New school should sell rights to nickname

It's been nearly 11 years.
That's when Eastern Michigan
University dumped its nickname,
using "political correctness" as an
excuse to switch from Hurons to
Eagles. Nover mind that the
Native American tribe known as
the Hurons always considered it
an honor.

the Hurons anway an honor.

Anyway, so much for distinction. There are 45 high schools in Michigan that carry the Eagles' label; it's the most common nickname among high schools in the state.

So the EMU

So the EMU

294

the state.

So the EMU
administrators were just going
with the flow. Nothing wrong
with the flow. Nothing wrong
with being popular, right?
And it did show just how
important it has become to be
politically correct. Leaving such
monumental decisions as a
school's nickname to a vote of the
student body is completely irresponsible. Teenagers cannot be
trusted; everyone knows that.

So now we've reached the meat
of the matter. Plymouth HS,
which opens in the fall, has been
laboring long and hard on what it
would be called. We've already
got the Salem Rocks, which is
certainly original if difficult to
emulate (sorry, but I could never
imagine a mascot dressed as a
rock).

The Canton Chiefs are a bit
more mainstream, although they
are sensitive to the Notive American connotation attached to their
name. I have been told by a reliable source that "Chiefs" has

BOYS BASERALL Saturday, April 13 at Lekeland, TBA. on at Huron Valley, TBA. OIRLS BOFTBALL

GRIS BOFFBALL
Friday, April 12
i et Mercy, 4 p.m.
Saturday, April 13
Dowagiac, 9:30 a.m.
GIRLS BOCCER
Thursday, April 11
Morien, 5:30 p.m.

ercy at Marian, 5:30 p.m. Friday, April 12 Farmington at Milford, 7 p.m.

nothing to do with Indians; rather, it is a reference to someone in charge, i.e. a chief of industry or a person (notice I didn't say 'guy') in charge.

And that arrowhead on their logo isn't really an arrowhead at all. Rather, it's a pointer, 'pointing the way.'

Say no to Predators

ing the way."

Say no to Predators

Perhaps now you can understand the situation facing Plymouth at helptic director Terry Sawchuk, who headed the committee in charge of choosing a nickname. The original selection seemed okay to most of us—the Plymouth Predators.

But there were quite a few people who found it offensive.

I've been in this business awhile, and to be honest, I never attached anything of real significance to a school's nickname. I didn't think Washington Redskins was meant to be demeaning to Native Americans.

Still, I am open-minded, I can be a sensitive guy. If people find something wrong, something boiletaily incorrect, with a nickname, I'll listen.

While Predators sounded all right to me, I can see the other side of the argument. The image it summons to many is a stalking creature — sneaky and sulversive. No one wants to be remembered like that.

So Wildeats, the nickname the committee arrived at, is more politically correct. It's also anything but original. Novi HS is also known as the Wildeats; so is Oxford. Then there's Albion, Alpena, and Alba, and that's just in the MHSAA's A'llst.

Indeed, there are 23 other schools with the same name, making Wildcats the fifth-most popular nickname in our state. There are no schools known as

popular nickname in our state. There are no schools known as Predators, although, for the sake of political correctness, it must be noted that Engles, Wildcats, Bears, Falcons, Crusaders, Panthers, Hawks, Tigers, Vikings, Spartans, Vandats and a bunch of the other school nicknames are all predators of some sort. Does that make Wildcats' politically incorrect? Is the change just a dodget.

just a dodge?

I don't believe it is. But I think it should be.

A name worth something

A name worth something
Let me explain. I believe our
schools should embrace the 21st
century. It's time to do away with
these ridlectious names that are,
when you get right down to it, are
un-American.
I'st time to soil.

Think of it. Corporations buy
naming rights to ball parks and
to bowl games and to tournaments. Everything associated
with sports is up for saile.
Soccer players in Europe look
like billboards. The NASCAR circuit is a blur of advertisements,
cars promotting everything from
nuto parts to sexual aids, a perfect camouflage against race
track walls touting the same.
So why not? Soil the rights.
Thero's got to bo a local car dealer that would pay to have Todge'
as a nickname.
Why not? The Plymouth
Dodgers. Or Plymouth Voyagers.
Or the Plymouth Neon.
How about Plymouth Pumas?
Or Quakers (as in Oats)?

As mentioned, this idea is not without precedent. Heck, the MHSAA is auctioning off the rights to all of its broadcasts and tournaments; local districts need to find ways to augment their athletic budgets too, and this is

one of them.

You may find this suggestion disgusting, but I'm telling you,

it's the wave of the future. Sell now — get in on the ground floor of an idea that's on the cutting edge of capitalism in a society overwhelmed by the same.

And the heck with political correctness. Want that, then pick a nickname that's truly heroic, like Friefighters. Better yet, do both: See if you can get the MHSAA to

ante up if you push their slogan.
The Plymouth GoodSports. I can guarantee you, no other state high school would share that

nickname.
Risok is the Plymouth-Canton sports editor for the Observer. He can be reached at (734) 953-2108 ar by e-mail at cjrisak@oe.homecomm.net.

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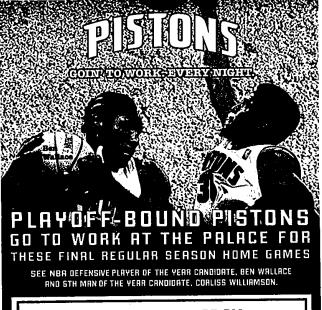
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Thursday, April 13
N. Formington at Northville, 3:30 p.m.
Farmington at Churchili, 3:30 p.m.
Friday, April 12
Howk Relays at Harrison, TBA.
Saturday, April 13
Farmington & Harrison

THE WEEK AHEAD

lays, 10:30 s.m. QIRLS TRACK & FIELD Thursday, April 11 at John Glenn, 3:30 p.m at N. Farmington, 3:30

Churchill at Formington, 3:30 p.m.
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