



BRADLEY UNIVERSITY

PRESIDENT

received
3-22-93

March 16, 1993

Chief Wilma Mankiller
Cherokee Nation
Tahlequah, OK 74464

Dear Chief Mankiller:

Bradley University is proud of its long association with the Peoria community. It is also extremely proud of its increasing academic stature and the historic success of its athletic programs.

Recently Mr. Michael Haney contacted members of the academic community. Subsequently he met with several officers of the University, including me. It is Mr. Haney's contention that the University's use of the word "Braves" in its athletic program is racist, demeaning to Native Americans, and ought to be changed. Some time ago (before Mr. Haney's involvement with the University) Bradley changed its athletic logo from a pictorial representative of an Indian to the letter B with a small feather attached. The University also aggressively eliminated the use of caricatures on sports paraphernalia and such items as University mugs, sweatshirts, et al. This was done prior to my arrival and explicitly to avoid any unintentional stereotyping or insensitive characterization.

Bradley has proudly borne of the name of "Braves" for many, many years. I think it fair to say that our alumni and students are deeply attached to the name and see in it a way to honor the important contributions Native Americans have made to this Country and particularly to the greater Peoria area. They also believe that the term Brave designates a group of personal characteristics--courage, steadfastness, honor, tenacity--that they would like to believe characterize our athletic teams.