

A Guide to the ESPN College GameDay Posters, 2015, 2017, 2023 SC 0336

ESPN College GameDay posters

2015



Title Statement

A Guide to the ESPN College GameDay Posters, 2015, 2017, 2023 SC 0336

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Profile Description

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Revision Description

February 2024 Updated to reflect addition of 2023 signs.

Descriptive Summary

Unit ID

SC 0336

Unit ID

/repositories/4/resources/693

Unit Date

2015

Unit Date

2017

Unit Date

2023

Language

English

Abstract

The ESPN College GameDay Posters consist of 70 posters created for the 2015, 2017, and 2023 ESPN College GameDay broadcasts held on the campus of James Madison University. Two of the posters were made for the 2015 ESPN College GameDay against the Richmond Spiders. Fourteen of the posters were created for the 2017 ESPN College GameDay against the Villanova Wildcats. Fifty-four posters document the 2023 ESPN College GameDay against the Appalachian State Mountaineers.

Extent

15 cubic feet 15 flat files

Repository

James Madison University Libraries Special Collections

Administrative Information

Access Restrictions

Collection is open for research. Researchers must register and agree to copyright and privacy laws before using this collection. Please contact Research Services staff before visiting the James Madison University Special Collections Library to use this collection.

Use Restrictions

The copyright interests in this collection have not been transferred to the James Madison University Special Collections Library. For more information, contact the Special Collections Library Reference Desk (library-special@jmu.edu).

Acquisition Information

Posters were donated on or soon after October 14, 2017 directly following GameDay events and collected at the front desk of Carrier Library. One of the 2015 GameDay posters was donated on October 9, 2017 directly to Special Collections. One 2017 poster was donated in November 2018. The 2023 GameDay posters were brought to a designated donation table located in front of Moody Hall after the broadcast on November 18, 2023. Special Collections staff also salvaged orphaned or trashed posters after the broadcast. The posters were donated by JMU students, alumni, and fans. Donors were not asked to sign deeds of gift.

Processing Information

Wooden dowels, PVC pipes, and other yard sticks were removed from signs. Given the usage of mixed media (glitter, ribbons, paint, etc.) in their creation, the posters were interfiled with acid-free paper. Several of the physical posters exhibit smearing due to water exposure and warping as well as color loss and image degradation.

The 2015 and 2017 posters were digitized in October 2022 by graduate assistants Mariam Ismail and Kayleigh Bishop using a Nikon D3300 digital camera with a 18-55 mm lens. Bodeene Amyot Cairdeas, digital and audiovisual archivist, edited the digital files to address the following issues: color, exposure, and lens correction, distortion, and chromatic aberration. Tiffany Cole, archivist, uploaded the edited files and respective metadata into JSTOR Forum/Artstor in December 2022.

Preferred Citation

[identification of item], [box #, folder #], ESPN College GameDay posters, 2015, 2017, 2023, SC 0336, Special Collections, Carrier Library, James Madison University, Harrisonburg, VA.

Biographical / Historical

Held every Saturday morning during the college football regular season, ESPN College GameDay broadcasts live from the campus of the team hosting the featured football game.

Scope and Contents

The ESPN College GameDay Posters consist of 70 posters created for the 2015, 2017, and 2023 ESPN College GameDay broadcasts held on the campus of James Madison University. Two of the posters were made for the

2015 ESPN College GameDay against the Richmond Spiders. Fourteen of the posters were created for the 2017 ESPN College GameDay against the Villanova Wildcats. Fifty-four posters document the 2023 ESPN College GameDay against the Appalachian State Mountaineers.

Internet memes, defined as humorous images online that are often replicated and parodied to fit specific situations, are used throughout the posters and represent the cultural references of the period and sometimes inside jokes from students at James Madison University directed at the opposing team. The signs also frequently draw on pop culture references and poke fun at the opposing team and their fanbase.

Keywords

Posters
Memes (Internet)
Memes
Education, Higher -- Social aspects
Football -- Humor
Sports -- Social aspects
College students -- Social life and customs
College students -- Attitudes
College sports -- Attitudes
College sports
College athletes
Popular culture
James Madison Dukes (Football team)
ESPN (Television network)
James Madison University -- Sports
James Madison University -- Football -- 21st century

Other Formats Available

All 2015 and 2017 posters have been digitized and are available online via [JSTOR](#).

Bibliography

Bell, Brittany. "A Journey Well-Written - JMU." James Madison University, 16 April 2021, https://www.jmu.edu/news/alumni/2021/2021_04_16_a_journey_well_written.shtml. Bozek, Richie. "JMU selected for ESPN 'College GameDay' next weekend." 2015. The Breeze, https://www.breezejmu.org/sports/jmu-selected-for-espn-college-gameday-next-weekend/article_3afdfd8e-743a-11e5-9742-3bee473e4cd1.html. Holtzclaw, Harry. "A look at how JMU can get College GameDay once again." 2017. The Breeze, https://www.breezejmu.org/sports/a-look-at-how-jmu-can-get-college-gameday-once-again/article_0ec75c94-9ed9-11e7-a150-a797ee396993.html. "meme, n." OED Online, Oxford University Press, September 2022, www.oed.com/view/Entry/239909. sports desk. "ESPN's 'College GameDay' announces return to JMU." 2017. The Breeze, https://www.breezejmu.org/sports/espns-college-gameday-announces-return-to-jmu/article_1c195fac-abad-11e7-a6d6-3fe7ae1346f6.html. "2015 Football Cumulative Statistics." James Madison University Athletics, <https://jmusports.com/sports/football/stats/2015>.

Arrangement

The collection is arranged in sub-groups according to date and ESPN College GameDay opponents.

Description of Subordinate Components

2015 vs. Richmond Spiders

Unit ID /repositories/4/archival_objects/27028

Unit Date 2015 October 24

Extent 2 posters

Biographical / Historical

James Madison University was first considered for ESPN's College GameDay in 2015. While there was

conversation happening behind the scenes about James Madison University being that week's possible location, it was a tweet from Lee Fitting, ESPN producer for GameDay, that started public recognition of the school for a possible host for GameDay. His tweet came as a response from a James Madison University account called "JMU Duke Blawg" who had been pushing for ESPN GameDay attention. Between Everett Withers' as head football coach and Lavaeadeay "Vad" Monlique Lee as quarterback, their season was gaining a lot of attention in the lead up to the GameDay picks. The undefeated season for James Madison University and the University of Richmond's winning streak helped make them a strong contender. James Madison University was sitting at a (7-0) undefeated winning streak while the University of Richmond was (5-1) and on a five-game winning streak at the time. ESPN announced on Sunday, October 18, 2015 that James Madison University would host the 2015 College GameDay on Saturday, October 24.

Scope and Contents

The 2015 GameDay posters focus on James Madison University's quarterback, Lavaeadeay "Vad" Monlique Lee, implying he will lead them to victory. Vad Lee had a strong season in 2014 by taking James Madison University to the FCS playoffs and led a strong 2015 season leading up to the Richmond game, season statistics were (7-0; 4-0) at this point in the season. These posters center on Vad's leadership skills as quarterback and cheer him on through various pop culture references from 2015.

"Vad to the bone!"

Unit ID /repositories/4/archival_objects/27043

Unit Date 2015 October 24

Mixed Materials [1000897703] 1 (Flat File)

Extent 30" x 20"

Scope and Contents

The poster is a play on words from George Thorogood's song "Bad to the Bone" to cheer on James Madison University's 2015 quarterback, Lavaeadeay "Vad" Monlique Lee.

Keywords

Lee, Vad, 1993-

"Vad smash"

Unit ID /repositories/4/archival_objects/27044

Unit Date 2015 October 24

Mixed Materials [1000897703] 1 (Flat File)

Extent 37.5" x 24"

Scope and Contents

The poster plays on the popular catchphrase "Hulk smash" and depicts 2015 quarterback, Lavaeadeay "Vad" Monlique Lee, as smashing the Richmond's mascot WebstUR the spider. The quote "Hulk smash" was made popular from a series of Marvel movies wherein the comic book character the hulk proclaims "HULK SMASH" before smashing something. While also popular from the comics themselves, the phrase made its way into pop culture references after Marvel began releasing movies with the Hulk often quoting the phrase in them. The poster references how the James Madison University quarterback is going to smash the Villanova football team.

Poster is signed by Jonathan "Jon" Alger, the President of James Madison University, Matt Brady, and Samantha "Sam" Ponder.

Keywords

Lee, Vad, 1993-

Alger, Jonathan R.

2017 vs. Villanova Wildcats

Unit ID /repositories/4/archival_objects/27029

Unit Date 2017 October 14

Extent 14 posters

Biographical / Historical

The 2017 choice for GameDay was heavily influenced by online presence from the university and their long winning streak. With the popularization of social media, online attention from universities have become an easy way to get recognized, and from this, receive opportunities such as GameDay. The strategy for James Madison University was to lay the groundwork throughout their season while also maintaining a strong online presence in order to be considered. The Breeze, James Madison University's

school newspaper, posted an article on September 21, 2017 laying out the strategy in place to secure a second year of hosting College GameDay. Part of the university's strategy included ensuring that James Madison University remained undefeated, that Villanova remained undefeated, and that the "JMU Nation must continue to nag College GameDay on social media." Ultimately, James Madison University went on to have the nation's longest winning streak, 17 games, in the lead up to ESPN College GameDay. On Sunday, October 8, 2017 ESPN officially announced that James Madison University would host GameDay on Saturday, October 14, 2017.

Scope and Contents

The 2017 GameDay posters primarily focus on James Madison University's strength as a team, and school, over Villanova. Using viral internet images popular in 2017, they center on the inferiority of the Villanova team when being compared to James Madison University. These viral images, often called memes, are variously displaying James Madison University's "superior taste" in all regards. Calling attention to Villanova's cost of tuition and low football game attendance rates, the majority of the posters purport that James Madison University will defeat them. One poster references an inside joke to James Madison University students about how Villanova will lose the football game because they are not fans of the correct condiment. There are some posters that center less on the animosity of the two teams and instead are saying hello to friends and family.

"Don't bring a CAT 2 a dog fight"

Unit ID /repositories/4/archival_objects/27045

Unit Date 2017 October 14

Mixed Materials [1000897704] 2 (Flat File)

Extent 28" x 22"

Scope and Contents

The poster revises the common saying "don't bring a knife to a gunfight," popularized by the 1987 film "The Untouchables," to display the superiority of James Madison University's mascot, the Duke Dog, over Villanova's own Will D. Cat, the wildcat. The poster is meant to imply that not only are dogs better than cats but that James Madison University will perform better than Villanova's team.

"You vs. the guy she told you not to worry about"

Unit ID /repositories/4/archival_objects/27046

Unit Date 2017 October 14

Mixed Materials [1000897704] 2 (Flat File)

Extent 30" x 20"

Scope and Contents

The poster follows a popularized internet format, commonly called a meme, to depict how James Madison University is better than Villanova. The image is commonly known as the "You vs. the guy meme" and is meant to be used to show how one guy is superior to another. The format traditionally depicts two images, usually men, side by side with the implication being that the image on the right is better and the more desirable. This poster implies that James Madison University is better and more likely to win, and thus that you should be worried if you are the other "guy" in the image.

"JMU Longer win streak than this guy"

Unit ID /repositories/4/archival_objects/27047

Unit Date 2017 October 14

Mixed Materials [1000897704] 2 (Flat File)

Extent 30" x 20"

Scope and Contents

The poster uses the image of Austin Rogers, a famous Jeopardy player in 2017 who had a 12-game win streak. Known for his quirky yet funny anecdotes on Jeopardy, his image quickly became a household face for a large portion of 2017. The poster uses his image paired with the saying as a statement on how well James Madison University's season is going. Going into the Villanova game, they had 17 wins in a row, outlasting Rogers' streak on Jeopardy. The poster talks to their successful season and how it will lead them to victory over Villanova. Their final season stats of (14-1; 8-0) displays their successful season and how the James Madison University football team had a longer winning streak than a popular Jeopardy star at the time.

Keywords

Jeopardy! (Television program)
Rogers, Austin, 1978-

"Your mascot poops in a box."

Unit ID /repositories/4/archival_objects/27048

Unit Date 2017 October 14

Mixed Materials [1000897704] 2 (Flat File)

Extent 36" x 24"

Scope and Contents

The poster comments on the animosity between cats and dogs by using the fact that domesticated cats use a litter box to make fun of Villanova's Will D. Cat the wildcat as being more domestic and less threatening than James Madison University's Duke Dog. The implication is that Villanova's football team will lose because they, like their mascot, are not threatening enough to beat James Madison University.

"JMU's gameday crowd > Villanova's season attendance"

Unit ID /repositories/4/archival_objects/27049

Unit Date 2017 October 14

Mixed Materials [1000897704] 2 (Flat File)

Extent 28" x 22"

Scope and Contents

The poster discusses James Madison University's high attendance to football games. Villanova's 2017 season had low attendance rates, 5,649 average for their home team attendance. James Madison University's 2017 home team attendance is averaged around 21,724. The ESPN GameDay estimated attendance was around 14,000 people. The poster uses these statistics to show the support for James Madison University over Villanova and their hopes that this will impact the outcome of the game.

"Villanova hates yum-yum sauce"

Unit ID /repositories/4/archival_objects/27050

Unit Date 2017 October 14

Mixed Materials [1000897704] 2 (Flat File)

Extent 27.5" x 22"

Scope and Contents

The poster uses yum-yum sauce, a Japanese steakhouse mayonnaise sauce, to undermine Villanova. Yum-yum sauce is a popularized condiment for Japanese cuisine in the United States but holds a particular fondness for James Madison University students. Brought to the dining hall, D-hall, around 2017, it was famous on campus to students as the superior sauce choice for stir-fry. This poster functions as a James Madison University inside joke to Villanova by insulting their lack of taste when it comes to condiment choices. It is then implied that their lack of taste will be reflected in how they perform at GameDay.

While popular, yum-yum sauce was a short lived condiment on campus. It was removed from D-hall after a few years and is now remembered fondly by those students who were on campus at the time.

"The costs of being a wildcat"

Unit ID /repositories/4/archival_objects/27051

Unit Date 2017 October 14

Mixed Materials [1000897705] 3 (Flat File)

Extent 24" x 18"

Scope and Contents

The full poster details the specific costs of attending Villanova in 2017. It lists out the prices of tuition and fees, \$49,430, room and board, \$13,093, and books and miscellaneous items, \$3,400. These prices are all added up and the total is stated as "1 a\$\$ kicking from JMU." The poster is discussing how Villanova's high cost to attend is not reflected in their ability to beat James Madison University at football. The poster is detailing not only James Madison University's lower cost of attendance but is attempting to explain how money at a university does not translate to technical abilities on the field.

"Hi Mom & Dad"

Unit ID /repositories/4/archival_objects/27052

Unit Date 2017 October 14

Mixed Materials [1000897705] 3 (Flat File)

Extent 28" x 22"

Scope and Contents

The poster functions as a gesture from a student to their parents during GameDay weekend. With GameDay being broadcast on ESPN, this poster is a way for a student to show their family where they are on the broadcast and say hello to them from the crowd.

JMU in hearts

Unit ID /repositories/4/archival_objects/27053

Unit Date 2017 October 14

Mixed Materials [1000897705] 3 (Flat File)

Extent 36" x 24"

Scope and Contents

The poster features James Madison University's colors of gold and purple with the university letters surrounded by hearts. The poster is made on a Pizza Hut sponsored GameDay poster. In 2017, it was Pizza Hut's third year as GameDay sponsor. These posters were handed out to students to create their own sayings for the football game.

"It's OVA Villanova"

Unit ID /repositories/4/archival_objects/27054

Unit Date 2017 October 14

Mixed Materials [1000897705] 3 (Flat File)

Extent 36" x 24"

Scope and Contents

The poster states how James Madison's successful season, 17 straight wins at this point in 2017, will lead to a victory over the Villanova team. The statement of "it's OVA" is a reference to a common phrase about something already being done. The connotation here is that it is already over for Villanova and James Madison University will win.

The poster is made on a Pizza Hut sponsored GameDay poster. In 2017, it was Pizza Hut's third year as GameDay sponsor. These posters were handed out to students to create their own sayings for the football game.

Distracted Everett Withers

Unit ID /repositories/4/archival_objects/27058

Unit Date 2017 October 14

Mixed Materials [1000897705] 3 (Flat File)

Extent 30" x 20"

Scope and Contents

The poster uses a popular internet graphic from the 2010s to depict how former James Madison University head coach, Everett Withers is regretting his decision to leave and coach at Texas State University.

An internet meme is a humorous image online that is often replicated and parodied to fit specific situations. The poster uses the popular meme entitled "distracted boyfriend" which shows a guy walking with his girlfriend but looking back at another girl. Traditionally, the meme is used to show how someone is disloyal or regretting a choice they have made. The meme first appeared in early 2017 but by August 2017 was viral online.

The poster uses this viral internet frame to portray Everett Withers as the "distracted boyfriend" in the meme. James Madison University is the girl he is looking back at and Texas State University is his current girlfriend. After coaching the James Madison University football team in the 2015 GameDay, the poster implies his disloyalty to his current team and regret around not coaching James Madison University for their second GameDay. Brought on by James Madison University's strong season in 2017, a 17-game winning streak, it is implying they will not lose at GameDay this time around.

Additionally, the back of the poster has "Hey Papa Waller!" on it. This is likely a message from a student to their family. Knowing that GameDay will be streaming on ESPN, it would have served as a way for their family to see them on TV and say "hey" from the large GameDay crowd.

Keywords

Withers, Everett, 1963-

"This Female Will Talk Routes"

Unit ID /repositories/4/archival_objects/27055

Unit Date 2017 October 14

Mixed Materials [1000897706] 4 (Flat File)

Extent 30" x 20"

Scope and Contents

The poster is in reference to a comment by Cam Newton, then Carolina Panthers quarterback, to reporter Jourdan Rodrigue on October 4, 2017. In response to her question about running routes with wide receiver Devin Funchess, Cam Newton responded "it's funny to hear a female talk about routes." This poster references said comment and undermines Newton's comment about women. The poster has an unknown signature on it.

Keywords

Newton, Cam, 1989-

Rodrigue, Jourdan

"Villanova Eats at the Chum Bucket"

Unit ID /repositories/4/archival_objects/27056

Unit Date 2017 October 14

Mixed Materials [1000897707] 5 (Flat File)

Extent 30" x 20"

Scope and Contents

The poster uses a pop culture reference to a popular children's television show to display how bad of a team Villanova is. Referencing the popular show Spongebob Squarepants, the poster is meant to show Villanova's distasteful nature in their choice of restaurant from the show. Notably, the show centers around the restaurant known as "The Krusty Krab", a popular eatery in the show compared to its rival the "Chum Bucket." The Chum Bucket is known for serving poor food, often chum, and is often considered the villain in the show. The poster references how Villanova is viewed in the same regard by James Madison University students. It is also inferred that due to their restaurant choice Villanova will lose the game because they have inferior restaurant tastes compared to James Madison University.

The poster has an unknown signature.

Keywords

SpongeBob SquarePants (Television program)

SquarePants SpongeBob, (Fictitious character) (1999-05-01)

"I got a national championship ring!' 'I got a rock...'"

Unit ID /repositories/4/archival_objects/27057

Unit Date 2017 October 14

Mixed Materials [1000897708] 6 (Flat File)

Extent 40" x 30"

Scope and Contents

The poster uses a popular image from "It's the Great Pumpkin, Charlie Brown" film to represent the superiority of James Madison University's football team over Villanova's. Using the image of Charlie Brown trick or treating in his ghost costume, Villanova is represented as the one who gets a rock in their bag. Paired with James Madison University's character, also dressed as a ghost, stating that they received a championship ring, it is meant to imply their superiority at football. This was a common internet image circulating at the time. It was commonly known as "Charlie Brown Halloween Rock Meme" and is meant to show how one person always gets something less than the other. The poster adds the university logos to each ghost character to further this point of James Madison University being better sports team than Villanova.

Keywords

It's the Great Pumpkin, Charlie Brown (Television program)

It's the Great Pumpkin, Charlie Brown (Television program)
Brown, Charlie, (Fictitious character) (1946-10-30)

2023 vs. Appalachian State Mountaineers

Unit ID /repositories/4/archival_objects/29300

Unit Date 2023 November 18

Extent 54 posters

Biographical / Historical

ESPN College GameDay's third visit to Harrisonburg on November 18, 2023 was marked by a record setting crowd of approximately 26,000 people. Additionally, GameDay celebrated its 30th anniversary with its visit to JMU which also included musical performances by the Jonas Brothers and Bailey Zimmerman.

Leading up to GameDay, JMU and the NCAA were embroiled in a bowl game controversy related to JMU's transition period after switching from the Coastal Athletic Association to the Sun Belt Conference in 2021. Per NCAA rules, a two-year transition period is required for teams to fully transition from Division I FCS (Football Championship Subdivision) to Division I FBS (Football Bowl Subdivision). JMU's transition period was in effect from July 1, 2022 to June 30, 2024. While JMU was undefeated and nationally ranked at the time, the NCAA upheld the transition period rule that the football team would not be bowl eligible. Ultimately, JMU was able to play in a bowl game (Lockheed Martin Armed Forces Bowl vs. Air Force, 2023 December 23) since there were not enough six-win teams to fill all the bowl game slots.

Scope and Contents

Many of the signs make reference to the NCAA bowl game controversy; the Jonas Brothers, specifically Joe Jonas's recent separation from actress Sophie Turner; University of Michigan's football cheating scandal; and other happenings in pop culture.

"Joe Jonas I'm Single"

Unit ID /repositories/4/archival_objects/29867

Unit Date 2023 November 18

Mixed Materials [1000897439] 7 (Flat File)

Extent 22" x 14"

Scope and Contents

Sign reads "Joe Jonas I'm Single (also go dukes)" and is in reference to Joe Jonas's recent separation from Sophie Turner. Created by Olivia Lewis ('23).

Keywords

Jonas, Joe, 1989-

"Dukes Eat Yosef For Breakfast"

Unit ID /repositories/4/archival_objects/29868

Unit Date 2023 November 18

Mixed Materials [1000897439] 7 (Flat File)

Extent 22" x 14"

Scope and Contents

The sign suggests that JMU will easily defeat Appalachian State, whose mascot is Yosef the Mountaineer. The hashtag #everythingschool is also included which refers to the JMU's success in numerous sports during the fall of 2023 including football, men's basketball, and women's soccer. While some colleges and universities are historically known to be a "football school" or a "basketball school", JMU conversely was colloquially recognized as an "everything school" by excelling in all things.

"Go Dukes" with barking Duke Dog

Unit ID /repositories/4/archival_objects/29869

Unit Date 2023 November 18

Mixed Materials [1000897439] 7 (Flat File)

Extent 22" x 14"

Scope and Contents

Sign includes purple and gold paw prints and a hand-drawn barking Duke Dog. Created by Lydia Endersby ('23).

"That Kevin A Munch"

Unit ID /repositories/4/archival_objects/29870

Unit Date 2023 November 18

Mixed Materials [1000897439] 7 (Flat File)

Extent 22" x 14"

Scope and Contents

The sign reimagines a line from the song "Munch (Feelin' U)" by Ice Spice, released in 2023, and presumably refers to Kevin Jonas. Created by Laine Kelly ('25).

Keywords

Jonas, Kevin, 1987-

Ice Spice, 2000-

"Mountaineers???" / "Nick!!! Show Me Your Dexcom"

Unit ID /repositories/4/archival_objects/29876

Unit Date 2023 November 18

Mixed Materials [1000897439] 7 (Flat File)

Extent 29.5" x 20"

Scope and Contents

Two-sided sign.

The primary side features the Duke Dog standing on the top of a mountain peak saying "Roll Dukes" while Yosef the Mountaineer, the Appalachian State mascot, rolls down on a boulder to the base of the mountain to join the other opponents JMU defeated earlier in the season.

The opposite side requests that Nick Jonas show his Dexcom device, a continuous glucose monitoring system for diabetes management, and the sign-holder will show him theirs. Jonas was diagnosed with type 1 diabetes at the age of 13.

Keywords

Diabetes

Blood glucose monitoring

Jonas, Nick, 1992-

"Can I Pet Ben"

Unit ID /repositories/4/archival_objects/29877

Unit Date 2023 November 18

Mixed Materials [1000897439] 7 (Flat File)

Extent 48" x 36"

Scope and Contents

The sign refers to ESPN College GameDay analyst Kirk Herbstreit's Golden Retriever named Ben who frequently accompanied Herbstreit on his trips to call and analyze football games. Ben was in attendance at JMU's College GameDay.

Keywords

Golden retriever

Herbstreit, Kirk

"The NCAA Hates Puppies"

Unit ID /repositories/4/archival_objects/29878

Unit Date 2023 November 18

Mixed Materials [1000897439] 7 (Flat File)

Extent 48" x 36"

Scope and Contents

The NCAA's ruling that JMU was ineligible to play in a bowl game because of their two-year transition period from FCS to FBS demonstrates the NCAA's hatred for puppies. The sign features a picture of a crying Duke Dog.

Keywords

National Collegiate Athletic Association

"Let us bowl...Just think...What would the Jonas Brothers do?"

Unit ID /repositories/4/archival_objects/29879

Unit Date 2023 November 18

Mixed Materials [1000897438] 8 (Flat File)

Extent 29.75" x 20"

Scope and Contents

Demands of the NCAA to let JMU play in a bowl game and invokes the Jonas Brothers by using a play on the popular phrase "What Would Jesus Do?"

Keywords

Jonas Brothers

National Collegiate Athletic Association

"Duuukes Class of 2043"

Unit ID /repositories/4/archival_objects/29880

Unit Date 2023 November 18

Mixed Materials [1000897438] 8 (Flat File)

Extent 22" x 14"

Scope and Contents

A sign presumably created for a two-year-old JMU fan and future Duke.

"Hey App State, Go Cry Yosef To Sleep!"

Unit ID /repositories/4/archival_objects/29882

Unit Date 2023 November 18

Mixed Materials [1000897438] 8 (Flat File)

Extent 22" x 14"

Scope and Contents

Features the Duke Dog trash talking Appalachian State by making a pun about their mascot Yosef.

"App State Has Crabs" / "Literally Beneath Us!"

Unit ID /repositories/4/archival_objects/29883

Unit Date 2023 November 18

Mixed Materials [1000897438] 8 (Flat File)

Extent 20" x 15"

Scope and Contents

Two-sided sign.

One side accuses Applachian State of having pubic lice. Includes the hashtag #RollMotherF*ckingDukes. The creator of the sign was dressed in a crab suit during GameDay.

The second side features a map of Virginia (labeled JMU) and North Carolina (labeled App State) using it as rationale for Appalachian State being inferior to JMU.

Keywords

Sexually transmitted diseases

"Sorry Jim, JMU Is America's Team"

Unit ID /repositories/4/archival_objects/29884

Unit Date 2023 November 18

Mixed Materials [1000897438] 8 (Flat File)

Extent 30" x 20"

Scope and Contents

During a November 13, 2023 press conference, Jim Harbaugh, head coach of the University of Michigan Wolverines football team, referred to his team as "America's team." The sign offers a counterpoint, asserting that JMU is actually America's team. Created by John Bowen Jr. ('04).

Keywords

Harbaugh, Jim (James Joseph), 1963-

Michigan Wolverines (Football team)

"Flying Too Close To The Sun Belt" / "Joe, Why Are You Getting Divorced?"

Unit ID /repositories/4/archival_objects/29885

Unit Date 2023 November 18

Mixed Materials [1000897438] 8 (Flat File)

Extent 30" x 20"

Scope and Contents

Two-sided sign.

One side features a play on words using the Sun Belt Conference, of which JMU became a member in 2022, and the phrase "fly too close to the sun" which refers to the story of Icarus in Greek mythology.

The second side requests information on Joe Jonas's impending divorce from actress Sophie Turner and follows up with the parenthetical question "Marry Me??"

Keywords

Jonas, Joe, 1989-

Turner, Sophie, 1996-

"My Pronouns Are JMU"

Unit ID /repositories/4/archival_objects/29886

Unit Date 2023 November 18

Mixed Materials [1000897438] 8 (Flat File)

Extent 30" x 20"

Scope and Contents

The sign demonstrates fandom for JMU through the practice of sharing one's pronouns. Includes a graphic of the Duke Dog riding on a flying bald eagle.

"JMU & The Jonas Brothers go together better than birds of a feather"

Unit ID /repositories/4/archival_objects/29887

Unit Date 2023 November 18

Mixed Materials [1000897437] 9 (Flat File)

Extent 28" x 20"

Scope and Contents

The sign uses the lyrics of the Jonas Brothers song "Sucker" to convey the similarities and closeness between JMU and the band. Each of the Jonas Brothers' faces is superimposed on a bowling pin referring to the NCAA bowl eligibility controversy.

Keywords

Jonas Brothers

"Desmond Steals Kirk's Talking Points"

Unit ID /repositories/4/archival_objects/29888

Unit Date 2023 November 18

Mixed Materials [1000897437] 9 (Flat File)

Extent 30" x 20"

Scope and Contents

Accuses Desmond Howard of stealing Kirk Herbstreit's talking points for ESPN College GameDay. Both are analysts on the college football pre-game show. The sign may also allude to the University of Michigan sign-stealing controversy of 2023 given that Desmond Howard played college football at Michigan.

Keywords

Herbstreit, Kirk

Howard, Desmond, 1970-

"Let's Go James Madison"

Unit ID /repositories/4/archival_objects/29889

Unit Date 2023 November 18

Mixed Materials [1000897437] 9 (Flat File)

Extent 22" x 14"

Scope and Contents

Features purple and gold "JMU" in bubble letters.

"Picture me, thick as thieves with your ex-wife"

Unit ID /repositories/4/archival_objects/29890

Unit Date 2023 November 18

Mixed Materials [1000897437] 9 (Flat File)

Extent 22" x 28"

Scope and Contents

Features an image of Sophie Turner and Taylor Swift taken on the night of September 19, 2023 while the two were out in New York City. Also includes the hashtag #TeamSophie and select lyrics from Swift's song "Vigilante Shit." The sign is an obvious reference to Turner's recent separation from Joe Jonas.

Keywords

Turner, Sophie, 1996-

Swift, Taylor (Taylor Alison), 1989-

Jonas, Joe, 1989-

"The Dukes are on FIRE some would even say they are Burnin Up"

Unit ID /repositories/4/archival_objects/29891

Unit Date 2023 November 18

Mixed Materials [1000897437] 9 (Flat File)

Extent 30" x 20"

Scope and Contents

Comments on the success of JMU's football team by making reference to the Jonas Brothers' song "Burnin' Up."

Keywords

Jonas Brothers

"JMU is HOT HOT HOT App State is NOT NOT NOT" / "Support Your Local Public Library!"

Unit ID /repositories/4/archival_objects/29892

Unit Date 2023 November 18

Mixed Materials [1000897437] 9 (Flat File)

Extent 22" x 28"

Scope and Contents

Two-sided sign.

One side declares that JMU (hot) is superior to App State (not).

The second side encourages people to support libraries.

"I'm A Sucker For (JM)You"

Unit ID /repositories/4/archival_objects/29893

Unit Date 2023 November 18

Mixed Materials [1000897437] 9 (Flat File)

Extent 20" x 28"

Scope and Contents

Two-sided sign. Both sides are identical.

Uses lyrics to the Jonas Brothers' song "Sucker" to convey affinity for JMU.

Keywords

Jonas Brothers

"I'm A Sucker For JMU"

Unit ID /repositories/4/archival_objects/29894

Unit Date 2023 November 18

Mixed Materials [1000897436] 10 (Flat File)

Extent 28" x 22"

Scope and Contents

Uses lyrics to the Jonas Brothers' song "Sucker" to convey affinity for JMU.

Keywords

Jonas Brothers

"Let 'Em Bowl! Go Dukes!"

Unit ID /repositories/4/archival_objects/29895

Unit Date 2023 November 18

Mixed Materials [1000897436] 10 (Flat File)

Extent 24" x 18"

Scope and Contents

Demands of the NCAA to allow JMU play in a bowl game.

"JMU 11-0 There's an App for that"

Unit ID /repositories/4/archival_objects/29896

Unit Date 2023 November 18

Mixed Materials [1000897436] 10 (Flat File)

Extent 30" x 20"

Scope and Contents

The sign predicts JMU will have a record of 11-0 after their game against Appalachian State, presuming a victory over the Mountaineers. Also includes the slogan made popular by Apple in 2009 claiming that there is an application for everything.

"NCAA Never Cares About Athletes"

Unit ID /repositories/4/archival_objects/29897

Unit Date 2023 November 18

Mixed Materials [1000897436] 10 (Flat File)

Extent 28" x 22"

Scope and Contents

The sign redefines the NCAA acronym and presumably refers to its decision to not allow JMU to play in a bowl game.

"ESPN James Madison Sports Network"

Unit ID /repositories/4/archival_objects/29898

Unit Date 2023 November 18

Mixed Materials [1000897436] 10 (Flat File)

Extent 18" x 24.25"

Scope and Contents

Crossword-style graphic and includes image of embarrassed Duke Dog and football helmet.

Keywords

ESPN (Television network)

"NCAA Never Cares About Athletes"

Unit ID /repositories/4/archival_objects/29899

Unit Date 2023 November 18

Mixed Materials [1000897436] 10 (Flat File)

Extent 28" x 22"

Scope and Contents

The sign redefines the NCAA acronym and presumably refers to its decision to not allow JMU to play in a bowl game. Also includes the hashtag #letjmubowl.

"James Madison: Father of the Constitution, Father of Football"

Unit ID /repositories/4/archival_objects/29900

Unit Date 2023 November 18

Mixed Materials [1000897436] 10 (Flat File)

Extent 29.5" x 20"

Scope and Contents

James Madison is universally acknowledged as the Father of the Constitution due to his instrumental role in drafting the Constitution as well as the Bill of Rights. The sign argues that James Madison is also the father of football, a claim likely made due to JMU's dominance in football. Includes drawing of the American flag and the Duke Dog holding a copy of the Bill of Rights with the amendment "JMU shall bowl."

Keywords

Madison, James, 1751-1836

United States (Title of work: Constitution.)

"We the People Say, 'Let JMU Bowl!'"

Unit ID /repositories/4/archival_objects/29901

Unit Date 2023 November 18

Mixed Materials [1000897435] 11 (Flat File)

Extent 22" x 28"

Scope and Contents

Quotes the Preamble of the Constitution to convince the NCAA to allow JMU to play in a bowl game. Includes image of James Madison wearing sunglasses and bowling pins labeled with each of JMU's opponents up until that point in the 2023 season. Created by Maddy Brendel ('27).

Keywords

Madison, James, 1751-1836

United States (Title of work: Constitution.)

"Hey NCAA, Maybe Appalachian State Needs Some of Our Transition Time"

Unit ID /repositories/4/archival_objects/29902

Unit Date 2023 November 18

Mixed Materials [1000897435] 11 (Flat File)

Extent 20" x 30"

Scope and Contents

Refers to the two-year transition period the NCAA requires of teams that join new conferences before they're allowed to play in the postseason. Includes each teams' win percentage since 2022 when JMU formally joined the Sun Belt Conference. JMU had an 86% win percentage while Appalachian State's win percentage was 55%.

"Let Us Bowl 10-0 Overall!!!!"

Unit ID /repositories/4/archival_objects/29913

Unit Date 2023 November 18

Mixed Materials [1000897435] 11 (Flat File)

Extent 28" x 22"

Scope and Contents

Demands that the NCAA allow JMU to play in a bowl game by touting the team's undefeated record. Other imagery identifies Appalachian State as losers while JMU are winners.

"JMU" with fierce AI-generated Duke Dog

Unit ID /repositories/4/archival_objects/29914

Unit Date 2023 November 18

Mixed Materials [1000897435] 11 (Flat File)

Extent 20" x 30"

Scope and Contents

Printed sign features official JMU letters and an artificial intelligence (AI)-generated Duke Dog with a fierce facial expression and a crown.

"Duke Dog's Ready to Pound"

Unit ID /repositories/4/archival_objects/29915

Unit Date 2023 November 18

Mixed Materials [1000897435] 11 (Flat File)

Extent 20" x 30"

Scope and Contents

Printed sign features JMU logo (Duke Dog on top of JMU letters) with the phrases "Duke Dog's Ready to Pound" and "Welcome to Our House!"

"App Fans Sit While They Pee"

Unit ID /repositories/4/archival_objects/29916

Unit Date 2023 November 18

Mixed Materials [1000897435] 11 (Flat File)

Extent 22" x 28"

Scope and Contents

Accuses Appalachian State fans of urinating while standing and therefore being weak or effeminate or any number of other presumed insults associated with that manner of using the bathroom. The attack is likely targeted at men fans who would otherwise stand while they urinate. The word "Pee" is in yellow letters.

"Who Let The Dukes Out???" etc.

Unit ID /repositories/4/archival_objects/29917

Unit Date 2023 November 18

Mixed Materials [1000897435] 11 (Flat File)

Extent 28" x 22"

Scope and Contents

Four-sided laminated sign.

1. "Who Let the Dukes Out???" is a reinterpretation of the Baha Men's 2000 song "Who Let the Dogs Out." The song has historically been associated with sporting events.
2. "I'm a Sucker for (JM)U" uses lyrics to the Jonas Brothers' song "Sucker" to convey affinity for JMU.
3. "JMU = Virginia's School" asserts that JMU is the flagship university in the state, not Virginia Tech, University of Virginia, William & Mary, or others.
4. "We Want the Jonas Bros to Stay at JMU Until the Year 3,000?" refers to the Jonas Brothers' 2006 song "Year 3000."

Creator included initials and date to each side - "KEL 2023."

Keywords

Jonas Brothers

Baha Men (Musical group)

"Win JMU Will."

Unit ID /repositories/4/archival_objects/29918

Unit Date 2023 November 18

Mixed Materials [1000897433] 12 (Flat File)

Extent 22" x 28"

Scope and Contents

Features a game prediction alongside graphic of Baby Yoda (aka Grogu). The prediction uses the object-subject-verb pattern that is typical of Yoda speak.

Keywords

Grogu, (Fictitious character)

"Happy 30th Anniversary ESPN College GameDay"

Unit ID /repositories/4/archival_objects/29919

Unit Date 2023 November 18

Mixed Materials [1000897433] 12 (Flat File)

Extent 22" x 28"

Scope and Contents

Features a photoshopped image of Lee Corso, GameDay analyst, wearing a birthday cake hat. ESPN College GameDay formally celebrated its 30th anniversary as part of the festivities at JMU on November 18, 2023. The program first used a traveling broadcast model for its November 13, 1993 show.

Keywords

Corso, Lee

"#letJMUbowl" with rushing Duke Dog

Unit ID /repositories/4/archival_objects/29920

Unit Date 2023 November 18

Mixed Materials [1000897433] 12 (Flat File)

Extent 28" x 22"

Scope and Contents

Uses the hashtag #letJMUbowl to plead to the NCAA that JMU should be able to play in a post-season bowl game. The Duke Dog is featured holding a football and appears to be running similar to how a football player rushes for yards.

"App State's Pre-Game Film Study" with The Count from Sesame Street

Unit ID /repositories/4/archival_objects/29921

Unit Date 2023 November 18

Mixed Materials [1000897433] 12 (Flat File)

Extent 28" x 22?"

Scope and Contents

Features image of Count von Count from Sesame Street on a television screen with the numbers 11-0 to signify what would be JMU's record if they beat Appalachian State.

Keywords

Count, (Fictitious character from Sesame Street)

"Everyone Says You're a Jungle Freak Who's a Less Hot Version of Me" / "Barstool Sports: Hire Me!"

Unit ID /repositories/4/archival_objects/29922

Unit Date 2023 November 18

Mixed Materials [1000897433] 12 (Flat File)

Extent 20" x 30"

Scope and Contents

Two-sided sign.

The primary side of the sign includes a quote and scene from the movie *Mean Girls* during which Regina George (JMU), played by Rachel McAdams, insults Cady Heron (Appalachian State), played by Lindsay

Lohan.

The other side pleads to Barstool Sports, a digital media company, to hire the creator of the sign who will be a 2024 graduate of the School of Media Arts and Design (SMAD) and claims "I need a job." Includes email address for contact.

Keywords

Mean girls (Motion picture : 2004)

"Average App State Fans:" with Pinhead Larry

Unit ID /repositories/4/archival_objects/29923

Unit Date 2023 November 18

Mixed Materials [1000897433] 12 (Flat File)

Extent 20" x 30"

Scope and Contents

Compares the average Appalachian State fan to Pinhead Larry, a character played by Patrick Star from the cartoon television show *Spongebob Squarepants*. Pinhead Larry is depicted as a dimwit and only has one tooth.

Keywords

SpongeBob SquarePants (Television program)

"NCAA UNFAIR"

Unit ID /repositories/4/archival_objects/29925

Unit Date 2023 November 18

Mixed Materials [1000897433] 12 (Flat File)

Extent 36" x 24"

Scope and Contents

Includes official NCAA logo with "Unfair" underneath referring to the NCAA's decision to deny JMU from playing in a bowl game. Created by Riley Isakower ('22).

"ESPN We Deserve To Play In A Bowl"

Unit ID /repositories/4/archival_objects/29930

Unit Date 2023 November 18

Mixed Materials [1000897433] 12 (Flat File)

Extent 17" x 11"

Scope and Contents

Crossword-style graphic asserting that JMU should be eligible to play in a bowl game with JMU-Duke Dog logo.

"JMU + 11-0 = bowl"

Unit ID /repositories/4/archival_objects/29931

Unit Date 2023 November 18

Mixed Materials [1000897433] 12 (Flat File)

Extent 17" x 11"

Scope and Contents

Invokes the popular internet meme "girl math" by using the equation that JMU plus an 11-0 record equals (or should equal) a bowl game. A 10-0 record is crossed out and replaced with an 11-0 record which presumes JMU will beat Appalachian State. The typical concept of girl math is a humorous way of rationalizing extravagant, unnecessary, or impulsive purchases.

"Our Dawgs Are Barkin'" / "Let the Dawgs Out"

Unit ID /repositories/4/archival_objects/29924

Unit Date 2023 November 18

Mixed Materials [1000897434] 13 (Flat File)

Extent 16" x 29" each

Scope and Contents

Pair of complementary signs each shaped like a foot.

The left foot sign reads "Our Dawgs Are Barkin'" which is a common saying when someone's feet are hurt. It also refers to JMU's mascot which is a dog.

The right foot sign reads "Let the Dawgs Out" is a reference to the Baha Men's 2000 song "Who Let the Dogs Out." It also refers to JMU's mascot which is a dog.

Keywords

Baha Men (Musical group)

"Consistently Making Horrible Decisions - NCAA"

Unit ID /repositories/4/archival_objects/29926

Unit Date 2023 November 18

Mixed Materials [1000897434] 13 (Flat File)

Extent 24" x 24"

Scope and Contents

Two-sided sign.

Primary side includes a scene from the television show *The Office* in which a younger Michael Scott, played by Steve Carell, is shaking hands with his then boss Ed Truck, played by Ken Howard. The handshake meme is typically used to illustrate commonalities between two entities. In this case, the act of consistently making horrible decisions and the NCAA are shaking hands and are therefore in solidarity. This refers to the NCAA's decision to not allow JMU to play in a bowl game.

The second side is a black-and-white swirl optical illusion.

Keywords

Office (Television program : U.S.)

"Who Do You Think You Are? I Am!!"

Unit ID /repositories/4/archival_objects/29927

Unit Date 2023 November 18

Mixed Materials [1000897434] 13 (Flat File)

Extent 21.25" x 28.25"

Scope and Contents

Images from the 2012 U.S. Open bowling tournament during which professional bowler Pete Weber bowled a strike during the final frame and subsequently won the tournament. Famously, Weber launched into a celebratory fit and yelled the incoherent phrase "Who do you think you are? I am!" This illogical celebration became a popular internet meme.

One image features Weber in his bowling stance. The NCAA logo is superimposed onto Weber and the JMU logo is superimposed onto Weber's bowling ball. The second image shows Weber's celebration with Curt Cignetti's face superimposed onto Weber's face.

Includes the hashtag #letusbowl.

Keywords

Weber, Pete, 1962-

Cignetti, Curt, 1961-

"30 Yrs ESPN College GameDay 'True Road Warriors!' / JMU Alumni, Auburn Parents

Unit ID /repositories/4/archival_objects/29928

Unit Date 2023 November 18

Mixed Materials [1000897434] 13 (Flat File)

Extent 22" x 24"

Scope and Contents

Two-sided sign.

One side has a congratulatory theme due to ESPN College GameDay's 30th anniversary.

The other side identifies the sign creators as both JMU alumni and parents to a student at the University of Auburn.

Keywords

Auburn University

"Never Back Down Never What?"

Unit ID /repositories/4/archival_objects/29943

Unit Date 2023 November 18

Mixed Materials [1000897431] 14 (Flat File)

Extent 20" x 32"

Scope and Contents

Refers to the viral Tik Tok motivational catchphrase "Never back down. Never What? Never give up" made popular by Nick Eh 30, an online streamer. Includes graphic of the Duke Dog his muscles.

"JMU Holds Doors For You Jonas Brothers"

Unit ID /repositories/4/archival_objects/29881

Unit Date 2023 November 18

Mixed Materials [1000897431] 14 (Flat File)

Extent 30" x 20"

Scope and Contents

Refers to the JMU tradition of holding the door for others when entering and exiting a building.

Keywords

Jonas Brothers

"NCAA ≠ Sense" / "JMU Duukes"

Unit ID /repositories/4/archival_objects/29929

Unit Date 2023 November 18

Mixed Materials [1000897431] 14 (Flat File)

Extent 28" x 22"

Scope and Contents

Two-sided sign.

Primary side includes a comparison of the University of Michigan and JMU football teams and concludes that the NCAA does not make sense. Michigan's head football coach, Jim Harbaugh, is noted as having been twice suspended in 2023 for impermissible recruiting and chating while JMU's coach was not suspended at all. Michigan was involved in a cheating scandal while JMU was not. Despite all of this Michigan was bowl eligible while JMU was not thus the argument that the NCAA is an illogical entity.

The second side reads "JMU Duukes" which is a common chant among fans.

Keywords

Michigan Wolverines (Football team)

"Fans For 40 Years"

Unit ID /repositories/4/archival_objects/29942

Unit Date 2023 November 18

Mixed Materials [1000897431] 14 (Flat File)

Extent 30" x 20"

Scope and Contents

Festive sign that reads "Fans For 40 Years - ESPN College GameDay - Go Dukes! - Beat App State." Created by Kenny Sothoron ('83) and Rebecca Woodcock Sothoron ('85).

"Hey pal, what're you in for?"

Unit ID /repositories/4/archival_objects/29941

Unit Date 2023 November 18

Mixed Materials [1000897432] 15 (Flat File)

Extent 40" x 35.5"

Scope and Contents

Features a scene from George R.R. Martin's *Game of Thrones* with Daenerys Targaryen and Tyrion Lannister who are both in

Features a scene from *SpongeBob SquarePants* with Patrick Star and Tattletale Strangler who are both in jail. Michigan head football coach Jim Harbaugh's head is superimposed onto Patrick Star and the Duke Dog-JMU logo is superimposed on Tattletale Strangler. Patrick Star/Jim Harbaugh is asking Tattletale Strangler/JMU "Hey pal, what're you in for?" referencing Harbaugh's suspension for cheating and presumably JMU's sentence brought down by the NCAA of being bowl ineligible.

Keywords

SpongeBob SquarePants (Television program)

Harbaugh, Jim (James Joseph), 1963-

"I Knew a 6th Year Was a Good Choice" / "A Dog Needs its Bowl"

Unit ID /repositories/4/archival_objects/29932

Unit Date 2023 November 18

Mixed Materials [1000897432] 15 (Flat File)

Extent 42" x 30.75"

Scope and Contents

Two-sided sign.

One side states that enrolling for a sixth year of college was a wise choice due to ESPN College GameDay visiting campus as well as JMU being superior in all things. Includes "Everything School" logo in JMU colors.

Second side uses a turn of phrase regarding dogs and bowls to argue that JMU, whose mascot is a dog, should be eligible to play in a bowl game. Includes graphic of the Duke Dog and a bowl-shaped trophy with a clip-art picture of a peach on it which presumably refers to the Peach Bowl.