

Athletics

10/16/06

http://chronicle.com/weekly/v53/i09/09a04003.htm

From the issue dated October 20, 2006

### William and Mary Cuts Feathers From Logo

By BRAD WOLVERTON

➤ The College of William and Mary plans to remove the two feathers from its athletics logo that the NCAA considered hostile and abusive to American Indians, the college said last week in a written statement.

The NCAA ruled this year that William and Mary may keep its nickname, the Tribe, but must get rid of the two feathers in its logo to participate in or play host to postseason events.

William and Mary is changing its logo to avoid costly litigation against the NCAA, the statement said.

But university officials clearly still believe the NCAA's policy is misguided. In the statement, Gene R. Nichol, William and Mary's president, issued this parting shot at the NCAA: "It is galling that a university with such a consistent and compelling record of doing intercollegiate athletics the right way is threatened with punishment by an organization whose house, simply put, is not in order."

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10/14/06

# Workers have high goals

After reading the letter in Wednesday's Gazette, "Guest workers a threat," I felt compelled to respond and set the record straight.

The guest workers, as referred to by the proposal approved by the Planning Commission, are university students from around the world who are enrolled in university programs. These students are seeking degrees to become doctors, lawyers, economists and other professional pursuits. They come to the United States on an educational, work and travel program (J-1 Visa), which allows them to experience American culture from the inside out.

These students are intelligent, motivated and law-abiding individuals. Most speak three to four languages, come from good homes and have paid between \$1,500 to \$2,000 to finance their trip to the United States to participate in this work-and-travel education experience. This program is no different from similar programs at our universities for American students who choose to experience a semester abroad.

The housing guidelines that have been proposed are responsible and adequate for this audience. Similar to housing in a college dormitory, the students are provided with beds, linens, and access to laundry and kitchen facilities on the property, as well as Internet access and recreation facilities. The number of students in each room is determined by the square footage of the room as stated in the Property Maintenance Code Requirement, but not to exceed four to a room. On-site management is also a requirement for safety and control.

Our community needs these students to maintain the quality level of service that tourists expect when they come to our town. The employment market does not support the needs of our local businesses, and

## LETTERS

the outlook worsens over the next 10 years, as we see a decreasing number of 16- to 25-year-olds in our nation.

I applaud the Planning Commission and the City Council for taking a bold step in the right direction to provide adequate housing for these students who come to our community on the J-1 Visa work-and-travel program. We have an obligation as a community to provide an infrastructure that is controlled, safe and clean.

The proposal that has been approved by the Planning Commission and sent to City Council is a responsible and thoughtful response to the needs of these students.

Dave Spencer  
Vice President, Human Resources  
Busch Gardens Europe  
Water Country USA

## Time for new logo

To echo the recent sentiments of William & Mary President Gene Nichol, I am disappointed that the college is being forced to change or



alter its logo by eliminating the feathers to satisfy the NCAA

In the late 1970s, when I served as the college's Sports Information director, I lent help and direction to the local artist, George Crawford, who designed a new logo to replace the "Warrior Indian" logos that were

used roughly from the 1950s to the early 1970s.

The new logo emerged, along with the nickname "Tribe," to be used in addition with "Indians." By the mid-1980s, the Tribe became the school's only nickname. The subtle portrayal (we thought) of the script "WM" with the feathers was an effort to present the Indian connection to our university in a most respectful manner. All other caricatures, such as a student dressed as an Indian and the cartoon Indian that adorned the scoreboard, were removed.

At the time, we were humored by the concern that some would see the logo and misconstrue the school as the W&M "Eagles" or the W&M "Turkeys."

The late Ken Bradby, our public address announcer, himself an Indian, was our consultant. He termed the then-new logo as a wonderful way to connect the college and its Indian heritage.

I am certain, as easily as the now-forbidden logo was created, a new "proper" logo will evolve. As unjustified as the NCAA's ruling is, I can't see spending needed time and resources contesting it.

I would also submit that our logos, over the years, have traditionally changed every couple of decades without NCAA directives.

I totally support President Nichol and the college Board of

Visitors in their decision to move on. Knowing that I played a part in the feathered logo's creation, it does me proud to reflect that it has always been presented in the manner for which it was intended, with dignity and respect. Now, I look forward to wearing our new logo with equal pride.

Bob Sheeran '67  
Co-Voice of the Tribe  
Williamsburg

10/14/06

### Tribe feathers



"The nickname of athletic teams at the College of William & Mary is the Tribe, and the Tribe's logo is two green and gold feathers. Both are endearing and treasured, yet the NCAA has ruled that use of this logo may be offensive. This ruling is insensitive to the college's tradition and is moronic. The nickname for athletic teams at

Florida State University is the Seminoles (a specific Indian tribe). FSU's logo is the face of a Seminole Indian in full war paint. FSU football helmets sport a decal of an Indian spear with feathers. At sporting events, fans cheer for their team with the famous, and often hated, tomahawk chant. At the beginning of each Florida State home football game, Seminole 'Chief Osceola' rides a spotted horse onto the field and thrusts a flaming spear into the center of the gridiron. The NCAA sanctions FSU's traditions because the Seminole Indian Nation officially supports FSU's use of the Seminole name, logo, etc. I find it hard to believe that the Indian tribes that are indigenous to the greater Historic Triangle find W&M's logo offensive. Has W&M entered into dialogue with these tribes, and have these tribes given the college written support for the two-feather logo? If such support has been provided to the college, why has the NCAA ignored it? I have a degree from FSU, and am proud of the university's strong positive relations with the Seminole Indian nation."

**More** — Letter, 34A.

"In a letter to the college community, William & Mary President Nichol says the college will begin work on an altered university athletic logo. I suggest the design committee consist of nothing but the Native American students on campus. If the alteration they decide on is to add the two feathers that the NCAA removed, what will the NCAA say about that?"

"The NCAA has nixed the feather portion of the W&M athletic logo. Feathers, however, may be appropriate for the NCAA's own logo, from the honorable and distinguished dodo bird."

10/17/06

OTHER OPINIONS

# Why W&M won't file lawsuit over college's logo

BY GENE R. NICHOL

(The following is an excerpt of last week's letter by William and Mary President Nichol on the college's decision regarding its logo and moniker.)



NICHOL

During the past several months, the NCAA (National Collegiate Athletic Association) has reviewed William and Mary's athletic insignia to determine whether they constitute a violation of association standards. On the more important front, the committee concluded that the college's use of the term "Tribe" reflects our community's sense of shared commitment and common purpose. Accordingly, it will remain our nickname. The presence of two feathers on the logo, though, was ruled potentially "hostile and abusive."

We appealed that determination. The decision was sustained and has become final. It is powerfully ironic for the College of William and Mary to face sanction for athletic transgression at the hands of the NCAA. The

association has applied its mascot standards in ways so patently inconsistent and arbitrary as to demean the entire undertaking. Beyond this, William and Mary is widely acknowledged to be a principal exemplar of the NCAA's purported if unrealized, ideals

Not only are our athletic programs intensely competitive, but according to the association's Academic Progress Reports, the college ranks fifth among all institutions of higher learning in scholastic excellence. Each year, we graduate approximately 95 percent of our senior student-athletes. During the past decade two William and Mary athletes have been named Rhodes Scholars, and 42 were elected to membership in Phi Beta Kappa, the national honorary society founded at the college in 1776.

Meanwhile, across the country, in the face of massive academic underperformance, embarrassing misbehaviors on

and off the field, and grotesque commercialization of intercollegiate athletics, the NCAA has proven hapless, or worse. It is galling that a university with such a consistent and compelling record of doing things the right way is threatened with punishment by an organization whose house, simply put, is not in order.

Still, in consultation with our Board of Visitors, I have determined that I am unwilling to sue the NCAA to further press our claims. There are three reasons for my decision.

First, failing to adhere to the NCAA logo ruling would raise the substantial possibility that William and Mary athletes would be foreclosed from competing at the level their attainments and preparations merit. Two years ago, for example, we hosted a thrilling semifinal national championship football game against James Madison University. At present, we are barred

from welcoming such a competition to Williamsburg — in football or any other sport. I believe it is our obligation to open doors of opportunity and challenge for our students, not to close them.

Second, given the well-known challenges that this and other universities face — in assuring access to world-class education, in supporting the

research and teaching efforts of our faculties, and in financing and constructing 21st-century laboratories and facilities — I am loath to divert further energies and resources to an expensive and perhaps multifaceted lawsuit over an athletic logo. Governing requires the setting of priorities, and our fiercest challenges reside at the core of our mission. I know, of course, that more than one member of our understandably disgruntled community would likely be willing to help finance litigation against the NCAA

Those dollars are better spent in scholarship programs.

Third, the College of William and Mary is one of the most remarkable universities in the world. I am unwilling to allow it to become the symbol and lodestar for a prolonged struggle over Native American imagery that will likely be miscast and misunderstood — to the detriment of the institution.

Our challenge is greatness. Our defining purpose is rooted in the highest ideals of human progress, achievement, service and dignity. Those are the hallmarks of the College of William and Mary. They will remain so.

I know this decision will disappoint some among us. I am confident, however, that it is the correct course for the college. We are required to hold fast to our values whether the NCAA does so or not. In the weeks ahead, we will begin an inclusive process to consider options for an altered university logo. Go Tribe. Hark upon the gale.

■ Gene R. Nichol is president of the College of William and Mary in Williamsburg.

The NCAA has applied its mascot standards in ways so patently inconsistent and arbitrary as to demean the entire undertaking



10/15/06

Sunday , October 15, 2006

By Scott Norvell

**FOX NEWS**

FOXNews.com - Canning Columbus

Page 2 of 3

studies instead of on math, sciences or chemistry labs.

**They Then Came for the Feathers**

The AP reports that the College of William & Mary will remove two feathers from its school logo following complaints from the NCAA that it is disrespectful to American Indians.

The college athletic association in August denied the school's appeal of a ruling that prohibited it from using the logo at NCAA championship events or from hosting NCAA tournament games where the logo would be displayed. The ruling is part of a wider effort to remove such "hostile and abusive" images from school mascots, nicknames and logos.

William & Mary will be allowed to continue using its Tribe nickname, however.


Athletics -- Indian Symbolism

10/18/06

THE  
**VIRGINIA GAZETTE**

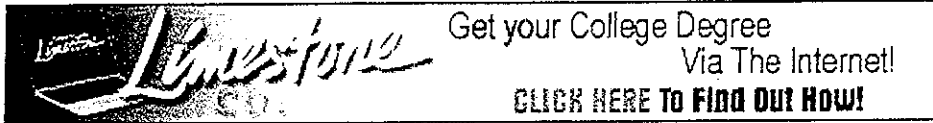
## Tribe feathers

→ "I would suggest that William & Mary solve its problem with the NCAA not by changing its logo, but by changing its nickname to the Turkeys."

●  
 "Friends who are Florida State University graduates said that in order to keep the logo and Seminole nickname, Seminole tribe members, and not Florida State reps, went to Gov. Jeb Bush to express their feeling about the use of the logo and the tribe's name. Bush then went to the NCAA to lobby for Florida State to keep the logo and name, based on the feelings expressed by Seminole leaders. I know we all keep hearing about how the local Virginia tribes don't mind if William & Mary keeps its nickname and logo, but until tribal reps independent of the college voice their true feelings to Gov. Tim Kaine, we can kiss the current logo goodbye."

**DailyProgress.com**  
The Daily Progress

10/19/06



## Misplaced priorities

Charlottesville Daily Progress  
Wednesday, October 18, 2006

William & Mary can be the Tribe, it just can't look like a tribe.

Such is the head-scratching inconsistency of the NCAA's ruling that the College of William & Mary can't use feathers in its logo

The ruling applies to NCAA tournament games at the Williamsburg college and to NCAA championship events that W&M teams would attend elsewhere.

Since William & Mary isn't likely to have two logos, the ruling effectively kills the existing logo.

But the NCAA ruled that W&M could keep its mascot name - the Tribe.

We guess any group of people can be a tribe. But add feathers to the mix, and the implication is: a Native American tribe.

But the NCAA has come down hard on schools with mascots or nicknames evoking such themes, on the theory that such usage may be "hostile and abusive" to Native Americans.

"Hostile and abusive"? By what measure?

Colleges chose Native American-themed nicknames not to be abusive, or even offensive. They chose them to reflect admired qualities that were perceived to be associated with Native American culture.

They were saying to Native American "tribes": We want to be like you.

Those qualities included courage, strength, fortitude and a fighting spirit - deemed essential in athletic contests.

The rub, of course, is that those qualities are not comprehensive, reflecting only one side of Native American life. The incomplete picture is decried as a stereotype

But we can eradicate stereotypes without also eradicating the facets of Native American life that schools looked to as positive role models.

For his part, W&M President Gene R. Nichol came down hard on the NCAA for inconsistency, including enforcement of its policy regarding Native American mascots.

"The [National Collegiate Athletic] Association has applied its mascot standards in ways so patently

inconsistent and arbitrary as to demean the entire undertaking," he wrote.

But he also noted that the NCAA has fixated on this matter of political correctness while far more serious issues smoldered.

"Across the country, in the face of massive academic underperformance, embarrassing misbehaviors on and off the field, and grotesque commercialization of intercollegiate athletics, the NCAA has proven hapless, or worse," he said.

Too many sports teams have taken the concept of the "fighting spirit" all too literally

A brawl between two NCAA schools, Florida International University and the University of Florida is just the most recent incident of "misbehavior" - a restrained term for a battle that involved kicking downed opponents and slashing them with a raised football helmet.

If logos are intended to be "hostile and abusive" - or even just offensive - they should be removed.

But intent should be the operative word. And schools' intent was to borrow symbolically admirable qualities from the first Americans.

Even if enforcing politically correct standards is a legitimate function of the NCAA, Mr. Nichol is right that it should be a secondary function.

Much bigger problems confront the association and its member schools.

But the NCAA doesn't seem to have the muscle, or the will, to require that schools clean up their acts in more substantive ways.

[Go Back](#)



10/19/06

**Daily Press**

### *W&M's integrity*

I totally support President Gene Nichol's thoughtful and carefully reasoned article on the current controversy between the College of William and Mary and the National Collegiate Athletic Association ("Moving on from NCAA decision, W&M will change logo," Oct. 14). The college does have a greater mission, and one can only hope that the NCAA focuses on the many problems in athletics at some of our other tax-funded institutions in the state.

I do have an observation regarding Nichol's continual characterization of college as the "university." I hope that this does not signal a change from a small liberal arts institution known for its excellence to yet another behemoth academic

institution in search of a mission. While all alumni will support efforts to make the college even better, most of us would like to see its essential character preserved.

**Robert Canestrari**

Athletics -- Indian Symbolism

THE  
VIRGINIA GAZETTE

10/21/06

## Last on Tribe feathers

"With the unfortunate feather loss from William & Mary's logo, perhaps it's time to think of a new name and logo entirely. Since it has to change anyway, why not call W&M 'The Royals' and hang a stylized Hallmark sort of crown off the W&M logo? After all, the school was named after two royals. Gives a touch of class to a very classy school."

10/25/06

# Emblem suggestion

✓ John Kurec came up with two good suggestions for replacement of the William & Mary sports emblem, by recommending either the unicorn or the wren (Oct 14 letter).

I have another suggestion. In 1683, about 50 Englishmen in their 20s set off from Hampton to go a-pirating on the west coast of Latin America. Off the coast of Africa they traded their old, leaky ship for a new one, which they renamed the Batchelors Delight, and sailed around Cape Horn. For the next few years, they snatched large amounts of silver and gold from Spanish ships.

At one point, in order to evade Spanish authorities, they sailed all the way to New Zealand and became the first white people to see the east coast of New Zealand. They also were the first English people to visit the Galapagos. Then they sailed back around Cape Horn. They sold the ship in Philadelphia, and the captain, a Welshman named Edward Davis, the surgeon Lionel Wafer, and a crewman John Hingson, rode on a ferry to Virginia.

Davis was a well-known pirate, so he was recognized, and all three were arrested shortly after arrival. They spent more than two years in jail at Jamestown awaiting a trial that never came.

Finally their lawyer got them a trial in London.

The judge offered a plea bargain in which they would donate half their loot to King William and Queen Mary for some charitable purpose, and he would let them go free. The monarchs, noting that the men had been arrested in Virginia, thought that the money should be spent there, and so the majority of the money used to found the College of William & Mary was pirate loot. I calculate that what the men contributed came to over \$1 million in today's dollars.

Even though no other college can make such an exciting claim, W&M has never made a big deal out of this story. At the least, there ought to be buildings named after the three men. What about a new sports emblem as well?

These three men would have argued with you if you claimed they

## LETTERS

were pirates. They said they were *privateers*, but they probably would have owned up to being buccaneers or corsairs, so maybe W&M can pick one of these words.

John Fitzhugh Millar  
Williamsburg

## House our artists

Kyra Cook, a resident artist-potter-community activist, has shared with the community a need for zoning that enables working artists to live-work-display and sell from their properties. With Colonial Williamsburg showcasing craftspeople who once lived and worked on their sites, it seems a natural extension for the city to promote this, demonstrating an important tie to our past.

"Discover the Arts," a new map by the Greater Williamsburg Chamber & Tourism Alliance for "discovering fine art and fine craft in America's Historic Triangle," has just been released, acknowledging the benefits of cultural tourism. So shouldn't the city actually have artists working, living, displaying works and selling from their studio in the city?

Williamsburg needs to provide zoning that permits artists to live and work on site - work space, storage and delivery, public access, display, sales and home - on a given lot. Some artists might have equipment, students, an office, and retail space in a compound. Some will have kilns, ironworks, welding apparatus, looms, dyeing vats, or glass-blowing or other equipment.

Williamsburg will be far richer by creating a zone that accommodates these needs and encourages artists to be an integral part of the community. The public can enjoy observing, learning and buying from our artists. And individuals can be encouraged to engage in these new activities.

We learned, with the recent revealing of the site for the Community Arts Center in a location most of us had never thought of, that there are likely many areas tucked away that could nicely accommodate working artists. With the push for visitors to explore our wonderful museums, art galleries and artist

studios, Williamsburg must advocate for working artists to have their homes and studios in the city. It is sad to review the new map and see that the *only* studio listed in the city is on the campus of the College of William & Mary. All of the others are outside the city. Other artists live in the city, but are not in zones allowing working-living-selling from the site.

Our artists deserve our help. We all will benefit from having them here. Please let our City Council members know you support our artists. And quickly, because the opportunity for consideration is *now*.

Nanci Bond  
Williamsburg

## Fantastic Friday

I would like to thank W.C. O'Donovan for the "Hail Yorktown" editorial, which was well received in my household and will be saved along with my favorite 225th Yorktown keepsakes.

I, too, tramped through the fog and muddy fields of the French cemetery and the ceremony at the French Memorial, along with the other day's events, and I thank O'Donovan for his careful report of all the attending dignitaries of the parade and of the day. We who live for the revival of history for ourselves and our children shared one of the most wonderful days in the history of modern Yorktown.

One of the best parts of the celebration did not happen until Friday. The re-enactors were allowed to set up on Friday afternoon, and their presence was a most spectacular addition to the already history fest-like atmosphere.

Bless those who dedicate their lives to the preservation of history through their work as re-enactors. I loved their presence and hope that they will be invited more regularly. Let's not wait another 25 years to see the mastery of their presence on our historic battlefields.

Kathleen Manley  
James City



Athletics -- Indian Symbolism

10/28/06

THE VIRGINIA GAZETTE

v

**W & M President Wins Big Cheer**

EDITOR, TIMES-DISPATCH:

I salute the RICHMOND TIMES-DISPATCH for reprinting William and Mary President Gene Nichol's letter to the school's alumni regarding the NCAA and its duplicitous enforcement of its mascot policies. As an interested alumnus, former student-athlete, and parent of a third-year student, it is tough to walk away from a fight. This is especially true when certain high-profile National Football League farm teams (hey, call them what they are) enjoy a free pass on the recent NCAA mascot policies — not to mention academic standards.

With that behind us, I want to publicly acknowledge President Nichol's inspiring and wise leadership over the past two years at the College of William and Mary. His theme of looking forward and improving the academic environment to the benefit of all students is sound. Virginia residents should feel comfortable that this national treasure — which is a state institution — is in good hands. I wish Nichol a long and prosperous career in Williamsburg.

CHRIS GRIFFIN

CHESTER

10/28/06

# W&M students will protest logo ruling

*A group will hand out feathers at today's homecoming game to criticize the NCAA.*

BY CAROL SCOTT  
cscott@dailypress.com | 223-5686

**WILLIAMSBURG** — A College of William and Mary student group plans to pass out 25,000 feathers at today's homecoming football game in protest of the NCAA's



ruling against the school's logo, members said Friday.

Earlier this month, William and Mary President

Gene Nichol said the school would change its athletic logo — two green-and-gold feathers with the letters W and M — after the National Collegiate Athletic Association ruled that the symbol might be offensive to American Indians.

Please see PROTEST/C2

## ► PROTEST

Continued from C1

The NCAA said William and Mary could keep its "Tribe" nickname.

Initially, the university appealed the ruling, saying the association's decision against the feathers — while giving clearance to other schools (Florida State University can retain its "Seminoles" nickname and fighting-warrior imagery) — was illogical.

William and Mary later relented, noting that the NCAA could prevent the school from hosting championships.

Members of William and Mary Young Americans for Freedom, an activist group that has been critical of the school's administration, said Friday they were angry at what they called an unfair NCAA decision.

They'll pass out the feathers to students and alumni at the game, they said.

William and Mary is scheduled to play Villanova University at 1 p.m. today.

# STUDENTS TRY TO SAVE FEATHERS AND DELLY

## Petitions aimed at building clout from alumni

By Sharon Schiff

WILLIAMSBURG

Homecoming weekend is for alumni to reminisce and for the development staff to score a big donation. For students, it's the perfect setting to draw attention to a cause.

As thousands of graduates arrive this weekend for a stream of parties, reunions and tailgates for the Villanova game, student groups will be pitching at least two campaigns.

W&M's Young Americans for Freedom is protesting the college's acquiescence to an NCAA edict to remove two feathers from the Tribe logo. In response, the group will hand out 25,000 feathers to people attending Saturday's football game at Zable Stadium.

More than a year ago the NCAA reviewed the nicknames and logos of colleges to see if the symbols were offensive to certain sectors of the public, notably Native Americans.

W&M officials persuaded the NCAA to let the college keep the Tribe nickname, but the NCAA stood fast that the feathers had to go.

Elsewhere, the W&M Student Assembly has organized an online petition called "In Defense of Student Nightlife." The goal is to keep Starbucks from taking over the popular College Delly at the corner of Scotland Street and Richmond Road. An online petition has collected 1,600 student signatures.

Senior Katherine Eade is angered by both the prospect of Starbucks moving in and the feathers being removed.

"For some reason people think we are a really docile campus, but that's not true," Eade said. "If you look at all the stuff we're doing, you see, hey, we aren't that tame."



Seniors Will Coggin and Benjamin Locher will help pass out 25,000 feathers at Saturday's homecoming game.

She's trying to draw the attention of alumni and create some leverage. "They have pull and push."

John Cooter graduated in 1961. His wife, Judy, is a 1963 grad. They're here this weekend from Greenville, S.C., and had heard about both causes.

"I think it's absolutely ridiculous."

John said of the NCAA ruling. "But I'm glad students are doing everything they can to help overturn the decision."

Judy agreed that speaking out and being an activist goes hand-in-hand with being a college student. "Students need to do that," she said. "They ought to be doing that."

Senior Benjamin Locher, a member of Young Americans for Freedom, helped bring the feather protest to fruition.

"A lot of these things that are pro-student issues we've really come together on," Locher said.

See NCAA, page 8A



# NCAA ruling uneven

Continued from page 1A

said. "I think we have a lot more people who are willing to be activists than during my freshman year."

Joe Luppino-Esposito came up with the feather idea. He also serves as a senator on the Student Assembly.

"This is showing students on campus that we are not going to accept what is decreed to us from everyone else," Luppino-Esposito said. "We want to make sure there are some voices out there and that this doesn't go down easy. We definitely don't want to go down without a fight."

The ruling from the NCAA might be easier to accept had it been doled out with an even hand across the country. While W&M is told to trim its feathers, Florida State is allowed to keep its Seminoles nickname and a mascot who, in full Indian headdress, thrusts a fiery spear into the ground before each home football game.

"The claim is that the [W&M] logo is hostile and abusive," Locher explained. "But then a person can dress up as a Native American and throw spears into the ground."

The implication is that big colleges are held to a different standard. W&M was ordered to perform a "self-examination" to review the logo, but Notre Dame was not required to do likewise for its Fighting Irish nickname and bare-knuckled leprechaun logo.

As for Starbucks, some students are upset over the diminishing number of nightlife options close to campus, since there are so few in the first place.

Seven Starbucks are found throughout greater Williamsburg, and more are on the way. There are already three on the campus.

The same petition that collected signatures from nearly one-third of the college's undergraduate population will soon go out to alumni and members of the community.

Zach Pilchen, senator for the Student Assembly, said the plan is to alert Starbucks to the groundswell. "It will show Starbucks that if they want to come in here, they are not going to be able to do it silently without anyone noticing."

Perhaps Starbucks has already heard. Earlier this month, the application to convert College Delly was put on indefinite deferral because of ongoing negotiations between the owner and the Starbucks franchisee.

If College Delly goes, students want someplace they can go and hang out as they did before. Pilchen is optimistic that backing from alumni could help their cause even more.

"It's not so much the College Delly versus Starbucks," Luppino-Esposito added. "We want to see the continued ability for students to have nightlife in Williamsburg."

10/29/06

# Birds of a feather protest together

*W&M students and fans decry the NCAA's decision on its mascot by sporting feathers and "I've been plucked" T-shirts.*

BY MATT SABO  
msabo@dailypress.com | 757-247-4712

WILLIAMSBURG — The feathers were flying Saturday — and so was anti-NCAA sentiment — at Zabel Stadium for the College of William and Mary homecoming football game.

A student group — decrying the National Collegiate Athletic Association's decision to ban two green-and-gold feathers from the Tribe's logo — passed out 25,000 feathers at the stadium in protest.

Fans wore feathers in their hair, hats and on their T-shirts. They also groused about a double standard that allowed Florida State University to keep its Seminoles nickname and its football-helmet logo of a spear with a feather attached.

The feathers at William and Mary went fast, Benjamin Locher said. He's a senior and a member of Young Americans for Freedom. The student group is protesting the ruling that the Tribe's feathers must go because they could be offensive to American Indians.

"We had no rejections," Locher said. "We had so many people coming up, just begging for the feathers."

The feathers were passed out through the first quarter. They were even extended to Gene Nichol, president of the university. "We gave some feathers to President Nichol, and he accepted them," Locher said.



Matt Sutton hands out feathers before the William & Mary football game Saturday.

PHOTO BY BUDDY NORRIS/DAILY PRESS

## ► FEATHERS

Continued from B1

Kimi McCulloch, a 54-year-old Richmond resident, printed up a couple of dozen T-shirts with the signature feathers and the slogan "Feathers forever." She and friends and family were modeling the T-shirts at a pregame tailgate party.

She's not amused by the NCAA's crackdown on the Tribe's beloved logo. "Doesn't the NCAA have anything better to do?" she asked.

Cheerleaders hawking T-shirts and sweatshirts that read, "I've been plucked," reported brisk sales.

"Today will probably be our biggest gross sale," said Samantha Hazell, a 20-year-old Tribe cheerleader from Chesapeake. "I'm going to buy one."

Joshua Bensington, a 23-year-old senior, showed up shirtless but sporting an impressive head-dress of feathers cascading down his back. He's ready to take on the NCAA.

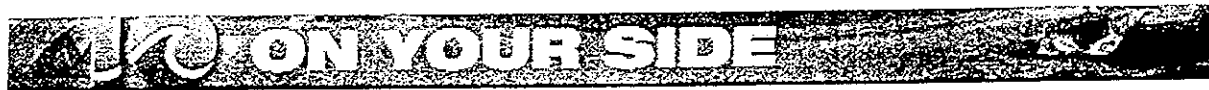
"I've got a posse to protect me," Bensington said, gesturing to his buddies milling about.

Others urged Nichol, who has decided not to fight the decision, to take on the NCAA.

"I think he should spend whatever money it takes," said Scott Rawls, a 32-year-old 1996 graduate. "There's not one tribe in this area that's against us."

see FEATHERS/B6

<<Back



10/30/06

## William & Mary students to say goodbye to feather logo with a protest

Tomorrow's homecoming game at the College of William and Mary will be the last for the feathers that have symbolized the school for years.

The NCAA outlawed the emblem earlier this year, saying it's offensive to some Native Americans.

But before the feathers fly one group of students has something special planned

The group is called Young Americans for Freedom, and before these feathers disappear after Saturday's game, they'll pass out 25,000 real feathers to students and alumni.

They say its not so much a protest as a sign of solidarity- and school spirit.

There's no question how seniors Ben Locher and Will Coggin feel about William and Mary's feathers.

It's written right on their shirts.

They're feelings toward the NCAA, which is forcing the school to get rid of the feathers, isn't fit for print.

But the students respect their college's decision not to fight it in court.

Instead they've decided to give the school symbol a rousing send off .

They ordered 25,000 feathers to pass out to students and alumni at the homecoming game.

Turns out the feathers aren't quite as large as they'd hoped, but they're already making a big impact with alumni who can't wait to get their hands on them.

And who knows, the students say. Maybe they'll hit a chord with the NCAA.

Or maybe they'll start a new tradition- that the NCAA can't take away.

William and Mary is expecting more than 12-thousand fans at tomorrow's homecoming game against Villanova.

So get there early if you want a feather. Kick off is at one o'clock.





10/31/06

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## Feedback<sup>✓</sup>

■ **Jim, Williamsburg:** Thanks for the article about the students protesting the William and Mary and NCAA's trying to keep them from using the feathers. Could you give us a way to contact the student group that's protesting?

**Editor:** The e-mail contact for the W&M student group Young Americans For Freedom is Benjamin Locher, [bjloch@wm.edu](mailto:bjloch@wm.edu)

Athletics -- Indian Symbolism

THE  
VIRGINIA GAZETTE

11/1/06

## Feathers campaign

"I wish the students' feather campaign well (Oct. 28 front page), but I fear that the NCAA is too numb to realize how numb it is. The NCAA probably requires a big-time, big-money, Indian-supported, I-A school like Florida State to get its attention, especially when it warms up its lawyers. If the local feather campaign doesn't work out, I would suggest that William & Mary President Gene Nichol eliminate all references to Indians, tribes or feathers, considering that our local Native Americans have been non-supportive, or at the most, apathetic. They didn't seem appreciative of the early efforts at the Brafferton either. Instead, Nichol should examine the circumstances of the founding of the college and the academic characteristics of the early institution, and devise appropriate nicknames and mascots based on that. We already have a good, historic monogram for a W&M logo, but 'Colonel Ebird' isn't much of a keeper. The nickname may need to be something having to do with excellence in education, something that will stick in the eye of the NCAA."

Athletics -- Indian Symbolism

11/6/06

## The Washington Times

www.washingtontimes.com

## Inside the Beltway

By John McCaslin

Published November 6, 2006

**Plucked feathers**

Given its team name, it's a good thing the Washington Redskins don't play in the National Collegiate Athletic Association (NCAA), or else they'd also be losing their feathers this season

✓ We travel south to the historic Virginia campus of the College of William & Mary, established by royal charter in 1693, where the NCAA has upheld on appeal its earlier ruling that the feathers attached to William & Mary's logo are unacceptable.

"The feathers, combined with the 'Tribe' nickname used by the school's sports teams, constitute a 'hostile and abusive' affront to Native American groups, according to the NCAA," reports **Ben Kennedy** in the William & Mary Alumni Magazine

All of which confuses college president **Gene Nichol**, among many others.

"Present NCAA determinations of mascot policy -- what is allowed and what is forbidden -- are neither comprehensible, nor capable of being sensibly defended," the William & Mary president had written in his appeal.

"An interpretation that penalizes the College of William & Mary while embracing the depiction of a brave on horseback, in war paint, plunging a flaming spear into the turf at midfield, to the delight of 85,000 chanting, tomahawking fans, is, at best, enigmatic "

Mr. Nichol was referring to the Florida State Seminoles. Still, as Mr. Kennedy points out, the NCAA is allowing the Seminoles to keep their nickname, war paint, spears and tomahawks.

Why?

Because the Seminole tribe has informed the NCAA that it likes the team's name, as well as the spear ritual performed at each home game. William & Mary has been told it must pluck its feathers from its logo by the end of the 2007 athletic year

**Bubba's wiggle**

We can now confirm that **Bill Clinton** was in search of a little "wiggle room" when he told the grand jury, in very uncertain terms, that whether he had an affair with **Monica Lewinsky** depended on what one's definition of "is" is.

To refresh your memory, here's what Mr. Clinton said in his testimony, according to a footnote in special prosecutor **Kenneth Starr**'s report:

"It depends on what the meaning of the word 'is' is. If the -- if he -- if 'is' means is and never has been, that is not -- that is one thing. If it means there is none, that was a

<http://washingtontimes.com/functions/print.php?StoryID=20061106-123549-9251r>

11/7/2006

11/15/06

**NO (LO)GO**

William and Mary President **Gene R. Nichol** said Tuesday that a legal ruling this week in North Dakota will not prompt W&M to revisit a recent decision to change its logo. A district judge granted a preliminary injunction to stop the NCAA from banning the University of North Dakota from hosting a Division II football playoff game because of its "Fighting Sioux" nickname.

The NCAA considers North Dakota's nickname hostile and abusive to Native Americans. The NCAA prohibits schools with hostile and abusive nicknames or logos from hosting NCAA postseason events.

Earlier this year, the NCAA ruled it has no problem with W&M's "Tribe" nickname, but ruled that the school's logo of two feathers is potentially hostile and abusive. Nichol announced in October that W&M will not contest the ruling.

"If there was no longer the threat of sanctions from the NCAA, our circumstance would be different," Nichol said. "But unless that changes, I doubt this changes for us." ■

Athletics - Indian Symbolism 3/7/07

# Poor idea for unruly

The Education Committee of the League of Women Voters of the Williamsburg Area opposes the restructuring of the WJC Schools Center for Educational Opportunities for students who have been suspended or expelled for behavioral issues or those with severe academic challenges. Indeed, we strongly oppose this recommendation as a way to balance the 2007-08 budget.

We oppose the restructuring for the following reasons:

■ The proposed restructuring denies students access to a fully comprehensive education as well as the related services necessary to help them succeed.

■ Research literature suggests that the reduced services to be offered would not be as successful in meeting the needs of these students. The strategy for closing the achievement gap is a research based strategy, and these students are part of that gap.

■ The literature shows it is best practice to intervene with students of any age who are at high-risk for school failure early and with an array of support services.

■ We are also very concerned about what these students will be doing during the day since many of them have been suspended or expelled.

Some may say that's not our problem, but without daytime interaction, some students may cause trouble in the community and then it would be our problem.

■ It would appear the CEO program was identified as a convenient way to close the \$2.7 million money gap by sacrificing these students without fully considering the impact on student outcomes.

These are our children who have made terrible mistakes. And what are they going to feel and think about being shuttled off to evening school? And what does the proposed restructuring say about us and our priorities? Our community cannot afford *not* to serve our neediest students.

The League supports the following proposed priorities:

1. Hiring more staff to accommodate growth
2. Opening of two new schools
3. A 3% salary increase, and benefit increases for all staff
4. Other additional needs, which

## LETTERS

### By request

I recently read in the Gazette that I had withdrawn as graduation speaker at Walsingham. It's not so.

Months ago, when the Wren cross issue became so controversial, I contacted Walsingham officials and offered to withdraw as commencement speaker. I was informed that, as a matter of principle, my offer would not be accepted. I deferred to the judgment.

Last week, I was told that the invitation was now being withdrawn. At this late date, I asked only that it be clearly explained that the school made the decision, not me. Such an explicit commitment was made. It was apparently breached as well.

Gene Nichol, President  
College of William & Mary  
Williamsburg

includes important items such as preschool expansion for at-risk children, replacement buses, and needed equipment.

The league urges all citizens to participate in the budget process by contacting the members of the School Board as well as the county Board of Supervisors and City Council.

Sharon Kiefer, Chair  
Education Committee  
League of Women Voters of the  
Williamsburg Area



### Ruffled feathers

The venerable College of William & Mary lost its proud affiliation with Native Americans when the National Collegiate Athletic Association arbitrarily decided several feathers in the college logo would automatically demean American Indian tribes.

On the other hand, Florida State University, also in the NCAA, is permitted to name its teams after the proud and undefeated Seminole Indian tribe.

There are numerous Indian tribes in Virginia. Two, the Cherokee and

the Pamunkey, are currently recognized by the federal government. The Commonwealth of Virginia additionally recognizes the Chickahominy, Eastern Chickahominy, Mattaponi, Upper Mattaponi, Monacan, Nansemond, and Rappahannock tribes. The descendants of many less known tribes also reside in various areas of Virginia.

Was either the Cherokee Tribe of Virginia or the Pamunkey Tribal Council consulted by the NCAA regarding the college's athletic emblem before issuing its astonishing ruling? Moreover, were representatives of any of the other seven recognized Virginia tribes consulted for their opinions?

In an era where major colleges and universities are among the vanguard of those proudly championing ethnic diversity within ruling athletic organizations like the NCAA where have been the spokespersons for Indian tribal perseverance, valor and victory?

Jamestown 2007, in its recognition of our country's founding, is emphasizing the existence and valuable contribution made by the indigenous Americans comprising Chief Powhatan's Algonquian confederacy in Virginia. The tribal people haven't disappeared. Their descendants are still very much among us, and they are still contributing.

We don't have a mountain large enough or otherwise suitable to accommodate a heroic profile of Chief Powhatan, but hopefully an appropriate statue commemorating him will be erected once Werowocomoco is indisputably located.

Until then, would President Nichol with the consensual approval and active support of the Virginia Indian tribes, set about successfully contesting the NCAA ruling and restore the feathers to the official college logo?

Rise up noble warriors. The Tribe needs more braves.

John L. Lunsford  
James City

### LETTERS POLICY

Letters sent exclusively to the Gazette get top priority. Text is edited for clarity, brevity and length. Mail to 216 Ironbound Rd., Williamsburg, VA 23188. Fax to 220-1665. E-mail to letters@vazagazette.com or click the letters link on our home page at vazagazette.com.



3/21/07

## **Fuss & feathers**

While on the subject of political correctness and social inoffensiveness, we recall that William & Mary's Tribe ✓



lost its feathers when a decision was made to return them to the Indians who didn't ask for them in the first place. Was it the administration who deferred to the prevailing malaise of milquetoast correctness when it came to fighting for its standards?

Whatever happened to the vigor, the imagination, the red-blooded verve that made our nation uncowering and great? After all, W&M was the first school to open its doors to the local tribes, not out of condescension or correctness, but most likely to educate and improve relations between the settlers and the indigenous Americans.

Native Americans have long since given up feathered plumage in their everyday affairs. Truth be known, the majority of the tribes would welcome a restoration of this traditional symbol of bravery to their namesakes at William & Mary.

L.D. Williams Jr.  
York

4/10/07

## **W&M seeks logo advice**

Richmond Times-Dispatch  
Tuesday, April 10, 2007

Needed: a new William and Mary athletics logo. W&M is open to suggestions.

The NCAA informed the school last year that its feathered logo, when paired with the nickname Tribe, violates NCAA restrictions regarding the use of American Indian mascots, names and imagery. W&M will keep Tribe but next school year will phase out the logo that includes two feathers protruding from the interlocking W and M.

Gene R. Nichol, W&M president, established a 14-member logo committee. Chaired by W. Samuel Sadler, vice president for student affairs, the committee will gather as much input as possible by the close of this month.

Information regarding development of the new logo is available at [www.wm.edu/logo](http://www.wm.edu/logo).

-- John O'Connor

**Tribe logo search**

The committee charged with developing a new logo for the College of William & Mary and its athletics program is seeking input from members of the college community.

The 14-person committee, chaired by vice president for Student Affairs Sam Sadler, is made up of alumni, students, faculty and staff at the college. Members of the college community are encouraged to visit the committee's new website, [www.wm.edu/logo/](http://www.wm.edu/logo/) to read more about the selection criteria, process and the official charge of the group. The committee is hoping to gather as much input as possible from members of the college community through April 29.

President Gene Nichol established the committee following a decision last fall by the National Collegiate Athletic Association regarding W&M's athletic logo. As part of a review of more than 30 universities, nicknames, logos and imagery associated with Native Americans, the NCAA ruled last year that W&M's athletic logo, which included two green and gold feathers, must be changed if the college wished to remain eligible to host NCAA post-season events or participate in NCAA championship events.

Nichol has established a committee to develop a new symbol of identity for the college and its athletics program. The college's Logo Committee, chaired by Sadler is tasked with developing both a logo for the school and exploring whether the college should adopt a mascot at this time.

VA. GAZETTE - 4/11/2007



# Athletics--Indian Symbolism

VA. GAZETTE -

4/14/2007

## W&M logo

"The College of William & Mary has created a committee to choose a logo. I'll bet dollars to dough-

nuts that the choice will be the Phoenix. Twice in the last 10 years Student Affairs has put together groups of students and coerced them to nominate that as the logo and mascot. If Sam Sadler and Student Affairs wants the Phoenix, just make the change. Don't hide behind sham committees and uncontested NCAA guidelines."

*The committee is considering a logo, not a new nickname.*

4/20/07

FRONT PAGE

## W&M nearing choice of new, featherless logo

The College of William and Mary's quest to find a new logo will likely be completed before its self-appointed fall deadline, officials say.

Sam Sadler, vice president for student affairs and chairman of the logo committee, told the Board of Visitors Thurs-



day that the group had received many suggestions and that a recommendation to school administration could be approved well before Homecoming weekend in late October.

Rector Michael Powell strongly urged the committee to consider hiring a professional marketer. It's rare, he said, to have the opportunity to redo your brand to the world. Last October, William and Mary, nicknamed the Tribe, agreed to abide by an NCAA ruling that its logo — two green-and-gold feathers attached to the letters W and M — was "hostile and abusive" to American Indians. The deadline to submit ideas is April 29. For more information, go to [www.wm.edu/logo/](http://www.wm.edu/logo/).

— Seth Freedland

Athletics -- Indian Symbolism 4/21/07

## Logo committee may be done by fall

WILLIAMSBURG — The College of William & Mary's Board of Visitors heard an update from the Logo Committee during Thursday's quarterly meeting. Sam Sadler, vice president for student affairs, gave an update of the progress and said the new logo, which will replace what the NCAA deemed unacceptable, should be ready before Homecoming this October. While the college is looking to replace the current logo, its nickname, the Tribe, will stay. Sadler said that as the committee seeks to replace the logo, it may also decide on bringing in a new mascot. The deadline for suggestions is Saturday, April 29.





4/23/07

## LOCAL NEWS

### W&M working on logo redesign

07:33 AM EDT on Monday, April 23, 2007

Associated Press

WILLIAMSBURG, Va. (AP) -- The College of William and Mary is looking for a mascot as well as a new logo.

William and Mary's sports teams are nicknamed the Tribe. The NCAA ruled last year that the Tribe's dual-feathered emblem was "hostile and abusive" to American Indians, so the school is working to find a new logo.

When university President Gene Nichol formed the logo committee in February, he suggested that members consider finding a mascot as well.

Also Online

[W&M Logo Committee Website](#)

The committee is taking suggestions on possible emblems or mascots until April 29th.

The college's only recent mascot was an unofficial one, a green creature in a tricorn hat named Colonel Ebirt who led cheers until his departure in 2005.

Ebirt -- "Tribe" backward -- was created for a joint venture between the college and Colonial Williamsburg that has fallen to the wayside.

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# Athletics -- Indian Symbolism

4/23/07

USA TODAY  
WASHINGTON, DC  
MONDAY 2,528,437  
APR 23 2007



B Burrelles

36 20002 8 XX...n  
.ya.a.

**Virginia: Williamsburg**  
— The College of William and Mary is looking for a mascot and a new logo. The school's sports teams are nicknamed the Tribe, but the NCAA ruled last year that the Tribe's dual-feathered emblem was "hostile and abusive" to American Indians. A green creature in a tricorner hat named Colonel Ebirt was unofficial mascot for a time.

9315

DAILY PRESS - 8/9/2007



**Whaddayaknow**

Regional mysteries solved,  
one column at a time.

**Q:** Has the new logo for the College of William and Mary been revealed yet?

**A:** No. In April, W&M President Gene R. Nichol established a 14-person committee of students, alumni, faculty and staff to come up with a new logo and decide if the college should adopt a mascot. This was done after the



National Collegiate Athletic Association ruled that

W&M's logo —

which has green

and yellow feathers

— could be considered offensive to

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had to change, or the school could no longer participate in NCAA postseason and championship events. The new logo is expected to be revealed sometime during the upcoming fall semester.

Something been puzzling you? Drop us a line at [answers@dailypress.com](mailto:answers@dailypress.com) or call 757-247-2830

8/10/07

# Daily Press



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Something been puzzling you? Drop us a line at [answers@dailypress.com](mailto:answers@dailypress.com) or call 757-247-2830. ☐

# W&M will unveil new logo soon

## Feathers are plucked, so what else is there?

By Susan Robertson

WILLIAMSBURG — The College of William & Mary's featherless logo is to be unveiled Homecoming Weekend, Oct. 27-28.

"We are clearly on that schedule," said Sam Sadler, vice president for Student Affairs, during a brief interview earlier this week.

The NCAA ordered the college to drop its feathered brand, calling it "hostile and offensive" to Native Americans even though many tribes had no problem with it. W&M had to change or face exclusion from NCAA postseason play.

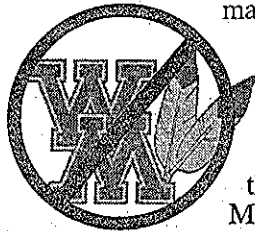
The governing body for college athletics originally wanted W&M to abandon the "Tribe" nickname as well, but the college successfully appealed. Several colleges have changed their nicknames to avoid backlash from Native Americans. While W&M was among more than a dozen colleges targeted by the NCAA, Florida State (Seminoles), Bradley University (Braves) and Notre Dame (Fighting Irish) got a pass on their nicknames and logos.

A committee of 13 W&M students asked for suggestions from the campus community

and got several dozen submissions.

"We've narrowed it down to a workable number," Sadler said. "We're working with an artist to see what those symbols could be translated into."

The challenge has been determining what mix of letters and symbols is the best representation of the Tribe while still achieving market branding.



"We're a very tight-knit community, and that's what I think 'The Tribe' really means," Sadler said. "We'd like to come up with something that when people see it, they say, 'Yes, that's William and Mary'"

He is optimistic about what the group will be able to recommend to President Gene Nichol in a few weeks.

In addition to coming up with the new logo, the committee was also invited to generate ideas for mascots. William & Mary has been without since the disappearance of Col. Ebirt, a green Oscar-the-Grouch lookalike last seen on campus in 2005.

The costume predated Ebirt by several years. It first appeared in the early 1990s, but backlash from alumni prompted then-athletic director John Randolph to shelve the mascot before it ever appeared publicly.





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**CIA director: Tapes of interrogations destroyed**



**Poll puts Clinton's lead at 6 percent**

## Hampton Roads Daily Press

Forum

### W&M unveils new logo

Posted in the Hampton Roads Daily Press Forum



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[www.mikehuckabee.com](#)

### COMMENTS

Showing posts 21 - 35 of 35 [« prev](#) | [next »](#)

Jump to page:

**Sueski**

18 hrs ago

[#22](#) | [Report Abuse](#) | [Reply »](#)



Not 32!!! Thats my unlucky number. (or something).

JOINED: Mon Nov 26

COMMENTS: 148

Williamsburg, VA

**Marie**

18 hrs ago

[#23](#) | [Report Abuse](#) | [Reply »](#)

Hampton, VA

This is typical of the times in an effort to be "politically correct."  
I never thought of the feathers as being insulting to Native Americans.

**stop the madness**

17 hrs ago

[#24](#) | [Report Abuse](#) | [Reply »](#)

Newport News, VA

This im offended bravo sierra shyt is getting out of hand almost as bad as im a victem let me sue someone we are slowly but surely becoming a joke to the rest of the world.

**Captiosus**

16 hrs ago

[#25](#) | [Report Abuse](#) | [Reply »](#)

Newport News, VA

"Hostile and abusive"? How, exactly? Because it has feathers and offends Native Americans?

else tells you that you should via the threat of a lawsuit or boycott. Grow a pair W&M.

---

**Dave** 5 hrs ago #29 | Report Abuse | Reply »  
Charlotte Hall, MD

I think the NCAA is hostile and abusive. Can we get them to go away??

---

**Rev AI** 4 hrs ago #30 | Report Abuse | Reply »  
AOL

Them injuns are to sesative They think eveybody out to get them They need to lightn up.

---

**Rev AI** 4 hrs ago #31 | Report Abuse | Reply »  
AOL

The name William and Mary is heterosexual and is offensive to gays Also, the man's name comes first, which promotes male domination. They should change the name to the College of Mary and That Man Creep

---

**Rev AI** 4 hrs ago #32 | Report Abuse | Reply »  
AOL

**Rev AI wrote:**

*The name William and Mary is heterosexual and is offensive to gays Also, the man's name comes first, which promotes male domination. They should change the name to the College of Mary and That Man Creep.*

You an imposter dont use my scren name to say stupid comments

---

**T Burkes** 3 hrs ago #33 | Report Abuse | Reply »  
Charlotte Hall, MD

An AMPERSAND! How exciting Now that's an image to capture the vitality, electricy, imagination and spirit of all that is WILLIAM and MARY.

Best of all: Finally, the imaginary Indigenus American Tribe of the Disney Yellow and Green feather can walk with heads held high.

It's time to focus attention on forcing Notre Dame to get rid of that Leprechaun - and get something, I dunno, REALLY wild like a VIRGULE: Notre/Dame.

---

**Wingnut** 2 hrs ago #34 | Report Abuse | Reply »  
Annapolis, MD

Looks like the logo of the waste management company.

---

**ABCDEF** 2 hrs ago #35 | Report Abuse | Reply »  
Gainesville, VA

Can you just imagine the cost in creating new items that now bear the new logo? That money could have been used for scholarships or something else...And to think, that such a wonderful college would bow down to "not offend" anyone...So so sad...

---

**Andrew** 2 hrs ago #36 | Report Abuse | Reply »  
UK

Uhmmm...

Before you go about blaming W&M for "caving" to the NCAA, recall that there was a 2-year-long protracted battle between W&M and the NCAA.

Students Against the New W&M Logo

William & Mary

Information

Group Info

Name: Students Against the New W&M Logo
Type: Common Interest - Self-help
Description: Yes, this really is our new logo. ----->



This group is for W&M students who think the new W&M logo leaves, well, something to be desired. The main logo is:

- \* extremely unimaginative. While the "W&M" script is good, this looks like someone used WordArt to create it.
\* the "M" in the logo is not a traditional M, but an upside-down W. Take a close look and you'll see what I mean..
\* the color scheme is off When did our colors become green and brown?

Join this Group

Share

Contact Info

Website: http://www.dailypress.com/news/dp-now-newwmlogo.1206,0,3746934 story?coll=hr\_tab01\_layout

Group Type

This is an open group on the William & Mary network. Anyone from William & Mary can join and invite others from William & Mary to join.

Admins

- Matt Beato (creator)
■ Alex Kyrios
■ Nick Rabbi Hoelker

Recent News

Vote on whether you like the logo at http://www.dailypress.com/news/dp-now-wmlogopoll.1206,0,1713070.poll?coll=hr\_tab01\_layout

Please invite all your friends--the bigger the group is, the more of a statement we can make.

Photos

Displaying 3 photos See All



Videos

No one has uploaded any videos

Posted Items

No one has posted any items

Discussion Board

There are no discussions.

Members

This group has 756 members at William & Mary. See All



---

**The Wall**

[Report Group](#)

Found 10 of 59 wall posts.

[See All](#)



Facebook © 2007



**Claire Wilshire** wrote  
at 10:42am

Did they even let the students have any say about it?  
Why don't they let us design a new one and then  
have a student vote on the best one?

Message - Report



**Avina Ross** wrote  
at 10:42am

what the hell is that?!!!!

Message - Report



**Elizabeth Bureman** wrote  
at 10:14am

I think waste management has a leg up on us for a  
logo...that's generally not a good thing

Message - Report



**Andrew L. W. Peters** wrote  
at 10:12am

Way to go, design team. No seriously, you got paid  
\$7,000 for 15 seconds of real work -- that's like what,  
1.7 mil an hour?

Message - Report



**Benjamin J. Locher** wrote  
at 10:04am

Daily Press: Some [Board of Visitors] members  
responded coolly to the design, and one, Anita  
Poston, asked whether one of the new logos would  
infringe on the logo of Waste Management Inc.,  
which uses a side-by-side green W and gold M.

Message - Report



**David Johnson** wrote  
at 10:02am

<http://www.wm.edu/news/images/dcwili/4logos2.jpg>

nice to see they had plenty of options, ranging from  
a diagonal shitty W&M to a horizontal shitty W&M

Message - Report



**Kristina Surface** wrote  
at 9:57am

wow, that's horrible

Message - Report



**Steven Enriquez** wrote  
at 9:48am

weak ...

Message - Report



**Doug Challener** wrote  
at 9:30am

W' and 'M' are NOT the same letter just flipped. Did  
they try to save money by only buying one letter?

That is incredibly ugly

Also- I think we should have a contest to see who  
can make the same thing in WordArt and see if it  
takes them ~8 months

10/9/07

## Go figure

### One college loses its feather, one college gains a feather

Lose a feather, gain a feather. In the mascot business, it's all, it seems, relative

→ William and Mary was stripped of its feather, the one long featured, along with the letters W and M, in its simple logo. Last year the NCAA, apparently lacking anything better to occupy its attention — like bad boy players and corrupt coaches or downright exploitation of athletes — said it was offensive to Native Americans and banned W&M from hosting post-season competitions unless it ditched it

So, instead of devoting all their attention to something important — like, say, the education and character of young people — the folks at W&M have spent time devising a graphic that illustrates its team name — the NCAA let

it keep "Tribe;" go figure — without using the obvious

The new logo should make a debut by homecoming, the last weekend in October.

Meanwhile, the college's grown-up offspring, Christopher Newport University, has gained a feather, also a mascot-related item. It's in the flourish of a hat atop the head of a statue of the 17th-century sea captain of the same name. He recently took up residence at the intersection of J. Clyde Morris Boulevard and Warwick Boulevard

The statue, and its various elements — including said hat — have attracted a lot of attention. The issue has to do with his right arm. He has one, in the statue. He did not, in actuality, by the time he led the first batch of English settlers to Jamestown. That much we know

It's hard to say about the hat. Or the feather.

One mascot is not politically correct. One is not anatomically correct. Who knew they'd be so troublesome?

10/27/07

FRONT PAGE

# Top-secret logo runs into snag

By Susan Robertson

WILLIAMSBURG — Never mind, William & Mary won't be unveiling the new and improved featherless logo at Homecoming.

The committee working on the new logo ran into an intriguing conflict.

"We submitted our recommendations to the president about a week ago," said Sam Sadler, vice president for student affairs. "But we discovered that there are some trademarking issues, and we need to work those out before the designs are released to the public."

As a result, the logo is being held secret.

Sadler said he would characterize Gene Nichol's response to the new icon as "enthusiastic." But administrators don't want to

release the symbol until it is fully protected by trademark. That will take a few weeks.

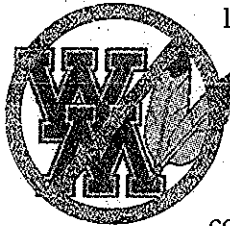
Sadler said the symbol will reflect the college's history and tradition. "It's more an evolution of our logo than a revolution," he said.

That would suggest retaining the block letters and simply omitting the feathers.

In a fit of moral indignation, the NCAA ordered the college to drop the feathers as "hostile and offensive" and wanted "The Tribe" nickname surrendered as well. The college successfully appealed on the

latter.

The logo committee will next develop a new mascot. Colonel Ebirt, the green Oscar-the-Grouch lookalike, disappeared from campus in 2005. There's no deadline. □





10/27/07

## William & Mary fans will get feathers to protest logo switch

By CHRISTOPHER A. VITO, The Virginian-Pilot

© October 27, 2007

Last updated: 8:39 PM

Staff members at William and Mary's student-run newspaper will distribute green and gold feathers to fans attending today's homecoming game against Massachusetts at Zable Stadium.

Nick Fitzgerald, executive editor of the Virginia Informer, said the feathers are meant to foster team pride while protesting the NCAA's decision to have them removed from the Tribe's athletics logo.

An NCAA ruling last year found the imagery used in the athletics logos of several colleges and universities - including William and Mary's - to be "hostile and abusive" to Native Americans.

In response, W&M removed the two feathers from its logo last fall. Fitzgerald said the move angered alumni and students.

"I'd say most of the student body agrees that the decision was flawed," he said. "We know alumni were bothered by it, too."

That's why the feathers were produced with funds from the editorially independent newspaper and from alumni interested in the cause.

W&M spokesman Brian Whitson said other student groups have made similar gestures.

"The newspaper's staff members, like other students, are free to express themselves how they wish," Whitson said.

When reached Friday, an NCAA spokesman said the organization would not comment on homecoming activities at individual schools.

"The issue with us is whether or not the institutions will continue to have any Native American imagery as part of their athletics programs," NCAA spokesman Bob Williams said. "We don't see fit to get involved with a student newspaper's intentions or any homecoming matters."

Whitson said W&M had planned to unveil a redesigned athletics logo to coincide with homecoming weekend. That date has been bumped to aid the "resolution of legal and trademark issues," he said.

Christopher A. Vito, (757) 446-2630, christopher.vito@pilotonline.com

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# The Flat Hat

The Student Newspaper of the College of William and Mary  
since 1911

1/18/08

## Students reject new logo

18 January 2008 | By Jeff Dooley, Flat Hat Sports Editor

When one of Tom Yake's '09 closest friends joined the Facebook group opposing the College's new logo, Yake, the student representative on the logo committee, did not take the news well.

"I was like, 'What are you doing?'" Yake said. He then proceeded to lock a group of his closest friends in the duty office of Yates Hall in an attempt to change their minds.

"I said, 'Listen, this is why the logo is this way,' and they were like, 'Oh, well that makes sense,'" he said.



Yake, a self-described "logo enthusiast," has been unable to sway the opinions of many of his fellow students, however, as nearly 2,300 students remain in the Facebook group "Students Against the New W&M Logo."

"[The logo seems] more like word art than something professional," Matt Beato '09 said.

Beato, along with roommate Sen. Alex Kyrios '09, created the group after seeing the new logo, and both Beato and Kyrios act as administrators for the group, along with Nick Hoelker '09.

"I certainly never saw the anti-logo effort really getting this far," Kyrios said. "I thought we would have a group that would have a few hundred people and people would be upset but they'd get over it. But the reaction has been so uniform for the most part that I really think we hit into something, because almost everyone in the group looked at it and said, 'Well, this is awful.'"

In addition to disliking the logo's amateurish appearance, Beato has a problem with the logo's "M," which he says looks much more like an upside-down "W." Yake has heard this objection several times.

"The upside-down 'W,' or 'M,' -- that was never planned," Yake said. "That was not something that we thought was going to be a concern. In fact, we talked about it on the committee [for maybe two minutes]."

There are Facebook groups in favor of the new logo. "Students who actually kinda like the new logo" has 10 members. A second pro-logo group has eight members. Kyrios said that, since the same two people were in both of these groups, the logo opponents to logo supporters ratio is -- at least, according to Facebook -- 143 5 to one.

Beato and Kyrios have been accepting submissions for new logo ideas, and hope to either select one submission to present to the logo committee or perhaps have students vote. They have also started an online petition against the new logo, which has approximately 830 names on it. While they are uncertain what changes they will actually propose or will ultimately be made, they are happy to be actively pursuing an alternative solution.

"I think it's good that we're not just sitting here complaining, like, 'Oh, I don't like the new logo,'" Kyrios said. "We're actually trying to propose a better alternative that I think students could really get behind, sort of a popular alternative to something very plain that's being pushed onto us."

## The Flat Hat: Students reject new logo

Beato said that in a recent conversation with members of Information Technology who were designing the school's new website he learned that they plan to use the school's cipher logo (the logo with the distinctive cursive letters) on the site, because their dislike of the new logo is so strong.

"If Information Technology is scared to use this logo on the William and Mary homepage then that's a bad sign," Beato said.

Yake, who said he was "shocked" that student opposition to the new logo was so strong, has seen a number of the student submissions that Beato and Kyrios have received through the Facebook group. He said that many of the submissions were also received by the logo committee when they first started the process, and some of the ideas submitted had been discussed by the committee members while they were in session. He mentioned while the cipher logo and a student-submitted design of a "WM" with a phoenix – which Beato said has been very popular among student opponents – are great from a stylistic standpoint, they are too "complicated" to be a regularly-used logo.

While Beato and Kyrios both say that they would have liked to have seen more student involvement in the decision, Yake believes that there was an adequate amount of student input. He is quick to point out that both the idea of utilizing the College's shield (featured in one of the four new logos) and that of keeping the "W&M" characters came from student submissions.

As for actually changing the new logo, it may already be too late. Yake said that, while he does not know officially, he believes the process of getting the new logo out is already well under way, with merchandise potentially hitting stores as early as February. When interviewed following the logo's unveiling at last December's Board of Visitors meeting, Athletics Director Terry Driscoll had said that ideally the new logo would be in place all across campus by the time incoming freshmen arrive next fall. Beato is still hopeful, however.

"It might be too late, but I really hope it's not," Beato said, "because people really don't like this logo."

Athletics -- Indian Symbolism

THE  
VIRGINIA GAZETTE

1/5/08

### **Last on W&M logo**

"As usual, most of the Last Word contributors have gotten the issue wrong. The M is not presented as an upside-down W. The W is presented as an upside down M, which is a travesty that will surely precipitate the collapse of the college. I have switched my cartage service to Suburban Disposal in protest."

# Athletics -- Indian Symbolism

## William & Mary cont.

"In his recent column, Lew Leadbeater referred to Del. Brenda Pogge as the Pogger. Well, if she is the Pogger is Leadbeater the Lewdster? These types of personal insults are out of line. The future of the College of William & Mary is a serious issue, and defaming people who simply disagree with your point of view is ugly and inappropriate."

## William & Mary

"I look forward to Delegates Brenda Pogge, Mark Cole and Tim Hugo expending as much effort at solving the real problems we face in Virginia as they are at micromanaging the business of the College of William & Mary."

"It's wonderful to see how well the William & Mary basketball team has been doing. It is among the top teams in the Colonial Athletic Association. The games have been exciting, and it's been fun to watch the players improve. Coach Tony Shaver has done a fantastic job. Hopefully he will be named CAA Coach of the Year. He certainly deserves the honor."

## Last on W&M logo

"I've solved the problem of William & Mary's green & gold being confused with Waste Management's green and gold. If Waste Management can put a couple of feathers in the M, everyone will know it's the garbage people, since William & Mary can't. It's strange that other organizations fought for the right to be named Redskins, Indians, Chiefs, Seminoles, etc. and won, but no one took up the Constitutional right for William & Mary, even though the local Native Americans were supportive. Where's the leadership for what's right vs. what's popular?"

*William & Mary appealed an NCAA mandate to drop the Tribe nickname and won. A condition of keeping the moniker was to drop the feathers*

12/6/07



## BOV Opens, Administration Introduces New Logo

Dec. 6, 2007 | By Jonna Knappenberger, DSJ News Editor and Isabelle Cohen, DSJ Staff Reporter



The new logo was described by the administration as "more of an evolution than revolution." Image courtesy of University Relations.

At the start of Thursday's Board of Visitors meeting, President Nichol and Vice President of Student Affairs Sam Sadler unveiled the College's new logo. In what the administration terms is "more of an evolution than revolution," the College has decided to turn back to the traditional colors of green and gold, instead of the recently used green and yellow.

In 2006, the National Collegiate Athletic Association (NCAA) ruled the College's feather logo to be "hostile and abusive." After a lengthy appeal, President Nichol appointed Sadler to head a committee to redesign the school's logo.

The committee was comprised of 14 members, including four alums, four current or recently graduated students, two faculty members (from the Art History department and the Business School), two representatives from the athletics department and two members of the administration.

Committee member and alum Connie Desaulniers ('75) drew the distinct and smaller ampersand that is incorporated in the new design.

"When we started looking at this process, we realized that in addition to the athletic logo there are a total of 12 different marks registered as symbols representing the College," Sadler said. "So our goal was not only to comply with the NCAA ruling but pick a design that could bring consistency."

The committee reviewed roughly 600 possible designs. They set up a website to take suggestions and received a couple hundred suggestions from the campus community.

According to Sadler, the choice was narrowed down to three concepts by early summer.

Phoenix Design Works, a New York-based company, helped the committee on the design. The company has also helped Harvard, Louisiana State University and Brown design logos in the past.

"We wanted a symbol that was easily recognized and said 'William and Mary' like the red 'h' says 'Harvard,'" said Sadler on Thursday.

President Nichol commented in a press release, saying, "I'm grateful for the important work of our logo committee --- recommending a new look and bringing a welcome consistency." He added, "The passing months have given us no greater esteem for the NCAA's misguided decision to prohibit the feathers in our past logo. .... I'm pleased with the result."

Nichol has called for the formulation of a stylebook in coming months to "make judgments about uniformity of application" of the logo.

Additionally, the College will immediately begin ordering athletic uniforms with the new logo. A larger circulation of W&M merchandise is expected to happen in the coming semester. Nichol has appointed Provost Geoffrey Feiss to look at implementation of the logo. The administration expects the next several months to see the replacement of business cards, stationery and publications with the new symbol.

The College's redesigned website is also expected to feature the design. The site will be made public in the fall of 2008.

"I look forward to seeing this design early and often in a packed Zable stadium and Kaplan Arena in the coming months," said Director of Athletics Terry Driscoll, who served on the logo committee. "This was truly an inclusive process and each member of the committee.... took this responsibility very seriously."

Don Rahtz, a professor at the Mason School of Business and expert in marketing communications, served as a member of the committee. He said they found a wide variety of symbols currently being used at the College. "Most universities, corporate, and public entities will use one or two main unifying identity symbols to represent themselves both internally and externally. When we began our review of the logos and identity symbols.... we were struck by how many were in use."

Rahtz said, "Over the years, literally dozens had been developed and used across both academic and administrative units. We were all surprised to see how many variations of the William and Mary symbols were out there."

"While the NCAA decision might have been the catalyst, the committee realized the importance of selecting a core design that would be able to provide a focal point for university communications, as well as offer some unity in regards to its internal and external identity."

The logo committee is now set to begin their second phase of work: deciding on whether the College should adopt a mascot and what form such a mascot might take.

At the BOV unveiling, Sam Sadler noted that "the hardest part was just going through the

suggestions. Everyone who wrote us with an idea got a personal thank you back.”

Sadler said it will take some time to phase in the new design, but “Tribe is going to stay.”

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12/6/07



## Local

College of William and Mary's logo sheds Indian feathers

The Associated Press

2007-12-06 18:43:23.0

Current rank: # 1,563 of 11,467

### WILLIAMSBURG, Va. -

The College of William and Mary has a new logo that sheds the two feathers that made the NCAA deem its previous athletic logo offensive because of its stereotypical reference to American Indians.

The logo revealed Thursday updates the college's familiar "W&M" monogram and uses the school's more traditional colors of green and gold instead of the more recent green and yellow. The logo, in four similar designs, will be used not just by the athletic department but campuswide on business cards, stationary and other items.

In 2004, the National Collegiate Athletic Association began reviewing American Indian-themed mascots, nicknames and logos used by more than 30 schools to see if they could be considered "hostile and abusive."

Last year, the NCAA ruled that William and Mary could keep its Tribe nickname but could not display its athletic logo with feathers at NCAA championship events or host NCAA tournament games where the logo would be shown.

After the school lost an appeal, it turned to a committee including faculty, staff, students and alumni to develop a new design.

"The passing months have given us no greater esteem for the NCAA's misguided decision to prohibit the feathers in our past logo," President Gene R. Nichol said in a statement. But he said he was pleased with the new design.

The committee found that in addition to the athletic logo, there were 12 different marks registered as symbols representing the college, said Sam Sadler, vice president for student affairs and committee chairman. Its goal was to comply with the NCAA ruling and pick a design that could bring consistency to the symbols, Sadler said.

The committee reviewed roughly 600 designs but kept coming back to one already in use: a "W" and "M" separated by an ampersand.

The committee enlisted Phoenix Design Works, a New York company with experience in designing school logos, for help in updating that design. Committee member Connie Desaulniers, a 1975 W&M graduate and noted Williamsburg artist, drew the smaller ampersand that is incorporated in the new design.

Hiring Phoenix cost about \$7,000, paid for by private funds, school spokesman Brian Whitson said. He said he did not have an estimate for what it will cost to incorporate the new design across campus.

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12/6/07



## College Logo Sheds Indian Feathers

December 6, 2007 - 1:37pm

WILLIAMSBURG, Va - The College of William and Mary has a new logo that sheds the two feathers that made the NCAA deem its previous athletic logo offensive because of its stereotypical reference to American Indians

The logo revealed Thursday updates the college's familiar "W&M" monogram and uses the school's more traditional colors of green and gold instead of the more recent green and yellow. The logo, in four similar designs, will be used not just by the athletic department but campuswide on business cards, stationery and other items

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The committee enlisted Phoenix Design Works, a New York company with experience in designing school logos, for help in updating that design. Committee member Connie Desaulniers, a 1975 W&M graduate and noted Williamsburg artist, drew the smaller ampersand that is incorporated in the new design.

The costs to develop the design and to incorporate it across campus were not immediately clear.

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On the Net:

College of William and Mary logo: <http://www.wm.edu/news/?id8509>

12/6/07



## William and Mary replaces feathered logo

Associated Press

Posted Thursday, December 6, 2007 at 12:24 pm

WILLIAMSBURG, Va. – The College of William and Mary has a new logo to replace one the NCAA deemed offensive to American Indians because it included two feathers.

The new logo drops the feathers and modernizes the college's familiar "W&M" in four similar designs. It also uses the school's more traditional colors of green and gold instead of the more recent green and yellow and will be incorporated across campus.

The NCAA ruled last year that William and Mary could keep using its Tribe nickname but could not display its athletic logo with feathers at NCAA championship events or host NCAA tournament games where the logo would be shown.

A committee including faculty, students and alumni developed the design revealed Thursday.

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## College of William and Mary replaces logo to shed Indian feathers

Posted: Dec 6 2007 11:37 AM EST



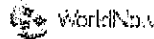
WILLIAMSBURG, Va. (AP) -- The College of William and Mary has a new logo to replace one the NCAA had deemed offensive to American Indians because it included two feathers.

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12/6/07

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## TOP STORIES

### W&M unveils featherless logos

11:08 AM EST on Thursday, December 6, 2007

By Dottie Wikan, WVEC.com

Forced by the NCAA to redesign its logo without feathers, The College of William and Mary Thursday revealed the new look.



From William and Mary

This is one of four new logos for The College of William and Mary.

“The passing months have given us no greater esteem for the NCAA’s misguided decision to prohibit the feathers in our past logo,” stated William and Mary President Gene Nichol.

The National Collegiate Athletic Association in 2006 deemed the athletic logo, which included two green and gold feathers, as impermissibly “hostile and abusive” to Native Americans.

The nickname “Tribe” was determined to be okay.

College officials say the design will be used as a core symbol for the entire community. It also returns to the more traditional colors of green and gold instead of the more recently-used green and yellow

The choice was made from about 600 possible designs

It will take several months for the new design to be rolled out and placed on campus and athletic uniforms and other W&M merchandise

The committee will begin work on the second part of the issue – the mascot. That process will also involve members from across the campus community, college officials said.

12/6/07



### College of William and Mary replaces logo to shed Indian feathers

Associated Press - December 6, 2007 2:15 PM ET

WILLIAMSBURG, Va. (AP) - The College of William and Mary has a new logo to replace one the NCAA had deemed offensive to American Indians because it included two feathers.

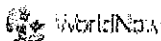
Officials at the Williamsburg school said today the new logo drops the feathers and modernizes the college's familiar "W&M" in four similar designs. It also uses the school's more traditional colors of green and gold instead of the more recent green and yellow and will be incorporated across campus.

The NCAA ruled last year that William and Mary could keep using its Tribe nickname but could not display its athletic logo with feathers at NCAA championship events or host NCAA tournament games where the logo would be shown.

A committee including faculty, students and alumni developed the design, with help from Phoenix Design Works, a New York company with experience in designing school logos.

School spokesman Brian Whitson says hiring Phoenix cost about \$7,000, paid for by private funds. He said he doesn't know what it will cost to incorporate the new design across campus.

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12/6/07

## **dailypress.com**

### **W&M unveils new logo**

BY SHAWN DAY

757-247-4816

12:07 PM EST, December 6, 2007

WILLIAMSBURG

College of William and Mary officials unveiled the college's new logo today, culminating months of discussion and research aimed at replacing a popular logo declared "hostile and abusive" by the NCAA.

The new logo is a simple "W&M" and revives the ampersand introduced in the 1990s and the school's traditional green and gold colors. The college's recent logo -- a green and yellow W and M featuring two green and yellow feathers -- was dropped after the NCAA's 2006 ruling that the logo was offensive to Native Americans.

Sam Sadler, vice president for student affairs at the university, also introduced three other "secondary" logos, each of which include the traditional green and gold colors. One features an uneven "W&M" design, another features "WM" inside the college's circle and the third features an uneven "W&M" in the school's crest.

A committee commissioned by university President Gene Nichol is preparing to evaluate and decide the placement of the logos on campus facilities, uniforms and other places. The school will retain the nickname "Tribe," Sadler said.

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12/6/07

## William & Mary replaces logo to remove feathers

Associated Press  
© December 6, 2007  
Last updated: 12:35 PM

### WILLIAMSBURG

The College of William and Mary has a new logo to replace one the NCAA had deemed offensive to American Indians because it included two feathers.

The new logo drops the feathers and modernizes the college's familiar "W&M" in four similar designs.

It also uses the school's more traditional colors of green and gold instead of the more recent green and yellow and will be incorporated across campus.

The NCAA ruled last year that William and Mary could keep using its Tribe nickname but could not display its athletic logo with feathers at NCAA championship events or host NCAA tournament games where the logo would be shown.

A committee including faculty, students and alumni developed the design revealed Thursday.



**Richmond Times-Dispatch**

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# Tribe drops feathers from logo

William and Mary unveiled a new logo yesterday.

The NCAA determined that the feathers included in William and Mary's previous logo, when combined with the nickname Tribe, constituted a violation of the NCAA's policy regarding the use of American Indian mascots, names and imagery. W&M will keep the nickname Tribe.

Gene R. Nichol, W&M's president, established a committee to come up with the fresh logo. Continued use the feathered logo would have put the

school at risk for NCAA penalties, including prohibition from serving as a host for NCAA postseason events.



W&M Athletic Director Terry Driscoll said yesterday it's likely Tribe teams will sport a horizontal or offset W&M logo, depending on its placement on the gear. The new logo is very similar to the one the Tribe has worn on the sides of its football helmets for the last several years.

— John O'Connor

12/6/07

INTERNATIONAL  
**Herald Tribune**

College of William and Mary's logo sheds Indian feathers

The Associated Press  
Thursday, December 6, 2007

**WILLIAMSBURG, Va.:** The College of William and Mary's new logo sheds the two feathers that the NCAA deemed offensive to American Indians.

The logo revealed Thursday updates the familiar "W&M" monogram and uses the school's more traditional colors of green and gold instead of the more recent green and yellow. The logo, in four similar designs, will be used by the athletic department and campus-wide on business cards, stationary and other items.

Last year, the NCAA ruled William and Mary could keep its Tribe nickname but could not display its athletic logo with feathers at NCAA championship events or host NCAA tournament games where the logo would be shown.

After the school lost an appeal, it turned to a committee including faculty, staff, students and alumni to develop a new design.

"The passing months have given us no greater esteem for the NCAA's misguided decision to prohibit the feathers in our past logo," President Gene R. Nichol said in a statement. But he said he was pleased with the new design.

In 2004, the NCAA began reviewing American Indian-themed mascots, nicknames and logos used by more than 30 schools.

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Richmond Times-Dispatch  
The Virginian-Pilot

# W&M 2007

William and Mary logos through the years:

## Feathers fly away

The College of William and Mary unveils its new logo, featuring an ampersand and traditional colors.

BY SHAWN DAY  
sday@dailypress.com | 247-4816

**WILLIAMSBURG** — College of William and Mary officials unveiled the college's new logo Thursday, culminating months of discussion and research aimed at replacing the previous logo, which was declared "hostile and abusive" by the NCAA. The new logo is a simple "W&M" and revives the ampersand, which was introduced in the 1990s, and the school's traditional green and gold colors. The college's popular athletics logo, a green and yellow W and M featuring two green and yellow feathers, was introduced in 1987. In 2006 the NCAA ruled it offensive to Native Americans, and college officials decided to drop the logo rather than wage a legal battle to keep it.

Madison University and Louisiana State University.

Sadler said the university received at least "a couple hundred" suggestions from students, alumni and others, and that those suggestions were considered during the process.

Ultimately, Sadler told the university's governing board, members of the committee charged with choosing the new logo decided it should be "evolutionary not revolutionary."

He also cited the use of the "H" to signify Harvard University and the "B" for Brown University as support for William and Mary's new logo. "This will become as distinctive as the H the B and all the other single

Please see LOGO/B2

### Fond of the feathers

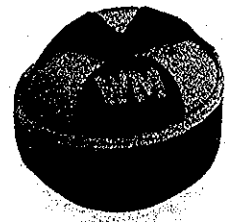
Participants in an unscientific dailypress.com poll on William and Mary's new logo strongly disliked it

Results as of 7 p.m. Thursday

- Love it — The feather had to go!  8.8%
- Hate it — It's boring.  73%
- Don't care.  18.2%

Note: There were 749 total responses.

To vote go to:  
[dailypress.com/wmlogo](http://dailypress.com/wmlogo)



1923



1933



1943



1959



1953-67



1990



1987



1973

## Response not very enthusiastic

initials that other universities have."

Some board members responded coolly to the design, and one, Anita Poston, asked whether one of the new logos would infringe on the logo of Waste Management Inc., which uses a side-by-side green W and gold M.

Another board member, John Charles Thomas, complained about the shade of gold, saying "If that's gold, let's not do it."

Sadler said the logos didn't infringe on the company's copyright and assured Thomas the shade of gold simply didn't print clearly on the presentation handouts.

University President Gene Nichol praised the new logo but also lamented the National Collegiate Athletic Association's decision that led to the redesign.

Nichol said the university "spent hours and dollars that were unnecessary," and that the NCAA had wasted an opportunity by analyzing "the intricacies of logos and mascots and feathers."

Two groups focused on Nichol's performance as the university's leader were split on the design, but both sides agreed it bore no reflection on Nichol's performance.

Jim Jones, a spokesman for the anti-Nichol [ShouldNicholBeRenewed.org](http://ShouldNicholBeRenewed.org), questioned how the new logo "conveys any sense of history or tradition, or even the fact that we are a 'Tribe?'"

Dave Solimini, who runs the pro-Nichol [WMFightsBack.blogspot.com](http://WMFightsBack.blogspot.com), said he thought the new logo "works really well."

Nichol said another committee will begin meeting soon to determine the placement of the new logos on college facilities, uniforms and stationery. The new logos will be in place by fall 2008.

The logo committee, meanwhile, will begin researching options for a school mascot.

At the college bookstore on Thursday, shirts, pennants, cups and other items bearing the old logo were still on shelves. Freshman Chris Lettich, who was shopping in the bookstore for holiday gifts, said he thought the uneven "W&M" and the "WM" circle logos were the best new designs. Still, he said he preferred the former logo.

"I'm glad I got this," he said, looking down at the old logo with the green and yellow feathers on the front of his hooded sweat shirt. "It was nice I got something with the feathers."

## W&M logo

"I just discovered the great old feathers on the William and Mary logo are gone. What has happened to tradition? Redskins football players still have feathers on their helmets, and no one is horrified. Who wants a dreary shield or some other insipid, lesser logo? Nothing will stand as tall as the feathers. Who authorized all these changes being made? Stand tall, alumni and students, and resist this outrage."

*The NCAA ordered the College of William & Mary to remove the feathers from its logo. Ignoring the demand would preclude Tribe teams from participating in NCAA-sanctioned events.*

●  
"The new logo is simply terrible. Why an upside down 'W' instead of an actual 'M'? Even the basic W&M logo seen in recent years on the football helmets and many other items is far superior. The college can be assured this alum will not pay for any item with the new logo."

●  
"Why all the surprise about the bland and lifeless W&M logo? What did everyone expect from a politically correct committee?"

# Athletics -- Indian Symbolism

Factiva

Page 1 of 1

12/16/07

Local  
group protests new W&M logo, wants revision

125 words

16 December 2007

The Virginian-Pilot & The Ledger-Star

VP - The Virginian-Pilot

B2

English

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The Associated Press

WILLIAMSBURG

A group of nearly 2,100 College of William and Mary students is protesting the school's new logo and have started a petition calling on administrators to revise the design.

The group was started on the Web site Facebook. Members want to create their own logo, with designs and input from students and alumni in an open review process.

The school revealed a new logo last week that shed the two feathers that made the NCAA deem it offensive because of its reference to American Indians.

The new logo updates the college's familiar "W&M" monogram and uses the school's more traditional colors of green and gold.

Document NFLK000020071216e3cg0003p

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Associated Press

12/15/07

# W&M students organize to fight new logo

## 2,000 join Facebook group for change

WILLIAMSBURG — A Facebook group called Students Against the New W&M Logo announced Friday that it will hold a competition to create a better William & Mary logo.

The group is also urging students to sign a petition requesting that college administration not use the new logo.

Submissions to the "College's Choice Logo" competition will be accepted from now until Jan. 15. Submissions can include anything except exact symbols already used by the college.

The group is also promoting creativity.

"We don't want to give in to anyone as to what we can make our logo," the group said in a press release.

The top five logos will be announced on the first day of the spring semester, Jan. 16.

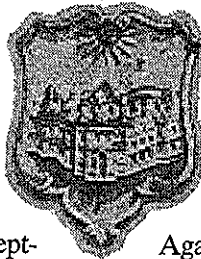
The group plans to organize a vote that will allow the student body to select which logo they prefer.

So far, more than 2,000 William & Mary students have joined the Facebook group.

"I was disappointed to see the logo made with minimal voice by the community," said Students

Against the New W&M Logo founder and student assembly president Matt Beato in a statement. "This is the largest student group at William and Mary ever created on the Facebook networking site, and I hope that administrators see the overwhelming opposition to the new logo"

**More** — Letter, 32A.



Athletics -- Indian Symbolism

THE  
VIRGINIA GAZETTE

12/12/07

## W&M logo

"All those months of work from our best and brightest on the William & Mary logo, and that's the best they could do? Please show us the real logo."

●  
"I have used all of my artistic talents and have come up with a brilliant new logo for the United States of America. 'USA' in capital block letters, with a red 'U,' white 'S' and blue 'A.' Thank you in advance for recognizing my outside-the-box thinking. Now please remit \$7,000 to [www.wastemymoney.com](http://www.wastemymoney.com)."



12/12/07

### **W&M logo**

The College of William and Mary has a new logo. A simple W&M without the feathers that created controversy because the NCAA said that the old logo offended Native Americans. And now the controversy is over after many letters, telephone calls, meetings, negotiations and hand-wringing. The controversy is over but at a large cost if one were to add up all the hours spent by many people.

And was it worth it to change the logo? Was anything accomplished? Are we better off as a society and as a nation, a state, a college?

But most of all have Native Americans benefited by this action?

**Eloy Villa**  
Williamsburg

12/11/07

**NorthJersey.com**

## New logo removes offensive feathers

Tuesday, December 11, 2007

WILLIAMSBURG, Va. -- The College of William and Mary's new logo sheds the two feathers that the NCAA deemed offensive to American Indians

The logo updates the familiar "W&M" monogram and uses the school's more traditional colors of green and gold instead of the more recent green and yellow.

The logo, in four similar designs, will be used by the athletic department and campus-wide on business cards, stationery and other items

Last year, the NCAA ruled William and Mary could keep its Tribe nickname but could not display its athletic logo with feathers at NCAA championship events or host NCAA tournament games where the logo would be shown.

After the school lost an appeal, it turned to a committee including faculty, staff, students and alumni to develop a new design

School president Gene R. Nichol said he likes the new logo but the NCAA and colleges nationwide would have benefited more from a study on challenges facing intercollegiate athletics

He suggested the NCAA focus on more important issues, such as commercialization, corruption and exorbitant costs, rather than a study on "the intricacies of logos and mascots and feathers."

"At the college, we have spent hours and dollars that were unnecessary," Nichol told the school's Board of Visitors during its meeting. "At the NCAA, an opportunity has been missed that could have borne significant fruit -- on far more essential fronts "

In 2004, the NCAA began reviewing American Indian-themed mascots, nicknames and logos used by more than 30 schools

The Flat Hat: BOV unveils logo

Page 1 of 2  
12/1/07

## The Flat Hat

The Student Newspaper of the College of William and Mary  
since 1911

### BOV unveils logo

7 December 2007 | By Jeff Dooley, Flat Hat Sports Editor | [The Flat Hat](#) » [news](#)

Seated in cushioned leather chairs around a U-shaped, green marble table fit for a United Nations meeting, the College's Board of Visitors, as well as other observers, were treated to something long awaited by fans, faculty and the student body: the College's new logo

Vice President for Student Affairs Sam Sadler, the chair of the logo committee, unveiled four new looks, all of them variations on a W&M design.

"[The new logo is] evolutionary, not revolutionary," Sadler said

The logos featured the colors green and gold, as opposed to the green and yellow color scheme that was used in the College's logo since 1987.

"We think green and gold ought to be our colors," Sadler said. "They have been our colors. And we had strayed way away from that."

Noticeably absent from all four logos was any mention of the name "Tribe."

"[That's] because it's an existing logo," Athletic Director Terry Driscoll said, referring to the current script "Tribe" logo in use by many of the College's sports teams.

The unveiling was preceded by comments from Rector Michael Powell and College President Gene Nichol. Both praised the work of the committee.

The next step in the process will be implementing the new logo, stamping it on everything from apparel to admissions materials to team uniforms. Nichol said that an implementation committee is being formed to handle this process.

Sadler said that one of the committee's main goals was to create a look for the College that was distinctive, identifiable and very much its own, in the same way that Harvard University has the "H" logo.

"Our committee said it needs to be instantly recognizable as William and Mary, whatever the symbol is," Sadler said. "And it should reflect the traditions and history of the institution."

BOV member John Charles Thomas expressed his disapproval of the logo's colors, stating during the meeting that the secondary color looked more like brown than it did gold. Sadler and others attributed this to the poor quality of the printer that produced handouts of the logo for BOV members.

For the most part, however, the reaction from those in attendance seemed to be positive.

"We may be featherless, but we're still flying," Powell said.

As of press time, 558 people had already joined the Facebook group "Students Against the New W&M Logo."

# Athletics - Indian Symbolism

HAMPTON ROADS Sports (Printable Version)



12/8/07

## W&M's feathers: Doesn't the NCAA have weightier issues to solve?

The Virginian-Pilot  
© December 8, 2007  
Last updated: 12:37 AM

**Making do:** Unveiling its new logos, updated versions of "W&M," the College of William and Mary is moving forward after a contentious episode with the NCAA that still burns me up, and I didn't even attend the school. Whoever ruled that the old logo - two green-and-gold feathers - was "hostile and abusive" to Native Americans obviously isn't smart enough to attend W&M

**Add Tribe** Can we really be sure that the "W&M" logo is here to stay? Or will some group complain in a few years that it finds the ampersand to be an offensive symbol of punctuative oppression? You just have to wonder sometimes.

**Hot stove** The last thing the low-wattage National League needed was for a couple of young, supremely talented players to move to the American League. Now that former Marlins Dontrelle Willis and Miguel Cabrera are in Detroit, the NL recedes even further into mediocrity. As the AL builds strong teams with vivid players, the NL's primary distinction is that it still requires pitchers to bat.

**Add stove** Not that there isn't something fascinating about watching a pitcher foul off two bunt attempts before taking a called third strike.

**Under wraps** Any week now, we can expect George Mitchell to release the findings of his investigation into baseball's steroids era. Remarkably, in a time when not even grand jury testimony remains secret, nothing about the Mitchell report has been leaked.

**Futurewatch** Pass-happy Texas Tech wouldn't have been Virginia's first choice for a Gator Bowl opponent. The Cavaliers' secondary is a primary weakness.

**Add U.Va.** Chew on this comparison: Virginia scored a total of 33 touchdowns this season; Texas Tech passed for 48.

**Quick hit** Everybody understands, right, that every bowl game but one is an exhibition. Just checking.

**No, thanks** At last count, three college football coaches - Tommy Bowden, Tommy Tuberville, and most recently, Wake Forest's Jim Grobe - were less than hog wild over the prospect of accepting the Arkansas job. Do you think this has anything to do with having to live in Arkansas?

**If only** We'd have a better chance for a compelling BCS championship game if Oklahoma played LSU.

**Get real** Anybody who actually thinks LSU is the only two-loss team that can beat No. 1 Ohio State is the same type of person who goes around saying "the BCS pretty much got it right." Wrong.

**Time out** When it takes the field against LSU, Ohio State will have gone 51 days without a game. You think that's time enough for the Buckeyes to find faster players?

**Numbers game** Hawaii's Colt Brennan flew from one island to another - Manhattan - to pose in the Heisman group shot. He won't leave New York with the trophy, but after completing 42 of 50 passes for 442 yards and five touchdowns against Washington, he showed that he can hang ten with any quarterback.

**Bottom line** My Heisman vote couldn't have been more conventional. No. 1 Tim Tebow, followed by Darren McFadden and Brennan.

**Call to the bullpen** As their Thursday night victory over the Bears illustrated, in the short term, the Redskins may be better off with 36-year-old journeyman Todd Collins at quarterback. Recently, Jason Campbell had become turnover-prone.

**Sunday punch** In the wake of Steelers safety Anthony Smith's "guarantee" that Pittsburgh will beat the undefeated Patriots, quarterback Tom Brady replied: "Well done is always better than well said." Cool, isn't he?

12/8/07

# New logo unveiled

## Colors swapped and feathers are dropped

**By Susan Robertson**

WILLIAMSBURG — The College of William & Mary will be completely rebranded by fall 2008.

A new featherless logo was unveiled Thursday at the Board of Visitors meeting. It is simply a side-by-side green "W&M" accented with a gold outline.

"Our committee said it needs to be instantly recognizable," said Sam Sadler, vice president for student affairs. "We also wanted it to reflect the history and traditions of the college."

Last year the NCAA deemed the feathers in the college's logo "hostile and offensive." William & Mary agreed to revamp its logo, but fought to keep the "Tribe" nickname.

The committee of faculty, alumni, and students has been working for nearly two years to develop the new logo. The college asked for ideas from the community and received hundreds of suggestions, according to Sadler.

Phoenix Design Works, a New York based design firm, was hired for about \$7,000 to help the college craft its new logo. The firm has designed logos for Harvard and Brown universities.

Sadler said there was a lot of good discussion about what the new symbol should look like, down to the size of the ampersand. One thing he said the committee agreed on was that the college should go back to using green and gold instead of the more recently used green and yellow.

Several iterations of the new logo have been approved for use at the col-



**One secondary logo incorporates a shield.**

lege. They include the side-by-side logo, a slanted logo, a "WM" inside the college seal, and the slanted logo inside the college crest.

A new committee will soon begin work on a stylebook delineating who can use the logos, when they are used and under what circumstances. Sadler said all the logos on athletic fields and around campus will be

changed out by the start of the new school year. Ironically, the drive leading to Blow Hall where the unveiling took place still has the feathered W&M logo painted on the asphalt.

Merchandise and athletic uniforms will take longer. The college is working with more than 150 vendors to work new feather-free items into their inventory. Most teams on campus don't use the feathered logo as anything but an accent, but the color set of the uniforms will have to be changed in many cases.

The committee will now turn its attention to the development of a mascot. Sadler said the challenge is to come up with something that speaks to the Tribe nickname. Rector Michael Powell said he hopes to see not only a field mascot, but a graphic symbol that shows the Tribe's "fighting spirit."



**Virginia: Williamsburg** - The College of William and Mary has a new logo to replace one deemed offensive to American Indians. The new logo eliminates two feathers and modernizes the school's familiar "W&M." The NCAA ruled last year that William and Mary could keep using its Tribe nickname but could not display an athletic logo with feathers at NCAA tournament events.

Athletics -- Indian Symbolism

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W & M HOME

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Evolution of Tribe pride: College unveils new logo

Author: Brian Whitson, Source: Press Releases

Date: Dec 06, 2007



Evolution of W&M logos Graphic by Cindy Baker.

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## Hampton Roads Daily Press

Forum

### W&M unveils new logo

Posted in the Hampton Roads Daily Press Forum



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**Jack**

Friday Dec 7

[#42 | Report Abuse | Reply »](#)

United States

**Andrew wrote:**

Uhmmm ...

*Before you go about blaming W&M for "caving" to the NCAA, In the end, we got to chose between losing the feathers (but keeping our name), or be banned from hosting NCAA tournament games, and risk expulsion from the NCAA altogether.*

*I'm not happy about it either, but W&M did everything reasonable in its power to prevent it from happening, and in the end, we lost*

*That all said, they could have come up with a \*much\* better logo than they did. The new one is bland and unprofessional.*

Real men would have stood up and fought instead of surrendering. So they kick W&M out. Principles are what's important and W&M rolled over. The NCAA has absolutely no authority to even be in the business of regulating logo's, mascots or anything else except it's athletic in nature. Until Americans get over their timid and wimpy responses to our rights and liberties this will only get worse.

**Kevin**

Friday Dec 7

[#43 | Report Abuse | Reply »](#)

Washington, DC

People like Amy from Coll Park, really can't hang this one around Pres. Nichol's neck, and those who are trying to do so just don't get the issue. Additionally, quoting the typical pro-Nichol/con-Nichol groups misses the point.

Whether its bowl games or nicknames-- the NCAA is about money. Fla. State fills its' 80,000 seat stadium every Saturday in Fall, and while W&M does it's best we get about 12,000

The school and Pres. Nichol fought all of the rulings, up until the point the battle would hurt



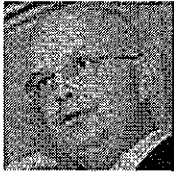


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## Hampton Roads Daily Press

Forum

### W&M unveils new logo

Posted in the Hampton Roads Daily Press Forum

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Showing posts 41 - 48 of 48 [« prev](#) | [next »](#)

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branding. They need to limit its use to athletics (MOST ALL colleges have a separate athletic and academic identity and, no, it's not confusing) and get a professional design firm to take the project from CONCEPTION to END. Not to mention involve the Publications Office and Admissions What a nightmare

**Lillian**  
Baltimore, MD

18 hrs ago

#48 | Report Abuse | Reply »

\*correction: sans-serifed gothic typefaces DON'T incorporate upside-down Ws for Ms

**AJB**  
White Marsh, VA

14 hrs ago

#49 | Report Abuse | Reply »

**Lillian Selby wrote:**

As a graphic designer and an alum, I am appalled that this is what my alma mater is going to have as its identity. This was supposed to ONLY be for athletics I was working for the Publication's Office at W&M as a graphic designer when the logo committee was announced and was initially shocked that there was NO professional graphic designer on the logo committee. NOBODY from the Publication's Office, who know MOST about how an image translated to print and web. Note the "gold" color online looking more like brown. NOR was anyone from Admissions on the logo committee, whose materials will be forced to use this horrible logo and let's face it, lose prospective students. Sam Sadler does a wonderful job as Vice President for Student Affairs, but this job called for a professional graphic designer. I refuse to believe that the New York firm who also came up with JMU's and LSU's athletic identity came up with this. Not to mention \$7,000 is incredibly low for a college-wide branding commission. It was most likely hand-drawn or conceived of by the logo committee and taken to the firm to make it digital. Aesthetically, it goes against a number of design rules most notably the use of an upside-down 'W' for an 'M.' Not to get too esoteric, even the most basic, sans-serifed gothic typefaces incorporate upside-down Ws for Ms. I feel slighted and enraged that such a highly ranked college didn't go through the proper process of branding. They need to limit its use to athletics (MOST ALL colleges have a separate athletic and academic identity and, no, it's not confusing) and get a professional design firm to take the project from CONCEPTION to END. Not to mention involve the Publications Office and Admissions. What a nightmare.

Lillian, you might want to break up your posts into paragraphs

How did you do in your English courses at W&M?

Showing posts 41 - 48 of 48 « prev | next »

Jump to page: 3

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12/26/07

## W&M logo

"I opened the letter from William & Mary and was excited to make a significant annual contribution to the Alumni Association. However, I made a mistake. The envelope was from Waste Management. It's easy to be confused since both the William & Mary logo and Waste Management Inc.'s logo look identical."

"Since the new William & Mary logo was unveiled there have been numerous letters comparing it with the logo of Waste Management Disposal. The old W&M logo offended the NCAA because of the feathers, perhaps we should change the name of the teams from 'Tribe' to the William & Mary 'Trashhaulers,' as that would go along with the new logo."



"In response to the person claiming to be an 'Upright Letterist,' I thought that item was a joke and still hope it was. I have found no such religious sect. I frankly cannot imagine how offended that person was to find an 'upside down W' in the William & Mary logo, seeing as an upside down W is usually seen as an 'M,' which is wholly appropriate."



## W&M issues

"We read the Last Word item that provided food for thought for William & Mary students in regard to slavery in Williamsburg. Slavery is still actively practiced throughout the world. While I commend students at W&M for their social consciousness, perhaps their energies would better be spent in determining how they might combat this atrocity as it exists today."

"As I was driving along Route 199 recently, the entire issue surrounding the William & Mary logo came into focus. The new logo, I am told, is supposed to be memorable. The simple new logo with a side-by-side 'W' and 'M' displayed in green and gold is truly memorable. The only problem is that it reminds me of the garbage truck I saw while driving on 199. The truck is owned and operated by Waste Management, and all of the trucks proudly

display a green and gold 'WM'."

"I have yet to come across a current student or alum who likes the new William & Mary logo, and while I understand you can never please everyone, I do believe you should try and please some. What an embarrassment."

12/22/07

**QUOTE** Lillian Selby

*"The Logo Committee was established to come up with a new athletic logo, yet did not have a soul who was an experienced graphic designer on board."*

**LETTERS**

**No-go logo**

As a graphic designer and an alumna, I would be remiss not to add to the disappointed reactions concerning the William & Mary logo. Although I respect President Nichol and the Logo Committee, I have to admit that the process was doomed from the beginning.

The Logo Committee was established to come up with a new athletic logo, yet did not have a soul who was an experienced graphic designer on board, not one person who knew the importance of typography and how colors translate from print and web.

So how could we have expected anything different when the entire fate of the new logo was in the hands of people who weren't design experts and were preoccupied, understandably so, with other things like studying, running a college, or being the vice president of Student Affairs?

The Logo Committee needed to put this endeavor into the hands of a professional graphic design firm. The powers that be could have remained just as involved as the firm's client and could have conducted focus groups and surveys along the way that included students and alumni.

Besides not having a graphic designer on the committee and not having a design firm consulting from the beginning, an even bigger mistake was misleading the W&M community. The entire endeavor began as a redesign for an athletic logo to replace the feathers that somehow morphed into an identity for the entire college.

All top colleges and universities use separate identities for athletics and academics primarily because the audiences and the message they are aiming to evoke are vastly different. An overall college logo recalls tradition, prestige and elegance while the athletic logo should be powerful and bold. This difference in purpose and, in turn, typography would be common sense to a graphic designer familiar with higher education rebranding projects.



Brown University, oddly enough, used as support for the new logo, is a perfect example of this. Brown has its traditional

wordmark, which includes its traditional crest with "Brown" in an elegant typeface to the right, while the logo for the Brown Bears is done boldly in all caps.

Unfortunately for W&M, by trying to combine these two very different identities, the look of the new logo was weakened. The Logo Committee came out with a college seal that is clunky and inelegant and in no way matches the branding qualities of the college, and an athletic logo that is anemic and doesn't evoke an ounce of school spirit.

How could such a prestigious school have such blatant disregard for its own identity, much less for the profession of graphic design? Sure, having a design firm involved from conception to end would have been more expensive. For an entire rebranding project, the bill would have been more in the \$20,000-\$30,000 realm. But this \$7,000 afterthought will cost the College of William & Mary much more than that in the end.

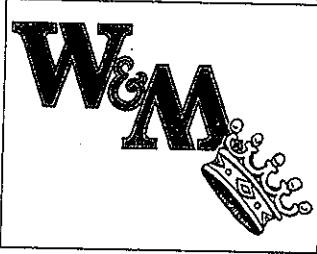
Lillian Selby '06  
Baltimore

There seems to be some continuing confusion surrounding the recent announcement of a new William & Mary logo. Is this an athletic logo or a college-wide logo?

If it is a college-wide logo, then an important element is missing from all of the versions

What happened to the college's coat of arms? It was created in 1694 by

the College of Arms in London and is the longest serving emblem in W&M's history. It was discontinued about 1781 and was not used again until 1924 when it was rediscovered. It definitely should be part of a version of the college logo



However, if the logo is simply for sport teams' use, then it continues to hold open a can of worms related to a college mascot and ultimately the nickname, which frequently is used in a variety of ways not related to sports. The same committee that picked the new logo type apparently is seeking now to create a mascot.

Let's make the whole process much easier. I ask all of us in the W&M family to bite the bullet and state honestly that the nickname "Tribe" was created as a politically correct way of modulating the use of the old nickname, the "Indians." When put together with the feathers, the Tribe worked but now with the feathers gone via the NCAA, there is absolutely no reason to continue to use Tribe.

I urge alumni across the width and breadth of this country to come together and support a new nickname, like the W&M Royals. It would be very appropriate considering the history of the school and the fact that the institution was chartered by royals, a king and queen of England.

The current administration would not propose or embrace such a move lest it be accused of another action to damage the institution. But alumni could initiate such a move and enhance their own standing. Make Royals the nickname, athletic and otherwise, and a creative and viable logo would come immediately as would a mascot.

I can just imagine what mascot will be developed later this spring trying to use Tribe and/or some other core value motto. Maybe we'll have a dancing "W" and "M" for our mascot or some other form of alphabet soup.

A new nickname, such as Royals, would add distinction to the institution and create a new, positive era. Doing some basic research, one can find that Royals is not used by any other NCAA Division I institution. It is, however, used by eight other small schools, including Virginia's

Eastern Mennonite University in Harrisonburg

I call on my fellow alumni to get on board. Let's agree that Indians will never come back, much to many regrets, and the Tribe

has also been relegated to a bygone age. Support a new nickname that would allow for the creation of a cohesive package of nickname, mascot and logo.

W&M folks, unfortunately, would rather fight than switch. But there have been other switches. Through the school's history the school colors have been orange and white, orange and black and green, gold and silver. Tyler Hall has been Roger's Hall and Chancellors' Hall and even the Sir Christopher Wren Building was "Old Main."

Come on! One more change. It's in keeping with the college's history. The William & Mary Royals sounds good to me!

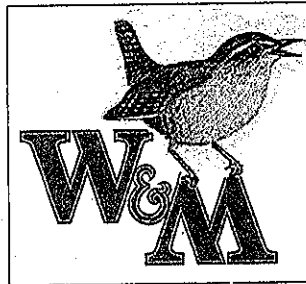
Wilford Kale '66  
James City

## Revitalize logo

The recent proposed new William & Mary logo has had an unhappy reception from many alumni, students and others. I am not aware of anyone who is in favor of the end result.

While I'm certain the committee that came up with the new logo pursued its work earnestly and meant well, the end result is a bland, forgettable remaking of the W and M letters that does nothing to create an identity for the college. I groan when friends regale me with already stale comparisons to the Waste Management company logo.

To offer a corny joke: It's time to perhaps consign the new logo to



one of Waste Management's trash bins.

The college needs a logo and, more exactly, a graphic image that conveys the history and the spirit of W&M that can be used at athletic events, for its athletic teams, on clothing and other promotional items, and by the students. One that translates easily into a mascot. We must be the last college in the USA without a college mascot.

Tribe doesn't do it, since the NCAA has denied our school the feathers or any Indian connection.

It doesn't mean discarding "Tribe." Many universities have nicknames with totally different, unrelated graphic icons and mascots. North Carolina calls itself the Tarheels; but uses a ram for its image and mascot. The same is true at Alabama where it's the Crimson Tide, but features a red elephant. Auburn has the Tiger for its name, but a war eagle for the mascot & graphic. Army calls itself the Black Knights of the Hudson, but uses a mule. And so on.

So keep Tribe, but let's come up with something to stir the folks.

A great suggestion was already made in the Gazette last April when W&M alumnus Chiles Larson suggested the wren, that feisty native Virginia bird.

The William & Mary Wren immediately conveys the wonderful history and tradition over the centuries of our college and the venerable symbol of the college, the Wren Building. A wren might easily perch, even regally on top of the new W&M logo. It would proudly emblazon athletic team uniforms, clothing and everything else, and of course, provide the school with a true mascot to battle the Richmond Spider, Delaware Blue Hen and Old Dominion Monarch. (It's ironic that the old Norfolk Division of W&M has a mascot while we don't.)

Chiles originally submitted his idea as perhaps tongue-in-cheek but we've spoken recently and come to the conclusion that it's a pretty darn good idea. It would be a great visual, a fine mascot.

To my good friends at the college: Let's go out on a limb (poor joke), place our W&M wren there, and (another poor joke) fly with it.

Pete Kalison '57  
Gardenview  
James City

## W&M students' group urges makeover of new logo

*The group is promoting an online petition that expresses "profound disappointment" with the logo.*

BY SHAWN DAY  
sday@dailypress.com | 247-4816

**WILLIAMSBURG** — College of William and Mary students frustrated with the school's new logo have formed a group on Facebook.com, a social networking site, to denounce the design and start their own logo contest.

The group, Students Against the New W&M Logo, is promoting an online petition that expresses "profound

disappointment with the new logo and implores university officials not to use the new designs.

The group claims more than 2,000 members. In a statement, group founder and student Matt Beato said he hoped administrators saw "the overwhelming opposition to the new logo."

A committee of students, faculty and alumni unveiled the new design Dec. 6 to the university's Board of Visitors after months of research and work.

The primary logo is a green and gold "W&M," and by next fall will appear on campus. It replaces the current popular logo, a green and yellow W and M with two feathers, which the



The new logo is aimed at replacing a logo declared hostile and abusive by the NCAA. PHOTO COURTESY OF WILLIAM AND MARY

NCAA ruled last year was offensive to American Indians.

University officials chose to design a new logo rather than continue fighting to save the feathers. Some students have decried the new design, saying the M looks odd as an upside-down W, while others have complained that it simply is boring.

University officials chose to design a new logo rather than continue fighting to save the feathers.

A Board of Visitors member, John Charles Thomas, also complained about the shade of gold in the design, saying it didn't look like gold in the versions circulated at the board meeting.

A university committee is trying to

Please see W&M LOGO/B2

### ► W&M LOGO Continued from B1

determine where to use the primary logo and three secondary logos on campus buildings, stationary and athletic uniforms.

Sam Sadler, vice president for student affairs, said he knew of no plans to reconsider the new designs, and he noted the committee that recommended the designs included students, faculty and alumni. Hundreds of suggestions from the public were considered in that process, he said.

University President Gene Nichol supported the committee's work and, despite complaining about the NCAA's decision about the feathers, praised the new designs.

Sadler said the committee is working to find a mascot and welcomed suggestions. A decision hopefully will be made by the end of spring semester, and the new mascot could be included in another logo for the athletics teams, he said.

*Athletics -- Indian Symbolism*

12/17/07

dailypress.com/news/dp-now-wmlogo.1217,0,444670 story?coll=hr\_tab01\_layout

**dailypress.com**

## **Group against new W&M logo forms, demands redesign**

BY SHAWN DAY

757-247-4816

1:00 PM EST, December 17, 2007

WILLIAMSBURG

Students at the College of William and Mary who are upset with the college's new logo have established a page on the social networking site Facebook.com to demand another redesign.

The group, Students Against the New W&M Logo, is promoting an online petition that expresses "profound disappointment" with the college's new logo and calls on university administrators to re-start the design process.

The group claims more than 2,000 members, and in a statement, group founder and student Matt Beato said he hoped administrators saw "the overwhelming opposition to the new logo."

A committee of students, faculty and alumni unveiled the new designs Dec. 6 to the university's Board of Visitors after months of research and work. The primary logo is a green and gold "W&M," and by next fall will replace the current logo, a green and yellow W and M with two feathers.

That design was ruled two years ago by the NCAA to be offensive to Native Americans, and university officials chose to find a new logo rather than wage a costly battle to save the popular feather image.

Some students have decried the new design, saying the M looks odd as an upside-down W, while others have complained that it simply is boring. A Board of Visitors member, John Charles Thomas, also complained about the shade of gold used in the design, saying it didn't look like gold. An unscientific poll on dailypress.com resulted in 749 responses in less than eight hours, and more than 540 replied that they "hate" the new design.

University officials are trying to determine where to use the primary logo and three secondary logos on campus buildings, stationery and athletics uniforms.

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12/19/07

→ W&M logo

"I am a member of a small religious order called Upright Letterism. I see spirituality in upright letters. One can only imagine how offended I was upon seeing the new William & Mary logo with the upside down W. I no longer feel welcome when I'm around the campus. However, I take comfort that this affront will soon be rectified. Once President Nichol knows of my plight, much like the offensive chapel cross, he'll first lock it in a closet then put it in a glass case for all to view this relic of the past."

"Would the NCAA allow the feathers if there were writing points on the end, becoming quill pens commonly used at William & Mary during the 18th century? From Wikipedia about quill pens: 'Goose feathers were most common; swan feathers were of a premium grade being scarcer and more expensive. For making fine lines, crow feathers were the best, and then came the feathers of the eagle, owl, hawk and turkey.' One of these birds could be the mascot"



# That's no great logo

12/12/07

Considering the result, it is hard to believe that William & Mary wasted \$7,000 in consulting fees for the design of a new logo. A kindergarten art project could have produced much the same result for free.

Two block letters, one simply turned upside down, separated by the ubiquitous ampersand. How original! In addition, a color palette that consists of a putrid green and a gold that looks washed out and brownish.



Could no one go online and do a little research? Sports Illustrated did two great articles a few years ago on what makes a great college logo. It noted such examples as Texas, Arizona State, Virginia, Arkansas, West Virginia and South Carolina. Where was the creative thinking for the new W&M logo?

Next time, save the seven grand and just utilize the talents of some local fingerpainting 5-year-olds. The results would be about the same.

Brent Holliday  
James City

## LETTERS

the logos lack character and don't define what Tribe means?

If committee members are going to abide by the tyranny of the NCAA, then please do us a favor and give W&M a proper logo and nickname. Do that in a public

forum, in the form of a contest and a vote by the students and alumni, not some closed-door committee that clearly doesn't know a proper college athletics logo from the Waste Management logo you see on Dumpsters.

I am scared to think what the new mascot can be. Maybe for an encore, the committee can sanction a "tribe" of garbage trucks as our official mascots.

Let's have the courage to stand up and make a real choice. Stand up for the feathers and acknowledge the Tribe, or start from the beginning.

Mike Simulescu '03  
Omaha, Neb.

## Bland logos

As a graduate of William & Mary and one who follows what is going on with its athletics teams, I am very disappointed in the logos that the "Logo Committee" came out with. It took them this many months to come up with bland, unimaginative, generic logos that should have taken days to create?

Silly me for thinking that the logo would reflect whatever the word "Tribe" stands for. Nobody would even know W&M's nickname, since it isn't even mentioned in the new logos.

Since W&M used to be the Indians, the PC police at the college changed it to Tribe to try and appease the almighty NCAA, while giving the impression that Tribe is related to the old Indians by putting the feathers on the logo. The W&M PC police got exactly what they deserved from the NCAA when the ruling came down about the feathers. And instead of saying we are going to fight, they decided to back down.

Rather than coming up with a new logo and nickname, the committee decided to give us these logos that not only hide the Native American references, but the nickname itself. What kind of mascot can it come up with when

# Where's W&M shield?

I know that designing or revising a logo is a difficult process. I've done it several times in my career. I also have great respect for the challenges of working within a committee structure on a task that is so subjective.

Again, I've been there. I also am familiar with some of the folks who served on the William & Mary logo redesign committee and know them to be people of good taste, artistic excellence and dedicated public servants.

Which is why it pains me to say how unimpressed I am with the result of their recent efforts in redesigning the college's logo.

The committee was given seven charges in designing the new logo. The end product was to:

- Be easily recognizable.
- Elicit a common sentiment.
- Be easily remembered.
- Evoke positive feelings.
- Elicit pride in the community.
- Reinforce our traditions.
- Reflect the high standards, spirit and character of W&M.

I would humbly suggest that this logo fails to meet, at a minimum, the last four criteria.

The colors are muted, which is not that they are subtle

or tasteful. They are boring.

The inverted M trying to pass as a W (or is it a W masquerading as an M?) is just weird typography and suggests that the designers were trying to cut costs by reusing letters. It pains me to think that this logo in all its soporific variations is soon to appear across campus.

I'm most puzzled by the college bragging that the firm it paid had worked on the designs for logos at Harvard and Brown. I've visited both university websites and reviewed the graphic standards that governs the use of their logos. In both cases they incorporate a shield or coat of arms that captures the tradition of the institution.

What has become of the W&M shield, the one that appears on W&M license plates, ties, buildings, etc.? Incorporating this in the new logo would have reinforced our traditions, but it's nowhere to be seen.

Despite what others have said in these pages, \$7,000 is not much to pay for such a high-visibility project that will capture an institution's identity. Perhaps the problem is that the college didn't pay enough to do a quality job.

Or perhaps it's just the most recent example of a W&M committee that was formed to

## LETTERS

address an issue that wasn't broken and only made it worse

Patrick Golden '76  
Jubilee  
James City



### Fight for feathers

William & Mary is my adopted university (by definition of "university," W&M is the first in the country).

I have driven around College Corner for 36 years, and the sign relating to an "Indian" school -- maybe the first -- has almost always caught my attention.

The school opened in 1697, offering an educational gift to young Indian lads from Virginia tribes and those from other colonies.

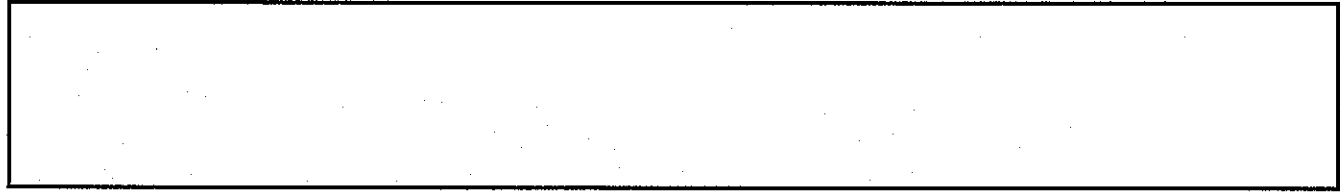
311 years later, our past president, his administration, and even faculty were perhaps involved in too many liberal events to observe this history when the NCAA threatened to penalize W&M over the Tribe's feathers. To the Indians, a feather means one is a "brave."

Does it take a "brave" lawyer to fight against the NCAA for this proven history? If so, whether a lawyer or not, let the powers that be find a president with the cahones to fight for the return of our two little feathers.

A successful fundraising college president who comes to mind is Christopher Newport University's president. A former U.S. senator, Paul Triple certainly knows his way around Richmond and Washington and is a proven audacious and visionary leader. Seldom forgetting a name, Paul could rally the students and faculty in no time. That would be a "feather" in our cap (err... headband)!

Robert P. Rist  
Wingate Drive  
York

*Athletics -- Indian Symbolism*



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Wednesday, September 16, 2009 |

[Orange, VA](#) 72° Feels Like: 72° Mostly Cloudy

## Indian depiction prompts apology from UVa official

Text size [small](#) | [medium](#) | [large](#)

FROM STAFF REPORTS

Published: September 16, 2009

The University of Virginia's director of athletics has apologized for a video shown at UVa's football game against the College of William & Mary that some found demeaning to American Indians.

In a letter published Monday in the student-run Cavalier Daily, Craig Littlepage said he regrets airing the pre-game video that depicted UVa's mascot, "Cavman," facing off against an American Indian representing William & Mary's mascot, the Tribe.

"This video resurrected an old debate — and an even older stereotype — by the use of a demeaning and childish caricature of an American Indian," Littlepage wrote. "This is a stereotype that all of us know is a sad relic of a time when many, perhaps most, Americans misunderstood American Indians and their proud heritage, largely because of media images not unlike the one in the Cavman video last week.

"We are sorry that the video insulted persons whose history and culture are essential parts of our national heritage. The video was sadly uninformed, and the Athletic Department regrets that it aired. It has been removed from the department's Web site."

William & Mary has been searching for a new mascot.

In early July, the school announced that it had received more than 800 suggestions, including an eagle, a wren, a phoenix, a colonial, a royal court jester, Thomas Jefferson and an asparagus stalk.

William & Mary defeated the Cavaliers, 26-14, on Sept. 5 at Scott Stadium.

### Reader Reactions

Posted by ( Hoomiester ) on September 16, 2009 at 12:58 pm