



100 YEARS OF SCOUTING

Celebrating the Adventure ★ Continuing the Journey

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Native American References on Licensed and Custom Products

The skills and traditions of the Native American Indians have long informed the Scouting program. The BSA's respect for and appreciation of Native American Indian culture should be apparent in all aspects of Scouting, including the manufacture, marketing and distribution of officially licensed products, as well as custom products manufactured by the BSA. Therefore, the following guidelines, created in partnership with the Order of the Arrow, will serve as the basis for evaluating the use of Native American Indian imagery on patches, t-shirts and other products.

The Boy Scouts of America, in its sole discretion, may refuse to approve any design or style that it deems offensive or in bad taste. Designs and styles depicting references to Native American Indians (including images and words) are reviewed, when necessary by a three-person panel within BSA Licensing (which includes a member of the Order of the Arrow), to determine whether the design is scandalous or disparaging of Native American Indians.

For your reference, the following standards guide the panel's decision-making process. Please note that this list of factors is not exhaustive. When appropriate, BSA will consider supporting documentation provided by licensee or vendor indicating that the design at issue has been reviewed by an expert in Native American Indian culture.

- For our purposes, "scandalous" means "giving offense to the conscience...." Source: *Webster's Unabridged Revised Dictionary*. MICRA, Inc.
- For our purposes, "disparage" means to "speak of in a slighting or disrespectful way; belittle..." or "to reduce in esteem or rank." Source: *The American Heritage® Dictionary of the English Language*, Fourth Edition. Houghton Mifflin Company, 2004.
- We do not tolerate use of terms such as "Injun", "Redskin", "Squaw", "Buck" and other epithets that could reasonably be viewed as disparaging or scandalous. The submission of any design that includes any such derogatory language could jeopardize your license.
- We carefully consider the relationship between the Native American Indian references specifically (including words and images) and any other element that makes up the product design in its entirety. For example, associating a spear, a hatchet, or a bow and arrow (even the word "arrow") with Native American Indian imagery will likely not be acceptable.
- We carefully consider the connotations raised by the manner in which the Native American Indian references (including images and words) are used. For example, uses of Native American Indian references which are cartoonish or tend to characterize Native American Indians as war-like, bellicose, foolish, or uncivilized are not acceptable.
- The Native American Indian reference must be historically accurate and serve a descriptive—rather than evocative—purpose. For example, a Native American Indian image would be appropriate on an embroidered emblem commemorating an event that showcases Native American Indian culture (assuming the image met the standards set forth above). In contrast, a Native American Indian image would not be appropriate for a t-shirt commemorating an archery workshop or a Camporee devoid of any authentic Native American Indian elements.



BOY SCOUTS OF AMERICA

Supply Group
2109 Westinghouse Boulevard
PO Box 7143, Charlotte, North Carolina 28241
800-372-0732

