

Media and the NFL

Field Trip/Video Conference Program



"Field Trip/Video Conference" Experience Outline:

10 minutes – Welcome/Mission/Vision/Values

30 minutes – Discussion/Videos on NFL and TV

10 minutes – Question and Answers

Instructions:

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



Subject: Language Arts, Mathematics, Economics, Technology

Lesson Title: Media and the NFL

Goals/Objectives:

- Students will:
 - Examine and respond to media, such as television, and its impact on its viewers.
 - Gain knowledge about the growth of the NFL through media.
 - Use mathematical concepts in calculating costs of television advertising as it relates to NFL games.

Common Core Standards Met:

- **Language Arts:**
 - Reading Informational Text (CCSS.ELA-LITERACY.RI.[grade level].1-3, 5-9)
 - Reading Foundational Skills (CCSS.ELA-LITERACY.RF.[grade level].4)
 - Writing (CCSS.ELA-LITERACY.W.[grade level].1-9)
 - Speaking and Listening (CCSS.ELA-LITERACY.SL.[grade level].1-2,5)
 - Language (CCSS.ELA-LITERACY.L.[grade level].1-3)
- **Mathematics:**
 - Measurement & Data: Represent and Interpret Data
 - Statistics and Probability: Summarize and Describe Distributions

National Standards Met:

- **Economics:** 3-Allocation; 7-Markets and Prices; 8-Role of Prices; 9-Competition and Market Structure
- **Technology:** 1-Empowered Learner; 2-Digital Citizenship; 3-Knowledge Constructor

Methods/Procedures:

Prior to Program

- Students should use the Internet and other resources to search for information about the history of the NFL on television. Students can take notes on interesting facts from sources like:
 - <http://www.profootballhof.com/football-history/history-of-football/>
 - <http://www.forbes.com/>
 - <http://www.sportsbusinessjournal.com/>
 - <http://www.sportsbusinessdaily.com/>



- Look for the answers to the questions below as these will most likely be covered in the presentation, and knowing these answers will be key to the interaction with Hall of Fame staff:
 - 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 LIV?
 - How much are current TV contracts worth with the NFL?
 - Which teams are valued at over \$1 billion?
 - Why is pro football so popular?
 - How does it compare to other sports?
- Students should come together as a class to discuss the answers to these questions.
- Students should compile a list of questions to be asked during the program.
- Other activities to help students understand the growth of the NFL:
 - Students will use the Internet to visit the website, <http://www.superbowl-ads.com/> to view the past Super Bowl ads
 - Students will complete the Super Bowl Math Problems worksheet (page 5) using these websites:
 - <http://superbowl-ads.com/cost-of-super-bowl-advertising-breakdown-by-year/>
 - <https://www.businessinsider.com/super-bowl-ad-price-cost-2017-2>
 - <https://www.cnn.com/2020/02/03/media/super-bowl-2020-ratings/index.html>

During the Program

- Students will:
 - Learn about the Mission/Vision/Values of the Pro Football Hall of Fame.
 - Be asked to listen carefully to the information presented by the Hall of Fame and take notes.
 - Complete the Media and the NFL worksheet provided (pages 7-8). Students can use this information during their post-program activity.
- The presentation will include:
 - 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.



After the Program

- Using the information gathered from the preliminary research and the Hall of Fame experience, students will present the information on the growth of the NFL through media (PowerPoint, show board, Prezi, etc).

Materials:

- Internet sources such as:
 - <http://www.profootballhof.com/football-history/history-of-football/>
 - <http://www.forbes.com/>
 - <http://www.sportsbusinessjournal.com/>
 - <http://www.sportsbusinessdaily.com/>
- Presentation medium:
 - Show board
 - PowerPoint
 - Prezi
- Worksheets (5-8)
- Pencils or pens

Assessment:

- Teacher-created rubric scoring data collected as well as analysis and conclusions based on discussion
- Answer key for math problems (page 6)



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Super Bowl Math Problems:

- <http://superbowl-ads.com/cost-of-super-bowl-advertising-breakdown-by-year/>
- <https://www.businessinsider.com/super-bowl-ad-price-cost-2017-2>
- <https://www.cnn.com/2020/02/03/media/super-bowl-2020-ratings/index.html>

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 for NBC?
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 LIV?
8. What was the difference in viewership between Super Bowl I and Super Bowl LIV?



9. What was the difference in cost per commercial between Super Bowl I and Super Bowl LIV?
10. Do you see a relationship between Super Bowl commercial costs and viewership?

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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? **2015 (2014**
season)
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 LIV? **(\$5.6M)**



8. What was the difference in viewership between Super Bowl I and Super Bowl LIV? $99,900,000 - 24,430,000 = 75,470,000$

9. What was the difference in cost per commercial between Super Bowl I and Super Bowl LIV? $\$5,600,000 - \$37,500 = \$5,562,500$

10. Do you see a relationship between Super Bowl commercial costs and viewership?
Answer varies

Student's Name: _____

Media and the NFL Summary Sheet

Give five facts reported in the presentation.

1. _____

2. _____

3. _____

4. _____

5. _____

What did you learn from the presentation?



