



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
- The practice of community relations and how are those initiatives implemented in the sports and entertainment industry

RESOURCES	QUESTIONS
<p>1 Discussion Prompts</p> <p>Encourage students to discuss questions with a partner or as a class.</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 COVID-19 Industry Response PowerPoint</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 publicity? What are community relations?

STUDENT ACTIVITY

COVID-19 Response

*Estimated time: 90 mins***3****[COVID-19 Industry Response Student Activity](#)**

This activity encourages students to research how the sports and entertainment industry has responded to the COVID-19 health crisis.

Students will find specific examples of the different categories of community relations response efforts.

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.

Encourage students to do some research from home and find four examples of COVID-19 responses from within the industry. Students 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 students what THEY would do if they were in the position of a brand, organization or athlete/entertainer. Would they respond during a crisis like this? What would they do?

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.** Community relations focus on an individual or organization's commitment to bettering their respective community. The goal of a community relations effort is to assist in achieving an organization's public relations objectives related to enhancing public understanding, gaining public approval and acceptance, ultimately leading to public support.
2. **What are the five ways community relations initiatives are typically implemented in sports and entertainment??**
 - a. Brand initiated
 - b. Team/Organization initiated
 - c. League/Governing body initiated
 - d. Athlete/Entertainer initiated
 - e. Community initiated
3. **Define foundation.** A foundation is an association established by an organization, athlete or celebrity to maintain, assist, or finance other institutions or programs that are of an educational, charitable, or social nature.
4. **Why do you think athletes and celebrities create foundations?** Foundations are created for several reasons. Foundations help to position athletes and celebrities (and their brand) favorably with consumers, can provide tax benefits, and many foundations are created because the athlete or celebrity wants to give back to the community.