Series (BCS). This puts them on entirely separate tiers in

terms of money and exposure. The BCS competes at the highest level of college football. While the NCAA does not profit directly from the BCS it does run the annual college basketball tournament that has come to be known as March Madness. There is a significant amount of money that flows through the tournament, with different locations selected to host the games. It is also important to note that the NCAA brings in money through licensing as well. (Sloan) In this light, the NCAA stands to gain more in revenue from Florida State than from the University of North Dakota. Also, in the case of Florida State, the Seminole tribe is compensated financially for its support of the mascot. North Dakota has a much smaller athletic budget than Florida State. It does not sell anywhere as many tickets or merchandise items because it is a significantly smaller school in a less populous area. Dr. Yarbrough pointed out to me that the Seminole tribe receives a sizable amount of money, in the neighborhood of \$2 million a game for football from this arrangement, so perhaps their support is more motivated by financial considerations than the close bond and relationship claimed by Florida State. For the University of North Dakota, Dr. Davies noted that part of the problem stems from a donation that was made to the university with the stipulation that they continued to use the Sioux logo and that had the logo feature quite prominently in to the design of a new stadium. This complicated matters because it added to the cost of removing and replacing the mascot.

Mascots can play an important role in bringing in money for a school through branding. A mascot functions to sell the schools brand locally and nationally.

Political Correctness

Another issue is that the term Indian is incredibly generic much like European. It does not distinguish between the proud traditions of each tribe. A Frenchman and a German are different people and come from different backgrounds much the same way that a Seminole and a Sioux are two different tribes. Each tribe has its own history, traditions, and rituals. This means that using a generic term like Indians for a mascot may not accurately portray any particular tribe, which may be another form of insensitivity. Although it is the popular issue right now, mascot political correctness and insensitivity extends beyond Native Americans, There are still teams that that have other human mascots such as the Spartans or the Trojans or the Vikings. Additionally we have the Fighting Irish of Notre Dame. Most people won't bat an eyelash over them. Like the Native American mascots, they represent entire groups of people but thus far have not been subject to scrutiny or NCAA regulations. No one has made a big deal out of these mascots, but there is the potential for the issue to arise in the future and claim the spotlight.

Another group that is potentially being demeaned is women, or women's sports teams. At some schools the men's team goes by one name while the women's team has a different mascot or has "lady" put in front of their nickname. (Eitzen 34-35) Also, mascots tend to be masculine figures, which do not adequately represent the women's teams. The few exceptions include North Carolina State and Arizona, both of which have female mascots along with their male counterparts. The world of college sports is one

that is dominated by male teams and athletes. (Eitzen 36) More attention and therefore money is given to men's sports.

The issue of political correctness is not so cut and dried as some would like it to be. At the core of this issue is a question: at what point is a mascot offensive? Is it considered insensitive if one person is offended by it? This is not an easily answered question. In the case of Florida State, yes the Seminole tribe voiced their support, but that does not mean that every Seminole agrees. Obviously it is not feasible to say that everyone must agree that a particular mascot is not offensive or insensitive. It is impractical to poll everyone involved to learn their feelings on the issue, and there always seems to be someone who disagrees with the majority. This leaves schools in a delicate position of trying not to offend people, but without opening up an endless catastrophe. Part of the problem, as learned from the conversation with Robert Davies, is that over time the meaning of words change and in turn can become something offensive. Languages are constantly evolving. For example, to "google" something, meaning to look up information on the internet, is now an acceptable part of speech. This is not an example of an offensive term, unless you are CEO of a rival search engine, but merely illustrates the ways in which the English language has evolved and added new words to its vocabulary. One does not have to go too far back in history to discover a form of English that is radically different from our own. Go back far enough and it may even be unrecognizable, an entirely different language. Universities must be conscious of the new definitions and connotations that words take on over time. In addition to language, imagery can also take on a different meaning than the one it originally had.

Chapter 5: A Mascot's Place

A good mascot has to be memorable. If it's hard to identify or isn't recognizable as something specific, it's not going to do the job it's supposed to. A mascot needs to stand for something. It needs to be more than just cute - it has to have a personality. Pro sports mascots are very much symbols of competitiveness and team spirit. With the Olympics, the competitiveness is certainly less aggressive. So the mascots tend to be much more in the spirit of sportsmanship and world camaraderie.

Don Carter (thinkexist.com)

Mascots add tremendous spirit and humor to the overall entertainment value of college sports, and the Capital One Mascot Challenge celebrates this special role. The University of Nevada, Reno was pleased to see our students, alumni and fans join together in their support of Wolfie and Wolf Pack Athletics through the mascot contest voting. It provided terrific visibility for our program both here at home and on the national stage.

Marc Johnson (Capital One)

When we think of mascots, the first thing that comes to mind is a funny looking furry creature that is really a person in a suit. They may be dismissed as silly creatures who are only there as a sideshow to the main attraction. Their role is a fairly straightforward one: cheer on their team and entertain the kids during the game. Indeed, mascots are well known for taking pictures with children and it is an essential part of the job that the person in the suit be good at interacting with them. We tend to think of mascots mainly in the setting of a football or basketball game. They stand on the sidelines and occasionally get some TV time if their team is doing well. They play a role assisting the cheerleaders with pumping up the crowd and they serve as a good luck charm. This role of good luck charm comes from history and explains why so many schools choose to embrace an animal as their mascot. Through the image, we seek to gain the power of it, even if we do not engage in this behavior consciously. Mascots are the ultimate fans. They get to patrol the sidelines and cheer the team to victory. Fans see them as an extension of themselves. Mascots are a proxy because they are not confined to the stands as a regular fan is. A mascot can roam the stadium and is allowed down on

the field and sidelines, a place that regular fans are seldom allowed. To this end, mascots engage in a great deal of crowd interaction. They help lighten the mood by performing outrageous stunts or skits at halftime and sometimes lead the team out of the tunnel to a thunderous ovation. Some mascots have even skydived into the stadium or rappelled down to the court from the rafters. This sideline role is often what we think of first in regards to mascots, but it barely scratches the surface when it comes to the role that they play in the college environment.

Sports are huge in this country, particularly live sports. While spectators can arguably get a better view of the action on TV, there is something about the experience of being in the stadium for a game. It is this entertainment value that fills stadiums, without it people would find other places to spend their time and money. During my time as Wolfie, I viewed it as my job to get the crowd, particularly the student section, fired up and cheering the Wolf Pack on to victory. The home crowd can play a pivotal role in a game, giving rise to the concept of home field advantage. The crowd plays a dual role at a game: they come to be entertained but they contribute to the atmosphere of the event, making them both consumers and producers. This participation in the experience creates a sense of belonging, tying fans together. The physical structure has become part of the experience. Certainly it is not difficult to think of venues which convey this topophilic relationship, or love of place. Wrigley Field, home of the Chicago Cubs, is iconic for its ivy covered outfield walls while Autzen Stadium at the University of Oregon is known nationally for being one of the loudest places to play. I certainly will never forget the experience of being on the field at Mackey Stadium when the Wolf Pack defeated Boise

State on November 26th 2010. The feeling, the thrill, of being in the stadium and witnessing the action firsthand is something that cannot be replaced or replicated on TV. There is an energy there that does not come across through television. Sports have become something more in this country; they are a social event and not just a competition. Schools such as Alabama have been known to have more than 70,000 fans in attendance for their spring game. To be clear, this is not a rivalry game against a hated opponent; this is a preseason glorified scrimmage that pits the Crimson Tide against the Crimson Tide. Essentially it is a practice game to showcase the team to the fans and build excitement for the season. Another part of live sports is the tailgating. Fans gather hours before the game starts to celebrate the occasion with food and drink, partying with other fans before entering the stadium. Mascots are part of this social gathering that sports in America have become. Seeing and interacting with the mascot is all part of the pageantry of the game. A football game lasts roughly three hours but the event that surrounds it lasts much longer.

The role of a mascot goes far beyond the sidelines and even the game itself. A mascot is a physical manifestation of a university, its values and beliefs. It is part of a university's brand. Just looking around the campus at the University of Nevada, one can see countless images of Wolfie Jr or Alphie. Mascots serve to tie the university to the community at large. They appear on signs, banners, and commercials. Last football season a series of commercials featuring Alphie working with local businesses ran on television in the Reno area. These featured businesses were all partners of the athletic department as well as sponsors. Mascots are a source of good will and more importantly,

a way for the university to bring in more revenue. It is not uncommon for a school to charge for each appearance that the mascot makes. College sports revolves around money as does the university itself. Education is an expensive proposition and in order to run an effective college, money is required. A mascot is a way to help bring in said money because it is really just an extension of the school itself. Dave Raymond of Raymond Entertainment, a mascot company, describes them as “[an] entity, a living breathing extension of [the school’s] brand. Fans grow to know them like friends or family.” (David Lee Sloan 31) When fans see a mascot they associate it with the school that it represents. For example, when we see a duck wearing green and yellow we think of the University of Oregon. A mascot allows a university to personify or characterize their brand. Essentially the mascot is a spokesperson, even if the mascot does not say a word.

A mascot is a permanent endorser rather than a contracted one. The mascot is tied to one institution and therefore, cannot potentially serve as the representative for another institution. (David Lee Sloan 38-39) As such it offers some benefits. A mascot is not just representing a university because of the money, but because it is an actual part of the university. And while we occasionally come across stories of mascots getting into fights with rival fans or other costumed creatures (mascots), we rarely read about mascots being involved in scandals off the field. However, there are instances of mascots fights which make the news, such as the unusual incident in which Rufus, the Ohio Bobcat tackled and then later punched Brutus the Buckeye of Ohio State. (Staples) Most of the time mascots are, in a sense, the school they represent so they remain constant through time. The

costumed figure comes to be the school and that is the key for branding. Another way to think of a mascot can be as a salesman or recruiter, attempting to sway prospective students. The goal is to convince them and their parents that this particular institution is the best and will provide everything that they are looking for. When people look at the mascot, they see the school. The strong association that is formed can influence the way people act and respond towards the mascot, and even the school in general. A prime example of this is seen at rivalry games. Fans yell at and heckle the opposing mascot, forgetting that there is a person behind the mask. All they see is the other school, one that they hate with a passion, and they react accordingly. Even if fans do not have such strong feelings about a university, they may still engage in some form of heckling. It is the fans' way of doing something to help their team win. It is a symbolic gesture because the mascot represents the team on the field but plays no more role in the outcome of the game than the band, unless that band is Stanford's from the 1982 Big Game between Cal and Stanford where the band ran onto the field before time had expired. (Starkey) Other than such extreme cases, the mascot is relegated to the sidelines or the stands and only permitted onto the field during stoppages of play.

A mascot is a figure-head and a good mascot must have the right personality and character. In order to be successful it must become more than a person in a suit; that suit must be brought to life. As a symbol it can be everlasting and stand for something more, in this case the values and beliefs of the university itself. Examining these values and beliefs makes it easier to understand why certain characters are chosen. Humans admire many members of the animal kingdom and often associate certain human qualities, or

ideals that mankind should strive for, to them. Foxes are clever, the big cats are graceful, bears are paragons of strength owls are wise, and we respect the way in which a wolf pack employs teamwork. These are but a few examples of animalistic qualities that we admire. However, there are a great many teams that do not take on an animal as their mascot, instead opting for a human mascot. In most cases these are groups from history that possess desirable attributes. Knights, for example, are known throughout history for their chivalry and the code of conduct by which they lived. This sense of honor is prized even today and the symbol of a knight signifies that the university values honor very highly. Others such as Spartans or Trojans were fierce warriors and teams seek to capture that spirit when they take the field. These warrior symbols are especially appropriate for the game of football which is a socially sanctioned and regulated form of battle.

For a mascot to be successful it must bring a symbol to life and become more than a person in a suit. There must be a character and a personality beyond the face. But the face, too, is important as the costume is the first thing that people see when they look at the mascot. It is important in distinguishing one mascot from another and serving to make one stand out. To this end there are various companies that specialize in the creation and development of the mascot character. (Yarbrough, phone interview) They hold camps to teach performers how to be mascots and how to interact with fans. The main thing they teach is how to display emotion without talking and with limited, if any, facial movement. While in the suit, the performer must embrace the role that they are playing. They are no longer themselves, they are the character and they are the

university. While wearing the face it is important to remain in control of one's emotions and avoid causing too much trouble as this would reflect poorly on the university.

Looking back at the Ohio fight between Rufus, and Brutus previously mentioned demonstrates some of the risks surrounding mascots. This particular incident made headlines because of the unusual circumstances surrounding it. Mascot fights are nothing new and generally make for good entertainment. However, in most cases those fights are scripted according to mascot etiquette. These unwritten guidelines stipulate that the home team's mascot win but that the visitor, who loses the fight, must not get embarrassed by the defeat. This allows the home town crowd to see their mascot emerge victorious but for the visitor to not be shamed by the altercation. In fact most mascots are friendly with each other outside of the suit and respect the dedication that it takes to be a mascot. However, the fight between Rufus and Brutus was not a friendly, scripted one. Brandon Hanning, who suited up as Rufus, orchestrated an attack that he had been planning for months prior to the game. The two schools are in-state rivals and so it is understandable that he would want to tackle Brutus. Or rather, it would be if Hanning was even a student at Ohio University. In fact, he dropped out and was taking classes at Hocking College, a two year Ohio school. Afterwards he admitted that the only reason he tried out to be Rufus was for the chance to tackle Brutus, and he showed no remorse over the event. (Staples) This whole situation highlights the need for a university to take some care in who it allows to represent the school. Ohio University allowed an individual who was not even currently enrolled to join the program with the sole intention of tackling another team's mascot. This sort of inattention reflects poorly on the school

because the headlines read that Rufus, the Ohio Bobcat, attacked Brutus Buckeye, not that a student or fan of Ohio tackled a fan of Ohio State. Because a mascot represents a university, people will associate this incident with the school as a whole. This is not to say that Ohio University knew of Hanning's intentions and then made the conscious decision to allow him on the field. Rather they should have made sure that he was a student at their university and not a neighboring one. Also, steps should have been taken to ensure that he would be a capable mascot and represent his school well. Oversight of the mascot program is very important to ensure that the mascot does not get caught up in the heat of the moment and do something foolish. However, not every mascot program is run by the school, and a number are student run (Yarbrough interview) which limits the extent of institutional control. Therefore, mascots are a double edged sword. They provide a way to market a university's brand in the form of an approachable figure with whom students and alumni can relate. Conversely, any negatives behaviors engaged in by the mascot will in turn come back to the school and could taint public opinion.

The consensus from my research is that at its core a mascot is a symbol. From my own experiences, a good mascot has to take on a life of its own; it must go beyond a mere man in a suit. A mascot is more than that, it is an identity and it represents the school to the community and the nation. And that is the beauty of a mascot: it is larger than life, it stands for something more. It is the school; both the physical structure and its values, it is the players on the field, the fans, the students; it is the alumni. A mascot is all of us at once, and we rally around it, united.

Chapter 6: Closing Thoughts

What then is a mascot and why do universities use them? They play an important role in representing what a university values. Branding is immensely important because it sells the school to the world at large. A key role is also that of spirit building, creating and identity that students and alumni alike can rally around. The role that each mascot plays is varied, but generally they serve to represent the school. Additionally, they are the “big man on campus” and are beloved by students and alumni. Mascots also function as a symbol and face of the athletic department. Often they represent the local community as well as the school.

Conducting this survey was not without limitations. Time constraints could have potentially decreased the number of responses sent back. It is also possible that the timing of the survey was not ideal. This thesis was written during the summer, which is the time when schools are gearing up and preparing for football season. The Ohio State University expressed their regrets that they could not fill out the survey because they were about to enter summer camp. Another pitfall lies in the questions being asked. It would be interesting for future research on this subject to look at the oversight or control of the mascot program. Who runs it and what is the chain of command? These kinds questions could address who owns the image. Future research could also benefit from looking into the amount of money that a mascot can bring in.

Part of the power of mascots is their continuity. Students, including athletes, come and go but mascots endure. A prime example can be seen right here at Nevada.

Last year, Colin Kaepernick, one of the greatest players to ever take the field at Mackey stadium graduated. His legacy will remain, but the player has moved on to a professional career. As for the mascot, I will be graduating and therefore no longer serving as Wolfie JR. But the role is passed on to someone else. Next season, fans will still see Wolfie JR on the sidelines at games. The individual in the suit may be gone, but the character remains. It ties alumni to their alma mater because when they return to Mackey Stadium for gameday they see the mascot that they once high-fived and cheered with. This is what makes changing a mascot such a strenuous undertaking. No one wants to mess with tradition.

Mascots emerged with the rise of sports. As team colors were adopted to differentiate universities mascots grew as part of that process. Football became a social event with homecoming. It also served as a way to raise money and establish a connection between graduates and the school. Mascots became a symbol for this as they were something that students and alumni could identify with and tie the university in with the community. Mascots are our representatives and an extension of ourselves. They are given the values and beliefs of a university and all of its students, faculty and alumni. It brings all the aspects of a university together into one figure that is easily relatable. In some ways they are overlooked or dismissed as silly costumed creatures. The reality is that they have a vast potential to unite disparate groups around a common aim and to endorse a program.

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Appendix I

Survey

School:

Mascot Name:

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance?
- Why was this particular mascot figure chosen?
- Describe the mascot costume: (Who designed it? How was it selected?)
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received:
- Please list any signature moves or traditions involving the mascot:
- What types of events does your mascot appear at?
 - o Athletic competition (games, by sport)
 - o Athletic events (fundraisers, promotions)
 - o Non athletic university events
 - o Community events (birthday parties, community service)
- How much TV time does your mascot receive during the year? (number of appearances)

What factors contribute to your mascot's image and set it apart from other mascots?

What role does your mascot play on campus?

Please attach a photo of the mascot in its current form

Appendix II

ACC

Clemson University Tigers

- Location: Clemson, SC
- Enrollment: 15,459
- SID: Tim Bourret-btimoth@clemson.edu

Mascot Name: The Tiger

The next few questions pertain to the history of your mascot:

When did your mascot make its first appearance? 1954

Why was this particular mascot figure chosen? Architect of Clemson also did Auburn.

Describe the mascot costume: (Who designed it? How was it selected?)

Scollon Productions in White Rock, SC

They have the best quality of material and orange color.

Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. NO

What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

The next section pertains to appearances and recognition:

Please list any awards and honors your mascot has received: none

Please list any signature moves or traditions involving the mascot:

Pushups after touchdowns

What types of events does your mascot appear at?

Everything. Over 300 per year

Athletic competition (games, by sport)

Athletic events (fundraisers, promotions)

Non athletic university events

Community events (birthday parties, community service)

How much TV time does your mascot receive during the year? (number of appearances)

What factors contribute to your mascot's image and set it apart from other mascots?

Just the look of his uniform. All the tiger mascots look different - Clemson, Auburn, Missouri, etc...

Does not talk.

What role does your mascot play on campus?

Loved by young and old just like all the other mascots.

Duke University Blue Devils

- Location: Durham, NC
- Enrollment: 6,664
- SID: Art Chase-chasea@duaa.duke.edu

Mascot Name: The Blue Devil

The next few questions pertain to the history of your mascot:

When did your mascot make its first appearance?

I can't find out when the mascot himself first made an appearance, but I do know that the term first appearance on October 4th, 1922 in the school newspaper, the Chronicle.

Why was this particular mascot figure chosen?

Essentially, the Chronicle choose the Blue Devil. After WWI, the school was trying to select a mascot. The Blue Devils, "les Diabes Bleus," were actually well-known French soldiers in WWI who were specialized in Alpine combat. During the war, they became well enough known to tour around America to sell war bonds. The Chronicle held a survey that had a variety of options, all containing the color blue: Blue Titans, Blue Eagles, Polar Bears, Blue Devils,

Royal Blazes, or Blue Warriors. Originally, none gained enough popularity, and the administration (being Methodist) criticized the Blue Devil proposal. However, in 1923, the senior editors of all the schools major publications decided the school needed a name, and simply started calling the Duke sports teams "the Blue Devils." Through repetition, the name stuck and Duke has been the Blue Devils ever since.

Describe the mascot costume: (Who designed it? How was it selected?)

I don't know who designed it, but I do know the most recent design was intended to allow the Blue Devil to perform much more athletic moves, as opposed to the older, big-head version. Plus, it looks so cool....

Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

Big head to little head, with a costume redesign going along with it. The newer costume is much more form-fitting and includes a muscle suit.

What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

Tryouts are semi-open. By semi-open, I mean they are technically open, but its a bit difficult to find out about them. Generally, the cheerleaders spread the word and invite people to participate. At tryouts, participants are required to wear the mask and perform many of the motions and moves of the Blue Devil. Cuts are generally not made in this round (we need to check candidates for size - the suit only fits a certain body), but in the next round, you make a public appear, generally at a soccer game, under the watch of a current Blue Devil. It is here that you are judge in your attitude, motions, and interacts with people. Cuts are made in about 3 rounds, depending on how many candidates come to tryouts. The identity of the Blue Devil is a secret, with only the cheerleaders and some of the band knowing. Eventually, close friends will figure it out, but the Blue Devil must try to keep it a secret for as long as possible.

The next section pertains to appearances and recognition:

Please list any awards and honors your mascot has received: None that I know of

Please list any signature moves or traditions involving the mascot: Surfing on the band is definitely a Blue Devil classic, as well as holding a number one across the face. The Blue Devil also wears a "headband" every game which is actually athletic tape. Whoever is in the suit is responsible for coming up with a witty headband, which often makes fun of the other team or school.

What types of events does your mascot appear at?

- o Athletic competition (games, by sport): Football, Soccer (when requested), basketball, Tennis (when requested) for both genders. We will make appearances at any athletic events, the team just needs to email us and ask.
 - o Athletic events (fundraisers, promotions): Pretty much everything
 - o Non athletic university events: A Blue Devil appearance can be requested by anyone. If it is a charity event, we will do it for free. Otherwise we do charge on an hourly basis.
 - o Community events (birthday parties, community service): Same as university events. Philanthropic events are free, but other events are charged on an hourly basis
- How much TV time does your mascot receive during the year? (number of appearances)

We probably make it on TV every basketball game, so I would say 40+ per year, but that is simply a guess.

What factors contribute to your mascot's image and set it apart from other mascots?

I think the thing about the Blue Devil that makes it different than most mascots is the attitude. The Blue Devil doesn't really act goofy, as a lot of mascots do, but is kinda supposed to be really cool and full of swag. We obviously do not act arrogant, but rather just very confident.

What role does your mascot play on campus?

The Blue Devil is kind of "the man" on campus. He doesn't walk around too much outside of sporting events but when he does, he is friends with everyone and will always go interact with people, whether it be sitting with them while they eat lunch, jogging around with them, or simply high-fiving them.

North Carolina State University Wolfpack

- Location: Raleigh, NC
- Enrollment: 25,246
- SID: Annabelle Mevers-annabelle_myers@ncsu.edu

Mascot Name: Mr. and Ms. Wuf

- When did your mascot make its first appearance?

Live "Wolves":

For several years in the 1940s, cheerleaders brought a Minnesota timber wolf to football games. But "State" never became accustomed to the crowds. It cringed, cried, and slinked out of the stadium every time spectators cheered. "State" was sold because of its unbecoming timidity.

In 1959, "Lobo," a live but sickly Minnesota timber wolf, began his short career as a sideline mascot for football.

"Lobo II," a true timber wolf, debuted before 40,000 screaming fans at the State-Carolina football game in October of 1959. He soon suffered a nervous breakdown and never fully recovered. He eventually escaped (someone left his cage door open) and was never heard from again.

"Lobo III" was the most famous of all the live mascots. In 1966 summer school students raised funds to purchase what they thought was a four-month-old timber wolf. He was particularly popular because he would often howl. Pre-vet students noticed that Lobo looked a little funny so he was examined by the NC State Zoology Department. He was found to be, in fact, a coyote, not a timber wolf. Since wolves are tremendous animals, very high-strung and nervous, dangerous, and unpredictable as they mature, it was decided that the coyote would make a far better mascot since they have temperaments more like dogs and can stand up to civilization.

Fans eventually lost interest in the coyote, especially after the football team finished with a 3-6-1 record in 1969. They never really got over the fact he wasn't a wolf. Lobo was retired in 1970.

In 1972, five dogs roamed the sidelines at Carter Stadium, two purebred Siberian Huskies and three Alaska Malamutes. Again, the dog mascots never caught on and their use was discontinued in the late 1970s.

In the fall of 2010, Tuffy, a Tasmaskan dog that looks strikingly like a wolf was introduced as our new live mascot. He is transported from his home in Eastern North Carolina to home football games, where he roams the sidelines during the action.

In the 1946, a robotic mascot built by mechanical engineering student at NC State, made his debut at the football season opener against Wake Forest. The student sat inside the robot and controlled its movement. When the student decided it was too hot inside his creation, cheerleaders and band members operated it the rest of the season. It was retired after the season but had helped solidify the Wolfpack name.

Human Mascots

- o In the 1950s and 60s, cheerleading teams began using a student in a wolf costume to rally the crowds at football and basketball games.

- o Our lady mascot debuted in 1975 to coincide with the introduction of women's athletics

- o In 1981 the mascot was one of the 1983 mascots that was instrumental in helping the Wolfpack mascot "evolve." He was also the one who coined the title "Mr. Wuf" when he put the name on the back of his costume.

- Why was this particular mascot figure chosen?

From 1892-1920, our varsity teams were informally called "Techs," "Farmers," "Aggies" -- anything that might represent the agrarian and technical roots of the North Carolina School for Agriculture and Mechanic Arts.

The NC State football team was tagged with the nickname "Wolfpack" out of anger. In 1921, an anonymous alum was upset that the behavior of some players on the football team was "as unruly as a pack of wolves." The student body found this hilarious and the football team soon became known as the Wolfpack. None of the other teams claimed this nickname.

In the fall of 1946 the "Wolfpack" nickname was questioned by our heavy population of veterans since that was the name Hitler proudly called the German U-boats that terrorized the Atlantic Ocean throughout the war. In July of 1946 because of the negative connotation of the German submarines and the bad reputation of such predatory animals, the school's first chancellor, Col. John W. Harrelson proclaimed, "The only thing lower than a wolf is a snake in the grass" and asked students to consider a new nickname for the football team and to represent all of our varsity athletics teams. An overwhelming majority of the students maintained that the "Wolfpack" was near and dear to them -- the nickname remained and, in 1947, was adopted by the rest of NC State's athletics teams.

- Describe the mascot costume: (Who designed it? How was it selected?)

- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

Different costumes have been phased in and out over the last 20 years, with Mr. and Mrs. Wuf's heads becoming less elongated and coyote-esque and more humanized and kid-friendly.

- What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

- o We host an open tryout twice each year. Prospective mascots:

- perform a skit
- interact with fans and improvise in costume at several small events
- are also evaluated on their fit with our staff and our current mascots.
- We do not disclose the name of the person who is in costume nor the number of mascots. They are all identified as either Mr or Ms. Wuf.

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received:
 - Mr Wuf:
 - 2 time NCA National Champion Mascot
 - competed in the Capital One Mascot Challenge for 2 seasons
 - Ms Wuf:
 - 1 time NCA National Champion Mascot
 - Mr .and Ms. Wuf
 - Regularly awarded Best All Around Mascot and Most Collegiate Mascot at NCA College camp
 - Regularly qualify to compete in the National Cheerleaders and Association Mascot Championship
- Please list any signature moves or traditions involving the mascot
 - The wolf howl during pregame at all sporting events
 - The Sign of the Wolf
 - Leading the football team onto the field
- Athletic competition (games, by sport)
 - Football, men's basketball, women's basketball, baseball and gymnastics are our primary events.
 - Our mascots support almost all of our athletic teams over the course of the year (softball, volleyball, wrestling, men's and women's swimming, men's and women's diving, men's and women's tennis, men's and women's golf, men's and women's soccer and rifle).
- Athletics events (fundraisers, promotions)
 - Wolfpack Club fund raisers and promotions
 - Chancellor's suite for sporting events
 - Kay Yow Brest Cancer Awareness events
 - Alumni Legacy Lunch
 - Meet the Pack Day
 - Official photos of athletics teams
 - Many other requests that we evaluate to determine if we can make the appearance
 - Commercials that aired on TV and online with the men's basketball team
- Non athletics university events
 - Receptions for key dignitaries visiting campus or being inducted into the university.
 - Freshman Convocation
 - Retirement parties for university executives
 - Many other requests that we evaluate to determine if we can make the appearance
- Community events (birthday parties, community service)
 - Boys and Girls Club celebrations
 - Friends of the NFL sports clinic
 - Elementary school festivals and celebrations
 - Retirement parties
 - Wedding receptions and rehearsal dinners
 - Birthday parties for fans
 - Parades
 - Birthday parties for mascots of other teams
 - Many other requests that we evaluate to determine if we can make the appearance
- How much TV time does your mascot receive during the year? (number of appearances)
 - It is difficult to quantify how many appearances are televised.
 - The mascots have done commercials for local businesses
 - They appear on all of our televised football and men's and women's basketball games
 - They appear in news coverage of dignitaries on campus

- What factors contribute to your mascot's image and set it apart from other mascots?
- o Several things make our mascots unique
 - NC State is one of 3 schools that I am aware of that have an official male and female mascot. (Others are Florida and New Mexico State)
 - They have formal wear for wedding receptions (if requested)
 - The wolf mascots were married on the basketball court at Reynolds Coliseum in 1981 as part of the season finale festivities. Wake Forest University's mascot, the Demon Deacon, presided over the faux ceremony. They renewed their vows in January of 2011
 - What role does your mascot play on campus?
- The mascots are a critical part of the cheerleading program
- They extend the university's reach by being a very visible and prominent extension of the university
- They are seen in the community, on the web, on billboards, and in magazines as friendly and approachable characters
- Fans, both young and old, identify with them and embrace them

Wake Forest University Demon Deacons

- Location: Winston-Salem, NC
- Enrollment: 4,657
- SID: Steve Shutt-shuttsj@wfu.edu

Mascot Name: Demon Deacon

The next few questions pertain to the history of your mascot:

When did your mascot make its first appearance? Became the Demon Deacons in 1922. The first person to embody the Demon Deacon did so in the early 1940s.

Why was this particular mascot figure chosen? The school was known as the Demon Deacons

Describe the mascot costume: (Who designed it? How was it selected?) The first Deacon won the top hat, tails and all mascots since then have included those features.

Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

It has gone from a student dressed in a top hat and tails to a costumed mascot with a drop-on head. The Deacon also rides into football and basketball games on a custom Harley-Davidson motorcycle. That started in the early 2000s.

What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

There are usually 4-6 Deacons in order to meet all the appearance requests.

The next section pertains to appearances and recognition:

Please list any awards and honors your mascot has received:

Please list any signature moves or traditions involving the mascot: Carries a plunger

What types of events does your mascot appear at?

- o Athletic competition (games, by sport) All football, men's basketball, women's basketball games. Selected baseball, soccer, volleyball, tennis matches.
- o Athletic events (fundraisers, promotions) yes
- o Non athletic university events He has appeared at Wake Forest weddings and receptions.
- o Community events (birthday parties, community service) Participates in parades and other charitable events.

How much TV time does your mascot receive during the year? (number of appearances) Will make appearances on local TV a couple times a year.

What factors contribute to your mascot's image and set it apart from other mascots? The Wake Forest mascot is more formally dressed than other mascots.

What role does your mascot play on campus? He is the symbol of Wake Forest University and beloved by undergrads and alums.

Big 12

Baylor University Bears

- Location: Waco, TX
- Enrollment: 12,438
- SID: Heath Nielsen-heath_nielsen@baylor.edu

Mascot Name: Bruiser the Bear

The next few questions pertain to the history of your mascot:

When did your mascot make its first appearance? The Bear tradition began when Baylor chose the Bear instead of the ever popular Bookworm to represent the school as its official mascot in 1914. The start of Baylor's 1981-1982 basketball season showcased the bear costume that we have come to know and love today as Bruiser the Bear. Bruiser has brought school spirit to an all-time high, entertaining Baylor fans young and old across the state of Texas and the country!

Why was this particular mascot figure chosen? See above

Describe the mascot costume: (Who designed it? How was it selected?) Street Characters is the manufacture of Bruiser and they do an exceptional job of creating a loveable character for all ages to adore throughout the years. When creating Bruiser, we knew we wanted a character costume that truly represented a tough bear BUT wasn't scary to little kids. In all actuality, the very first Bear we had happen to be GREEN! A local woman made the original GREEN Bear (still named Bruiser) and there was only one made. A few years after that (in the 90's) the BROWN bear was created and we've stuck with him ever since. I believe, Ole Miss actually created their new Bear costume after Bruiser.

Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. As mentioned above, it use to be a GREEN Bear. Green was selected because Green and Gold are Baylor's colors and they wanted the mascot to represent the University to its fullest potential. However, Green bear's don't actually exist and eventually we wanted it to be more similar to an actual bear.

What is the selection process for the mascot performer and what level of secrecy surrounds their identity? We hold an annual Mascot audition in April for anyone interested in trying their hand as Bruiser. During their audition, they will put on the suit, football jersey, and will have to perform a 2 min skit that they created for the judges and current mascots. After the skit, the potential mascots will be put through a series of fun "exercises" to see how they do with improv, how to handle props, how to handle "fans", etc. Basically we're looking for someone who truly embraces Baylor and has no problem being the center of attention while still representing what Baylor stands for. The next section pertains to appearances and recognition:

Please list any awards and honors your mascot has received:

Please list any signature moves or traditions involving the mascot: Please see attached photo (easier to see than explain)

What types of events does your mascot appear at?

- o Athletic competition (games, by sport) Football (home/away/bowl), men's basketball (home/tournaments), women's basketball (home/tournaments), volleyball (home only), baseball, softball, soccer, acrobatics and tumbling, equestrian, and men's/women's tennis
- o Athletic events (fundraisers, promotions) If an NCAA sport, coach, player, athletic personal, etc would like Bruiser at their event, we do everything in our power to make it happen!
- o Non athletic university events You name it, Bruiser is there! We never turn down a request from the community (unless it's overlapping with required athletic events)
- o Community events (birthday parties, community service) see above: Birthdays, church events, YMCA, youth sport clinics, school districts, golf tournaments, family gatherings, alumni athletic weddings, etc.

How much TV time does your mascot receive during the year? (number of appearances) let's put it this way, if there is a camera around, Bruiser will find it and the camera LOVES him!!!!

What factors contribute to your mascot's image and set it apart from other mascots? I think the biggest thing that makes our mascot different is not mascot itself, but the person inside the suit. Baylor university is a Baptist University so every member of our mascot team must understand, respect, and embrace what Baylor stands for. So when you have Bruiser the Bear at an event, you know for a fact that he'll not only entertain the fans but do so in a respectful, professional manner.

What role does your mascot play on campus? During the school year, Bruiser likes to make random appearances in classrooms, aerobics, classes, he walks the Bear Trail around campus, and has even been caught grabbing a Dr. Pepper in the student union. We feel that Bruiser should be and is the face of our university and athletic program, so it's important that he's accessible to the student body to take pics and to hang out with!

University of Kansas Jayhawks

- Location: Lawrence, KS
- Enrollment: 20,343
- SID: Jim Marchiony-jmarch@ku.edu

Mascot Name: Big Jay and Baby Jay

The next few questions pertain to the history of your mascot:

• When did your mascot make its first appearance?

We have two mascots: Big Jay and Baby Jay. Big Jay was debuted sometime around 1958, we do not have an exact date of when he showed up but are able to figure out as much by looking at old pictures from games. Baby Jay, on the other hand, was hatched at the halftime of the Homecoming game vs. KState on the 50-yard-line on October 9, 1971. Since then, both have been present at all the games.

• Why was this particular mascot figure chosen?

The history of the Jayhawk logo can be found on this website: <http://www.ku.edu/about/traditions/jayhawk.shtml>

They explain how the Jayhawk came about more than I ever could.

• Describe the mascot costume: (Who designed it? How was it selected?)

Our suit is a characature the current logo used by KU. The logo was designed by a man named Harold Sandy in 1946.

• Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

When Big Jay first popped on the scene, he was made of an old drummers harness and fiberglass. This costume is on display in Allen Fieldhouse presently. Our suit now is made faux fur & foam. The suit is much lighter and the risk of being impaled is decreased significantly. The same goes for Baby Jay only Baby was originally mostly papier-mâché. The suits are easier to move in and look much cleaner than the original suits. They are lighter and in general cause less harm for those in suit. Also, our look has become more cartoon-like and less menacing as before. One reason they had Harold Sandy draw a new Jayhawk logo back in the day is because the University wanted to get away from the harsh look of the "War-hawk". Big Jay and Baby Jay changed with the logo. They are now always seen with a smile on their faces.

• What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

The first step at tryouts involves a height check when they first arrive. Big Jay's height requirement is 6'1" to 6'5" whereas Baby Jay is 4'11" to 5'1". If they fit within the height ranges then they are able to try on the suit to see if they fit well. The first cut is made after measurements and an improv dance and prop session. Those trying out are then taught the fight song, Rock Chalk Chant, official walks and character development of Big Jay and Baby Jay. Final selections are made the following day where they perform an original skit, fight song, Rock Chalk Chant, improv situations and an interview portion. Once the final selections are made, they are contacted via email to tell them if they are invited to the squad or if they did not make the cut. We do not post the names of those on the squad anywhere. We try to keep the anonymity Big Jay and Baby Jay as much as possible.

The next section pertains to appearances and recognition:

• Please list any awards and honors your mascot has received:

Big Jay and Baby Jay have been ranked in the top 15 mascots in the UCA for the past 15 years.

We have been invited to be a part of Celebrity Mascot Games in Orlando, FL for the past 10 years.

Big Jay was a member of the Capitol One Mascot team in 2005.

• Please list any signature moves or traditions involving the mascot:

The Rock Chalk Chant is a signature of not only Big and Baby but also for all KU fans.

• What types of events does your mascot appear at?

- o Athletic competition (games, by sport) Football, Volleyball, Men's Basketball, Women's Basketball, Softball, Soccer, Baseball & Sr. Games for the other sports
- o Athletic events (fundraisers, promotions) Pep Rallies and anything the coaches of the designated sports request us for

- o Non athletic university events Greek life events, Graduation, Numerous Student Union Association, Alumni, Endowment Events
- o Community events (birthday parties, community service) Numerous 5K fundraisers, bday parties, weddings, Camps

· How much TV time does your mascot receive during the year? (number of appearances)

Well in less than an hour, you'll be able to watch Big Jay on the ESPY awards. We also have quite a few commercials we do with University sponsors. You'll also be able to see Big Jay and Baby Jay at the numerous games that air. We get quite a bit of air time during the basketball season.

What factors contribute to your mascot's image and set it apart from other mascots?

The Jayhawk is easily one of the most recognized mascots in the world. Since we do not have to keep within the confines of the natural world, as we are a mythical creature, we are able to be more colorful and shape our image as we see fit. The history behind what a Jayhawk is also helps to set us apart.

What role does your mascot play on campus?

We try to get Big and Baby involved in as much as possible on campus. It is nice to see how much the student body likes to interact with them through Facebook and Twitter as well as in person.

Kansas State University Wildcats

- Location: Manhattan, KS
- Enrollment: 19,205
- SID: Kenny Lannou-klannou@k-state.edu

Mascot Name: Willie the Wildcat

1. When did your mascot make its first appearance?
 - a. Willie made his first appearance in 1947.
2. Why was this particular mascot chosen?
3. Describe the mascot costume:
 - a. Willie the Wildcat is a student bedecked in an oversized wildcat head.
4. Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.
 - a. The nature of the changes of Willie has been from there being four generations of Willie heads in the past 20-25 years. The third generation Willie head was meant to look "mean", the fourth generation was meant to be "beefed up" with more hair, the fifth generation Willie head was created to not look as mean, and then the current Willie head was made to resemble the current Wildcat logo.
5. What is the selection process for the mascot performer and what level of secrecy surrounds their identity?
 - a. The selection process includes filling out an application, tryouts, and also an interview process. The level of secrecy that surrounds Willie's identity is very high. The identity of Willie is typically top-secret.
6. Please list any awards and honors your mascot has received:
 - a. n/a
7. Please list any signature moves or traditions involving your mascot:
 - a. Does pushups for every point scored during football games
 - b. Tackles an opposing fan at midfield before every home game
 - c. Forms K-S-U with his body and leads a K-S-U chant before and during each sporting event
 - d. Makes appearances at 4-5 tailgates before each football game
8. What types of events does your mascot appear at?
 - a. Birthday parties
 - b. Community service
 - c. Tailgate and parking lot functions and events
 - d. Skits during pre-game shows for football and basketball games
 - e. Perform during all football games,
 - f. Bowl games,
 - g. Women's and men's home basketball games,
 - h. Home volleyball games

- i. Any away tournaments
 - j. Attends functions are the state as an ambassador
9. How much TV time does your mascot receive during the year?
 - a. Every K-State televised event.
10. What factors contribute to your mascot's image and set it apart from other mascots?
 - a. Willie's oversized Wildcat head, as well as the Wildcat head resembling the K-State Powercat logo.
11. What role does your mascot play on campus?
 - a. Willie makes appearances at various events on campus, including sporting events and other university-related events.

University of Oklahoma Sooners

- Location: Norman, OK
- Enrollment: 20,892
- SID: Pete Moris-pmoris@ou.edu

http://www.soonersports.com/spirit/04_mascot.html

West Virginia University Mountaineers

- Location: Morgantown, WV
- Enrollment: 22,303
- SID: Bryan Messerly-Bryan.Messerly@mail.wvu.edu

Mascot Name: Mountaineer

The next few questions pertain to the history of your mascot:

· When did your mascot make its first appearance? 1927

· Why was this particular mascot figure chosen? Because it represents the strength, virtues, and courage of our West Virginia people.

· Describe the mascot costume: (Who designed it? How was it selected?) The Mountaineer wears a uniform known as the buckskins (as originally worn by a Mountain Man) and made out of deer hides. Today, the uniform is made out of leather by Gary Nebel from Gary's Gunsmith Shop in Indiana.

· Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. No, our Mascot has not undergone any costume changes.

· What is the selection process for the mascot performer and what level of secrecy surrounds their identity? The selection process for our Mascot is very intense. They have to meet strict criteria to apply, must complete an application and write three essays, go through an interview process, and then go through a cheer off at the last home Men's Basketball Game.

The next section pertains to appearances and recognition:

· Please list any awards and honors your mascot has received:

- College Football 2011: The 50 Best Mascots in College Football - #33 The Mountaineer from West Virginia University.
- Best Dressed March Madness Mascots: #3 The Mountaineer from West Virginia University.
- College Football 2011: Ranking The Top 8 Mascots: #5 The Mountaineer from West Virginia University.
- College Football's 12 Coolest Mascots: #8 The Mountaineer from West Virginia University.

· Please list any signature moves or traditions involving the mascot: Our Mountaineer Mascot is one of the most beloved traditions on our West Virginia University campus.

· What types of events does your mascot appear at?

o Athletic competition (games, by sport) All football games (home and away); all Men's and Women's home basketball games; all soccer games; and as many other varsity and club sports as possible.

o Athletic events (fundraisers, promotions)

o Non athletic university events

o Community events (birthday parties, community service)

* NOTE: Our Mountaineer attends approximately 300 events outside the realm of Athletic events per year. They range from hospital visits, school tours, and many community service appearances.

· How much TV time does your mascot receive during the year? (number of appearances) This one is very hard for me to answer but our Mountaineer is seen on TV at most of our games.

What factors contribute to your mascot's image and set it apart from other mascots? I believe that our Mascot is different from most other mascots due to the fact that his/her face is seen at all times; only one person is bestowed this honor; and our Mountaineer represents our University and State.

What role does your mascot play on campus? The Mountaineer is one (or if not the highest) of the most important roles on our campus. It is a very competitive yet honorable position. The student can serve only a two-year term as our Mascot but they have to try out for the position each year.

Big East

University of Connecticut Huskies

- Location: Storrs, CT
- Enrollment: 17,345
- SID: Mike Enright-mike.enright@uconn.edu

Mascot Name: Jonathan

The next few questions pertain to the history of your mascot:

• When did your mascot make its first appearance?

1935 when Connecticut Agricultural College became Connecticut State College. The first Jonathan was a black and white husky but since then all Jonathans have been all white Siberian Huskies.

• Why was this particular mascot figure chosen?

Students voted on the choice of the mascot (a Husky) and the name of the mascot (Jonathan).

• Describe the mascot costume: (Who designed it? How was it selected?)

The mascot's costume is all white husky dog. He was forced to appear because one of the actual dogs was scared of crowds.

• Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

Costume manufacturers have improved to make Jonathan look more muscular but otherwise he is the same.

• What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

For sporting events the mascot is a member of the cheer and dance team. For other promotional requests it is any willing student who works for the Athletic Marketing Department.

The next section pertains to appearances and recognition:

• Please list any awards and honors your mascot has received:

Jonathan was voted off campus and picked up by a Frat in the 70's. The frat still controls all mascot appearances of the actual dog today.

• Please list any signature moves or traditions involving the mascot:

The real dog has figured out if he barks a lot they will feed him food to make him quiet.

• What types of events does your mascot appear at?

All of the below.

- o Athletic competition (games, by sport)
- o Athletic events (fundraisers, promotions)
- o Non athletic university events
- o Community events (birthday parties, community service)

• How much TV time does your mascot receive during the year? (number of appearances)

It depends how good our basketball teams are doing and how far they go into the NCAA tournament.

What factors contribute to your mascot's image and set it apart from other mascots?

We have a real mascot as well as a costume.

What role does your mascot play on campus?

There is a statue that students rub for good luck.

Syracuse University Orangemen

- Location: Syracuse, NY
- Enrollment: 14,201
- SID: Sue Edison-sedson@syr.edu

http://www.suathletics.com/news/2011/5/23/Otto_0523112238.aspx

Big 10

University of Illinois Fighting Illini

- Location: Champaign, IL
- Enrollment: 31,540
- SID: Kent Brown-kwbrown3@illinois.edu

No mascot from athletics

Indiana University Hoosiers

- Location: Bloomington, IN
- Enrollment: 32,367
- SID: J.D. Campbell-jc56@indiana.edu

No mascot

University of Iowa Hawkeyes

- Location: Iowa City, IA
- Enrollment: 21,176
- SID: Steve Roe-steven-roe@uiowa.edu

Mascot Name: Herky and the Hawkeyes

The University of Iowa borrowed its athletic nickname from the state of Iowa many years ago.

The name Hawkeye was originally applied to a hero in a fictional novel, *The Last of the Mohicans*, written by James Fenimore Cooper. Author Cooper had the Delaware Indians bestow the name on a white scout who lived with them.

In 1838, 12 years after the book was published, people in the territory of Iowa acquired the nickname, chiefly through the efforts of Judge David Rorer of Burlington and James Edwards of Fort Madison.

Edwards, editor of the Fort Madison Patriot, moved his paper to Burlington in 1843 and renamed it the Burlington Hawk-Eye. The two men continued their campaign to popularize the name and territorial officials eventually gave it their formal approval.

The Hawkeye nickname gained a tangible symbol in 1948 when a cartoon character, later to be named Herky the Hawk, was hatched. The creator was Richard Spencer III, instructor of journalism.

The impish hawk was an immediate hit and he acquired a name through a statewide contest staged by the athletic department. John Franklin, a Belle Plaine alumnus, was the man who suggested Herky.

Since his birth over 60 years ago, Herky has symbolized Iowa athletics and epitomized University life. He even donned a military uniform during the Korean War and became the insignia of the 124th Fighter Squadron.

During the mid-1950s Herky came to life at a football game as the Iowa mascot. Since then Herky has been a familiar figure at Iowa athletic events.

University of Michigan Wolverines

- Location: Ann Arbor, MI
- Enrollment: 27,027
- SID: David Ablauf-dablauf@umich.edu

No mascot

University of Minnesota Golden Gophers

- Location: Minneapolis, MN
- Enrollment: 33,607
- SID: Garry Bowman-gbowman@umn.edu

Mascot Name: Goldy Gopher

When did your mascot make its first appearance?

Goldy made his first official appearance in 1940.

Why was this particular mascot figure chosen?

The gopher became Minnesota's official animal in 1857 and the state was declared the Gopher State the same year. Taking advantage of the natural connection, former football coach Clarence Spears named his team the Gophers in 1926. Several years later, Bernie Bierman's champion football team was coined the "golden swarm" (because of their gold jerseys) and the team soon became the "Golden Gophers" and in need of a mascot as a national face of

recognition.

Describe the mascot costume: (Who designed it? How was it selected?)

Oversized head with wide eyes, buckteeth and a big grin. Dressed in uniforms/outfits associated with the given event (i.e. wears football jersey and pants at football games, medical scrubs for school of medicine fundraisers, etc.) Wears Minnesota athletic t-shirt and shorts to non-sporting events

*Sorry, we were not able to find information on the designer or how the costume was selected .

Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

In the 1979 version, some questioned Goldy's lack of ferocity perceived as necessary in a collegiate mascot. Goldy gradually took on a fiercer persona, until he was revamped in 1986 when the athletics department was trying to change its image.

What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

The try out process it involves a lot of improve games and scenarios, prop usage, and different things that test creativity. There is also a physical fitness assessment involving a mile run, push ups, and sit ups. For the final part of the selection process all applicants make up a minute and a half skit with props and music that will be performed in suit to a panel of judges.

The students that portray Goldy maintain anonymity throughout their tenure. They are also recognized as student athletes due to their vigorous schedule and amount of work that goes into it.

Please list any awards and honors your mascot has received:

Universal Cheerleaders Association National Championship

National Champion - 2011

3rd Place - 2009, 2010

5th Place - 2012

Capital One Bowl Mascot Challenge

2nd Place - 2007

Capital One All-American Mascot Team - 2004, 2007, 2010

Please list any signature moves or traditions involving the mascot:

"Spin Your Head"

Push ups for football points

Practical jokes around campus – high energy

Has own motorcycle, Segway, and scooter to make entrances at events, as part of halftime entertainment, and to get around campus

What types of events does your mascot appear at?

o Athletic competition (games, by sport)

o Athletic events (fundraisers, promotions)

o Non athletic university events

o Community events (birthday parties, community service)

Goldy appears at most sporting events, school functions, birthday parties, weddings. He can be requested to make appearances at any event. He attends over 500 outings and events a year.

How much TV time does your mascot receive during the year? (number of appearances)

Goldy finds himself on the tube occasionally, whether he's on the sidelines rooting on the football team or running at a local fun run. There is usually at least one shot of him at every game whenever that game is broadcasted.

What factors contribute to your mascot's image and set it apart from other mascots?

Goldy is always on the move. His energy level is set to the max 100% of the time, making sure to interact with as many gopher fans possible. Goldy is also always finding ways to cause shenanigans and general "tom-foolery". He always goes out of his way for a laugh, putting smiles on the faces of gopher fans everywhere.

What role does your mascot play on campus?

Goldy Gopher is very active around campus. He can often be seen riding his scooter around campus and interacting with students. He has his own hangout in Coffman Memorial Union (Goldy's Gameroom). He is also very active in supporting clubs and groups outside of athletics, showing support through all sorts of different venues.

Goldy has been a true ambassador for the University. For many Minnesotans, Goldy is the face of the University, with an energy inspiring competition and school spirit and a character emanating sportsmanship and respect.

The Ohio State University Buckeyes

- Columbus, OH
- Enrollment: 42,082
- SID: Dan Wallenberg-wallenberg.1@osu.edu

Brutus Buckeye online

University of Wisconsin Badgers

- Location: Madison, WI
- Enrollment: 30,555
- SID: Brian Lucas-bml@athletics.wisc.edu

Mascot Name: Bucky Badger

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? 1949 paper mâché head
- Why was this particular mascot figure chosen? Wisconsin is the "Badger State"
- Describe the mascot costume: (Who designed it? How was it selected?) The Bucky head is made out of a carbon fiber mold, then covered with fur. The suit also includes fur covered overalls, four fingered fur gloves, a collar and jersey.
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. In the last 20 years, the head changed from fiber glass to carbon fiber. The shape of the head and features in the face have changed slightly through the years.
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity? The tryout process consists of a preliminary tryout with four stations (Role Playing, Props, Rhythm & Push-Ups/Elevator), an optional skating tryout, and a final tryout (original skit & interview with a panel of judges).

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received: Inducted into first class of college mascots into the Mascot Hall of Fame, multiple placements in the top ten of the UCA College Mascot National Championships, multiple years participation in the Capitol One All-American Mascot Team.
- Please list any signature moves or traditions involving the mascot: no handed head stand, push ups after the football team scores, ice skating between periods at the Men's and Women's hockey games
- What types of events does your mascot appear at? Bucky makes over 600 appearances per year
 - o Athletic competition (games, by sport) Yes
 - o Athletic events (fundraisers, promotions) Yes
 - o Non athletic university events Yes
 - o Community events (birthday parties, community service) Yes
- How much TV time does your mascot receive during the year? (number of appearances) Bucky is on tv for almost every Badger football and basketball game. Bucky has filmed several ESPN Sportscenter and Gameday commercials or show intros.

What factors contribute to your mascot's image and set it apart from other mascots? While being a tough badger, Bucky is also very lovable & approachable.

What role does your mascot play on campus? Bucky is a symbol of the University of Wisconsin and is a role model to all students and fans. Bucky appears at many campus events throughout the year to show his support of the many different groups and organizations on campus.

Conference USA

East Carolina University Pirates

- Location: Greenville, NC
- Enrollment: 21, 663
- SID: Tom McClellan-mcclellant@ecu.edu

Mascot Name: PeeDee The Pirate

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? 1983

Why was this particular mascot figure chosen?

The Pirate was a natural choice for the ECU mascot. A symbol and namesake for East Carolina University's athletic teams, the Pirate was adopted from the legend and lore of coastal North Carolina and was a natural choice for a nickname when intercollegiate athletics began at the school in the 1930s.

Pirates, fierce and colorful were prominent in the early 18th century. The state's Outer Banks which jut far out into the Atlantic were ideal hideouts for these legendary gangsters of the high seas. Many had homes and families in the small villages along the coast.

Edward Teach, best known as "Blackbeard" was an infamous resident of eastern North Carolina. He had a house at Ocracoke and an inland home at Bath near the Pamlico Sound.

Describe the mascot costume: (Who designed it? How was it selected?)

Do not have accurate information.

Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

Yes, PeeDee was updated in 2008 to fit with today's environment.

What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

Tryouts are done through the cheerleading coach. The mascot performers name is not released.

The next section pertains to appearances and recognition:

Please list any awards and honors your mascot has received:

None

Please list any signature moves or traditions involving the mascot:

None to my knowledge

What types of events does your mascot appear at?

Athletic competition (games, by sport)

Football, Men's and Women's Basketball, Baseball and other sports periodically

Athletic events (fundraisers, promotions)

Will appear at specified events

Non athletic university events

Will appear at specified non athletic events with university and community organizations/causes

Community events (birthday parties, community service)

PeeDee no long appears at birthdays, weddings, etc. due to demand

How much TV time does your mascot receive during the year? (number of appearances)

Unsure

What factors contribute to your mascot's image and set it apart from other mascots?

He's a Pirate

What role does your mascot play on campus?

Unsure, other than being the icon of mascot

Rice University Owls

- Location: Houston, TX
- Enrollment: 3,529
- SID: Chuck Pool-cpool@rice.edu

Mascot Name: Sammy the Owl

The next few questions pertain to the history of your mascot:

When did your mascot make its first appearance?

Sammy got his nickname in 1917.

Why was this particular mascot figure chosen?

The Rice University academic seal featured Athenian Owls of wisdom, so that is how the mascot was created as an owl.

Describe the mascot costume: (Who designed it? How was it selected?)

Rice has used many different Owl costumes over the years, and even live Owls to act as the school's mascot. Actually, there will be a brand new design for the costume coming for this 2012 fall school semester.

Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

In 1991, the Sammy costume was altered in order for the 6'+ Keith Jaasma to wear the costume. Also, the head has been altered recently.

What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

Sammy the Owl is elected annually during the Rice Student Association's spring elections.

The next section pertains to appearances and recognition:

Please list any awards and honors your mascot has received:

Please list any signature moves or traditions involving the mascot:

The "Owl Shimmy" in the early 1990's

What types of events does your mascot appear at?

- Athletic competition (games, by sport)
 - Football, basketball, baseball
- Athletic events (fundraisers, promotions)
 - Tailgate area, birthday parties
- Non athletic university events
 - On-campus tours, student orientation
- Community events (birthday parties, community service)
 - Donor events, sponsor events

How much TV time does your mascot receive during the year? (number of appearances)

Rice Athletic events are not televised very much. Maybe 10-15 each year

What factors contribute to your mascot's image and set it apart from other mascots?

What role does your mascot play on campus?

Helps to lead student spirit and excitement at athletic events. Sammy also is very visible to people visiting the campus and helps to kind of welcome them.

University of Tulsa Golden Hurricane

- Location: Tulsa, OK
- Enrollment: 3,105
- SID: Don Tomkalski-donald-tomkalski@utulsa.edu

Mascot Name: Captain 'Cane

The next few questions pertain to the history of your mascot:

• When did your mascot make its first appearance? The mascot became known as Captain 'Cane around 1993-94

• Why was this particular mascot figure chosen? Best design

• Describe the mascot costume: (Who designed it? How was it selected?)

can't remember the company name out of Canada

• Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

yes. Looked more like a tornado, so decided to change the concept.

• What is the selection process for the mascot performer and what level of secrecy surrounds their identity? We have small student enrollment, so we advertise and then they try out. We get few applicants.

The next section pertains to appearances and recognition:

• Please list any awards and honors your mascot has received: none

• Please list any signature moves or traditions involving the mascot: none

• What types of events does your mascot appear at?

○ Athletic competition (games, by sport) football, men and women basketball, select other games for olympic sports

○ Athletic events (fundraisers, promotions) yes

○ Non athletic university events. yes for fee

○ Community events (birthday parties, community service) yes, bno birthdays unless fee paid

· How much TV time does your mascot receive during the year? (number of appearances) 8-10 football games on TV, 10 basketball games on 10

What factors contribute to your mascot's image and set it apart from other mascots? N/a

What role does your mascot play on campus? Not much

University of Central Florida Knights

- Location: Orlando, FL
- Enrollment: 47,508
- SID: Andy Seely-aseeley@athletics.ucf.edu

Mascot Name: Knightro

When did your mascot make its first appearance?

Knightro made his first appearance at the school's annual tradition, spirit splash, in 1994. Spirit splash is the only day all year, students are allowed to enter our reflection pond. This day takes place during homecoming every year in hopes to raise the spirits of the student body for the upcoming football game.

Why was this particular mascot figure chosen?

Knightro is a knight and he was chosen because we used to be the golden knights, and now we are just the knights.

Describe the mascot costume: (Who designed it? How was it selected?)

The Knightro costume is a gold knight, he has a suit of armor, a sword, and a shield that he carries with him at times. He was first designed by Disney, redone by Wizard Productions in Orlando, redone by Street with the new UCF logo, and most recently redone by Allen Duckworth also located in Orlando.

Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

Knightro was significantly changed when the Knights moved from the Golden Knights to the Knights. There was a new athletic logo that became the branding logo of UCF and it was redone then.

What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

Knightro tryouts tests students' creativity, athleticism, team work, and dedication. The students undergo specific tests or obstacles to prove their abilities in each category. The only people who know the identity of the mascot is the spirit program i.e., cheerleaders, dancers, and other team members that assist with Knightro.

The next section pertains to appearances and recognition:

Please list any awards and honors your mascot has received:

Knightro competes in the UCA Mascot National Championships almost every year. In years past he has been placed in numerous times: 1994: 4th place, 1996: 6th place, 2003: 10th place, 2004: 10th place, 2008: 8th place, and 2011: 9th place.

Please list any signature moves or traditions involving the mascot:

Knightro swings his sword over his head to get the crowd loud at football games especially during the 3rd down. Knightro is very keen with the ladies and likes to show everyone who is boss.

What types of events does your mascot appear at?

o Athletic competition (games, by sport)

Knightro appears at soccer games, volleyball games, football games, baseball and softball games, and basketball games. He travels to some away football games and always goes with the Women and Men's basketball teams to our conference tournament and then again to the NCAA tournament when we make it that far.

o Athletic events (fundraisers, promotions)

Knightro is often invited to alumni events, appearances in communities, at elementary schools, local community colleges, and more.

o Non athletic university events

Knightro is often involved in Student Government promotions and events, also Greek events like the annual Undy run (students donate their clothes and run in their underwear), and Greek food drives.

o Community events (birthday parties, community service)

Knightro is often invited to 5ks, diabetes walks, breast cancer walks, birthday parties, weddings, bar mitzvahs, and much more.

□ How much TV time does your mascot receive during the year? (number of appearances)

Approximately, 25 a year.

What factors contribute to your mascot's image and set it apart from other mascots?

Knightro is a knight which means he is a person character, while most mascots tend to be an animal of some sort.

What role does your mascot play on campus?

He is the face of UCF athletics.

University of Texas El Paso Miners

- Location: EL Paso, TX
- Enrollment: 18,160
- SID: Jeff Darby-jdarby@utep.edu

Mascot Name: Paydirt Pete

The Miners have had nearly as many mascots for its athletic teams as the school has had names.

Probably the first so-called mascot was a student dressed as a prospector leading a burro, named Clyde. Some years after Clyde began making appearances at football games, then-president Dr. Joseph Ray became disenchanted with the animal's appearance.

In a letter to the dean of students, Dr. Ray demanded that something be done about that "sorry-looking, pot-bellied creature, not fit to represent the Miners." Clyde was surveyed out in 1966 and replaced by Henry, another burro.

The name Paydirt Pete originated from a 1974 contest to give a name to the mascot. The name Paydirt Pete was selected from over 500 entries. The first animated Paydirt Pete was given a face in 1974.

It was recreated in 1980. This was a lovable little ol' Miner which probably led to his being dubbed "Sweet Pete." At any rate, ol' Sweet Pete was not a very popular mascot and, like Clyde, he made a quick exit in order for the present Paydirt Pete to arrive on the scene.

This Paydirt Pete is meaner looking, has a major-league swagger and has become something of a goodwill ambassador for the school, as well as appearing at UTEP sporting events.

· What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

The marketing department handles the process for selecting Paydirt Pete, who remains a mystery throughout his/her time as the mascot. The Paydirt Pete Mascot Team (AKA "Team Pete") is a select group of two or more student-volunteers that perform at hundreds of events every year.

The Paydirt Pete Mascot Team (aka "Team Pete") is a select group of two or more student-volunteers that perform at hundreds of events every year.

· Please list any awards and honors your mascot has received:

2010 Capital One National Mascot of the Year Runner-Up

· What types of events does your mascot appear at?

Paydirt Pete supports the athletic teams of UTEP by generating crowd enthusiasm and fostering school spirit & loyalty to the Miners. He also participates in a variety of alumni, civic and charitable events.

What factors contribute to your mascot's image and set it apart from other mascots?

The current version of Paydirt Pete is meaner looking, has major-league swagger but is still something of a goodwill ambassador for the school and athletic department. Physically, it is the mustache, large cowboy hat & pick axe that makes Paydirt Pete unique.

What role does your mascot play on campus?

Paydirt Pete is the visible promotional tool for the Athletics department. Aside from being a fixture at athletic events, he is also out on campus during pep rallies & other athletic-related functions to enhance the event.

Independents

University of Notre Dame Fighting Irish

- Location: Notre Dame, IN
- Enrollment: 8,442
- SID: Bernadette Cafarelli- bcafarel@nd.edu

<http://www.archives.nd.edu/about/news/?p=1013>

<http://clashmoremike.com/about/clashmore-mike/>

There is no identity secrecy when they are in or out of uniform as their face shows all the time.

The selection process is long. I have a panel of 8-9 judges with representatives from across the campus. Some being: Academics, Sports Teams, Student Activities, Coaches, and former Leprechauns. We try to keep the count to six or seven candidates for the main tryout in front of the crowd and judges. They each, in a Leprechaun Suit come into the gym and do a beginning to a pep rally. Second they each come out to respond to a game situation. Then we have a local media personality drill each candidate with questions with a live camera taping for the night news. They all then come out and do puch ups and dance the Irish Jig. When this part is complete.....only the panel comes to a private room and each candidate is interviewed privately for about 15 minutes to see which candidate has the right heart for the position.

Any awards or honors are earned by that person individually....not necessarily because of the position. They do however have the honor of representing the greatest University in the Country.

He does the Irish Jig. He wears a beard. He wears a custom made green suit with a white shirt and tie. He carries a shillelagh and always smiles with positive cheers. We try really hard not to have two dressed in uniform at the same location. Some times more than one sports that we cover requires two to be dressed.

The Leprechaun at Notre Dame does many community events. So far we have at least 5 scheduled over the summer. There could be more, but the one here has medical research and needs to be at his job. During the season he does the soccer games, volleyball games, football games, this year hockey games, some lacrosse games and some softball and baseball. He does numerous pep rallies before the football game on home game days and leads the pep rallies at most of the away games. We try to do community visits while on the road for games if time permits. For the USC game this year....we arrive in Orange County, CA and immediately go to a residence to help feed the homeless and play with the children. On Saturday before the game....we go to a home for battered women and children before doing the IRISH Fest Rally with the fans right before the game. Many organizations locally request appearances of both the Leprechaun and the Cheerleaders. At Notre Dame, I feel the Leprechaun and the Cheerleaders are Ambassadors of our great University and doing community visits is a priority.

MAC

Miami University (OH) RedHawks

- Location: Oxford, OH
- Enrollment: 14,872
- SID: Mike Pearson-pearsomg@muohio.edu

Mascot Name: Swoop

The next few questions pertain to the history of your mascot:

• When did your mascot make its first appearance? 1997

• Why was this particular mascot figure chosen? We had to replace our nickname of Redskins and chose RedHawks. This mascot named Swoop was basically a giant version of this bird.

• Describe the mascot costume: (Who designed it? How was it selected?) It is a large bird costume that actually resembles an eagle somewhat. I do not know who designed it.

- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. Yes, prior to the nickname change, our mascot was a Native American named Tomahawk.
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity? Our marketing department hires people in community to play the part of Swoop and sometimes if they don't have someone has one of their interns do it. They don't take their mask off in front of outsiders, but athletic staff members typically know the people under the mascot.

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received: None
- Please list any signature moves or traditions involving the mascot: None
- What types of events does your mascot appear at?
 - o Athletic competition (games, by sport) Men's Basketball, Women's Basketball, Football, Ice Hockey and Volleyball primarily. However they try to get the mascot to one home event for every sport we have each year.
 - o Athletic events (fundraisers, promotions) Any promotional event in the Oxford community along with rallies.
 - o Non athletic university events If requested, he'll be used to promote athletics at the event.
 - Community events (birthday parties, community service) Yes in local area and Swoop is available for birthdays

Mountain West

University of Hawaii Warriors

- Location: Hilo, HI
- Enrollment: 3,462
- SID: John McNamera-johnpm@hawaii.edu

No mascot

UNLV Rebels

- Location: Las Vegas, NV
- Enrollment: 22,538
- SID: Andy Grossman-andy.grossman@unlv.edu

Mascot Name: Hey Reb

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? 1983 Hey Reb! made his first debut in 1983 as a long mustached, musket carrying cartoon rebel.
- Why was this particular mascot figure chosen? The first mascot was a black and white anthropomorphized wolf in Confederate gray uniform, named Beauregard and was used as a jab at the mascot of in-state rival the UNR which had a similar mascot but in Union uniform. Beauregard would stay until the 1970s, when a group of black athletes voiced their displeasure with the mascot. The athletic department introduced a colonial-like rebel as the logo and mascot and there was consideration towards rebranding the athletic teams at UNLV the Minutemen, until Hey Reb! was introduced.
- Describe the mascot costume: (Who designed it? How was it selected?) UNLV's mascot, Hey Reb!, has been worth millions in licensing over the years, but in 1982 artist Mike Miller charged the university just a dollar for the design.
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. Hey Reb has been the same since the 1982 inception with only small changes coming over the years. Most recently, the logo changed to what it is today from a long, pointed mustache and old-school look to a sharp and much more clean-cut logo. The mascot outfit has since got bulkier and much more muscular, seen most notably in the summer of 2009.
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity? The student that performs as the mascot for UNLV has been doing it for 5 years. He has performed as over 30 mascots in the past 9 years. From high school, to minor leagues and businesses such as Chik-Fil-A all the way to Dish Network, this student is hired to perform around the country as mascots while still maintaining, cleaning, scheduling, and of course, performing as UNLV's, Hey Reb

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received: In 2004 he was part of the Capital One Mascot Challenge. He has received other small awards throughout Las Vegas as well in recent years. He was also featured in Seven magazine racing go-karts at Pole Position with the reporter
- Please list any signature moves or traditions involving the mascot: The signature swipe of the mustache has been something consistent for the past 5 years as well as the movement of the right arm back and forth while chanting "Rebels". He is known to perform with the UNLV Rebel Girls and show off some pretty sweet dance moves!
- What types of events does your mascot appear at? Everything... He has been asked to officiate a wedding and perform at numerous events and charity occasions. He has done cocktail hours and receptions at weddings and even dresses in a 3-piece suit, but has yet to do the honor of marrying anyone. Maybe it's because mascots don't talk!
 - o Athletic competition (games, by sport) Reb tries to attend at least one game of every sport while maintaining a consistent presence at football and basketball games.
 - o Athletic events (fundraisers, promotions) Reb enjoys attending any and all types of fundraisers and performs at them as well.
 - o Non athletic university events Everything!
 - o Community events (birthday parties, community service) Reb enjoys all types of community service and parties of all ages. The most exciting charity event was repelling 69 stories down the side of the Rio All-Suite Hotel and Casino to raise money for the Special Olympics. He was the second-most popular celebrity, behind only Chuck Lidell of the UFC. (But we all know who was more liked!)
- How much TV time does your mascot receive during the year? (number of appearances) Reb is attracted to the cameras and likes to make as much time as possible dedicated to the lens!
- What factors contribute to your mascot's image and set it apart from other mascots? He is original. He is unique. Reb is known for creating moves, dressing in numerous outfits, and doing things that many mascots won't. Some universities have numerous students that perform as Hey Reb whereas UNLV has only one. The creativity is endless with a mascot and out school takes a great advantage of that fact.
- What role does your mascot play on campus? He can be seen recruiting students, driving golf carts, giving out free tickets and even kissing professors!

University of Wyoming Cowboys

- Location: Laramie, WY
- Enrollment: 10,079
- SID: Tim Harkins-tharkins@uwyo.edu

The University of Wyoming athletic teams are known as the Cowboys and Cowgirls. Obviously, we are known as a western agricultural and mining school, and therefore our mascots were chosen to reflect the Old West.

At the University of Wyoming, we have two official mascots. One is a Shetland pony named Cowboy Joe. He has been our mascot since the 1950s when Cowboy Joe I was donated to the University by a ranch family in Cheyenne, Wyo. We are now using Cowboy Joe V (all of our Cowboy Joes have been donated by the same family), who stands on the sidelines at all Cowboy home football games and circles the field after every Wyoming touchdown. He occasionally travels to nearby away games as well. He is cared for and handled by the UW Dept. of Agriculture. He also makes appearances at pep rallies and other UW events.

Our other official mascot is Pistol Pete, who is a student dressed in a costume. He has appeared at UW events since the 1950s as well. Pistol Pete appears at almost every UW Athletic event, and many community events. He dances and performs at events and works with the spirit squad. Pistol Pete has gone through several costume changes over the years. We usually have 1-2 different students who portray Pete, and their identities are secret for the most part. They audition and are selected by the spirit squad coach. Pistol Pete was portrayed for a while by a young man who served in Iraq, and the costume was shipped to Iraq so that he could make appearances with Wyoming soldiers serving there. Both Pistol Pete and Cowboy Joe are popular with the TV cameras and appear often during games. They are beloved on campus. Pistol Pete and Cowboy Joe (along with our band and cheerleaders) both accompany the Cowboy football team on their traditional pre-game walk into the stadium.

PAC-12

Arizona State University Sun Devils

- Location: Tempe, AZ
- Enrollment: 56,562

- SID: Rocky Harris-rocky.harris@asu.edu

Mascot Name: Sparky

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? Nov. 21, 1946
- Why was this particular mascot figure chosen? The student newspaper, The State Press, pushed for it to happen and then the student council voted it in.
- Describe the mascot costume: (Who designed it? How was it selected?) In 1948, an alumnus and Disney illustrator by the name of Bert Anthony designed Sparky
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. Yes, multiple times to stay current
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity? We have tryouts and select someone that can represent the university both inside the costume and out of it. The identity is kept a secret.

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received: NA
- Please list any signature moves or traditions involving the mascot: Pushups directly after TDs for every point scored in football.
- What types of events does your mascot appear at?
 - o Athletic competition (games, by sport) All
 - o Athletic events (fundraisers, promotions) All
 - o Non athletic university events Most
 - o Community events (birthday parties, community service) Yes
- How much TV time does your mascot receive during the year? (number of appearances) 100s

What factors contribute to your mascot's image and set it apart from other mascots? Sparky is one of the most recognizable mascots in all of sport.

What role does your mascot play on campus? Identifiable part of the Athletics department brand and connects students to the Athletics Department long after they graduate

University of Arizona Wildcats

- Location: Tucson, AZ
- Enrollment: 30,592
- SID: Tom Duddlestone-tduddles@arizona.edu

Mascot Name: Wilbur T. Wildcat and Wilma T. Wildcat

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? See below
- Why was this particular mascot figure chosen? See below
- Describe the mascot costume: (Who designed it? How was it selected?) See below
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. See below

Wilbur The Wildcat's Historic Beginning

The Wildcats got their name after a hard fought football game against the Occidental College Tigers on November 7, 1914. A Los Angeles Times columnist wrote that the Arizona team "Showed the fight of Wildcats."

On April 17, 1916, the UA's live mascot Rufus Wildcat (a bobcat named after then UA President Rufus Bernard Von KleinSmidt) met with an untimely death. Decades later, after being without a mascot, UA students Richard Heller, '65, and John Paquette, '61 developed the idea for a costumed human mascot. On November 7, 1959, Wilbur the Wildcat was "born," making his debut at the UA vs. Texas Tech football game. The new mascot, portrayed by Ed Stuckenoff, '64, was an immediate hit.

The original costume was head-to-toe fur with an American flag patch on the left shoulder. It was cartoon-style with big round eyes, a button nose, and a curved black line for a mouth. A few years later, in an attempt to look more "human", an upgraded version of Wilbur eliminated the fur body and replaced it with an Arizona sweater and pair of slacks. This look lasted until the 1970's, during which Wilbur underwent a "Rhinestone Cowboy" phase. In this

costume, Wilbur donned a vest and blue jeans, cowboy boots, a holster and gun, and an oversized paper-mache head. This look lasted until 1982, when Wilbur re-acquired his fur.

Since the early 1980's, Wilbur the Wildcat's character and image has undergone various style changes while maintaining a "furry" body. For clothes fans will find Wilbur wearing the current jersey of the sport he is attending along with his signature red converse shoes. Wilma is mostly seen in the current cheer uniform or women's basketball uniform (at their home games) with her signature white converse.

Wilma The Wildcat

Wilma was created when costume designers were attempting to make another costume for Wilbur. They created Wilma instead. Wilma the Wildcat made her first appearance on March 1, 1986. She was on a blind date with Wilbur. Wilbur and Wilma were married on November 21, 1986 before the Arizona-Arizona State football game. In, 2006, Wilbur and Wilma renewed their vowed at the ASU to celebrate their 20th wedding anniversary and in 2012 celebrated their 25th anniversary by renewing their vows at a Bear Down Friday football pep-rally.

What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

Flyers and advertisements go out for applications to be the next Wilbur and Wilma T. Wildcat. Applications are received and interviews are scheduled. A cut is made based off of interviews and finalists are asked to come back for a live audition where they each get time "in suit" at a game to portray the characters. Judges observe and score applicants based off the scoring sheet (applicants know in advance what they are being scored on). A Wilma and Wilbur are selected!

It is a minimum two year commitment to portray Wilbur and Wilma T. Wildcat. The mascot identities are kept secret and they get unveiled at the senior game of Men's Basketball at the close of their final year.

The next section pertains to appearances and recognition:

Please list any awards and honors your mascot has received:

- 2011 Capital One Mascot Challenge – Final Four
- 2011 PAC-10 Musical Chairs Mascot Champion
- 2011 Semi Finalist in 1290 The Source's Mascot Madness
- 2010 UCA Santa Barbara Camp Most Outstanding Mascot
- 2009 #7 Best Mascot by PetSide.com

Please list any signature moves or traditions involving the mascot:

Wilbur is an integral part of the UofA spirit. He leads the crowd and really gets people into the games and events. Wilbur loves the fact that he cheers on a prestigious university such as the University of Arizona and could not see himself doing anything else. Wilbur loves to be married to the finest cat in the West, Wilma and he is best described as being one "Cool Cat."

Trademark Motions:

- Chin scratch
- Tail twirl
- Hat nod
- Shirt lift – a routine he does with the UA band
- One armed pushups at football games
- Crowd surf
- Thumbs up for photos
- Crosses arms across his chest

Wilma is an energetic, sweet but sassy lady wildcat. She adores her husband Wilbur and is a loyal and loving wife.

Wilma goes above and beyond to support her fellow wildcats, especially the lady wildcats. She is fun, a little flirty, but remains classy at all times. Although Wilma is extremely athletic and enjoys a number of different sports she is a true cheerleader at heart. Wilma always keeps her poise and shows off her femininity with every step she takes.

Trademark Motions:

- Leg pop – used when standing or taking pictures
- Flex hands – arms down by her side
- Super model, "cat walk", run way strut
- Hands on hip(s)

- Blowing kisses
 - Clapping – small, hands in blades, just like a cheerleader
 - Skipping – no crazy running
 - Rallying – Cheerleader wave, “Cheer like”
 - Doing any official Cheer or Pomline move *key work OFFICIAL
 - Laughing – both hands over her mouth OR one hand over mouth, other on tummy
 - Twirling tail
- What types of events does your mascot appear at?
- Athletic competition (games, by sport)
Wilbur’s primary responsibilities are Football, and Men’s Basketball and he makes regular appearance at Baseball games and other sports as requested.
Wilma’s primary responsibilities include all Football, Women’s Volleyball and Women’s Basketball games. She also makes appearances at Softball games on a regular basis and other sports as requested.
 - Athletic events (fundraisers, promotions)
We do not track the amount of athletic events our mascots attend outside of their game duties. They appear as needed and when their schedules allow. Those events would be: Awards Banquets, pre-game pep rallies, post season tournament fan functions, sponsor commercial shoots.
 - Non athletic university events
The spirit program at the University of Arizona has to fundraise the majority of our operating budget so cheerleader and mascot appearances have fees associate to them. See the link for price breakdown:
<http://www.arizonawildcats.com/school-bio/cheer-mascot-policy.html>
In 11-12 Wilbur and Wilma did a total of 89 appearances outside of athletics events. These could range from University events and the types of community appearances listed below.
 - Community events (birthday parties, community service)
- How much TV time does your mascot receive during the year? (number of appearances)
I have no way of quantifying the amount of TV time they receive but know that they try to get on camera as much as possible in game and usually do.
As a participant this year (for the first time ever) in the Capital One Mascot challenge Wilbur and Wilma got a lot of TV time.
<http://www.youtube.com/watch?v=TSluK5IbrPU>
In addition, Wilma had an ESPN commercial appearance with Wisconsin’s Badger.
<http://www.youtube.com/watch?v=I-lpaWj7qZ0>
In recent years they have also made national appearances on the Ellen show and the Price is Right game show!

What factors contribute to your mascot’s image and set it apart from other mascots?

The fact that we have both a male and female mascot makes us very unique from the majority of other schools or businesses with mascots. In addition, they are married to each other, another element that sets them apart from other male and female mascot duos.

In terms of look, Wilbur wears a signature cowboy hat that reflects the location of our University. In addition the number on his jersey signifies the calendar year. He has also celebrated anniversaries, etc. with the number on his jersey. For example, when he celebrated his 50th birthday he wore that number.

They are also both known in their current form to have converse shoes (red for Wilbur and White for Wilma).

They each have a few outfit options based on what sporting event they attend.

What role does your mascot play on campus?

They are the face of the University and their reach is also relevant to the Tucson community. Today, Wilbur and Wilma are a part of the Spirit Program at the University of Arizona, which also includes the Cheerleaders. As part of the Spirit Program, they are not only at virtually every UA home game, but they are also very involved in the Tucson community doing appearances and spending time with kids of all ages.

University of Colorado Buffalos

- Location: Boulder, CO
- Enrollment: 26,433
- SID: David Plati-david.plati@colorado.edu

Mascot Name: Ralphie (live) Chip (costumed)

The next few questions pertain to the history of your mascot:

• When did your mascot make its first appearance?

Live buffalo – off and on from 1934 through 1950’s – a live calf on the sidelines; in 1966, the current Ralphie program was born where the live buffalo leads the team on to the field at the start of each half.

Costumed mascot—was created in mid-to-late 1980s.

• Why was this particular mascot figure chosen?

In 1934, there was a contest held to come up with an official nickname of CU’s athletic teams, which previously had been referred to as the “Silver & Gold.” Buffaloes was the winner.

• Describe the mascot costume: (Who designed it? How was it selected?)

Your standard costume – in three different sizes so different students can be the mascot or to have it in more than one place if need be at the same time. No history on how it was selected.

• Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

Not really. At one time they had a female version who dressed in opposite colors but that was short-lived.

• What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

They are part of the cheer squad—no real secrecy about them but at the same time, it’s not disclosed who they are. But it’s not like their identities are guarded.

The next section pertains to appearances and recognition:

• Please list any awards and honors your mascot has received:

Chip has been recognized several times as one the nation’s top mascots, but am not sure of any singular awards

• Please list any signature moves or traditions involving the mascot:

Often known for doing some crazy gymnastic type moves, but it depends which student is in the costume

• What types of events does your mascot appear at?

o Athletic competition (games, by sport)

“Chip” is present at most home sport events, not just football or basketball. Also travels to tournaments.

o Athletic events (fundraisers, promotions) Yes: banquets, pep rallies, luncheons

o Non athletic university events Seldom—Chip can be rented out for birthdays, etc.

o Community events (birthday parties, community service) Yes

• How much TV time does your mascot receive during the year? (number of appearances) Only on broadcasts when teams are televised

What factors contribute to your mascot’s image and set it apart from other mascots?

The typical cuddly, smiling mascot that kids warm up to, but I am not sure any are really set apart from the others. In our region, all mascots play second fiddle to Rocky, the Denver Nuggets mascot. He might be the best...

What role does your mascot play on campus?

Appears as some campus functions, but the live mascot gets more attention

USC Trojans

- Location: Los Angeles, CA
- Enrollment: 17,380
- SID: Tim Tessalone-tessalon@usc.edu

Traveler, USC’s Mascot

Traveler, the noble white horse that appears at all USC home football games with a regal Trojan warrior astride, is one of the most famous college mascots.

Traveler first made an appearance at USC football games in 1961 (in the home opener versus Georgia Tech). Bob Jani, then USC’s director of special events, and Eddie Tannenbaum, then a junior at USC, had spotted Richard Saukko riding his white horse, Traveler I, in the 1961 Rose Parade. They persuaded Saukko to ride his white horse around the Coliseum during USC games, serving as a mascot. Ever since, whenever USC scores, the band plays “Conquest” and Traveler gallops around the Coliseum.

Because of poor health, Saukko stopped riding after the 1988 season (he passed away in March of 1992). His

successors have been Cass Dabbs, Rick Oas, Tom Nolan, Ardeshir Radpour, Chuck O'Donnell (Saukko's stepson) and current rider Hector Aguilar. Patricia Saukko DeBernardi (Saukko's widow) was Traveler's owner and trainer until she retired following the 2002 season. She asked Joanne Asman to take over with her own Traveler in 2003 (she also trains and houses the horse for USC). She is president of Asman & Associates, an entertainment and event planning company in Burbank, Calif., and she has spent more than 15 years training and managing equestrian performers.

The current Trojan mascot is Traveler VII. Even though the breed of horse may have changed over the years — Travelers I through VI ranged from an Arabian/Tennessee Walker to a pure-bred Tennessee Walker to a pure-bred Arabian to an Andalusian — Traveler's color has always remained pure white.

In the fall of 2004, USC alumnus Bill Tilley ('61) and his wife, Nadine, donated \$2 million to provide a permanent endowment to support Traveler. Bill is the Chairman and Chief Executive Officer of the Jacmar Companies, a multifaceted international restaurant and food service enterprise and majority owner of the highly successful B.J.'s Restaurant and Brewery. Nadine is an avid breeder of champion Andalusian horses. She and Bill hope that a future Traveler will be bred at Tilley's Andalusians, her Hemet ranch that is now known as "The Home of Traveler."

Saukko first appeared on Traveler in the outfit that actor Charlton Heston wore in "Ben Hur." That proved to be too cumbersome, so Saukko crafted his own leather costume in 1962, modeled after the Tommy Trojan statue on the USC campus (that outfit is still being used). But he still sometimes wore Heston's helmet. Interestingly, Saukko was once employed by Jim Crowley, one of Notre Dame's "Four Horsemen."

Legend has it that Heisman Trophy tailback O.J. Simpson decided to come to USC after seeing Traveler on a televised football game. And Trojan faithful swear the horse has an effect on the outcome of games.

"(Former USC coach) John McKay didn't want to admit that the horse had anything to do with his success," said Saukko, "but he'd always give me a wink when he saw me waiting in the Coliseum tunnel."

Added former USC All-American defensive back and assistant coach Nate Shaw: "The horse is one of the greatest inspirational devices USC has. It definitely got the adrenaline going when I was playing and I think it still has an effect on the players. When I was coaching against USC (at Oregon State), we hated to see that horse come down the tunnel because it got USC a little more pumped up."

Traveler not only appears at Trojan home football games (and even at some away games, including the 1995 Cotton Bowl in Dallas and the 2005 Orange Bowl in Miami, the farthest Traveler has traveled), but also at other Trojan events, as well as at grade and high schools, charity functions and parades (including the past 45 Rose Parades). Traveler has also appeared on screen (including "The Asia Music Awards," "Road To El Dorado," "The Battle of the Gunfighter" and "Snowfire"), on stage (including in the Long Beach Ballet's "Nutcracker Ballet"), in commercials, in print (Vogue magazine) and at personal appearances with many celebrities (including Janet Jackson, Jamie Foxx, LeeAnne Rimes, Fabio and Fred Roggin).

Incidentally, Traveler I was not the first equine mascot for Troy. The first appearance of a white horse at a Trojan football game occurred as early as 1927, when Louis Shields began a four-year stint aboard a horse owned by a local banker. In 1948, band director Tommy Walker once had USC colors carried by a Trojan on a palomino. Then, before kickoff of the 1954 USC-Pittsburgh game, Arthur J. Gontier III, then a member of the Trojan Knights spirit group (subbing for another rider who backed out at the last moment), shakily rode a rented gray/white horse while donning a costume once worn by actor Jeff Chandler. A more accomplished rider, USC alum Bob Caswell, and his white horse, Rockazar, took over the following game and performed until retiring in 1959.

Besides these horses, USC once even had a canine mascot. A mutt named George Tirebiter I (famous for chasing cars through the USC campus) first appeared at football games in 1940. He survived a publicized dognapping by UCLA in 1947, but succumbed under the tires of an automobile in 1950. He was succeeded by George II for 3 years (1950-52), then George III for 1 year (1953) and finally George IV for 1 year (1957).

Washington State University Cougars

- Location: Pullman, WA
- Enrollment: 21,816
- SID: Bill Stevens-wsstevens@wsu.edu

Mascot Name: Butch T. Cougar

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance?

In 1927, Governor Roland Hartley presented a cougar cub to the students of the University. This first cougar mascot was called Butch, to honor Herbert “Butch” Meeker of Spokane, a WSU football star at the time. Butch II was presented to the students by Gov. Clarence D. Martin in 1938. Butch III and IV were twin cubs, presented by Gov. Arthur B. Langlie in 1942. Gov. Langlie presented Butch V in 1955. Butch VI, the last live mascot on campus, died in the summer of 1978. He had been presented to WSU by Gov. Albert Rosellini in 1964 from the Seattle Zoo. Today, WSU students in a “Butch the Cougar” mascot costume rally school spirit at athletic contests, including football games and other events.

· Why was this particular mascot figure chosen?

On Oct. 25, 1919, WSU went down to Berkeley to play the heavily favored, and unbeaten, California Bears, winning 14-0. After the game a Bay Area sportswriter said the Pacific Northwest team “played like cougars!” Back in Pullman, the WSC student body promptly picked this up and on Oct. 28, 1919, officially adopted the named “Cougars” for its athletic teams.

· Describe the mascot costume: (Who designed it? How was it selected?)

Alinco creates and designs our mascot uniform.

· Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

We switched design companies in the past and the current mascot looks less menacing.

· What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

Students try out in front of the spirit coordinator. They must come up with and perform a series of skits at tryouts. Mascot identity is held to strict secrecy. At the final men’s basketball game the mascot identity, if they are a senior, is revealed.

The next section pertains to appearances and recognition:

· Please list any awards and honors your mascot has received:

2005 Capital One Mascot of the Year

· Please list any signature moves or traditions involving the mascot:

Butch leads the crowd in the “Go Cougs” chant, as well as Jaws. Butch also crowd surfs at football and is a fantastic dancer.

· What types of events does your mascot appear at?

· Athletic competition (games, by sport)

- o All home athletic contests

· Athletic events (fundraisers, promotions)

- o Appears at majority, if not all, department fundraisers, promotional events

· Non athletic university events

- o Does appear at non-athletic events, pending availability

· Community events (birthday parties, community service)

- o Does community service events in Pullman and is available for private events

· How much TV time does your mascot receive during the year? (number of appearances)

Butch is on TV at all televised athletic contests and multiple news features of community events throughout the year

What factors contribute to your mascot’s image and set it apart from other mascots?

Butch has a very distinctive walk. That is learned by all mascots. The costume has distinctive eyebrows that make it recognizable as WSU’s mascot.

What role does your mascot play on campus?

Butch is present all over campus, beyond athletic events. He attends campus events and interacts with all students, faculty and staff.

During Dad’s Weekend on campus, Papa Butch is part of the mascot program, attending events and the home football game. Butch has his own facebook and twitter pages to interact with fans and other rival mascots.

SEC

University of Alabama Crimson Tide

- Location: Tuscaloosa, AL
- Enrollment: 24,882
- SID: Doug Walker-dwalker@ia.ua.edu

Mascot Name: Big Al (elephant)

The next few questions pertain to the history of your mascot:

· When did your mascot make its first appearance?

1976 Orange Bowl

· Why was this particular mascot figure chosen?

On Oct. 8, 1930, after a game against Ole Miss, Everett Strupper, a sports writer, of the Atlanta Journal had dubbed the team the 'elephants' saying they took the field like a herd of red elephants; crimson tide comes from the 1907 Iron Bowl, a game played in the red mud. There was a popular newspaper nickname for the team, 'the thin red line', and after their monstrous play in the game and how covered they were Hugh Roberts began calling them the 'Crimson Tide'

· Describe the mascot costume: (Who designed it? How was it selected?)

Big Al's costume is designed by Disney, meaning it is copyrighted by them. It was selected partly due to the honor of having a Disney mascot and partly due to the look of it, they liked how large he was.

· Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

Big Al's trunk used to be stuffed but it began to make the head too heavy and was detrimental to the students breathing and performing various tasks as it was in the way.

· What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

There is a four day tryout process to select five Big Al's, students must re-audition every year. They are taught his signature moves and autograph, taught how to walk. Then students audition in front of cheerleading coach, then cheerleaders, then coaching staff and a group consensus is reached on which to select. Biggest factor is the 'Big Al walk'

Name is never released to protect privacy but it isn't a strict secret

The next section pertains to appearances and recognition:

· Please list any awards and honors your mascot has received:

Capitol One Mascot Challenge, won but had to return prize due to sponsor conflict

1998 UCA National Mascot Champion

· Please list any signature moves or traditions involving the mascot:

Belly wiggle, butt shake, very specific signature, and the 'Big Al Walk'

· What types of events does your mascot appear at?

o Athletic competition (games, by sport)

All athletic home events and all football games (home or away)

O Athletic events (fundraisers, promotions)

Any event that a coach requests Big Al's presence.

o Non athletic university events

Any event that the university requests him for, Greek Life events, sponsor openings, commercials, alumni events.

o Community events (birthday parties, community service)

Any event an alumni requests, Big Al has been to weddings, birthday parties, sponsors parties, he visits hospitals and nursing homes.

· How much TV time does your mascot receive during the year? (number of appearances)

Very little, <10 per year

What factors contribute to your mascot's image and set it apart from other mascots?

He is very large, hard to move, specialized walk & shake

What role does your mascot play on campus?

Very recognized, both locally & nationally, adored by everyone, children & old. Very likable character, good representation of the campus and university.

University of Arkansas Razorbacks

- Location: Fayetteville, AR
- Enrollment: 17,247
- SID: Kevin Trainer-ktrainor@uark.edu

Mascot Name: We have six: Big Red (our primary mascot) Sue. E. (girl mascot) Pork Chop (kid mascot) Ribby (baseball mascot) and BOSS HOG (9' inflatable). We also have TUSK a live razorback hog (started in 1960's) that attends all home football games.

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? I'm not sure what year the costumed mascot appeared – I know it's at least 40 years ago.
- Why was this particular mascot figure chosen? In 1909 our head coach made a statement after a hard fought win that “the team played like a wild bunch of razorback hogs” and the mascot (who was a cardinal) was changed shortly thereafter to a Razorback
- Describe the mascot costume: (Who designed it? How was it selected?) All mascots are cardinal red with large heads and furry bodies. They wear many uniforms over the basic suit – depends on what sport they are cheering for. Sue E. traditionally wears a cheerleading uniform with Big Red and Pork Chop in football or basketball unis, Ribby is always in a baseball uniform with large baseball cap. We also occasionally wear some type of other apparel – (e.g. – Tuxedo at Homecoming, Elvis costume and cape for a halftime show, etc.) . Please see attached picture. Sorry, but I don't know who designed the original Big Red suit.
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. No significant changes – Big Red is our original mascot and has a rather mean, serious look. Pork Chop and Sue E. were added in the 80's and have a more “child friendly” face. Ribby is a duplicate of Big Red only in a baseball uniform.
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity? Potential mascots tryout in the spring with the cheerleaders – we don't have any secrecy involved with who is in the suits. We are very proud of their hard work and want them to have the recognition. Their pictures both in and out of suit appear in our football game day program.

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received: We have won camp championships, leadership awards at camp for many years. We do not currently compete nationally
- Please list any signature moves or traditions involving the mascot: Like all Razoback fans – we love to lead and CALL THE HOGS
- What types of events does your mascot appear at?
 - o Athletic competition (games, by sport) Home and away football, all home games and postseason men's and women basketball, home volleyball, home gymnastics, selected tennis and soccer matches, all Razorback baseball games. (Ribby is at the CWS as we speak – GO HOGS!)
 - o Athletic events (fundraisers, promotions) pep rallies, fan days, coaches luncheons, etc. We try to have a mascot present for all athletic events when applicable
 - o Non athletic university events – lots of community service when it doesn't interfere with their class schedules
 - o Community events (birthday parties, community service) same as above
- How much TV time does your mascot receive during the year? (number of appearances) It varies by sport but I'd say we get more than most because our mascots are very active during games.
- What factors contribute to your mascot's image and set it apart from other mascots? There are many bears, lions, etc. there is only one Razorback – he's the face of the brand
- What role does your mascot play on campus? They are good students and active in many campus activities – naturally their mascotting schedule keeps them very busy and academics comes first, then athletics, then other – needless to say there isn't much time left.

Auburn University Tigers

- Location: Auburn University, AL
- Enrollment: 20,221
- SID: Cassie Arner-carner@auburn.edu

www.auburn.edu/aubie

University of Florida Gatos

- Location: Gainesville, FL
- Enrollment: 32,660

- SID: Norm Carlson-normc@gators.ufl.com

Mascot Name: Albert the Alligator.

There are an abundance of alligators in the State of Florida in lakes and ponds of all sizes. One lake on campus has too many to accurately count. Students throw marshmallows in there and the alligators love them. Florida athletic teams have been named the Gators as far back as anyone can remember, probably to the start of football here in 1906. There isn't a mascot uniform. At one time in the 1970's that was attempted for a few games and wasn't popular. Disney even came up with a character that just didn't work out. We have a stadium with walls that aren't far from the playing field so there is no room to put an alligator down there safely in the midst of cheerleaders, band, players, etc. We have used pictures and drawings of alligators on football programs and brochure covers often.

University of Georgia Bulldogs

- Location: Athens, GA
- Enrollment: 25,947
- SID: Claude Felton-cfelton@sports.uga.edu

Mascot Name: Uga (live English Bulldog)

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? 1956
- Why was this particular mascot figure chosen? The coach at that time asked the dog's owner if he would bring him to the games as the mascot.
- Describe the mascot costume: (Who designed it? How was it selected?) The mascot wears a football jersey made from the same material as the football student-athletes and is sewn to fit Uga.
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. No major changes
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

The next section pertains to appearances and recognition: The line of English Bulldogs is owned by a alumni member but not a employee of the University and the bulldogs are chosen by the owner.

- Please list any awards and honors your mascot has received: see below
- Please list any signature moves or traditions involving the mascot: Uga roams the sidelines of all home games and has an air-conditioned doghouse by the cheerleaders. All of the past Ugas are buried in Sanford Stadium.
- What types of events does your mascot appear at?

SPECIAL APPEARANCES

Bowl Games ('season)

- I Orange '59, Sun '64
- II Cotton '66, Liberty '67, Sugar '68, Sun '69, Gator '71
- III Peach '73, Tangerine '74, Cotton '75, Sugar '76, Bluebonnet '78, Sugar '80
- IV Sugar '81, Sugar '82, Cotton '83, Citrus '84, Sun '85, Hall of Fame '86, Liberty '87, Gator '88, Peach '89
- V Independence '91, Florida Citrus '92, Peach '95, Outback '97, Peach '98
- VI Outback '99, Music City Bowl '01, Sugar '03, Capital One '04, Outback '05, Sugar '06, Chick-fil-A '06, Sugar '08
- VII Capital One '09

Other Sporting Events & Banquets

Men's Basketball Final Four, Albuquerque, N.M, 1983 (IV)
 Men's Basketball SEC Championships, 1990 (IV)
 Heisman Trophy Banquet, Dec. 9, 1982 (IV)
 Coronation of NCAA Men's Tennis Champions, 1999 (V)

Miscellaneous

Sports Illustrated Cover, April 28, 1997 (V)
 Sports Illustrated (IV, V, VI)
 ESPN's College Gameday
 Time (IV)
 Newsweek (IV)
 Football News (IV)
 SportMagazine (IV)
 The Animal's Who's Who (III)
 Featured on the Animal Planet (VI)
 Dog Fancy Magazine (VI)
 1997 movie, "Midnight in the Garden of Good and Evil," (V)
 1976 movie, "Gator," (III)
 2001 Emmy-winning episode of Turner South's Liar's and Legends
 Honorary Chairman, American Cancer Society's Great American Smokeout, 1984 (IV)
 Grand Marshal, UGA Homecoming Parade, 1999 (V)
 Greater Savannah Athletic Hall of Fame (I, II, III)
 St. Patrick's Day Parade, Savannah (IV, VI)
 Blessing of the Fleet, Darien, Ga. (IV)
 Onion Festival Parade, Glennville, Ga. (IV)
 Cotton Bowl Parade, 1984 (IV); Peach Bowl Parade, 1973 (III)
 Orange Bowl Parade, 1959 (I)
 Grand Opening of UGA National AlumniCenter (VI)
 Alumni, Bulldog Club and Touchdown Club Meetings
 Georgia House of Representatives; Georgia Senate Chamber; Georgia Governor's Office
 Reception for Georgia Congressmen in Washington D.C. 2002 (VI)
 Best College Mascot in the South by Blue Ribbon of Turner South Broadcasting, 2005 (VI)
 Best College Mascot by Southern Sports Awards, 2005 (VI)
 Poster boy with Coach Richt for US Corps of Engineers Water Safety, 2005 (VI)
 Redcoat Band send-off to China, 2006 (VI)

Charitable Functions

March of Dimes, Easter Seals, Heart Fund, Humane Society, Boy's Clubs

- o Athletic competition (games, by sport) Football, and other sports
- o Athletic events (fundraisers, promotions) see above
- o Non athletic university events – see above, others as requested to owners
- o Community events (birthday parties, community service) see above, others as requested to owners

· How much TV time does your mascot receive during the year? (number of appearances) Uga always appears during TV broadcasts, even if for short time. Other TV roles, see above

What factors contribute to your mascot's image and set it apart from other mascots? Uga represents the "Georgia" spirit and determination among the student-athletes. He is a loving dog that fans adore.

What role does your mascot play on campus? On campus, Hairy Dawg (our costumed mascot) promotes spirit
Please attach a photo of the mascot in its current form

Our school is in the process of naming Uga IX. Uga VIII passed away in 2011 and interim mascot Russ is filling in.

You can read about the Uga history on our website:

<http://www.georgiadogs.com/trads/geo-spirit-home.html>

University of Mississippi Rebels

- Location: University, MS
- Enrollment: 14,159
- SID: Kyle Campbell-kyle@olemiss.edu

Mascot Name: Rebel

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? May 2011
- Why was this particular mascot figure chosen? Student/Alumni vote
- Describe the mascot costume: (Who designed it? How was it selected?) Black bear costume brought to life by Street Characters.
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. Yes - change in mascot.
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity? Auditions and as much secrecy as possible.

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received: None yet
- Please list any signature moves or traditions involving the mascot: None yet
- What types of events does your mascot appear at?
 - o Athletic competition (games, by sport) Football, men's basketball, women's basketball, baseball, softball, volleyball, soccer
 - o Athletic events (fundraisers, promotions) 3-4 Rebel Club fundraising events per year
 - o Non athletic university events 10-12 events per year
 - o Community events (birthday parties, community service) 4-5 events per year
- How much TV time does your mascot receive during the year? (number of appearances) Too early to determine
- What factors contribute to your mascot's image and set it apart from other mascots? Head and apparel
- What role does your mascot play on campus? Limited right now

University of South Carolina Gamecocks

- Location: Columbia, SC
- Enrollment: 21,383
- SID: Steve Fink-finksc@mailbox.sc.edu

Mascot Name: Cocky

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? 1981
- Why was this particular mascot figure chosen? To represent the Gamecocks
- Describe the mascot costume: (Who designed it? How was it selected?) A fun loving, friendly Gamecock. Scollon Productions.
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. We will soon be changing the color as new colors have come along for the material to match our school color better.
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity? We hold a tryout for the new students, and we keep their identity a secret.

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received: UCA National Championship, NCA National Championship, Capital One Mascot Team for 3 years, Capital One Mascot National Champion in 2005

- Please list any signature moves or traditions involving the mascot: Beak flap
 - What types of events does your mascot appear at?
 - o Athletic competition (games, by sport) Football, Men's and Women's Basketball, Volleyball, Men's and Women's Soccer, Baseball, Equestrian when requested, Swimming/Diving when requested
 - o Athletic events (fundraisers, promotions) All Gamecock Club events when requested
 - o Non athletic university events University related events
 - Community events (birthday parties, community service) Birthday parties, weddings, community fundraiser, etc.
 - How much TV time does your mascot receive during the year? (number of appearances) Varies, but plenty with tv games, etc.
- What factors contribute to your mascot's image and set it apart from other mascots? The rings of the suit to show a fun loving friendly bird and the large beak
- What role does your mascot play on campus? He is the largest representative of the university and is beloved by all

Sun Belt

University of Louisiana-Monroe Warhawks

- Location: Monroe, LA
- Enrollment: 7,828
- SID: Alex Edwards-edwards@ulm.edu

Mascot Name: Ace

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? 2006 (We changed from Indians to Warhawks that year)
- Why was this particular mascot figure chosen? Derived from the WWII Warhawk Fighter Plane
- Describe the mascot costume: (Who designed it? How was it selected?) Street Characters; based off an actual hawk and the WWII Warhawk fighter plane. Ace is costumed as a hawk and pilot.
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. Yes, due to NCAA sanctions we changed from Indians to Warhawks in 2006
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity? Perform 2 minute skit in front of a large crowd as their audition; face-to-face interview. It is not public knowledge as to who the mascot is. Whether the mascot performer is male or female, Ace is always male.

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received: Ranked top 20 in Nation in 2011 (UCA/UDA)
 - Please list any signature moves or traditions involving the mascot: Football game day Ace rides onto the field in an airplane-like vehicle
 - What types of events does your mascot appear at?
 - o Athletic competition (games, by sport) Football, Basketball, Baseball, Volleyball, Soccer, Softball
 - o Athletic events (fundraisers, promotions) Night of Champions, Outback Golf Classic, Team Meet-and-Greets, Pep Rallies
 - o Non athletic university events Convocation, Christmas at ULM, PREP/POP (summer orientation), ULM Day Care events
 - o Community events (birthday parties, community service) Birthday parties, elementary/middle school visits
 - How much TV time does your mascot receive during the year? (number of appearances) 3-4/athletic year
- What factors contribute to your mascot's image and set it apart from other mascots? We have a unique identity as the Warhawks. We are the only DI college who call ourselves Warhawks!
- What role does your mascot play on campus? Ace is a spirit leader on campus and is involved in many aspects of campus life.

University of North Texas Mean Green

- Location: Denton, TX
- Enrollment: 28,283

- SID: Steven Bartolotta-Steven.Bartolotta@unt.edu

Mascot Name: Scrappy

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance?

Our original eagle mascot made its debut in 1963 when a band member created a costume out of leather and plastic with chicken wire and paper-mache head. He was called Eagle man. In 1971, the mascot was named Scrappy. In 1974 by students who thought the name "Scrappy" was too warlike the name was changed to Eppy, and remained Eppy until the name retired in 1995. In 1995, Scrappy reappeared and Eppy retired.

- Why was this particular mascot figure chosen?

Having gone by names like "Normalities" and "the Normal Boys," a student petition was started in the fall of 1921 to decide an official mascot name. A Student-Faculty Council wanted to choose a name not used by any other major Texas college. Some of the names debated were "Dragons," "Eagles," "Hawks," and "Lions." The names were submitted to the student body in January 1922 and on February 1, 1922, a student vote for the Eagle won seventeen times more votes than the next highest vote, the Dragon.

- Describe the mascot costume: (Who designed it? How was it selected?)

Our mascot has gone through many changes throughout the years, from being a eagle head with leather and plastic feathers to a friendly eagle look to the tougher Scrappy look we have today. Our current Scrappy has a white head, yellow beak, green body with white accents, yellow feet and wears jerseys according to the sport. It was designed by Pierre's Costumes and was debuted on September 9, 1995 at the North Texas vs. Kansas game at Texas Stadium. This costume was selected to match the logo of the Athletic Department at the time.

- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

The changes to the costume have been due to the changes in the names. At one point Scrappy was changed to Eppy because they thought it was too "warlike" for the 70's. The costume looked a little friendlier. After the name was voted to be changed back to Scrappy, the look of the eagle was created to match the logo of the department at the time.

- What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

There is a tryout process with specific requirements for the costume. Since the costume involves wearing "claw" feet, the performer must be able to perform tricks and dances with them on, making it difficult for most. More information about tryouts can be found here: <http://www.wix.com/ntscrappy/scrappy#!tryouts>

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received:

From what I know, Scrappy hasn't gotten an award but has been involved in numerous events for our local professional teams as a guest appearance. Ex: he has attended Rowdy's (Dallas Cowboys mascot) birthday game day events

- Please list any signature moves or traditions involving the mascot:

Scrappy is known for his dance moves. He usually gets into dance contests with other mascots on the sidelines. He really likes to do hip hop moves: from crumping to the worm. He is also fond of doing headstands and isolations. His signature pose is hands on hips, with the head turned to the side.

<http://www.facebook.com/NorthTexasAthletics/photos>

- What types of events does your mascot appear at?

- Athletic competition (games, by sport)
Home games of any sport- football, mens/womens basketball, soccer, volleyball, swimming, track
- Athletic events (fundraisers, promotions)
Any athletic events, including orientations and university specific functions
- Non athletic university events
Outreach events in the area as well as Dallas professional team events
- Community events (birthday parties, community service)
Scrappy makes an appearance at numerous Denton service events throughout the year and makes classroom visits upon requests.

- How much TV time does your mascot receive during the year? (number of appearances)

It depends on the season as well as how many events he is requested at. He will be on ESPN for the Men's World Volleyball tournament championships at the end of this month.

What factors contribute to your mascot's image and set it apart from other mascots?

Scrappy's look is specific for our university because he is green. We are the Mean Green and Scrappy helps to show that.

What role does your mascot play on campus?

Everyone knows him. They are friends with him on Facebook, he sends them event reminders and birthday announcements as well as Facebook chatting. People love to take pictures with him and interact with him.

WAC

New Mexico State University Aggies

- Location: Las Cruces, NM
- Enrollment: 14,799
- SID: Tyler Dunkel-tydunkel@nmsu.edu

Mascot Name: Pistol Pete

When did your mascot make its first appearance?

In the 1960's

- Why was this particular mascot figure chosen?

Then the students at New Mexico State University heard a tale of one such icon. In 1868, an 8-year-old boy worked the fields with his father, when a band of former Confederate vigilantes viciously robbed and killed the father. A family friend then taught him to handle a gun and told the young man, "My boy, may an old man's curse rest upon you, if you do not try to avenge your father."

At the age of 15, he headed to Fort Gibson in the Indian Territory to see what more the U.S. Cavalry soldiers could teach him. Much to everyone's surprise, he wound up doing the teaching, out-shooting everyone with the speed of lightning using his Colt forty-five. The Young Frank Eaton was awarded a medal by the commanding officer for his excellent marksmanship and a new nickname, Pistol Pete.

By the time he was in his early thirties, he had found the men that robbed him of his father and his wild-west adventures led him to be more than a cowboy, scout, Indian fighter, trail rider and Deputy U.S. Marshall--it made him a legend.

NMSU initially paid royalties to Oklahoma State University which owned the rights to the logo caricature and had the blessings of the Frank Eaton estate.

This is all I know on that question

- Describe the mascot costume: (Who designed it? How was it selected?)

Original costume Lasso Larry Current Pete

Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes.

The change to Lasso Larry by a vote of the student body, the vote ended up being 50-50 but the school decided to go with the change, which only lasted a year

- What is the selection process for the mascot performer and what level of secrecy surrounds their identity?

There is a tryout every year for Pistol Pete, there are normally two Pete's per year due to the work load.

Each Pete must perform a 2 minute skit for a group of judges

Most kids recognize Pistol Pete only as Pistol Pete, but the community and school knows who their real identities are.

This mascot does not need secrecy because they do not wear a mask/head for their costume.

The next section pertains to appearances and recognition:

The Pete's usually alternate games and appearance that way they both get equally amount of time and also don't get burnt out.

- Please list any awards and honors your mascot has received:

Pistol Pete has won a 2nd place National Championship the past 2 years.

Pistol Pete's also receive tuition scholarships as well as practice gear, warm ups, shoes, bags and mascot costume.

- Please list any signature moves or traditions involving the mascot:

Pistol Pete's are required to learn gun twirling as part of the character.

Also they must always wear a mustache at games and events.

- What types of events does your mascot appear at?

Pistol Pete attends all kinds of events, almost all the athletic events, community, and school appearances, as well as competing at USA National championship

- o Athletic competition (games, by sport)

Football, Volleyball, Basketball both Men's and Women's, Soccer, Baseball, Softball, Swimming,

- o Athletic events (fundraisers, promotions)

Tailgates, on campus and off campus promotions

- o Non athletic university events

Any event on campus that requires Pete will have an appearance at it

- o Community events (birthday parties, community service)

Pistol Pete can be requested for community service appearances

- How much TV time does your mascot receive during the year? (number of appearances)

That depends on how many games, etc are televised. Possibly 3-4 times during regular season games, but tournament play allows for more tv air time.

- What factors contribute to your mascot's image and set it apart from other mascots?

The gun twirling is a big part of the uniqueness of Pete, but one of the main things that sets him apart from other college mascots is the fact that he is an actual person and not a costume with an oversized head. He can relate to the crowd more because he is allowed to talk to them.

- What role does your mascot play on campus?

Pistol Pete is an icon for the university, and if he is on campus in uniform then everyone knows about it, wants to take pictures, etc. He is a big part of the university and college life at NMSU.

University of Texas-San Antonio Roadrunners

- Location: San Antonio, TX
- Enrollment: 25,794
- SID: Kyle Stephens-kyle.stephens@utsa.edu

Mascot Name: Rowdy the Roadrunner

3. The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance? December 9th, 1977 was Rowdy's official first appearance and is what we claim as his birthday.
- Why was this particular mascot figure chosen? The Roadrunner has been the UTSA mascot since 1977 when it was decided in a 2-1 victory. It is of special note that Roadrunner was a write-in option. If not for the dedication of a group of students, UTSA's mascot may have been the armadillo. Luckily for us, we've been Roadrunners ever since!
- Describe the mascot costume: (Who designed it? How was it selected?) Starline Costumes in San Antonio, who also designed the Spurs Coyote, created our current costume. We asked them for a Roadrunner based on our logo and did a great job. We have made little improvements over the years, but nothing major.
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes. In 2008, Rowdy's costume went through significant costume changes due to the change to the UTSA athletic logo. In the past five years or so Rowdy's image has greatly changed and the mascot costume had to be revamped in order to appropriately market his image.
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity? There is a tryout process at the beginning of the school year, and about five students are selected to be Rowdy throughout that school year. It is a learning process and seniority usually plays into account. Those with the most experience usually work more events and especially high profile events, and the new Rowdy's learn from the students who have been there for a while.

4. The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received: has won 3 Rowdy's in a row (award given and voted on by Rowdy). Nominated for an Emmy, an Academy Award and a Nobel Prize in foolishness.
- Please list any signature moves or traditions involving the mascot: Rowdy loves to dance (usually a little goofy) and always tries to get the crowd involved at athletic events. Rowdy loves to do "The Wobble" as that dance has gotten to be pretty popular all over campus.
- What types of events does your mascot appear at?

- o Athletic competition (games, by sport): Rowdy appears at athletic events-all home football games, home men's and women's basketball games, volleyball games and select softball games.
 - o Athletic events (fundraisers, promotions): Rowdy appears at events such as fundraisers for the athletic department, all pep rallies and corporate events that will benefit the athletic department.
 - o Non athletic university events: Rowdy makes several appearances at non-athletic university events each year, including events for the president's office, student affairs related events and fundraisers for campus departments.
 - o Community events (birthday parties, community service): Rowdy went to a number of elementary/junior high schools, mascot parades, volunteered at 5Ks and other races, photo shoots and commercial recordings.
5. How much TV time does your mascot receive during the year? (number of appearances) Rowdy did approximately 120 appearances in the 2011-2012 school year.
6. What factors contribute to your mascot's image and set it apart from other mascots? His personality is much different from other mascots. He is very mischievous, sarcastic and egotistical. In other words, "Like a Boss!"
7. What role does your mascot play on campus? Rowdy is the face of athletics and promotes recognition of our sports. He attends many athletic and campus events and can be seen around the university quite a bit during football game weeks. Rowdy is a public figure on the UTSA campus.

Texas State University, San Marcos Bobcats

- Location: San Marcos, TX
- Enrollment: 27,448
- SID: Rick Poulter-rpoulter@txstate.edu

Mascot Name: BOKO

The next few questions pertain to the history of your mascot:

- When did your mascot make its first appearance?[] 1964
- Why was this particular mascot figure chosen?[] it was chosen by then athletic director Oscar Strahan because Bobcats were native to the area and possessed the characteristics he wanted in his teams.
- Describe the mascot costume: (Who designed it? How was it selected?)[[]] It was selected in the name the contest program. It was designed by a student.
- Has your mascot undergone any significant costume changes in the past 20-25 years? If so, please explain the nature and reason for the changes No
- What is the selection process for the mascot performer and what level of secrecy surrounds their identity?[] Tryouts in later April. They must show us a skit, interview and know the history of the mascot.

The next section pertains to appearances and recognition:

- Please list any awards and honors your mascot has received:[] USA National Mascot Championship , 2006
- Please list any signature moves or traditions involving the mascot:
- What types of events does your mascot appear at?[] All types – kids events, games, university functions
 - o Athletic competition (games, by sport)[[]] Football, volleyball, basketball
 - o Athletic events (fundraisers, promotions)[[]] Spirit Program donor program
 - o Non athletic university events
 - o Community events (birthday parties, community service)[[]] birthday party appearances at games; appeared earlier this summer at the local post office to help celebrate a new Bobcat stamp.

How much TV time does your mascot receive during the year? (number of appearances)[[]] None

What factors contribute to your mascot's image and set it apart from other mascots?[] Form fitting custom allowing them to use more of their hands and feet.

What role does your mascot play on campus?[] Very popular.