

Discontinuing the Use of Native American Logos, Mascots, and Nicknames

Approved by Legislative Assembly with edits, 2017.

WHEREAS the National Communication Association recognizes that racial prejudice, stereotypes, and discrimination are harmful to Native Americans and other people of color;

WHEREAS the National Communication Association comprises of educators and researchers who recognize that teaching and scholarship are powerful tools for fostering social justice and promoting social change;

WHEREAS we recognize stereotypes used in Native American logos, mascots, and nicknames promote misleading stereotypes of Native Americans currently and historically;

WHEREAS we recognize that some First Peoples have approved of the use of Native American images and names for sports in particular cases;

WHEREAS social science scholarship demonstrates that the continued use of Native American logos, mascots, and nicknames harms Native Americans psychologically, educationally, and socially;

WHEREAS we are resolved to reject racism in all of its forms;

AND, WHEREAS the discontinuation of Native American logos, mascots, and nicknames in sport has been called for by numerous professional organizations, including but not limited to: American Anthropological Association, American Psychological Association, American Sociological Association, North American Society for the Sociology of Sport, Modern Language Association, United States Commission on Civil Rights, National Association for the Advancement of Colored People, Association of American Indian Affairs, National Congress of American Indians, and National Indian Education Association;

NOW, THEREFORE, BE IT RESOLVED, THAT THE NATIONAL COMMUNICATION ASSOCIATION calls for discontinuing the use of Native American logos, mascots, and nicknames by any group, company, or organization other than tribes themselves.