

6/14/79

Bob Macheed

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News in depth

It's been reported the Evergreen State College Board of Trustees is unhappy with the students' choice of the geoduck as the school's official mascot...its symbol...

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~~the~~ the inspirational figure as the men and women of the Green take the field of combat in intercollegiate athletics

T.E.S.C. OFFICE OF THE PRESIDENT

It's not that the students don't have the right to choose an official mascot...it's just that they used damn poor judgement, as students are wont to do, when they enter the adult world of commercial competition. Part of the problem is that the student body emulated the off-campus community when it took a vote on the mascot question.

Only ten percent of the campus community went to the polls. And in light of the suspect election mandate...one trustee has suggested the undignified GEODUCK should be "run by" the school's public relations consultant to see if it can fly. How can you sell serious parents on your college...says the trustee...with a mascot like a geoduck?

Enrollment marketing aside...the geoduck is, of course, totally inappropriate as the official mascot...the personification...of the Evergreen State College.

For the Geoduck is known for its propensity to stick its head in the sand. ~~And that is exactly what~~

And of all the characteristics attributed to the Evergreen student body...sticking one's head in the sand is not among them.

Considering a mascot is supposed to embody all that inspires and motivates a school's competitive teams...the symbolic leader that drives them to superior effort...the choice of a mascot for Evergreen should be as ~~obvious~~ obvious as the Clock Tower. It should be THE LEGISLATOR.

What single influence has pushed the Evergreen community to excell/more than the Legislature. What body of humankind has worried more about the young school...and even composed poetry about the embryo college...more than the Legislature. And having acknowledged that relationship...let us consider how the name LEGISLATORS would lend itself, so appropriately, to the fortunes of Evergreen's athletic teams as they wade into the icy waters of intercollegiate competition.

The media would have a ball with their play on words.

LEGISLATORS DOWN WASHINGTON WITH THEIR RACKETS.

LEGISLATORS INTIMIDATE WASHINGTON STATE.

LEGISLATORS WIN IN OVERTIME...or LEGISLATORS COME UNGLUED IN OVERTIME.

The possibilities for media publicity are boundless.

For high visability...~~visability~~ and as a symbol of competitive drive...there is just no comparison between a Geoduck and a Legislator. Now...if I can just find the address of that public relations firm. I'm Bob Macleod.

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