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MMC Organization Questions
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1. What is your organization or company. Give background history including who, when, and why it was founded.

The Washington Redskins is the organization that I have chosen to rebrand. The organization was founded in Boston, Massachusetts, in 1936 as the Boston Braves, and owner George Preston Marshall [changed its name](#) to the Redskins in 1933 just prior to its move to the Washington, DC, area. Unofficially, the name "Redskins" was chosen in honor of its then coach, William Dietz, who himself claimed Native American ancestry. Dietz had also recruited a number of Native American players to the team when it was still based in Boston as the Braves, so it was thought a fitting name and one that would differentiate the team from the Boston Braves baseball team. The organization was founded as a professional athletic organization to provide entertainment for the public.

2. What do they do or make – describe the products and services and what makes them unique.

The Washington Redskins is primarily known for professional football, a source of pride for its fans and the Washington, DC, area. They also have two charitable foundations, The Washington Redskins Charitable Foundation and the Washington Redskins Original Americans Foundation. Both of these foundations are philanthropic in nature. What makes the organization unique is that it is better at stirring up controversy over its name than winning games, and, despite their appalling athletic record and what is considered by many to be an insensitive name and logo, they maintain a very large and prominent fan base in one of the most educated areas of the US.

3. Describe the culture of the organization or company. What is the work environment like – the atmosphere? What is the building like – exterior/interior, architecture, fittings and furniture? How do the employees work together? What are the jobs and roles of individuals? How are they treated by management?

The organization is technically established in the state of Maryland, and its stadium, FedEx Field, is in Landover, Maryland. However, its practice facilities are in Ashburn, Virginia. I don't know what the office building looks like that houses its administrative and charitable offices and employees, but I do know that FedEx Field opened in 1997 and has a capacity of 79,000. I'm not sure how the administrative personnel are treated by management, what their respective jobs are or how they work together. I am thinking of emailing to see if I could conduct an informational interview, but I'm not sure they would want to pursue that this is a rebranding project and the organization is emphatically refusing to rebrand.

4. Who is the targeted audience? What are their demographics?

The targeted audience for the athletic side of the enterprise is any and everyone. Of all DC's sports teams, they have one of the predominantly [older demographics](#) according to a survey conducted in 2009. The same survey also showed their fan base to be 56% male. This parallels closely to another [set of demographics](#) for the National Football League (NFL) from 2013 in which 60% of fans were male, 76% white, 39% over the age of 59, with incomes between \$35,000 and \$75,000. As for the foundations, each have a very specific targeted demographic. The Washington Redskins Charitable Foundation seeks to improve the quality of life for youth in DC metropolitan area. The Washington Redskins Original Americans Foundation seeks to better the life of tribal members in the US.

5. What is the organization or company mission statement?

There is no mission statement of the football team that I could find.
The [mission statement](#) of the Charitable Foundation is as follows:

“The mission of the Washington Redskins Charitable Foundation is to utilize the assets of the Washington Redskins and its corporate and community partners to make a positive and measurable impact on youth development in the greater Washington, D.C. region in the areas of education, community outreach, and health and wellness. The Foundation is led by Dan Snyder, Jay Gruden, Bruce Allen and a large team of dedicated members of the community who are committed to making a positive impact in the DC region.”

The mission statement of the Original Americans Foundation is:

“The mission of the Washington Redskins Original Americans Foundation is to provide resources that offer genuine opportunities for Tribal communities. We will work as partners to tackle the troubling realities facing so many tribes across our country. The Foundation utilizes the national platform of professional sports organizations and their partners to address the challenges in the daily lives of Native Americans based on *what Tribal leaders tell us they need most.*”

(Emphasis in italics made by the Foundation itself.)