

Meet Roar-ee, the Columbia Lion

Lions Have New Mascot and New Logo

On Saturday, Oct. 15, at Baker Field, over ten thousand fans welcomed the newest member of the Columbia family: Roar-ee, the new Columbia Lions mascot. Roar-ee made its debut before kickoff of the Columbia Homecoming game vs. Penn.

The name "Roar-ee" was chosen from among over 200 entries in the "Name the Mascot" contest that began in early September. Roar-ee was the overwhelming favorite over the other four finalist names (Hamilton, Hudson, K.C. and J.J.) in Internet voting.

Twelve contestants submitted variations on "Roar-ee" (spelled in different ways). One of the 12 was selected at random at the Columbia-Yale game on Oct. 29, garnering the grand prize of a new iPod.

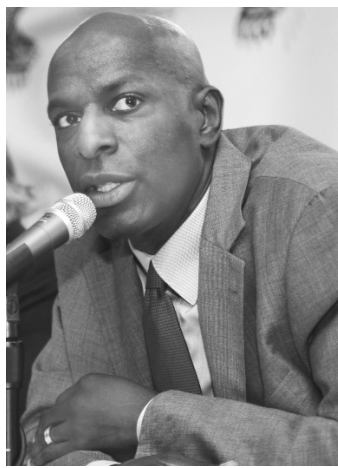
In other mascot news, Columbia University Athletics has revised its official lion logo for the duration of the 2005-2006 athletics season. The revised mark features the Columbia Lion but does not include the skyline of New York City as in years past. The revised mark also eliminates the curled tail from previous editions of the logo.

"As we develop our sports marketing initiatives, it is important that our mark is consistent and easily recognizable," says M. Dianne Murphy, director of intercollegiate athletics and physical education.

Columbia athletic teams adopted the Lion as mascot in 1910. The revised Columbia Lion mark still features Columbia's signature blue color, which has been associated with the University since 1852.



Left: Roar-ee took the field at Lawrence A. Wien Stadium for the first time at Homecoming 2005. Below: The revised and simplified Columbia Athletics logo.



Above: On Friday, Oct. 14, head men's basketball coach Joe Jones participated in a panel discussion on the future of Columbia athletics, moderated by new Trustees chair Bill Campbell (CC'62, TC'64). Left and right: Despite Penn State's win (44-16), a good time was had by all at the Oct. 15 Homecoming game.



Chris Taggarat

The Beats Go On: Reading "Howl" Becomes New Homecoming Ritual

By Tim Fox

On Friday, Oct. 7, 1955, Columbia alumnus Allen Ginsberg delivered his poem *Howl* at a literary salon in San Francisco. It brought down the house and ultimately launched the Beat Generation, a group of nonconformist

writers whose works have inspired youth and counter-culture movements from hippies to punk rockers.

A little over 50 years later, a group of Columbians congregated at the West End bar, a favorite haunt of Ginsberg and his friend Jack Kerouac, also a Columbia graduate, for an

evening of Beat poetry set to jazz music, including a recitation of Ginsberg's epic poem.

About 300 alumni, faculty, first-years and parents attended the *Howl* commemoration, held on Friday, Oct. 14, to coincide with Homecoming and Parents Weekend.

The event was organized by

Jerry Kisslinger, executive director of communications for Development and Alumni Relations, with help from Ann Douglas, a renowned teacher of cultural history at Columbia. Douglas had encouraged several of her students to participate as readers.

According to Kisslinger, *Howl* began last year in conjunction with the University's 250th anniversary celebration and has continued as "part of the integrated outreach to extend genuine invitations to alumni of widely varying interests."

Kisslinger noted that this year's event may even have attracted a few football fans. "Jack Kerouac played football, so we are not pigeonholing anyone," he said.

This year's program was further distinguished by the involvement of the Columbia Jazz Ensemble, led by Chris Washburne, and by the participation of a number of well-known alumni poets. For instance, poet alumnus David Lehman (CC'70, Ph.D. GSAS'78) gave a reading of Ginsberg's poem "America."

Commenting on the historic

significance of the occasion, Kisslinger said that Beat poetry "reflects, in part, what was going on around Columbia at that time. The roots of the Beat literary movement go back to 1944 when Jack Kerouac, Allen Ginsberg and William Burroughs met at Columbia University in New York."

The *Howl* festival also marks a part of Columbia's history that hasn't always been recognized, Kisslinger added. "Ginsberg and Kerouac were problematic figures who produced some of the most influential writing of anyone who's ever come out of Columbia," he said. "Columbia took a long time to own up to the Beat poets because they were subversive."

Other highlights of the evening included appearances by Joyce Johnson, who teaches in Columbia's M.F.A. program and has published an award-winning memoir of the time she spent in the Beat orbit of Jack Kerouac; and by Allen Tobias, CC'64, who recently collaborated with Columbia's Rare Book and Manuscript Library on an exhibition displaying original Ginsberg materials from his personal collection.



At this rather offbeat Homecoming event, the Columbia Jazz Ensemble provided the atmosphere for the recitation of "Howl" and other classic Beat poems.