

Name: _____

Class Period: _____

Lesson 11.2/Lesson 11.8

Community Relations & Social Issues



Sports Career Consulting - Unit 11: Impact of COVID-19

In this lesson, you will learn:

As The COVID-19 outbreak has become a global crisis:

- How are sports and entertainment companies, brands, athletes and entertainers responding
- Are sports and entertainment companies, brands, athletes and entertainers obligated to respond
- How can they help in times of need
- What are community relations and how are those initiatives implemented in the sports and entertainment industry

RESOURCES	QUESTIONS
<p>1 Discussion Prompts</p> <p>Discuss these questions with your classmates or with a partner.</p>	<p><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> 1. What are ethics? 2. What is publicity? How might an athlete or celebrity benefit by helping during a crisis? 3. What is an athlete or celebrity foundation? Why do you think they create foundations?
<p>EXPANDED DISCUSSION</p> <p>2 <u>COVID-19 Industry Response PowerPoint</u></p> <p>To help examine the impact of the virus on the global economy and the sports & entertainment industry, open the “by the numbers” Powerpoint. Discuss the questions at the end of the PPT and think about how the industry has responded to this crisis.</p>	<p><i>Estimated time: 90 mins</i></p> <ol style="list-style-type: none"> 1. Can you think of an example of a sports or entertainment business that has done something to help with the COVID-19 health crisis? What is the company and what are they doing to help? 2. Do you think sports and entertainment businesses have an obligation to support the public in times of crisis like this? Why or why not? 3. Do you think it’s unethical for sports and entertainment businesses to lay off or fire employees during a crisis? Why or why not? 4. If you were the CEO of a sports and entertainment business, what would you do (if anything) to help in a time of need? What would you do specifically to help during the outbreak of the COVID-19 virus? 5. If you were an athlete or entertainer, what would you do to help in a time of need (if anything)? What would you do specifically to help during the outbreak of the COVID-19 virus? 6. What is an athlete or celebrity foundation? Why do you think athletes and celebrities create foundations?

STUDENT ACTIVITY

COVID-19 Response

*Estimated time: 90 mins***3****COVID-19 Industry
Response Student Activity**

In this activity, you will research how the sports and entertainment industry has responded to the COVID-19 health crisis.

You will need to find specific examples of the different categories of community relations response efforts (reference lesson 11.2 in SCC's textbook).

The provided examples of teams, brands, organizations, athletes and celebrities responding during this crisis in the supplemental PPT is by no means a comprehensive list of those who have stepped up to help. In fact, the list grows by the day.

Do some research online and find four examples of COVID-19 responses from within the industry. You should be able to identify the difference between a response that is:

- 1) Brand initiated
- 2) Team/Organization initiated
- 3) League/Governing body initiated
- 4) Athlete/Entertainer initiated and provide an example of each.

Ask yourself, what would you do if you were in the position of a brand, organization or athlete/entertainer. Would you respond during a crisis like this? How?

ARTICLES/LINKS TO CONSIDER

COVID-19 Response

[Sports & Entertainment COVID-19 Industry Response](#)

Click the link above to review a list of news articles reporting on the sports and entertainment industry's response to the COVID-19 health crisis. The links are separated by category: 1) Brand initiated 2) Team/Organization initiated 3) League/Governing body initiated 4) Athlete/Entertainer initiated

COMPREHENSION CHECK**4**

1. Define community relations.
2. What are the five ways community relations initiatives are typically implemented in sports and entertainment??
 - a.
 - b.
 - c.
 - d.
 - e.
3. Define foundation.
4. Why do you think athletes and celebrities create foundations?