



Change the Mascot!

FOR IMMEDIATE RELEASE

Media Contact: Jim Heins
Oneida Indian Nation
(315) 829-8310
[email](#)

Change the Mascot Campaign Celebrates New Data Showing Less Use of the R-Word

Data from the first two weeks of the NFL season highlight the success of the campaign asking sports broadcasters to stop using the dictionary-defined racial slur

Oneida Nation Homelands (Sept. 19, 2014) The Change the Mascot campaign today celebrated news of data showing that National Football League broadcasters have significantly reduced the amount they are promoting the dictionary-defined racial slur that currently serves as the Washington team's name. According to year-by-year data compiled by Deadspin, NFL broadcasters are using the word "Washington" far more than the R-word in their broadcasts. That represents a reversal from just a year ago, when broadcasters more often used the R-word instead of the word "Washington."

"We are gratified that an increasing number of broadcasters are honoring our campaign by refusing to help Washington team officials slur Native Americans," the Change the Mascot campaign said today. "There is no neutral position when it comes to bigotry, and broadcasters must choose which side they are on. Are they on the side of promoting a slur screamed at Native Americans and used as a team name by segregationist George Preston Marshall? Or are they on the side that says Native Americans do not deserve to be slurred? Clearly, more and more broadcasters are choosing the right side of history."

The Change the Mascot campaign was launched in 2013 and has since grown into a national movement backed by civil rights groups, religious leaders, sports icons, media outlets, governors, Members of Congress of both parties and the President of the United States.

In advance of the 2014 professional football season, the campaign contacted National Football League broadcasters asking them to refrain from using the R-word to describe the Washington team. That coincided with the campaign airing a radio ad in the city of Washington's first game (Houston) asking fans to tell their local broadcasters not to use the R-word when describing the team.

Prior to that, broadcasters such as James Brown, Phil Simms and Tony Dungy announced they will refrain from using the term in their broadcasts. Their announcements came as CBS said it would respect individual broadcasters' decision not to promote the dictionary defined racial slur. That followed media icons such as the Washington Post editorial page, the New York Daily News and the San Francisco Chronicle announcing they would refrain from using the term.

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