

Malvern rebranding logo, mascot

Malvern is working with a strategic branding agency to find unity and spirit with new athletic branding.

Mac Urdike '17
CONTRIBUTOR

Malvern Prep is looking for a new look, but don't want to stray too far from Malvern colors and traditions, according to Athletic Director Mr. Kurt Ruch, who is currently on a committee exploring options for a new logo and mascot design.

Malvern has teamed with the strategic brand company, Joe Bosack & Co., to help with redesigning the mascot and logo. The school hopes to find a logo that can be used all around the campus and a new mascot that represents the Friars.

The rebranding of the mascot and logo has not been given approval yet, according to Associate Director for Communications and Public Relations Mr. Jim Mack. Malvern Prep and the committee is still deciding whether or not they want to move forward with the full process.

Ruch said the school started the process last spring, and that if they proceed with the project, it will not be finished until next school year.

Malvern is trying to make sure their logo is consistent. Many of the sports teams are using different logos, whether it's the "M", the "MP" or even "Friars". According to Mack, Malvern wants to come up with a logo that can be used on all the sports teams jerseys and equipment. Malvern is also looking for a mascot that will be unique to just them and give them their own identity.

According to Mack, when Malvern Prep was looking for a strategic brand agency to team with them for this project, they reached out to many companies. They narrowed their choices down to two agencies, who came in for interviews and to provide samples.

"We chose Joe Bosack based on our interview and their portfolio board," Mack said. "Their group has done a lot of work with colleges and some prep schools."

Joe Bosack & Co. is a company that designs logos and mascot for colleges, prep schools, and even professional sports teams. Joe Bosack has a great reputation for its well designed brand identities that represent their clients well, according to Ruch. The agency is located right in Pottsville, PA, so it is conveniently close.

"I'm glad we are using someone who's from fairly close in Pennsylvania, I think it's important to support local businesses if you can," Mack said.

Malvern has put together a faculty committee and two student focus groups for this project. The faculty committee is made up of Director of Retail Operations Mrs. Nancy Gustitis, Mack, Ruch, Director of Student Life Dr. James Fry, and Director of Strategic Initiatives Mrs. Carrie Snyder.

"We just tried to pick people from different parts of the school to



MANY SPORTS TEAMS NOW USE DIFFERENT LOGOS. WILL IT HELP TO HAVE ONE CONSISTENT DESIGN?

represent key areas relative to branding," Mr. Mack said.

One focus group of students that met included seniors Raymond Baran, Jerry Curran, Kieran Cullen, and Isaac Salinas, and juniors Jordan Donaghy and O'Shaan Allison. The other focus group of students that met included seniors Alex Reber, Tommy Pero, Nick Li, Matt Daller, Ryan Franks, Ryan Sutton, and John Sudjan, and junior Jack Magargee.

According to Mack, Malvern Prep is starting first with a logo, and from the logo they create, a mascot will be made. Malvern Prep is looking for a logo that will represent them and the Augustinian values. They are not sure of what it is going to look like yet.

Malvern currently does not have a consistent image to represent their mascot. Malvern hopes to come up with one based on the logo. They will also get a new mascot costume to replace the current Friar costume that is worn down and starting to fall apart, according to Ruch.

Malvern hopes to use the same logo for all the sports teams, according to Mack.

"All the sport's teams have different designs and logos and it makes us look separated, but if we change that and make everything the same, it will in turn make the school and the athletic program look stronger," senior Raymond Baran said.

Ruch, Mack, Baran, and Curran were all fairly positive about the potential plans.

"I feel like we need a new look," Curran said. ♦

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Mixed opinions on Paterno commemoration at Penn State

Student and alumni opinions about honoring the legendary coach are mixed.

Tommy White '17
REPORTER

On September 17, Penn State University commemorated Joe Paterno on the 50th Anniversary of his first football game with two video presentations regarding his coaching and contributions to the school.

Because of Jerry Sandusky's conviction of child molestation and Paterno's links to the case, opinions were mixed.

According to Penn State's Daily Collegian Editorial Board, this was not the right time to commemorate JoePa. The Daily Collegian Editorial also stated that even though Joe Paterno did make substantial contributions to the school, they are ready to move on.

Some Malvern alumni attending Penn State see the issue differently.

"I think that he had a wonderful career here," Zach DeCarlo '15 said. "His coaching skills should be honored."

DeCarlo believes that the conviction that took place years ago involved one man, Jerry Sandusky. He believes that the scandal has no relevance nowadays and that the University's decision to honor Paterno was justified.

"As a head football coach, he had a line of command to follow," DeCarlo said. "In reality, he had to go the order of the hierarchy. He reported to his superiors and from there it went nowhere."

According to DeCarlo, from the conversations he heard on campus regarding the commemoration, most people were thrilled. People thought that honoring Paterno was a great idea.

"The people that disagreed, from what I saw, were more international students," DeCarlo said. DeCarlo further said "I don't know how much they know prior [to the scandal] and I think that everyone that denied it tried to use the Freeh report [to base their opinions off]."

The commemoration of Paterno resulted in national headlines, and many conflicting opinions.

Malvern parent and Penn State alumnus Mr. Mike Bradley believes Paterno deserved the recognition.

"While I have always felt sorry for the Sandusky victims, I believe that Paterno was a terrific football coach,"

Bradley said. Bradley further stated that "Throughout his entire career, Paterno did many wonderful things both on and off the football field on behalf of the football program, Penn State University, and the entire community."

Bradley also said that school spirit and pride at any University is very important. He also said that Paterno was instrumental in building a nationally recognized football program and students should be proud to attend Penn State University. Beyond the football program, according to Bradley, Paterno made generous donations including the Paterno Library and the Paterno Catholic Student Faith Center.

"In my opinion, Paterno took decisive action upon learning of the Sandusky issues from an assistant coach," Bradley said. "Paterno reported the Sandusky issues to the Athletic Director and University President, then resumed his football coaching responsibilities. Upon reporting the Sandusky issues to the University Administrators, the ultimate resolution of the Sandusky issues were beyond Paterno's control."

Malvern parent Mr. Tom Pero, on the other hand, has a different opinion.

"At this point, I'm indifferent to the PSU Paterno commemoration," Pero said. "I was a lifelong fan of JoePa, his team, and his accomplishments. However, he undoubtedly put the university in a precarious situation assisted by his family to continue to coach when he was no longer effective"

According to Pero, the commemoration has negatively affected the community and what was once a model program with a spotless reputation has now become a punchline. "I would appreciate if the Paterno family would remain silent," he said.

"I'm ok with PSU honoring JoePa in the future, but they need to be smart and judicious with how and when," Pero said. He believes that PSU has to "finally break the influence of the Paterno family." ♦

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Athletic alumni adjusting to college sports

Recent Malvern graduates share their experiences in their NCAA careers thus far.

Shane Muntz '17
CONTRIBUTOR

In high school sports a large number of athletes play their last games their senior year. However, according to Malvern Prep's website, 35 students from the Malvern Prep Class of 2016 – nearly one-third of the class – planned to participate in collegiate athletics.

College athletes agree that playing a college sport is a lot more work than glam. Athletes' rigorous schedules include workouts early in the morning, school work, mandatory study hall, practices, and much more.

AJ Traynor '16, a freshman Lacrosse player at Loyola University in Maryland said, "Lacrosse in college is really hard. There are so many long lifts and runs, but honestly it's so rewarding to be a part of it."

Traynor, a midfielder for the Greyhounds, was a Malvern Prep starter for four years and is going into his freshman year with high expectations.

"This fall I am focused on being able to start getting into the rhythm of school work and practice as well as working on strength and speed," he said. "The fall season is not lacrosse's official season. So much of it is dedicated to preparing your mind and body."

Another Friar athlete that is currently playing in college is Chris Butera '15. Butera is a sophomore outfielder and pitcher at Lehigh University.

"My freshman year was very tough managing school and athletics in the beginning," he said. "As the year went

on, I got more comfortable and began to understand the schedule."

Butera said he saw some playing time during freshman year, but is still working to become a full-time starter. "I was able to support my team and get my feet wet to play the next three years," he said.

Butera is expecting big time things from the team this year. "Our team is going to be very strong this year. We have a good group of freshmen and seniors, and could be a very special group," he said.

Jake Mullan '16, another college athlete, is in his freshman year at Widener University. At Malvern, Mullan managed school, participation in numerous clubs, and starting at

third base for three years.

Mullan said that managing baseball and school isn't too bad right now, because fall baseball practices aren't as time-rigorous and school is still ramping up. "In the spring, playing every few days and traveling will get tough to manage the two, but the time management you learn from Malvern helps," he said.

Mullan expects to see time at third base or middle infield this season.

"Malvern prepared me so much for college athletically, because all the practices were run the exact same as they are in college," he said. "It's an amazing place, but also don't be nervous for college. College is a blast and there are so many great opportunities." ♦

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Nearly one third of the Class of 2016 planned to participate in college athletics.

The time management you learn from Malvern helps.

-Jake Mullan '16