

July 6, 2020

VIA ELECTRONIC MAIL

Roger Goodell, Commissioner  
National Football League  
280 Park Avenue  
New York, NY 10017  
roger.goodell@nfl.com

Dear Mr. Goodell,

The undersigned are Native American leaders and organizations that have worked tirelessly and substantively for over half a century to change the racist name of the Washington team. We appreciate the statements made in recent days regarding the league and the team's intention to revisit the name, but we are deeply concerned that the process or decision to rename is being made in absence of any discussion with the concerned leadership.

Specifically, we, the undersigned, request that the NFL immediately:

1. Require the Washington NFL team (Owner- Dan Snyder) to immediately change the name R\*dsk\*ns, a dictionary defined racial slur for Native Peoples.
2. Require the Washington team to immediately cease the use of racialized Native American branding by eliminating any and all imagery of or evocative of Native American culture, traditions, and spirituality from their team franchise including the logo. This includes the use of Native terms, feathers, arrows, or monikers that assume the presence of Native American culture, as well as any characterization of any physical attributes.
3. Cease the use of the 2016 [Washington Post Poll](#) and the [2004 National Annenberg Election Survey](#) which have been repeatedly used by the franchise and supporters to rationalize the use of the racist r-word name. These surveys were not academically vetted and were called unethical and inaccurate by the Native American Journalist Association as well as deemed damaging by other prominent organizations that represent Native Peoples. The NFL team must be held accountable to the various research studies conducted by scientists and scholars which find stereotypical images, names and the like are harmful to Native youth and the continued progress of the wellbeing of Native Peoples.
4. Cease the use of the offensive, racial slur name "R\*dsk\*ns" immediately, and encourage journalists, writers and reporters to use the term in print only by using asterisks "R\*dsk\*ns" and to refer to the term verbally as the "r-word".
5. Ban all use of Native imagery, names, slur names, redface, appropriation of Native culture and spiritually as well as violence toward Native Peoples from the League.

6. Apply the NFL's "zero tolerance" for on-field use of racial and homophobic slurs to all races and ethnic groups, especially Native Peoples.
7. Complete a full rebranding of the Washington team name, logo, mascot, and color scheme, to ensure that continuing harm is not perpetuated by anyone.

Finally, we note that the above items are non-negotiable and not subject to consultation or dialogue "processes", however, we expect the NFL to engage in a robust, meaningful reconciliation process with Native American movement leaders, tribes, and organizations to repair the decades of emotional violence and other serious harms this racist team name has caused to Native Peoples.

Sincerely,

Suzan Shown Harjo, Lead Plaintiff, *Harjo v. Pro Football, Inc*; President, The Morning Star Institute; Former Executive Director, National Congress of American Indians

Amanda Blackhorse, Lead Plaintiff, *Blackhorse v. Pro Football, Inc*.

S. James Anaya, United Nations Special Rapporteur on the rights of Indigenous Peoples, 2008-2015; Dean and University Distinguished Professor, University of Colorado Law School

Jodi Archambault, Special Assistant to the President, White House Domestic Policy Council, 2009-2015

Notah Begay, PGA TOUR winner, Founder, NB3 Foundation

Joann K. Chase, Former Executive Director, National Congress of American Indians

Philip J. Deloria, Leverett Saltonstall Professor of History, Harvard University, and Author, *Playing Indian and Indians in Unexpected Places*

Keith Doxtator, Trust Director, Oneida Nation

Crystal Echohawk, Executive Director, Illuminative

Carla F. Fredericks, Director, First Peoples Worldwide

Stephanie Fryberg, University Diversity and Social Transformation Professor of Psychology, University of Michigan, Co-Author, *Unpacking the Mascot Debate: Native American Identification Predicts Opposition to Native Mascots*

Shannon Keller O'Loughlin, Executive Director, Association on American Indian Affairs

NDN Collective

Mary Phillips, No Name Change No Stadium

Marcus Amerman, David Bradley, Hock E Aye Vi Edgar Heap of Birds, America Meredith, Mary Kathryn Nagle, Mateo Romero and Gabrielle Tayac for the Native Artists Coalition to End "Native" Mascots

W. Richard West, Jr., President and CEO, Autry Museum of the American West, and Director Emeritus and Founding Director, National Museum of the American Indian, Smithsonian Institution

Cc (via bcc email): Nike, FedEx, WalMart, Pepsi Co., National Football League Players Association, Bank of America, Eleanor Holmes Norton, Muriel Bowser

Appendix: Organizational Signatories as of July 8, 2020:

Alaska Native Heritage Center  
American Indian Association of Illinois  
American Indian Center of Chicago  
American Indian Center of Indiana, Inc.  
American Indian Child Resource Center  
American Indian College Fund  
American Indian Community House  
American Indian Council  
American Indian Film Institute  
American Indian Graduate Center  
American Indian Heritage Day in Texas & Indian Citizens against Racial Exploitation  
American Indian Movement Indiana and Kentucky chapter  
American Indian OIC  
American Indian Scholarship Fund Southern California  
American Indian Science & Engineering Society (AISES)  
American Indians in Texas Spanish Colonial Missions  
Americans for Indian Opportunity  
Apache Language Project 2020  
Bottom Billion Fund  
Buffalo Nickel Creative  
California Indian Culture and Sovereignty Center  
California Native Vote Project  
Center for Native American and Indigenous Studies at CU Boulder  
Center for Native American Youth  
Central Oklahoma Two Spirit Society  
Chief Seattle Club  
Coalition of Natives and Allies, Pennsylvania  
Colorado Plateau Foundation  
Cook Native American Ministries Foundation  
Cultural Survival  
Decolonizing Wealth Project  
Denver Indian Center, Inc.  
Echoes of the Four Directions  
Eradicating Offensive Native Mascotry  
First Nations Community Financial  
First Nations Development Institute  
First Peoples Fund  
Friends of the Akwesasne Freedom School, Inc.  
Greater Cincinnati Native American Coalition  
Gwich'in Steering Committee  
HeSapa Voter Initiative  
Indigenous Art Movement (IAM)  
Indigenous Circle of Wellness  
Indigenous Environmental Network, Indigenous Educational Network of Turtle Island

Indigenous Peoples Task Force  
Indigenous Rights Center  
Indigenous Roots LLC  
Indigenous Strategies  
Indigenously  
Kiksuyapi Consulting  
Las Vegas Indian Center  
Little Earth Residents Association  
Los Angeles City/County Native American Indian Commission  
MICA Group  
Missing and Murdered Indigenous Women Washington  
MMIW Texas  
MRG Foundation  
National Aboriginal Trust Officers Association  
National Indian Child Welfare Association  
National Indian Education Association  
National Indian Justice Center  
National Indigenous Resource Center (NIWRC)  
National Indigenous Women's Resource Center  
National Native American AIDS Prevention Center  
National Native American Bar Association  
National Urban Indian Family Coalition  
Native American Journalists Association  
Native American Youth and Family Center  
Native Education Raising Dedicated Students  
Native Justice Coalition  
Native Muse Productions  
Native News Online  
Native Organizers Alliance  
Native American Pathways  
National Indian Justice Center  
Native Public Media  
Native Sourcing  
Native Star Foundation  
Native Ways Federation  
Native Youth Leadership Alliance  
North American Indian Center of Boston  
North American Indian Center of Boston  
Northeast Oklahoma Indigenous Safety & Education (NOISE)  
Northwest Area Foundation  
Notah Begay III Foundation  
One Bowl Productions  
Rebrand Washington Football  
Red Eagle Soaring  
Red Earth descendants  
Regalia Making Mothers

Restoring Justice for Indigenous Peoples  
Roanhorse Consulting  
Sacred Pipe Resource Center  
Sacred Places Institute for Indigenous Peoples  
Sacred Sites Protection & Rights on Indigenous Tribes (SSPIRIT)  
Safe Haven Shelter & Resource Center  
Sky-Eagle Collection  
Social Impact Strategies Group  
Society of American Indian Government Employees  
Southeastern Indian Artists Association  
Sovereign Nations Consulting  
Survival of American Indians Association Incorporated  
Tapahe Inventive Design  
The California Indian Museum and Cultural Center  
The Kansas Association for Native American Education  
The Red Handed Warrior Society  
The Red Road  
The Woape Foundation  
Tiwahe Foundation  
Tocabe: An American Indian Eatery  
Tomaquag Museum  
Tribal Entities Connect  
Tulsa Indian Coalition Against Racism (TICAR)  
Two-Spirit Health Action Network  
Tzacol Productions Inc  
United Native Americans  
United Natives Striving to Protect Indigenous Rights  
United South and Eastern Tribes Sovereignty Protection Fund (USET SPF)  
Warrior Women Project  
Washington Indian Civil Rights Commission  
Wolf Rivers Counseling  
World Indigenous Tourism Alliance (WINTA)  
Yale Indigenous Performing Arts Program