Distance Learning for
Contemporary Issues (12th Grade) - H
Weeks #6 May 11th - 15th

Essential Question:
How has the Covid 19 pandemic information and facts changed over time?

Instructions:
1. As we move through this historic pandemic around COVID-19, journal how our government reacts to a nation in crisis. Document where you get your sources of information, noting why those sources are credible. A journal entry can be as simple as a paragraph documenting info and dates. **Be sure to put in what you are feeling and going through during the week.**

2. Maintain a journal of events by making at least 3 different entries each week. Below is the focus that each week’s journal should touch on. It can be online using Google Docs or on paper.

3. Choose one of the following ways to present your information: a Paper, a Journal (Paper), a PowerPoint or a Video Journal.

Week #6
**Focus on the future of government restrictions.** This week, we want you thinking about what the future may look like after Covid 19.

**Questions to ponder** - With this pandemic, we have found out how contagious Covid 19 is and how quickly a virus can spread. Knowing this, many businesses and activities that people normally participate in were told to close. If you stop and think of some of the guidelines the Federal and State governments are implementing for social distancing during the pandemic to keep the virus from spreading, which of these guidelines do you think will still be in place a year from now? What will it look like when you go into a church, a restaurant or a mall? Will you be going to movie theaters or will movies be released directly to your television from now on? If you go to Ocean City, what rules will there be for people that are relaxing on the beach, in the ocean or walking along the boardwalk? What about planes, cruise ships, hotels, beaches, churches and schools, what part of society do you think will change the most? *Tell us what you think and why!*

**Honors** - Please add a (1) journal entry citing one thing that was a norm before Covid 19 that you think will not be coming back in society. Or maybe a journal entry stating what industry is going to explode in the next year. What stock or item that we never really thought of before becomes the new norm?

Below are a few sources that may help you in your process. You may or may not use them in your own journaling, they are here to help you.


**Restaurant Business Model Changes in a Post COVID-19 World**
By Toby Malbec, Managing Director of ConStrata Technology Consulting - 04/07/2020

**Business Model Changes**

We know that business-as-usual will be anything but as the industry begins its recovery from COVID-19 and begins its re-negotiation of expectations with the restaurant customer. They will be a much more wary and
demanding customer, not necessarily as it relates to the price or selection, but in regard to their perception of safety, cleanliness, and overall quality. The events of this pandemic have raised alarm bells not simply within the realm of our personal hygiene and cleanliness standards, but those of our merchants, and their merchants, and their merchants. Everyone should expect that the next level of scrutiny as it relates to restaurants after the physical plant will be the food quality and supply chain.

**Supply Chain Visibility (GS1 Standards)**

For many years, some of the more progressive restaurant brands have preached the importance of supply chain visibility and the ability to track product literally from farm to the back-door to the plate. The technology to accomplish this exists, but the implementation and start-up time and costs to do so has scared away all but the most vigilant. The goal and the promise of the GS1 initiative is to provide a common “language” and method for tracking and reporting on all products from their point of creation (or growth) to the production facility, to the warehouse, to the broadliner, and finally to the restaurant. By identifying each container with a unique code (GTIN), we would literally be able to track down to the farmer or even the field in the event that a foodborne illness is identified in a product. The technology exists today; it simply requires significant effort on the part of the food service operators and the distributors to agree to conform to the standards, configure their systems to support GTIN numbers and to deploy. For more information on the GS1 standards visit https://www.gs1.org/standards

**Greater emphasis on Food Safety Scoring and Cleanliness Standards**

Staying on the topic of food safety and cleanliness, it is not outside the realm of possibility to suggest that there will be increased scrutiny and visibility into the adherence of restaurants to a higher level of quality. This may be imposed and enforced by the FDA, or possibly even a third-party or private organization that publishes this information to the community-at-large through the established social channels. We have seen this type of crowd-review behavior through many channels already such as Yelp, and there’s no reason to believe that these channels and others won’t be created and promoted to act as overseers acting “for the safety of the consumer-at-large.” As restaurant operators, it will be imperative to respond quickly and decisively to any concerns raised through any of these channels in order to avoid the stigma of being considered less-than-committed to the notion of providing a quality product in a safe and clean environment. While in the past, the only way the public knew of a code violation was when a restaurant received too many and was actually sited and closed, we may realistically anticipate that the notion of a numeric score could be enacted that would be posted on the window of the establishment creating a quantitative measurement of safety compliance against all of the other competitive establishments.

**Accelerated migration from on-premise to off-premise**

It is reasonable to suggest that those who offer off-premise service, whether that is delivery, catering, or pickup are likely to rebound faster in the P-C19 aftermath. For others who still depend heavily or entirely on on-premise service, the return to profitability is likely to be significantly longer. Accordingly, it is today and will continue to be important in the future to support an omni-channel sales strategy for your operations. This may mean a redesign of the menu to ensure more “transport-friendly” menu items, packaging, and an internal, external, or hybrid delivery strategy. While a number of customers will celebrate the end of COVID-19 and return to restaurants as a show of support and solidarity, about another 1/3 will be cautious and wait for some period of time, while the final 1/3 may not return to normal dining-out routines for a long time. It is therefore critical to not only be offering multiple channels but creating them with an economical business model; in other words, if you can deliver it yourself and avoid the 25% and up fees from the current crop of delivery service
providers, by all means do so. Look at a banded strategy where you maximize your profitability by making local deliveries using internal resources and only look to use 3rd parties for the longer deliveries.

**Safety over Efficiency**

For years the industry has looked for ways to be more efficient and to improve speed-of-service, labor efficiency, and throughput in lines and drive-thrus. We may very well see as a byproduct of P-C19 a softening of this stance with the emphasis being placed on safety, cleanliness, and hygiene even at the expense of speed and efficiency. A few examples of this could be:

- The cleaning of a credit card when handed to an employee and the cleaning of it upon return
- The cleaning of a POS terminal between transactions or when a different employee uses it
- The changing of gloves between customers or the regular use of hand sanitizer between customers
- The sanitizing of a tray prior to delivering it to the customer
- Placing items like napkins and condiments behind the counter and requiring customers to ask for them

While none of these tasks are lengthy, they will all increase the delivery times and speed of service. While this is true, it should be expected that few customers will complain, and in fact the optics of this level of care and focus on cleanliness should actually be well received by most if not all customers. In the P-C19 world, it may be that we re-think many of our current business processes to support improved safety over labor and production efficiency.

**Restaurant Design Changes**

As stated previously, nowhere will the impact of COVID-19 have a longer lasting impact than in the table service segment of the industry. Whereas some will come back as loyal customers and a show of support and loyalty, it is expected that a greater number will not, at least initially. Table service restaurants need to look at ways to manage the objections that will likely be raised by customers and do their best to address them immediately.

Some thoughts and strategies to overcome objection would include:

- Increased spacing between tables and/or breaking up larger rooms into smaller sections
- Greater access (visibility) or hygienic products such as wipes and sanitizers on tables & in public areas
- Cutlery, glassware, & plates cleaned at tableside (brought to table packaged) for customer assurance
- Removal of salt and pepper shakers and provide either in packets or on demand
- Servers behind the counters in restaurants that offer buffets or salad bars
- Coverings over meal plates that are removed tableside
- Pay-at-table functionality to avoid passing a credit card to a server
- Offering e-receipts in lieu of paper
- Digital menu boards or tablets with anti-microbial screens in lieu of paper menus

At the time of writing, COVID-19 is still in full bloom, but we as a country and an industry recognize that sometime in the future we will be given the opportunity to get back to work. What we are returning to, however, will be a drastically different environment for our customers and employees, and those who are thinking about this today and planning will be well prepared to address the objections of a scared and emotionally unsettled consumer. The better we can be in a position to anticipate their concerns, address their needs, and fulfill their demands, the quicker that we as an industry will return to normalcy and profitability.

**What Will US Travel Look Like After COVID-19?**

LAURIE BARATTI  APRIL 04, 2020
Industry leaders are presaging that the face of the travel industry, as well as the ways in which people choose to travel, will be forever changed once we've reached the other side of the COVID-19 health crisis. Opinions and forecasts cite several, sometimes disparate, sentiments believed to be brewing among the public while people remain confined to their homes under self-isolation orders. Unsurprisingly, safety and a solid sense of security are assumed to be top-of-mind as travelers begin to venture out into the world again, post-coronavirus. Some suppose that travelers may “test the water” cautiously, while others predict that, coming out of this lengthy isolation, people's desire to shake off cabin fever will spur them to spring for more adventurous bucket-list-type getaways.

The prevailing opinion among the travel industry leaders we surveyed is that, initially, Americans will opt for experiences closer-to-home, concentrating on getting out-of-doors, seeking off-the-beaten-path locations, avoiding modes of mass transportation and traveling with small groups of trusted companions. “We're already beginning to see new trends take shape. For example, travelers will be wary of public transportation and plane travel, choosing to drive via their own cars to explore nearby destinations,” said Lisa Burns, Executive Director of the Finger Lakes Regional Tourism Council. “We also predict there will be a larger emphasis on outdoor, open-air attractions and destinations as social distancing phases out slowly.”

Dan Yates, Managing Director of Pitchup.com agreed, “Even if the government gives the green light before summer, many will be reticent to travel and will choose remote, domestic locations like campgrounds over densely populated areas, certainly avoiding transport hubs like international airports.” Yates pointed out, “We also anticipate an increased interest in low-cost travel given the economic impact Coronavirus has inflicted on so many.”

Mary Quinn Ramer, President of VisitLEX, echoed the expectation, “We anticipate many travelers will still play it relatively safe by traveling in smaller groups and choosing closer-to-home, more familiar domestic travel after restrictions are lifted.” She said, “Following this long period of social distancing, we'll find many people revisiting the places and experiences that fill them with joy.”

Phil Hospod, owner of Rhode Island’s The Wayfinder Hotel, also believes people will largely stick to traveling via private automobile, saying, “We expect to see families, friends, and couples jumping into their cars and hitting the open road. We also predict we’ll see more travelers choosing convenient, nostalgic vacation destinations.”

Despite these near-term trend forecasts, Ramer also predicts that people will be also eager to set things in motion for trips in the farther-off future. “After being cooped up, people will start to put plans in place for destinations that have always been on their bucket list,” she said, “and they may even be more apt to try adventure-filled experiences with their renewed sense of freedom.”

Those who do travel internationally are expected to take steps to avoid crowds, opting for off-the-beaten-path locales and also booking during shoulder season. Tomohiro Muraki and Mika White, Founders of Tourism Exchange Japan, said that they expect Japan-bound travelers to seek out smaller, lesser-known prefectures, rather than spending the majority of their stays in over-populated cities like Tokyo and Osaka.

Reflecting upon the effects that our collective, pent-up wanderlust is having on society in lockdown, Paul McGowan, Founder of Study Hotels, said, “Above all, we must remember that travel is an antidote to all this: providing positive, aspirational feelings in the wake of our current confinement.”

**How coronavirus could permanently change the movie industry**

PUBLISHED SAT, MAR 21 2020 9:46 AM EDT Julia Boorstin@JBOORSTIN

**KEY POINTS**

- As movie theaters shut down due to the COVID-19 coronavirus outbreak, studios are shortening or eliminating the window between theatrical and streaming releases.
- This could permanently reduce movie theaters' leverage with studios and change consumer behavior.
When theaters open again, will streaming theatrical releases the same day they’re in theaters become the new normal?

The COVID-19 coronavirus outbreak has sparked a dramatic first for the movie industry: movies are being made available at home the same time they’re available in theaters.

The distinction between a theatrical and a digital release is disappearing as theaters shut down. This could fundamentally change studios’ leverage in negotiations with theater chains, permanently alter consumer behavior and raise the bar significantly for going out to the movies.

The latest announcement came on Friday from Disney: Pixar’s “Onward” will be available to buy digitally for $19.99 beginning Friday evening, and then will launch on the Disney+ subscription service on April 3 in the U.S. It’s been just two weeks since “Onward” debuted in theaters - typically it would be another two and a half months before the film is available to watch at home via purchase or rental. And Disney would typically wait additional months, not just two weeks, before offering the film on its subscription Disney+. But all the rules are going out the window now that theaters are closed and the potential for that box office revenue is gone.

The closure of major theater chains across the country is driving studios to break what’s known in the industry as the “window” – the three-month period between when a movie hits the big screen, and when it’s offered for video on demand purchase or rental, and then on streaming devices.

For years, many of the studios and theater chains have been locked in a battle over shortening the window: doing so would enable studios to tap into awareness from a theatrical release as well as the value of theatrical marketing dollars to drive downloads or rentals. Until just last week, the major theater chains were so entrenched in their insistence on a three-month window to protect ticket sales, that they refused a one-month window to show Netflix’s ‘The Irishman.’ Theater chains have resisted a push by AT&T/WarnerMedia’s Warner Brothers and Comcast’s Universal Pictures in particular to allow them to shorten that window for certain films.

But now that the theaters have zero negotiating leverage, studios are making unprecedented moves to bring their films to audiences.

Universal was the first studio to take these steps, announcing on Monday that it will make movies available at home on the same day as their global theatrical release, starting with “Trolls World Tour,” which had been scheduled to open April 10 in the U.S. Three Universal films that had been in theaters before they closed — “The Hunt,” “The Invisible Man,” and “Emma” — will be available for a 48-hour rental starting Friday.

“Rather than delaying these films or releasing them into a challenged distribution landscape, we wanted to provide an option for people to view these titles in the home that is both accessible and affordable,” said NBCUniversal CEO Jeff Shell in a press release.

It’s been just a week since Sony Pictures released Vin Diesel’s “Bloodshot” in theaters; on March 24 the film will be available for digital rental and purchase. Warner Brothers followed by giving “Birds of Prey” an early digital release.

We’ve also seen these same studios delay major releases — Disney pushing off the global launch of “Mulan” and its Avengers film “Black Widow.” Universal delayed the launch of its “Fast and Furious” sequel, “F9,” by a year. And Sony delayed the release of its next James Bond film, “No Time to Die” until the fall.

The question is when theaters open again, will streaming theatrical releases the same day they’re in theaters become the new normal? Now that the cat is out of the bag, will studios get to pick which films they give that three-month theatrical window, and for which ones they close it or eliminate it directly? That all comes down to how much negotiating leverage the theater chains have. And for now, as the National Association of Theater Owners calls on Congress for a bailout, it’s not looking like a lot.