MTSU might get a face lift with new school symbol

by Jerry Manley

A proposal by Public Relations Director Paul Keckley may result in a new "logo" for MTSU.

The new symbol, designed by MTSU alumnus Jim Bateman, features lettering with a dark blue border across a light blue circle.

Keckley said the new symbol was proposed for two reasons. "We were using four or five symbols in addition to the university seal, which was the official logo," Keckley said. "The Black Student Association was opposed to the use of Confederate General Nathan Bedford Forrest in some of the unofficial symbols used at the university," Keckley added.

Forrest, one of the founders of the Ku Klux Klan, is featured on horseback on many articles sold in the bookstore. This symbol will be dropped as soon as the new logo is approved by President M.G. Scarlett, Keckley said.

Kelly DeMent, bookstore supply manager, said he will start using as soon as it is approved.

"We will still use the other symbols on some articles like sweatshirts if there is a demand for them," DeMent said.

Verda Gibbs, secretary of the Black Student Association, said blacks coming to the campus for the first time were disappointed to see Forrest on official-looking articles and on buildings. The students felt unwelcome and insulted on a supposedly equal opportunity campus, Gibbs said.

Amos Tucker, president of the BSA, said the logo change had been proposed twice before to the ASB but had been rejected because of the expense.

We don't feel the ASB was diligent enough in pursuing this subject, Tucker said.

"I talked to Dean Robert LaLance and the Sidelines about getting the change made and soon got a call from the public relations office," he said. "We decided to give them time to make the change instead of going straight out and protesting about it," he added.

So far, reaction to the new logo has been overwhelmingly positive, Keckley said.

"We've shown this around to students, faculty and administra- "We'll improve our recognition factor 100 per cent by consolidating and using one official symbol on all university mail; and, I think this symbol is the best idea we've had," Keckley added.



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