

ALCS matchup sparks another round of criticism of Cleveland's name, logo

Hashtags abound, including #NotYourMascot, calling for sports teams to change names, uniforms

By Andrea Janus, [CBC News](#) Posted: Oct 11, 2016 2:41 PM ET Last Updated: Oct 11, 2016 4:27 PM ET

The Cleveland Indians may have demoted Chief Wahoo to "secondary status" a few years ago, but the team's mascot and name are "utterly inappropriate and racist," said CBC Radio pop culture critic Jesse Wente ahead of the team's American League Championship Series against the Toronto Blue Jays.

As the two teams get ready to open the ALCS on Friday, the issue of Indigenous names and images being used by sports teams has once again come to the fore.

Wente, a life-long baseball fan, noted that in recent years Cleveland has been phasing out the Chief Wahoo logo. It was removed from the team's road cap in 2011 and the home batting helmet in 2013, according to ESPN.

"I would suggest that's because they know that their name and their mascot is utterly inappropriate and racist," Wente told *Metro Morning*.

"But they can't yet change it."

He noted that while college and community-level sports teams have started changing names that contain Indigenous language and imagery, owners of pro teams have resisted such moves.

'Fighting Hawks' replaces 'Fighting Sioux' at University of North Dakota

At the beginning of this season, Cleveland owner Paul Dolan told a local newspaper that the Chief Wahoo logo had been officially demoted to secondary status. However, it will remain a part of the team.

"[We have] no plans to get rid of Chief Wahoo. It is part of our history and legacy," Dolan told the *Cleveland Plain Dealer*.

"We do have empathy for those who take issue with it. We have minimized the use of it and we'll continue to do what we think is appropriate."

This weekend, the team's senior director of communications said Cleveland will "continue to research" the feelings around the logo before making any change.

"We are very cognizant and sensitive to both sides of the conversation — our fans' deep, long-lasting attachment to the memories associated with Chief Wahoo and those who are opposed to its use," Curtis Danburg told Ohio's *Akron Beacon Journal*.

- [ESPN host sparks conversation on racism in sports with 'Caucasians' shirt](#)

Dan Snyder, owner of the NFL's Washington Redskins, has said he is not considering a team name change, despite public outcry.

Should the sports world ban indigenous team names and logos?

After Cleveland beat the Boston Red Sox on Monday to advance to the league championship, and Wente's appearance on CBC's *Metro Morning*, the hashtag #notyourmascot began trending in Toronto, as did another hashtag: #ClevelandNotIndians.



Mary-Margaret Jones

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Following up on the current #NotYourMascot campaign, just realized my alma mater still uses Redskins. Do better @McGillU.

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Nope- not hubby, kids or nieces/nephews. Actually dreading series #NotYourMascot #mlbplayoffs
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The only thing that could ruin the wonderful #bluejays playoff run is seeing that hurtful logo the next series #NotYourMascot #changethename

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Dear Sports Media, can you please refer to the team playing the Jays as only Cleveland? #ALCS #NotYourMascot #ChangetheName

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