

Media and the NFL

Field Trip/Virtual Field Trip Program



General Description / Overview

- ✓ Please use the following lesson to help prepare your students for a more meaningful and interactive educational experience.

Desired Outcome Alignment
Subject / Content Area <ul style="list-style-type: none">- Language Arts- History- Technology- Visual Arts
Common Core Academic Standards Language Arts: <ul style="list-style-type: none">- Reading Informational Text- Reading Foundational Skills- Writing- Speaking and Listening- Language Mathematics: <ul style="list-style-type: none">- Measurement & Data: Represent and Interpret Data- Statistics and Probability: Summarize and Describe Distributions Reading Informational Text
National Academic Standards: <ul style="list-style-type: none">- Economics: 3-Allocation of Goods and Services; 7-Markets – Price and Quantity Determination; 8-Role of Prices in Market System; 9-Role of Competition- Technology: 1-Empowered Learner; 2-Digital Citizen; 3-Knowledge Constructor

What will students be able to do (Objectives)

- During this program the student's will be able to take notes on the presentation and learn more about media in the NFL.
- After the program the student's will be able to complete a presentation about what they have learned during the programs and the notes they took.

Personalized Learning**Universal Design for Learning**

- I know many of my student's learn in different ways, therefor I will adapt my lesson to meet the needs of all of these learners. For example, I will give student's multiple options for what they want to put into their power point at the end of the project and they can also do a simple presentation or make a poster with all of the same information.

Accommodations / Modifications**Modifications :**

- Student's that have an IEP will not have to do the final project and will instead have to orally tell me a few things they have learned from the hall of fame trip

Accommodations:

- If student's need more time to answer the beginning questions
- Student's may only complete three things they learned from the presentation if they can not write fast

This is the lesson component the instructor will complete before bringing students to the HOF for the field trip program.

Prior to the Program (7-12 School)

Time Allotted: 30 minutes

Materials/ Resources

- Computer
- Notebook/paper
- Pen/pencil

Activating Prior Knowledge

- Teacher will talk to student's about what they know about the NFL and football in general
- Talk to student's about media and ask them what they know about how it has changed over the years and connect it with the NFL.

Assessment

- Student's will be split up into three groups.
- Each group will get three of the following questions(so each group has three questions to focus on):
 - When was the first televised game?
 - What game is referred to as the "Greatest Game Ever Played"?
 - How did the AFL impact TV revenue?
 - When did Monday Night Football start?
 - How many viewers watched Super Bowl LVI?
 - How much are current TV contracts worth with the NFL?
 - Which teams are valued at over \$5 billion?

- Why is pro football so popular?
- How does it compare to other sports?
- Student's will use their online recourses to take notes on their questions. One helpful source student's can use is <http://www.profootballhof.com/football-history/history-of-football/>
- After each group has taken notes on their specific questions, they will take turns sharing their questions and answers to the rest of the class.
- Other groups should listen and take notes so at the end, they know, and have notes on these 9 questions
- After every group has shared and student's have their notes, they then as a class should come up with a few questions of their own they have about Media in the NFL to ask once they come to the hall of fame

Enrichment

- If student's have extra time, they can use these links to complete the math worksheet.
 - <http://superbowl-ads.com/cost-of-super-bowl-advertising-breakdown-by-year/>
 - <https://frontofficesports.com/rise-in-the-cost-of-a-super-bowl-commercial/>

This is the lesson component the HOF staff will complete with students at the HOF site during the field trip program.

During the Program (HOF)

Time Allotted: 50 minutes

Materials/ Resources

- Pencil/pen
- Paper for notes
- Worksheet provided

Activities

- (10 minutes) Welcome/Mission/Values
- (30 minutes) Discussion/Presentation and Videos on Media and the NFL
- (10 minutes) Question and Answer

Assessment

- Students will learn:
 - Details on the history and the growth of the NFL in the era of television.
 - How television has impacted the growth of the NFL.
 - An in-depth look at NFL television ratings.
 - Information regarding the growth of Super Bowl advertising and viewership.

Enrichment

- Complete the Media and the NFL worksheet provided. Students can use this information during their post-program activity.

This is the lesson component the instructor will complete with students back at their classroom after the field trip program.

After the Program (5-12 School)

Time Allotted: 30-60 minutes with presentations

Materials/ Resources

- Computer
- Notes taken before and during field trip Presentation Medium:

Activities

- Student's will use the information they have learned about Media in the NFL to compose a power point presentation to present to the class
- Student's can work in the same groups as before to do so
- The power point can include anything student's learned, math facts, any history, and fun facts

Assessment

- Grade given by teacher on math sheet or power point presentation if choosing so.

Media and the NFL

Super Bowl Math Problems:

<https://www.sportsmediawatch.com/super-bowl-ratings-historical-viewership-chart-cbs-nbc-fox-abc/>

<https://www.npr.org/2024/02/13/1231058556/most-watched-super-bowl-2024>

<https://admeter.usatoday.com/2024/01/31/super-bowl-commercial-costs-since-1967/>

1. What was the average number of viewers for the very first Super Bowl?
2. In what year did the average number of viewers break 100,000,000?
3. Which year had the highest overall average number of viewers?
4. What was the cost of a 30-second spot during Super Bowl I?
5. What was the first Super Bowl that commercials reached over \$500,000?
6. What was the first Super Bowl that commercials reached over \$1,000,000?
7. What was the cost for a commercial during Super Bowl LVIII?
8. What was the difference in viewership between Super Bowl I and Super Bowl LVIII (including streaming)?
9. What was the difference in cost per commercial between Super Bowl I and Super Bowl LVIII?
10. Do you see a relationship between Super Bowl commercial costs and viewership?

Media and the NFL

Super Bowl Math Problems: Answer Key

1. What was the average number of viewers for the very first Super Bowl? 24,430,000
2. In what year did the average number of viewers break 100,000,000? 2010 (2009 season)
3. Which year had the highest overall average number of viewers? 2024 (2023 season – 123.7 Million)
4. What was the cost of a 30-second spot during Super Bowl I for NBC? \$37,500
5. What was the first Super Bowl that commercials reached over \$500,000? Super Bowl XIX
6. What was the first Super Bowl that commercials reached over \$1,000,000? XXIX
7. What was the cost for a commercial during Super Bowl LVIII? (\$7M)
8. What was the difference in viewership between Super Bowl I and Super Bowl LVII? $123,700,000 - 24,430,000 = 99,270,000$
9. What was the difference in cost per commercial between Super Bowl I and Super Bowl LVII? $\$7,000,000 - \$37,500 = \$6,962,500$