

# NFL: Want a Super Bowl? Build stadium and it will come

ATLANTA (Reuters) - You want to host a Super Bowl?

Dan Corso, Chairman of the Atlanta Super Bowl Host Committee, who spearheaded the sales pitch to bring the NFL championship game back to Atlanta for a third time and is now welcoming fans and players to the city, poses for pictures in Atlanta, Georgia, U.S., January 30, 2019. REUTERS/Steve Keating

Be prepared to take on an Olympic-sized bidding process and throw in a billion or two for a new stadium to enhance your chances of staging the biggest party and sporting event in the United States.

Unlike the International Olympic Committee, which has had trouble recently attracting bidders for their Games, competition is fierce between cities desperate to land a Super Bowl.

Atlanta will stage the NFL title game on Sunday for a third time and the first since 2000 when the New England Patriots and Los Angeles Rams clash at the futuristic Mercedes-Benz Stadium, using the opportunity as a sales pitch to try to get on a Super Bowl rotation of hosting once every 8-to-10 years.

NFL commissioner Roger Goodell made it clear at his state of the league address on Wednesday that he welcomes the interest but his message is the same for everyone - get in line.

“We want to reward those communities that help build great stadiums like Mercedes-Benz Stadium, the fans that help support the Falcons to put those communities on the stage that is unmatched in any event in the world,” said Goodell when asked about the possibility of awarding a Super Bowl to London or state like Hawaii.

“For the foreseeable future I don’t see that changing.”

Any city bidding for a Super Bowl must tackle a 150-page plus NFL bid book packed with specifications and requirements from securing and guaranteeing thousands of hotel rooms to security and ensuring the locker-rooms being used by the two teams are as identical as possible.

For Atlanta, the proposal included a plan to transform Centennial Olympic Park, the hub of the 1996 Summer Games, into Super Bowl Village and the World Congress Center into the NFL Experience and Media Center.

“They (NFL) want to see how your community is going to embrace the event,” Dan Corso, chairman of the Atlanta Super Bowl Host Committee and president of the Atlanta Sports Council, told Reuters. “You have to show that in your video treatments, your material, whatever you are going to submit.

“Our message to the NFL was that this city has completely transformed since the last time they were here both in population, corporate headquarters, infrastructure, the transportation systems.”

Like any good bid Atlanta needs a catchy slogan and settled on “Atlanta Transformed” emphasizing how much the city had changed since hosting its last Super Bowl 19 years ago.

It was a message that resonated with the NFL, Atlanta beating out Miami, Tampa and New Orleans for the 2019 showcase.

“Our role is to quarterback that process and went through a 13 month bid process,” Corso said. “Every city that gets approved to submit a bid gets a chance to make a presentation and that is the final part.

“You make your presentation, you go into the waiting room and wait for the white smoke to appear.”



Dan Corso Chairman of the Atlanta Super Bowl Host Committee poses for picture in Atlanta

## STADIUM KEY

The cornerstone of any Super Bowl bid is the stadium. Build it and a Super Bowl will come.

The \$1.6 billion Mercedes-Benz stadium is an eye-catching piece of architecture that features an ocular eight-pedal retractable roof, and a floor-to-ceiling window facing Atlanta’s skyline will provide a dazzling stage for a game that will be viewed around world.

Cities building new stadiums have been rewarded by the NFL for their investments by gifting them a Super Bowl that generates hundreds of millions of dollars of economic impact and numerous other spinoff benefits for the host community.

There is little doubt the NFL would not have set foot in wintry Minneapolis last February for a Super Bowl if it was not

played in the comfort of U.S. Bank Stadium that opened in 2016 at a cost of over \$1 billion.

The next two Super Bowls are set for Miami and Tampa at stadiums that have undergone massive renovations before NFL takes its showcase to Los Angeles in 2022 at the Rams new home that will cost an estimated \$4.5 billion.

“Without a doubt a new stadium helps,” Corso said. “But it has to be a really fine stadium.

“You have to remember when we were putting together this bid in 2015 it was a hole in the ground with some steel coming out of it.”

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**Editor's Choice**



People display the national flag of Venezuela and posters during a demonstration against the country's government in Zurich



Protesters pose at the end of a demonstration by the French "yellow vests" movement against police violence, in front of Statue de la Republique in Paris



A wounded protester is carried during clashes with police on the sidelines of a demonstration by the French "yellow vests" movement against police violence in Paris



Soccer Football - La Liga Santander - FC Barcelona v Valencia - Camp Nou, Barcelona, Spain - February 2, 2019 Barcelona fans REUTERS/Albert Gea



REFILE - CORRECTING TYPO 2019 UCI Cyclo-cross World Championships - Women's Elite race in Bogense, Denmark - February 2, 2019 - Denise Betsema of the Netherlands in action. Ritzau Scanpix/Claus Fisker via REUTERS ATTENTION EDITORS - THIS IMAGE W



Police use a water cannon during clashes with protesters on the sidelines of a demonstration by the French "yellow vests" movement against police violence in Paris



Jan 25, 2019; San Diego, CA, USA; Jon Rahm plays his shot from the third tee during the second round of the Farmers Insurance Open golf tournament at Torrey Pines Municipal Golf Course - South Course. Mandatory Credit: Orlando Ramirez-USA TODAY Sports



Protesters, Bethany Frazier and Ashleigh Lum, demonstrate outside Governor's mansion demanding Virginia Governor Ralph Northam to resign in Richmond



## Today Is Safer Internet Day: *Better Together*

Compiled And Edited By John T. Robbins, Southern Daily Editor



“Together for a better internet” is the theme of this year’s Safer Internet Day; this call for collaboration comes at a time when corporate privacy scandals, global ransomware epidemics, nation-state attacks and the regrettably fast-expanding cybercriminal world all threaten to tear the internet apart.

The early concept of the internet as a tool for bringing the world closer together is being eroded, with pressure on companies and governments to shore up their defences in the face of increasingly sophisticated threats from multiple actors. With increased attacks against government organisations and infrastructure, as well as against supply chains and individuals, nations are going to want to protect their citizens and industries, and the easiest way to do that is by shutting the door. As a result, our industry – cybersecurity – faces being broken up and separated along geopolitical and regulatory lines, making it much harder for us to protect anyone and everyone.

As trust among nations erodes, the internet risks becoming increasingly militarised, with more cyberweapons being created to see off another country’s threats. However, there’s always a risk that those weapons can (and indeed they do) fall into the hands of cybercriminals who have no affiliation to any nation and who instead use them simply to make money or wreak havoc, not caring about who is affected in the process. Cybercriminals will relish the opportunities afforded by reduced international competition as they continue to exploit fear and innovate free of national borders.



Cybersecurity is now faced with a choice: fragmentation and isolation – in line with nations’ shutting each other out and a

breakdown of international projects; or the braver and more challenging task of increased collaboration and shared intelligence. We need a united community against cyberthreats that know no borders. An open landscape that fosters a vibrant, competitive cybersecurity industry leads to better technologies and stronger protection for all. Fragmentation on the other hand only disrupts our combined ability to fight back against the criminals.

We can’t turn the clock back, but we need to remain optimistic. Yes, the online world has grown very dark, mysterious and opaque in places, but we and others like us have the power to turn the lights on – including on ourselves: to become more transparent and give people proof that they can trust our industry.

We’ve started already: through our Global Transparency Initiative we are making our code available for independent review, adapting how we create products, software updates and threat detection rules, and amending how and where we process data from our many users around the world. Along with other cybersecurity colleagues, we’ll continue to push for open collaboration and open doors.

As the world heeds this year’s Safer Internet Day message, let’s realise that it’s only by working together that we can save the world from cyberthreats. (Courtesy forbes.com)

### Related

#### 10 Ways to get Involved in Safer Internet Day 2019

##### 1. Invite the Gardai in for a *Be In Ctrl* talk in your school.



Launched for Safer Internet Day 2018, the Be In Ctrl programme is a Junior Cycle SPHE educational resource addressing the issue of Online Sexual Coercion and Extortion. The resource includes information for school leaders, three lesson plans and is supported by the Garda School

Programme. Lesson one can be used by the SPHE teacher in the classroom or by Gardai visiting junior cycle students in the SPHE class. For information on how to access this visit, contact your local Garda station or the Garda Schools Programme. This lesson gives students an opportunity to recognise that online sexual coercion and extortion of children is a crime, to raise awareness of safe online communication and promote help-seeking and reporting. Find out more here: <https://www.webwise.ie/beinctrl/>

##### 2. Host a parents evening:



Use our free Webwise Internet Safety Talk for Parents. Webwise provides supports to help parents talk with confidence to their children about the benefits and risks of the online environment. The Webwise Parents Presentation is designed to assist schools who wish to host parent internet safety evenings. We have comprehensive presentations available for both primary and secondary levels. The information included in the presentations covers key topics for parents including social media, screen time, cyber-bullying, image-sharing and features expert advice and support. You can also give parents access to our Parents Hub [here](https://www.webwise.ie/parents/).

##### 3. Run a Poster Competition in your School.



Counter cyberbullying with a positive messages campaign. Create colourful anti-bullying posters or an uplifting thoughts notice board using the #Up2Us [interactive poster making kit](https://www.webwise.ie/up2us/). The #Up2Us handbook, including kit, is available FREE to order

or download at [www.webwise.ie/teachers/resources/](https://www.webwise.ie/teachers/resources/).

##### 4. Start a conversation about consent in your school



Use the SPHE *Lockers* resource to address important topics with second-level students including sexting, victim blaming, peer-pressure and media influence. Start a conversation about consent and victim blaming using an extract from Louise O’Neill’s best-selling book, *Asking for it* in Lesson 3 of the *Lockers* resource. Access the lesson here: [webwise.ie/lockers-lesson-3/](https://www.webwise.ie/lockers-lesson-3/)

##### 5. Promote Responsible Photo-Sharing

Play the short cartoon, *The Photo*, to show how photo-sharing can quickly get out of hand. Then have students use calculators or a pen and paper to complete the [Going Viral worksheet](https://www.webwise.ie/going-viral/). **This activity shows how, within minutes, a photo can be shared with thousands of people online.** The Photo video is available to view here <https://vimeo.com/109564466>. The My-Selfie handbook (containing the *Going Viral* worksheet) is available FREE to order or download at [www.webwise.ie/teachers/resources/](https://www.webwise.ie/teachers/resources/).

##### 6. Debate the issues:



Hold a walking debate around issues relating to internet safety and photo sharing. Read out motions and have students show whether they agree or disagree with the statement by standing under the appropriate signs. Here are some suggested motions you could use:

• **Images shared online are just as permanent as tattoos**

• **The owner of a photo posted online is the person who took it and not the subject of the photo**

• **People should be free to post whatever they decide online**

Ask some people to explain why they chose a particular side and give people the freedom to change sides if they are convinced by other people’s arguments.

##### 7. Don’t forget to share your Safer Internet Day activities on social media using #BeInCtrl and #SID2019.



Connect with us on Facebook [facebook.com/WebwiseIreland](https://www.facebook.com/WebwiseIreland) or Twitter @WebwiseIreland. You could be in with a chance of winning our SID 2019 competition. Please check back for details soon. Visit our dedicated page [webwise.ie/saferinternetday](https://www.webwise.ie/saferinternetday) for news and ideas.

##### 8. Watch an internet safety video.

Webwise has created a number of videos that cover a variety of internet safety topics. Videos can be viewed here [webwise.ie/video-resources/](https://www.webwise.ie/video-resources/). These are a good starter for conversations on safe online communication and practices.

##### 9. Order your FREE SID Wristbands:

Go to [webwise.ie/news/share-your-side-plans/](https://www.webwise.ie/news/share-your-side-plans/) to share your plans for Safer Internet Day and receive your FREE Safer Internet Day wristbands for all your participants. Your school, club or organisation will also get featured on our event map. Get your school on our map! Stocks are limited so register soon!

##### 10. Have fun and enjoy celebrating Safer Internet Day with over 135 other countries.



Why not see what other countries are doing across the world by visiting [www.saferinternetday.org](https://www.saferinternetday.org). Browse what other countries are doing to celebrate Safer Internet Day. Did you over 135 countries take part all across the globe, from Australia to Zimbabwe?! (Courtesy <https://www.webwise.ie>)

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Sometime soon, millions of people may find themselves unwittingly involved in a test that could profoundly change their daily routines, local economies and civic lives. They'll have to figure out how to keep up with City Hall, their neighborhoods and their kids' schools — as well as store openings, new products and sales — without a 170-year-old staple of daily life: a local newspaper.

At least one city — possibly San Francisco, Miami, Minneapolis or Cleveland — likely will soon lose its last daily newspaper, analysts say. And it "could be a lot more widespread than people have been predicting," says Mike Simonton, who tracks media debt for Fitch Ratings.

It's hard to ignore that possibility as the pace of newspaper closings accelerates. Starting Wednesday, Hearst's 146-year-old Seattle Post-Intelligencer survives as a scaled-down online publication offering mostly commentary. That leaves The Seattle Times as the city's only major paper-and-ink daily.

Gannett gci, parent of USA TODAY, may shutter the 140-year-old Tucson Citizen, which competes with the Arizona Daily Star, if a buyer can't be found.

Last month, E.W. Scripps ssp closed the Rocky Mountain News, leaving The Denver Post as the city's sole major daily.

Are these symptoms of a miserable economy that's pulverizing a handful of high-profile papers, including some owned by companies with unusually crushing debt loads? Or have we reached a tipping point where advertisers and readers are flocking so quickly to digital media that most of the nation's 1,400 dailies may end up in the morgue?

Industry watchers aren't sure, although some say it's too early to start hanging crepe. "Publishers and journalists have become their own worst enemy," says Robert Picard, a media economics scholar who edits the Journal of Media Business Studies. "They are running around arguing that the sky is falling. And they're making the situation appear far worse than it is."

About 80% of newspaper revenue comes from advertising, and the Newspaper Association of America expects those sales to drop 9.7% in 2009 to \$34.2 billion, after falling 16.5% in 2008.

"Advertising has fallen off a cliff," says Randy Bennett, senior vice president of business development at the NAA. "The question is how much of that will come back when things pick up again. And the expecta-

# Newspaper Closings Raise Fears About Industry

Compiled And Edited By John T. Robbins, Southern Daily Editor



tion is, certainly not all of it."

**Business models**

Almost everyone agrees that newspapers must reinvent their business models. Experiments include The New York Times' plan to enlist journalism students to help cover some neighborhoods in Brooklyn and New Jersey. The East Valley Tribune in Mesa, Ariz., recently began to offer free home delivery four days a week to neighborhoods with families that appeal to advertisers. Some experts say that it's time to consider extraordinary measures, including government bailouts, to ensure that no community has its newsrooms go dark.

"We need to view journalism in the same way that we view libraries and public schools, as absolutely essential to any prospering community," says Theodore Glasser, professor of communications at Stanford University. "A lot of good stuff is published by newspapers so that public officials see it and act accordingly. That's the power of the press. And that's the first thing being cut."

Others say not to worry: The Internet and the market will empower professional journalists, bloggers and interest groups to independently provide all the local news anyone could want.

"There's going to be an ecosystem, a network of different players involved in news for different reasons," says Jeff Jarvis, who runs the City University of New York's interactive journalism program.

Traditional newspapers won't be part of the mix, though: They "aren't willing to cannibalize and disrupt themselves,"

Jarvis says. "It's too late. ... It's going to be a post-Armageddon rebuilding."

Over the past few months:

- The Detroit Free Press and The Detroit News announced plans to cut home delivery to three days a week beginning March 30 and urged readers to go online to follow the news on other days.
- Virtually every major newspaper announced staff cuts. McClatchy mini—which owns The Miami Herald, The Kansas City Star and the Fort Worth Star-Telegram—said in February that it would slash 15% of its workforce, on top of a 10% cut late last year. "By the end of 2009, a quarter of all the newsroom jobs that existed in 2001 will be gone," the Pew Project for Excellence in Journalism said this week in its annual "The State of the News Media" report.
- Those keeping their jobs have seen salaries cut. Gannett required virtually all employees to take a one-week unpaid furlough in the first quarter.
- Publicly traded publishers collectively lost about 39% of their market value since Jan. 1, underperforming the benchmark Standard & Poor's 500 index, which is down 16.5%. Looked at another way, the \$5.4 billion that Rupert Murdoch paid in 2007 for Wall Street Journal parent Dow Jones nwsa could buy Gannett, McClatchy, New York Times Co. nyt, Washington Post Co. wpo, A.H. Belo ahc and E.W. Scripps with about \$750 million to spare, based on current values.
- Publishers in Philadelphia and Minneapolis as well as the Journal Register, a chain in the northeast and

Michigan, filed for Chapter 11 bankruptcy protection. That followed a similar filing in December by Tribune Co., publisher of Chicago Tribune, Los Angeles Times and The Sun in Baltimore.

**Double-digit profit margins**

Tough times? You bet. But one has to imagine an epic social and economic transformation to conclude that the newspaper industry is at death's door.

Nearly half of all adults read a newspaper every day and spent \$10.5 billion last year to do so. The average newspaper generates about a 10% profit margin.

"It's not the 20% to 30% they were enjoying several years ago," Bennett says. "But it's still an enviable profit margin for many businesses."

That's overlooked with all of the attention on large local papers that are especially vulnerable to the soft economy.

Advertisers in big cities have plenty of options to reach consumers, and newspapers are one of the most expensive. They typically charge about \$25 for every 1,000 people who might see an ad covering one-third of a page. That's a lot more than the cost to reach a similar audience via radio, magazines, billboards and websites. Advertisers outside of big cities have far fewer alternatives. As a result, "Smaller-market newspapers are in better financial shape," Bennett says.

Most large publishers also are straining to pay off heavy debt they took on before the economy fell into a tailspin.

Lynch analyst Lauren Rich Fine, now at Kent State University. "There are different ways to (report the news) and not be so hard on yourself if you get it wrong."

It's hard to predict how many people want local news enough to pay a price that, as ad sales shrink, could be much higher than now — or to pay any fee to read stories online, where most papers now offer them free. "If you look at public radio and the troubles their outlets have raising money for public affairs journalism, it might give you pause," says James Hamilton, who runs Duke University's DeWitt Wallace Center for Media and Democracy.

Before about 1840, when the Penny Press turned newspapers into an inexpensive mass medium, 15% of the population spent the equivalent in today's dollars of as much as \$4 a day for a newspaper, Picard says.



Digital media evangelists say the future will be much different. About 85% of a newspaper's costs go to things such as presses, paper, ink and trucks. Without those costs, even modest ad sales could support lots of people to provide local news and information without charge.

"There's a market demand for quality journalism and reporting," Jarvis says. What's the evidence? "Based on democracy. Based on the intelligence of the audience. Based on the fact that my son reads more news than ever. Based on the fact that we need it."

Some journalists agree, working with non-profit online publications including Voiceofsandiego.org, the St. Louis Beacon and Minneapolis' MinnPost.com.

'Several former Rocky Mountain News employees plan to start InDenverTimes.com in May if they can persuade 50,000 people to pay \$4.99 a month for a year.

Glasser doubts that such ventures can compensate for the loss of newspaper newsrooms. "I've seen nothing in the blogosphere that provides the sustained, systematic coverage that a good newsroom provides. Not even close," he says.

If he's right, then the consequences from current trends could be ugly.

"We'll know if things don't work out if there's an increase in corruption," Hamilton says. "When the watchdog goes away, what happens? That's the experiment we're starting to run." (Courtesy abcnews.go.com)

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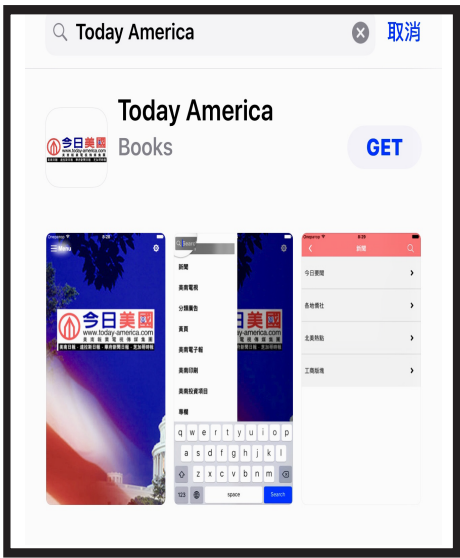
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