

Mascots - A History

I. What is the purpose/goal of a mascot?

II. The word “mascot” is actually French - it roughly translates to mean _____

III. Early sports mascots included animals & children.

IV. In the 1960s, Americans’ obsession with the _____ led to a wave of fuzzy/animated mascots.

A. For example? _____

B. How does the Padres’ Chicken meet the objectives of a mascot?

V. How do teams come up with their mascots?

A. Mascots often tie into the people, places and things the area is well-known for. In other cases they represent the team’s identity, ideals or principles.

1. For example? _____ which got their name from...

B. Sometimes mascots don’t have anything to do with the team name or region and instead are zany/fun.

1. For example? _____

VI. Native American mascots

- A. Have been used by high schools, colleges and professional teams since _____
- B. Some say they rally team spirit, honor indigenous people and bring luck. Others argue that they're racist, dehumanizing and should be retired permanently.
- C. The formal campaign to retire Native American mascots/stereotypes/naming in sports began when? _____

1. What was going on at the time that led to this movement to ditch the mascots?

- D. The campaign to change Native American mascots began in the '70s with colleges, continued in the '80s with high schools, and moved into professional sports in the 1990s.

1. Retiring of college mascots

a) What was the federal government's opinion on the issue? (2001)

b) What stance did the NCAA take in their mascot policy? (2005)

(1) Florida State is 1 of 5 colleges which has been granted an exception to the NCAA's policy. Why is that?

(2) What do YOU think about the policy exception? Should the policy apply to everyone or should there be exceptions in some cases?

2. To date, more than $\frac{2}{3}$ of the roughly 3,000 teams with Native American mascots have dropped them voluntarily. Some teams, however, have insisted on keeping their names.

3. Examples of resistance at the professional level:

a) The Washington football team

(1) What changed in 2020 that helped bring the conversation about mascots to the forefront?

(2) What finally convinced Washington owner Dan Snyder to change the team's name?

b) The Cleveland Indians

(1) The team retired their mascot _____ in 2018 but held onto the team's name. In 2021 they announced plans to change the name. They are now known as the Cleveland _____.

c) The Atlanta Braves

(1) What do some people argue is problematic about the Braves?

(2) What has been the team's response to calls to change the name/mascot?

d) The Chicago Blackhawks

(1) Who is the team named after and why do they argue it supports them maintaining the team's name/mascot?