



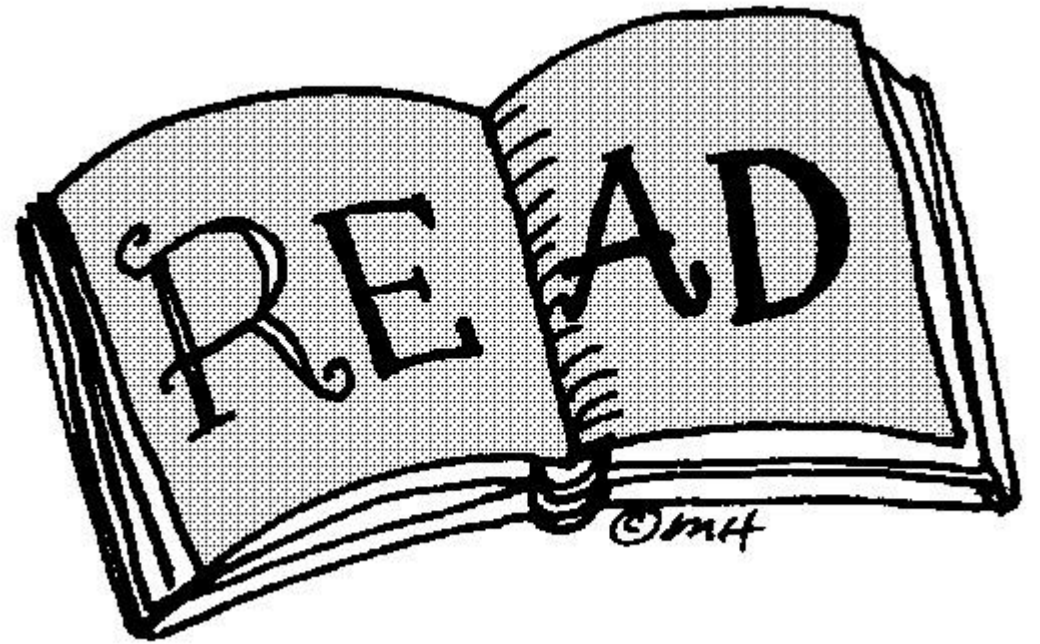
Marketing Virtual Learning

HS/Marketing

Wednesday, April 30, 2020

Lesson Objectives:

1. Read for understanding
2. Write an article review





Lesson Activity – Article Summary

1. Read the article on the next slides.
2. Click on the link :
<https://owlcation.com/academia/How-to-Write-a-Summary> to review how to write an article summary. Include in the summary your thoughts on the change that there will be not professional sports for the whole year.
 - a. Does this affect you?
 - b. Do you like to go to or watch professional sports?
 - c. How do you think this impacts the Kansas City community? After all, we are crazy about our Royals and Chiefs.
 - d. Do you think if they cancel professional sports, they should also cancel high school and armature sporting events? Will this affect you personally?



PROFESSIONAL SPORTS DURING THE COVID-19 PANDEMIC: No Pro Sports in 2020?

by [Felix Richter](#), Apr 16, 2020

What sets the current crisis apart from past crises, economic or otherwise, is the fact that it not only leaves people deeply concerned for their health and economic wellbeing, but it has also taken away most of the things that typically offer some much-needed distraction from these concerns. No bar open for a drink after a long day of work, no movie theater to flee reality for two hours. Most importantly though for millions of Americans: no professional sports.

Like most public life, the sporting world has hit the pause button with major sports leagues and events either [suspended](#), [cancelled](#), or [postponed](#). To those hoping for professional sports to return in their full glory (i.e. in front of packed crowds) over the summer, Dr. Anthony Fauci, America's most prominent infectious disease expert, had bad news this week. In [an interview](#) with Snapchat's Peter Hamby, he said that the only way pro sports could return anytime soon would be without spectators.



Lesson Article - continued

"There's a way of doing that," Fauci told Hamby when asked about the MLB and NFL specifically, "nobody comes to the stadium. Put [the players] in big hotels, wherever you want to play, keep them very well surveilled. ... Have them tested every single week and make sure they don't wind up infecting each other or their family, and just let them play the season out."

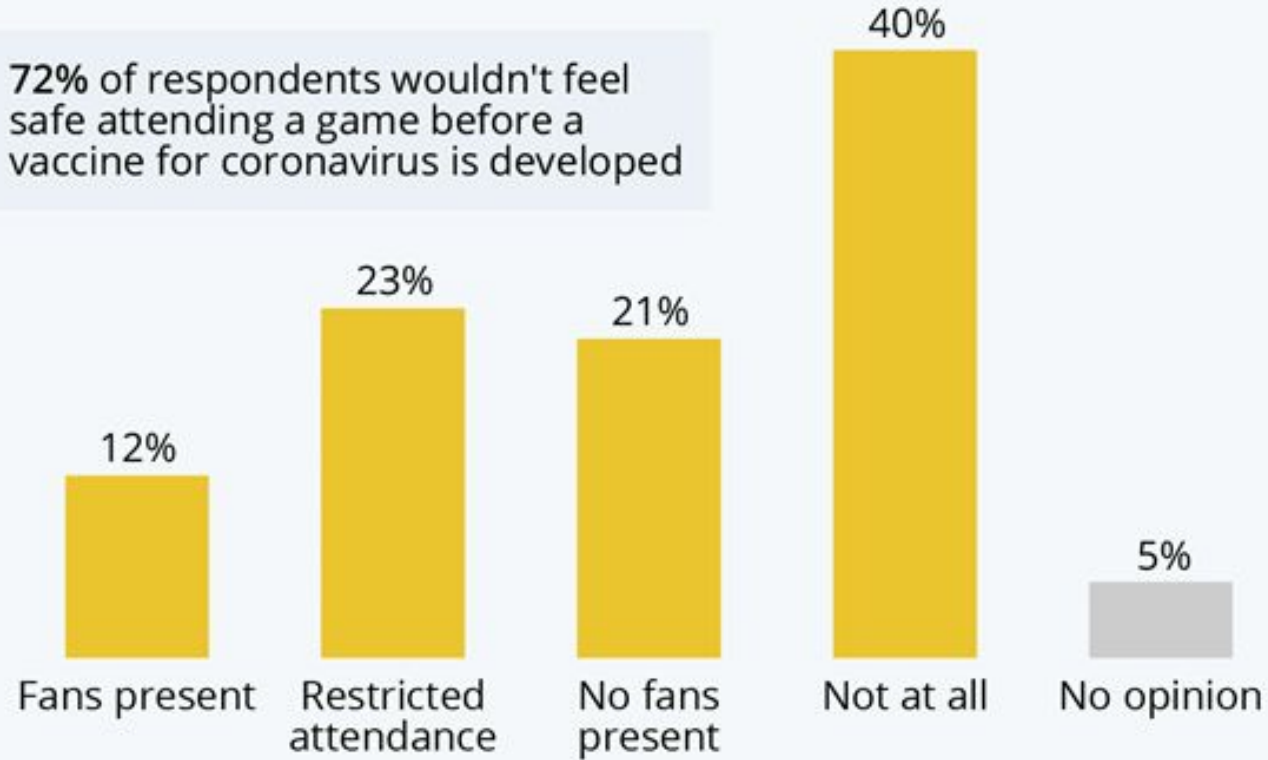
Fauci's remarks come a week after a [Seton Hall Sports Poll](#) showed that most Americans wouldn't feel safe attending a stadium before a vaccine for the coronavirus is developed anyway. **72 percent of respondents in the poll conducted April 6-8 said they wouldn't feel safe at all attending a stadium, regardless of potential social distancing measures.** As the following chart shows, 40 percent of the respondents don't expect professional sports to make a comeback this year at all, while another 21 percent think it will only happen behind closed doors.

Source: <https://www.statista.com/chart/21406/public-opinion-on-pro-sports-during-coronavirus-pandemic/>

No Pro Sports in 2020?

Public opinion on how professional sports should be played in the U.S. for the remainder of 2020

72% of respondents wouldn't feel safe attending a game before a vaccine for coronavirus is developed



Based on a poll of 762 U.S. adults conducted April 6-8, 2020
Source: Seton Hall Sports Poll

