



## Teacher's Notes: Nike

**General Tips:** The goal is to build background knowledge while leading an engaging discussion on any and all information that can be talked about on a given page. The items that you choose to bring up or focus on can be modified for the students you are working with. For example, if you have a student who can point to something in the picture, answer yes/no questions be sure to incorporate a lot more of that as you go through the book. On the same token, be sure to ask a lot of comprehension questions and critical thinking questions at the level appropriate for students working on those skills. There is something for everyone.

**Addressing problem solving:** Throughout the e-book, help students identify the problems that are involved and choice making opportunities throughout the article.

**Page 1** Colin Kaepernick was a famous football player in the NFL. Kaepernick played for the San Francisco 49ers. The team is in California. Kaepernick was mad about racism in America. Racism is when a group of people are not being treated fairly. Kaepernick felt that Black people not being treated fairly. **Point:** football players, Number 7, football **Question:** What was Kaepernick's job? What was Kaepernick mad about? **Connect:** Do you like football?

**Page 2:** The Star-Spangled Banner is an important song that is about being proud of America. If someone does not feel proud of America because of a problem, like racism, they might show this by "taking a knee". That is what Kaepernick did. **Point:** football player kneeling **Question:** What did Kaepernick do during the National Anthem? **Connect:** The Star-Spangled Banner is a song. It is the national anthem. That means it is the song that represents the United States. When people hear that song, they think of the United States. It is our song. Would you like to hear the song? (YouTube video of Whitney singing it: [https://www.youtube.com/watch?v=N\\_ICmBvYMRs](https://www.youtube.com/watch?v=N_ICmBvYMRs) )

**Page 3:** There were other football players who were mad about racism in America. They started to take a knee during the National Anthem too. Have students view the following video of Kaepernick taking a knee. <https://www.youtube.com/watch?v=RG4gHXRQIGo> **Point:** blue helmet, white helmet, gold helmet **Questions:** Where other football players mad about racism? What did other football players start to do?

**Page 4:** President Trump does not think that people on the NFL teams should "take a knee". He said that it is not respectful. People are supposed to stand. He said that it was disrespectful, that means not respectful. He thinks that because football is their job, that they should have to stand for the anthem. **Point:** President Trump, tie, suit, thumbs up, thumbs down **Questions:** Who was mad that the football players "took a knee"? Did President Trump like that the football players "took a knee"? **Connect:** Do you think it was ok that some football players "took a knee"?

**Page 5:** A lot of people were talking about Kaepernick "taking a knee." It was in the newspapers. It was on the news? The following year, Kaepernick could not get a job playing football. None of the NFL

teams would hire him to play football. **Point:** football **Questions:** Did the NFL hire Kaepernick to play football?

**Page 6:** Nike liked that Kaepernick “took a knee.” They hired him. That means that they were going to pay him to work with them. **Point:** Nike shoe box, Nike logo, thumbs up **Questions:** Who liked what Kaepernick did? Who hired Kaepernick? **Connect:** Do you like or do not like that Kaepernick “took a knee”?

**Page 7:** Nike is a big company. They sell a lot things that people who play sports wear. A lot of people wear their shoes. A lot of people wear their clothes. Nike hired Kaepernick to be in their ads and commercials. They thought having Kaepernick in the commercials would help them sell more Nike things. **Point:** Kaepernick, Nike shoes, US map, Oregon **Questions:** Where is the Nike company? What does Nike sell? Who did Nike hire? **Connect:** Have you ever seen a Nike commercial? Do you know anyone with Nike shoes?

**Page 8:** The ad says “Believe in something. Even if it means sacrificing everything.” Kaepernick is the person talking in the commercial. Kaepernick believed that racism in America is a problem. He believed that “taking a knee” would show the world that racism is a problem and needs to be changed. Because he “took a knee” he can’t find a job in the NFL. He sacrificed his job as an NFL football player for “taking a knee.” **Point:** Kaepernick’s eyes, Kaepernick’s nose, **Questions:** Did Kaepernick say yes to being in the ad? What does the ad say? **Connect:** Have students watch the commercial. Ask them if they like it. <https://www.msn.com/en-us/news/msn/just-watch-it-nikes-colin-kaepernick-tv-ad-is-inspirational-not-controversial/ar-BBN1b41>

**Page 9:** Some people really like the ad. Some people do not like the ad at all. They are mad at Nike for having Kaepernick in their ad. **Point:** calendar, September 3 **Questions :** When did the ads start? Does everyone like the ad? Do some people not like the ad? **Connect:** Do you think Nike should have Kaepernick in their ads?