



If you would like to share news or information with our readers, please send the unique stories, business

news organization events, and school news to us including your name and phone number in case more information is needed.

For news and information consideration, please send to News@scdaily.com or contact John Robbins 832-280-5815 Jun Gai 281-498-4310

**Publisher:** Wea H. Lee  
**President:** Catherine Lee  
**Editor:** John Robbins, Jun Gai  
**Address:** 11122 Bellaire Blvd., Houston, TX 77072  
**E-mail:** News@scdaily.com

Trump: It's my decision when to reopen U.S. economy



Inside C2

# Southern DAILY

Make Today Different

Southern Daily News is published by Southern News Group

Tuesday April 14, 2020 | www.today-america.com | Southern News Group

## ‘Elbow to elbow:’ North America meat plant workers fall ill, walk off jobs



FILE PHOTO: Employees wear face masks at the JBS USA meat packing plant, where two members of the staff have died of coronavirus disease (COVID-19), as it remains operational in Greeley, Colorado, U.S. April 8, 2020. REUTERS/Jim

CHICAGO/WINNIPEG, Manitoba (Reuters) - At a Wayne Farms chicken processing plant in Alabama, workers recently had to pay the company 10 cents a day to buy masks to protect themselves from the new coronavirus, according to a meat inspector. In Colorado, nearly a third of the workers at a JBS USA beef plant stayed home amid safety concerns for the last two weeks as a 30-year employee of the facility died following complications from the virus.

And since an Olymel pork plant in Quebec shut on March 29, the number of workers who tested positive for the coronavirus quintupled to more than 50, according to their union. The facility and at least 10 others in North America have temporarily closed or reduced production in about the last two weeks because of the pandemic, disrupting food supply chains that have struggled to keep pace with surging demand at grocery stores.

According to more than a dozen interviews with U.S. and Canadian plant workers, union leaders and industry analysts, a lack of protective equipment and the nature of “elbow to elbow” work required to debone chickens, chop beef and slice hams are highlighting risks for employees and limiting output as some forego the low-paying work. Companies that added protections, such as enhanced cleaning or spacing out workers, say the moves are further slowing meat production.

Smithfield Foods, the world’s biggest pork processor, on Sunday said it is shutting a pork plant indefinitely and warned that plant shutdowns are pushing the United States “perilously close to the edge” in meat supplies for grocers. Lockdowns that aim to stop the spread of the coronavirus have prevented farmers across the globe from delivering produce to consumers. Millions of laborers also cannot get to the fields for harvesting and planting, and there are too few truckers to keep goods moving. The United States and Canada are among the world’s biggest shippers of beef and pork. Food production has continued as governments try to ensure adequate supplies, even as they close broad swathes of the economy. The closures and increased absenteeism among workers have contributed to drops in the price of livestock, as farmers find fewer places for slaughter. Since March 25, nearby lean hog futures have plunged 35%, and live cattle prices shed 15%, straining the U.S. farm economy. North American meat demand has dropped some 30% in the past month as declining sales of restaurant meats like steaks and chicken wings outweighed a spike in retail demand for ground beef, said Christine McCracken, Rabobank’s animal protein analyst. Frozen meats in U.S. cold storage facilities remain plentiful, but supply could be whittled down as exports to protein-hungry China increase after a trade agreement removed obstacles for American meat purchases.

“There’s a huge risk of additional plant closures,” McCracken said. JBS had to reduce beef production at a massive plant in Greeley, Colorado, as about 800 to 1,000 workers a day stayed home since the end of March, said Kim Cordova, president of the local United Food and Commercial Workers (UFCW) union that represents employees. “There’s just not enough people,” Cordova said. She added that the union knew of at least 50 cases and two deaths among employees as of Friday.

Plant worker Saul Sanchez, known affectionately as “grandpa” among some co-workers, tested positive for the virus and died on April 7 at 78 years old, according to his daughter, Beatriz Rangel. She said he only went from home to work before developing symptoms, including a low fever. “I’m heartbroken because my dad was so loyal,” Rangel said.

Brazilian owned JBS confirmed an employee with three decades of experience died from complications associated with COVID-19, without naming Sanchez. The company said he had not been at work since March 20, the same day JBS removed people older than 70 from its facilities as a precaution. He was never symptomatic while at work and never worked in the facility while sick, according to the company. JBS said it was working with federal and state governments to obtain tests for all plant employees.

### 美南廣播電視台 看電視聽廣播

美南新媒體

## 全面出擊美南電視廣播車新聞ing

全方位為您實況轉播。傳遞全球華人即時新聞。放眼世界。

美南新聞傳媒集團結合，最新高科技及全美國十大城市之精銳新聞專業團隊，全力為全球觀眾及讀者打造放眼世界。

**美南國際電視STV15.3為方便觀眾收看，「電視廣播合為一體」**不需任何付費，觀眾可24小時直接收看及收聽該頻道，行車間也可方便收聽，輕鬆獲取美南電視節目以及各類國際、社區重大資訊。

操作指南如下，讓觀眾24小時收看收聽：

- 1. 掃二維碼(QR code)：**觀眾只要掃描報上的二維碼，就可連結到美南國際電視，直接在手機上觀看STV15.3。
- 2. 今日美南公眾號直播：**觀眾可在「今日美南」公眾號上，點選「美南視頻」裡的「美南國際電視直播」就可輕鬆連接至STV15.3。
- 3. 下載Apps收看：**可在蘋果商店搜尋「Today America」，下載Apps，除可用手機讀報更方便，也可以在Apps裡收看STV15.3 電視直播。
- 4. Google搜尋：**觀眾只要在Google網站搜尋「Southern TV- STV15.3 Houston」或輸入該平台網址「http://media.magt.com/?1497381&proc=1」就可直接連結美南國際電視直播平台。

如需開車時收聽廣播，請連接至車載音響設備(數據線/藍牙設備)，效果更佳。

Watch Live TV & Online Radio



www.scdaily.com

美南日報

INTERNATIONAL TRADE CENTER

LIVE

美南新聞 Southern News Group

www.scdaily.com Tel:(281)498-4310 Fax:(281)498-2728 11122 Bellaire Blvd, Houston, TX 77072



# Trump: It’s my decision when to reopen U.S. economy



U.S. President Donald Trump arrives with Vice President Mike Pence to lead the daily coronavirus task force briefing at the White House in Washington, U.S., April 9, 2020. REUTERS/ Jonathan Ernst TPX IMAGES OF THE DAY

WASHINGTON (Reuters) - President Donald Trump said on Monday it was his decision when to reopen the U.S. economy, not that of state governors, but legal experts disagree and governors are going their own way.

FILE PHOTO: U.S. President Donald Trump speaks to reporters during an Easter blessing event in the Oval Office at the White House in Washington, U.S., April 10, 2020. REUTERS/Yuri Gripas  
Trump last month extended federal “stay at home” guidelines through April and has made clear he wanted the economy to reopen as soon as possible after the coronavirus outbreak that has killed nearly 22,000 Americans and cost millions of jobs.

However, he also has said he would listen to U.S. health experts and others in making any recommendations.

“It is the decision of the President, and for many good reasons. With that being said, the Administration and I are working closely with the Governors, and this will continue. A decision by me, in conjunction with the Governors and input from others, will be made shortly!” Trump wrote on Twitter.

The Republican president accused news media of incorrectly saying it was the governors’ decision. However, legal analysts say a U.S. president has quite limited power to order citizens back to their places of employment, or cities to reopen government buildings, transportation, or local businesses.

While federal health officials have issued anti-coronavirus guidelines including social distancing and wearing face coverings, Washington has not issued nationwide recommendations on school closings or shuttering public services and businesses, leaving individual states to make those determinations.

A number of states have extended their stay-at-home and

social distancing orders beyond May 1, with Virginia’s governor targeting June 10. “All these executive orders are state executive orders and so, therefore, it would be up to the state and the governor to undo a lot of that, said Chris Sununu, the Republican governor of New Hampshire. New York Governor Andrew Cuomo, whose state has been hardest hit by the new coronavirus, said Monday he would coordinate his response with governors of neighboring states. “So, we’ll listen to the experts, we’ll follow

the data but remember this is a delicate balance,” he told reporters. Each governor needs to make the best decision for their state and help people tap federal government benefits, including unemployment insurance, Sununu said in an interview with CNN. “It’s a pandemic. It has no playbook,” Sununu said. But there is the U.S. Constitution. Under the 10th Amendment, state governments have power to police citizens

and regulate public welfare. “This is Federalism 101,” said Robert Chesney, a professor of national security law at the University of Texas. “The president can advocate to his heart’s content, but he can’t actually commandeer the state governments to make them change their policies. He has no such inherent authority, nor is there any federal statute that purports to give him such authority.”

# BUSINESS

## The Whole World Is Asking, “When Will It Be Over?” There’s Only One Option For A Global Coronavirus Exit Strategy



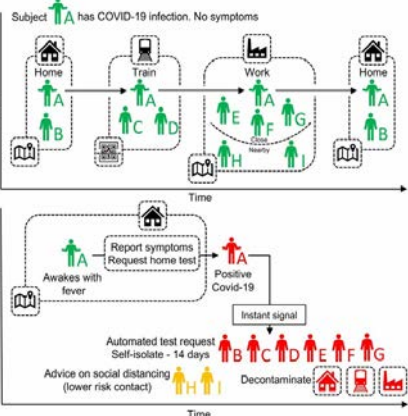
Many governments are closing borders and using wartime rhetoric to rally their populations.

**Overview**  
*The COVID-19 pandemic poses an unprecedented threat to both public health and the global economy.*  
*Only by avoiding nationalist rhetoric and policies, and embracing stronger international cooperation, can governments protect citizens.*  
**Compiled And Edited By John T. Robbins, Southern Daily Editor**

The world that emerges from the coronavirus pandemic may be a warring collection of countries that are more closed off and nationalistic than before. But without rapid and effective global cooperation, the world may not exit this crisis safely at all. For now at least, heavy-handed nationalist responses predominate. Alongside curfews, lockdowns, and requisitioning, governments are closing borders and using wartime rhetoric to rally their populations. Global supply chains and trade are being disrupted not just by lockdowns, but also by wealthy countries’ competition for supplies. Soon, however, governments will need to restart the global economy. And that will require international cooperation in several key areas.

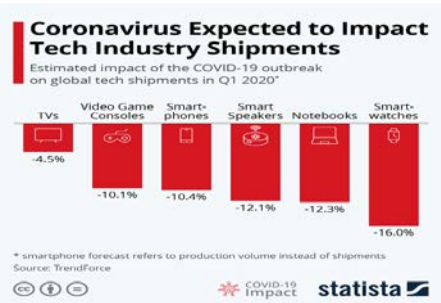
The first crucial element of a COVID-19 exit strategy is massive testing (for both infection and immunity), so that healthy people can return to work and those who are infected can get appropriate treatment. For this, countries will need adequate supplies of testing kits and protective equipment, as well as ventilators and access to emerging treatments. International cooperation is vital to enabling mass testing and treatment. A primary supplier of the swabs used for collecting nasopharyngeal samples, Copan, is based in Northern Italy. The reagents used to extract virus RNA from collected cells are produced mainly by Qiagen, a German company with a complex global supply chain. And foreign companies make roughly half of the ventilators in the United States; one-third come from

Europe. And yet, while governors of US states are bidding against one another for scarce ventilators, some European governments are barring their export. And a British government minister has said that the country’s inability to source necessary reagents is slowing down testing. The solution is to increase cooperation in production and distribution, using global supply chains as effectively as possible, and pooling resources and equipment so that they can be allocated as the need for them shifts from one country to another. China, for example, is now donating ventilators to the United States and exporting masks. A second component of an exit strategy is effective disease surveillance and control. True, many countries are balking at online surveillance of the sort used in China and South Korea. But with manual contact-tracing being too time-consuming, it is hard to envisage an exit strategy that does not include apps for this purpose. Indeed, a new study by researchers at the University of Oxford suggests that tracing apps can be effective in reducing infection rates, even when just 60% of the population adopts them. Western societies therefore need to learn from the successes of China and South Korea, and balance fears of ramping up their own governments’ surveillance capacity against the harm people suffer from being kept in lockdown.



Tracing apps reduce infection rates, even when just 60% of the population

adopts them. **Image: Science Magazine**  
Hesitant countries should cooperate fast to adapt surveillance tools to the need to protect civil rights. This will require transparent oversight, clear principles of fairness (including equal access and treatment), robust data protection, and audits of the algorithms used. Third, a global COVID-19 exit strategy would be safest with an effective vaccine. Fortunately, international scientific cooperation is accelerating progress toward developing one. Researchers in China, the US, and Europe are sharing viral genome sequences, while doctors from Harvard University; the Xijing Hospital in Xi’an, China; and Northern Italy are working on treatments, and top virologists are sharing findings on World Health Organization conference calls and placing them in online archives such as medRxiv and bioRxiv. International cooperation will also be required to ensure that a vaccine is deployed globally. In recent days, the Chinese authorities have reported new cases of COVID-19 that have been “imported” from other countries, while some experts in Europe and North America are already anticipating a second wave of the virus. Here, history is instructive. Although vaccinations enabled most wealthy countries to eliminate smallpox unilaterally by the late 1940s, the disease kept returning from outside their borders. It took a global effort launched by the WHO to eradicate smallpox globally by 1978. There is also a need for an early-warning system to detect the emergence of new or mutated viruses. As South Korea has shown, an early COVID-19 warning enables a government to react rapidly by ramping up testing and engaging the whole population in contact tracing and containment, thereby potentially reducing the economic and social costs of an outbreak.



But early warnings require governments to tell the world about novel infections as soon as they discover them, which can be a sensitive matter. Countries thus need assurances that reporting disease outbreaks will not expose them to instant punishment in the form of unnecessary travel and trade restrictions, and that any such measures would be introduced cooperatively. The world should have learned this lesson during the SARS and Ebola epidemics of the last two decades. Travel and trade restrictions imposed by 40 countries impeded the reporting of Ebola outbreaks, hindering the global response. Similarly, China’s experience with SARS may have left its leaders less inclined to notify the outside world about the COVID-19 outbreak. Once they did, countries closed their borders in ways that contradicted WHO guidance. After this crisis is over, governments will need to bolster the early-warning system, on the understanding that this requires a cooperative quid pro quo. Finally, the faster and more effectively we act to contain the spread of the virus in the world’s poorest and most populous countries, the better we can protect everyone. This requires urgent investments in prevention that also depend on cooperation – including via the Africa Centers for Disease Control and Prevention, the International Monetary Fund’s emergency financing (which more than 90 countries have so far requested), and the World Bank’s emergency health support. The COVID-19 pandemic poses an unprecedented threat to both public health and the global economy. Only by ditching nationalist rhetoric and policies, and embracing stronger international cooperation, can governments protect the people they claim to represent. (Courtesy World Economic Forum/weforum.org)



Editor's Choice



A woman prays as she leaves flowers outside Residence Herron, a senior’s long-term care facility, following a number of deaths since the coronavirus disease (COVID-19) outbreak, in the suburb of Dorval in Montreal Quebec, Canada April 13, 2020. REUTERS/Christinne Muschi



A cyclist rides a bike with her dog Kya near the Hallerbos, also known as the “Blue Forest”, that had to be closed to groups of tourists this year due to the coronavirus disease (COVID-19) outbreak, near Halle, Belgium April 13, 2020. REUTERS/Yves Herman



People cover their faces as a health worker fumigates a residential area during a fumigation campaign while the spread of the coronavirus disease (COVID-19) continues, on the outskirts of Sanaa, Yemen April 13, 2020. REUTERS/Khaled Abdullah



People wearing protective face masks work on a construction site at the street during a lock-down amid the coronavirus disease (COVID-19) outbreak, in Ronda, southern Spain, April 13, 2020. REUTERS/Jon Nazca



A nurse holds bottles of sterilising fluid at the Benghazi Medical Centre during the spread of the coronavirus disease (COVID-19) in Benghazi, Libya. April 13, 2020 REUTERS/Esam Omran Al-Fetori



A health worker wearing protective gear and a woman walk at the entrance of the Kiev Pechersk Lavra monastery, where multiple cases of the coronavirus disease (COVID-19) have been confirmed, in Kiev, Ukraine April 13, 2020. REUTERS/Valentyn Ogirenko



People are seen during an exercise session, as the authorities struggle to contain the coronavirus disease (COVID19) outbreak in Abuja, Nigeria April 13, 2020 REUTERS/Afolabi Sotunde



People are seen doing exercises during the coronavirus disease (COVID19) outbreak in Abuja







# 美國距疫情拐點還有多遠？

（綜合報導）美國疫情何時能迎來“隧道盡頭的光”，取決於美國聯邦及各地方政府的抗疫力度，以及各界的執行情況。

在過去這個週末，作為全球新冠確診病例最多的國家，美國又成為死亡病例最多的國家；美國全部50個州、首都華盛頓特區和多個海外領地均已進入“重大災難狀態”。

不過，一些美國衛生官員表示，美國5月或許迎來部分“解封”。美國總統特朗普也多次強調，接近看到“隧道盡頭的光”。

那麼，美國疫情“拐點”真的快了嗎？請看新華社記者的報導。

紐約收治病患放緩 5月起部分“解封”？

美國約翰斯·霍普金斯大學疫情統計數據顯示，截至美東時間4月12日20時，美國確診病例已達556044例，累計死亡超過2萬例。

數據顯示，從3月4日至4月12日，美國病亡率已從0.6%升至3.97%。

近期美國整體疫情與“重災區”紐約州疫情的走向基本一致。紐約州長安德魯·科莫說，最新宣布醫院收治新病患的速度已有所放緩。

有分析認為，美國一些地區因較早實施居家隔離等舉措，疫情正呈現向好勢頭。不過，也有美國媒體指出，紐約入院人數下降的原因之一是床位不足。

4月12日，美國國家過敏症和傳染病研究所所長安東尼·福奇在接受美國有線電視新聞網採訪時說：“也許下個月開始會從某些方面解除限制。”

他強調說，解除限制措施的過程將會是一個漸進過程，而非瞬間完成。

美國食品和藥物管理局局長哈恩在接受美國廣播公司採訪時表示，對5月1日起解除限制措施“抱有希望”，但目前下定論“為時尚早”。

拐點尚未到來 多地或成“下一個紐約”？

有分析認為，從4月以來，儘管個別日期美國單日新增病例數回落，但對比檢測數量可發現，檢出率基本維持在19%左右，並一直處於增長趨勢。

美國疫情總體趨勢尚未有出現明顯變化，拐點恐怕尚未顯現。

美國企業研究所與約翰斯·霍普金斯大學近日發布報告稱，美國當前仍處於開始應對疫情后的第一階段、即減緩病毒傳播階段，應嚴格遵守“保持物理距離”原則。只有達到一定指標後，應對疫情才能進入下一階段。這些指標包括：

某州報告病例持續減少至少14天；地方醫院可以安全治療所有需要住院患者；該州具有測試所有有症狀人群的能力，並具有對所有確診病例及其接觸者進行主動監視的能力。

目前來看，美國多個“重災區”距上述標準還有相當距離。

還值得注意的是，美國各州情況不同，並非每個州疫情都在放緩，仍有不少州呈現新增確診數上升趨勢，新的“重災區”正在出現。

馬里蘭州州長霍根日前警告說，到4月中旬，華盛頓特區和相鄰的馬里蘭州與弗吉尼亞州疫情有發展到紐約州地步的可能。

與紐約市隔河相望的新澤西州以及伊利諾伊、俄亥俄等州的疫情蔓延勢頭依然嚴峻。此外，密歇根州最大城市底特律醫療資源緊張。路易斯安那州的新奧爾良也有類似難題，市區人口密集、困人口多，病例數迅速增加。

一些專家警告說，這些地區正面臨成為下一個紐約的風險。

理智按下“重啓鍵”

美國疫情何時能迎來“隧道盡頭的光”，取決於美國聯邦及各地方政府的抗疫力度，以及各界的執行情況。

對於拐點的出現和解封日期，美國不同地區的地方官員顯得格外謹慎。紐約州州長科莫12日表示：“我們希望盡快解封



。但需要注意，對於解封應當理智應對。”

新澤西州州長墨菲12日表示，只有疫情被完全控制後，經濟才有可能恢復，基於目前數據，如果過早重啓，擔心“火上澆油”。

據美國霍普金斯大學12日發布的最新統計數據顯示，紐約州是美國疫情最嚴重的地區，確診病例為189020例，死亡病例為9385例；新澤西州確診病例為61850例，死亡病例為2350例。確診病例超過2萬例的州還有密歇根州、賓夕法尼亞州、馬薩諸塞州、加利福尼亞州、伊利諾伊州和路易斯安那州。

特朗普4日表示，美國即將進入“非常可怕的時期”，將看到“一些非常難看的數字”，之後兩週將“非常、非常痛苦”。

他此後多次表示，美國已經接近“看到隧道盡頭的光”。截至目前，美軍已有150個軍事基地、4艘航母出現確診病例，現役軍人確診病例超過2200人。

## 美國威脅停繳會費、英國慷慨捐款 疫情下世衛組織缺錢嗎？



（綜合報導）根據世衛組織章程，世衛每個雙年度製訂財務預算，向成員國收取經費。這筆款項主要分兩部分，一部分被稱為“評定會費”，根據成員國的財富總量和人口數量進行分攤；另一部分為自願捐款，除了成員國外，國際組織、慈善機構等也可捐款。

近日，美國總統特朗普接連向世界衛生組織（WHO）“開火”，批評其對疫情反應過慢，“他們本可以在幾個月前就做出判斷”。他在白宮簡報會上說：“我們將暫緩向世衛組織提供資金。”

世衛組織1月31日宣布新冠肺炎構成“國際關注的突發公共衛生事件”，而直到2月25日，特朗普談及新冠肺炎時依然表示，疫情在美國得到了很好的控制。

特朗普2月25日發推特稱美國疫情控制地很好。

針對美方指責，世界衛生組織總幹事譚德塞稱，國家團結才是最重要的，沒必要利用新冠肺炎取得政治籌碼。

據《紐約時報》10日報導，在特朗普批評世衛組織之後，有記者求證是否真的會停繳會費，特朗普回應：“我沒說我要那麼做，但是我會考慮這件事。”

美方威脅“斷供”後，英國用行動力挺世衛。據路透社報導，英國政府4月12日宣布，將向聯合國機構、國際組織等捐助2億英鎊，幫助貧窮國家抗擊新冠肺炎疫情，其中6500萬英鎊提供給世衛組織。

據新華社報導，3月8日中國政府決定向世衛組織捐款2000萬美元。中方此次捐款，就是以實際行動支持世衛組織繼續發揮好專業優勢，在抗擊疫情的國際行動中更好發揮協調作用，特別是幫助公共衛生體系薄弱的小中國家築牢應對疫情的防線。

新冠疫情在全球蔓延，世衛組織負責擬定全球衛生研究議程、向各國提供技術支持，以及監測和評估疫情趨勢。在這樣的突發公共衛生危機下，世衛組織的經費是否充足？是如何分配的？

世衛組織經費從哪裡來？

根據世衛組織章程，世衛每個雙年度製訂財務預算，向成員國收取經費。這筆款項主要分兩部分，一部分被稱為“評定會費”，根據成員國的財富總量和人口數量進行分攤；另一部分為自願捐款，除了成員國外，國際組織、慈善機構等也可捐款。

近年來評定會費的佔比有所減少，佔資金總額比例不到四分之一。例如2018—2019年度，分攤的評定會費為9.569億美元，自願捐贈為34.646億美元，總計44.215億美元。

世衛組織各會員國和準會員（目前共有194個會員國和兩個準會員）需於1月1日繳付世衛組織評定會費。世衛鼓勵會員國自願補充評定會費。

根據世衛組織網站公佈的2020—2021年度評定會費，美國的會費佔比22%，中國佔比12.0058%。其他分攤會費佔比超過1%的國家還包括日本、德國、法國、意大利、巴西、加拿大、西班牙、澳大利亞、韓國等十多個國家。

據CNN報導，美國白宮在向國會提交的2021財年聯邦政府預算報告中，將對外援助資金大幅削減21%，2021財年向世界衛生組織提供的資金支持從上一財年的1.23億美元減至5800萬美元。

至於自願捐款，世衛組織2018—2019預算報告顯示，最大的自願捐贈方為美國比爾和梅琳達·蓋茨基金會，捐贈金額佔比45%，其次為德國和英國。

另外，聯合國機構、開發銀行、非政府組織和各國科研機構也為世衛組織提供資金援助。世衛組織的經費怎麼花？

根據世衛組織發布的2018—2019財政報告，2018年世衛的總支出為22.92億美元，相比2017年下降4%。

年度項目經費主要用於8個類別：傳染性疾病領域、非傳染性疾病領域、終生健康項目、衛生系統、企業服務與促成職能、世衛組織衛生緊急計劃、根除脊髓灰質炎、人道主義應急計劃和其他倡議。

此外，還有世衛組織運營費用和人員薪資。除日內瓦總部外，世衛目前共有6個區域辦事處，150個國家辦事處，全球現有7000多名工作人員。總部2018年的開銷佔總額29%，其次為非洲區域辦公室。

那麼，應對此次新冠疫情，世衛組織需要多少資金，如何分配的？

2月5日，世衛組織宣布啓動“戰略準備和應對方案”，重點支持新冠肺炎疫情防控風險較高的國家，這一方案需要3月內籌集約6.75億美元的資金支持。世衛計劃將其中6150萬美元用於應對疫情的行動，而剩餘資金則會提供給防控風險較高或需要幫助的國家。

世衛組織資金緊張嗎？

國際科學期刊《Globalization and Health》刊發的一篇關於世衛組織財務可持續性報告指出，進入21世紀之後，世衛組織的財政資源開始緊缺，甚至影響到職能的發揮。

尤其是全球經歷金融危機，對世衛組織的發展也造成影響。2011年8月，時任世衛組織總幹事陳馮富珍在非洲區域委員會第六十一屆會議上發言時指出，日益惡化的金融危機使世界進入財務緊縮期，對國家衛生預算、發展援助籌資以及世衛組織籌資前景產生深遠的影響。

據美媒STAT報導，2017年5月世衛組織面臨換屆選舉，時任世衛總幹事陳馮富珍強調，繼任者必須繼續致力於籌資問題。她曾提出增加成員國會費的計劃，希望繼任者能夠落實。哈佛大學全球衛生教授加哈（Ashish Jha）認為，只有世衛組織證明能夠解決一些問題，成員國才願意拿出更多資金支持。

近日針對美國總統特朗普“斷供”威脅，世衛組織歐洲區辦事處主任克魯格（Hans Kluge）在視頻會議上回應：“我們現在仍處在（疫情）大流行的重要階段，因此不是要削減經費的時候。”

據路透社報導，倫敦衛生與熱帶醫學院流行病學教授大衛·海曼（David Heymann）表示，如果世衛組織失去美國的資金支持，將無法繼續開展工作，“後果將會是災難性的”，世衛已經經濟拮据。



美南報業電視傳媒集團  
SOUTHERN NEWS GROUP  
SOUTHERN CHINESE DAILY NEWS  
報業 黃頁 電視  
印刷設計 國際貿易中心



11122 BELLAIRE BLVD., HOUSTON, TX 77072



美南新聞  
四十年來與休士頓僑社一起成長

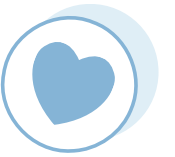
WWW.SCDAILY.COM 281-498-4310

11122 BELLAIRE BLVD., HOUSTON, TX 77072



抗擊 新冠肺炎

## 表面上熱熱鬧鬧 實際有得有不得



# 直播帶貨 難取代線下經營



在新冠病毒肺炎疫情影响下，餐飲連鎖

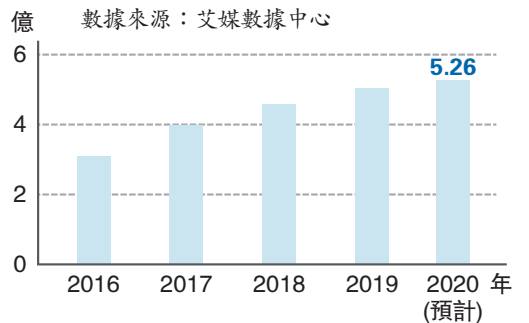
店、購物中心、各品牌商戶紛紛投身線上，建微信群搶購、競相直播賣貨，一時間彷彿“萬物皆可直播”。千軍萬馬擠入直播，一下子也使行業的競爭變得激烈。至於效用，有的解決了燃眉之急，讓企業得以生存下去；有的卻只是表面熱鬧，實效有待驗證，更不能取代原來的線下經營。

■香港文匯報記者 胡永愛 深圳報道



■彩妝專櫃為線上顧客進行試妝直播。

### 近年內地在線直播用戶規模



2月以來，拼多多APP上線“抗疫助農”活動，已累計扶持農戶超過8,000戶，最近一周時間內這些店鋪平均單日訂單數已經達到7,600單以上。據淘寶數據顯示，今年春節以來，100多種線下職業在淘寶直播找到了新的可能性，房產置業顧問、汽車銷售等傳統從業者均開始入駐直播間“帶貨”。

#### 新入行主播吸客能力低

深圳萬象天地商場某彩妝專櫃導購人員Amy和她的同事，在2月復工後加入了抖音直播。然而幾次直播後，Amy與同事發現效果一般，平均每場不足百人觀看，“下單量僅有個位數，很多時並沒有成交。”

彩妝產品原本是職業主播手中最熱門的產品。李佳琦、薇婭等頭部主播，長年累月積累下足夠的知名度與粉絲，進而轉化為超群的帶貨能力。“更重要的是，他們能夠依靠名氣和粉絲，拿到比我們更多的折扣，吸引看直播的網友們衝動下單。”Amy說。“我們這類剛‘入行’的新主播，僅依靠平台自然帶來的流量，想要吸引大量新客源觀看、下單，實在太難了。”

相比Amy，某房地產龍頭卻在剛開展的直播中收穫不小。“2月底，我們在一場直播中成交了

2個整層、46套公寓！”該房產公司湖南分公司營銷負責人艾先生向記者介紹，這是該樓盤從2019年底開盤以來售賣成績最好的一次。

#### 瞄準熟客需求促成買賣

“直播是因疫情而開展的特殊營銷，但直播這個行為並不足以讓客戶下單。”艾先生表示，這場直播的第一步，就是瞄準客戶群。“我們將這場直播重點推薦給了年前看過房子的老客戶，他們比看熱鬧的新客戶更有購房需求。”

另一方面，房地產商品體量大、總價高，“想要在限時直播中促成下單，折扣和售後是重要保障。”艾先生指出，疫情期間集團給了湖南分公司促銷政策，優惠力度空前，引流大批客戶在直播間觀看購買；加上無理由退房的售後政策，打消了客戶的後顧之憂。“解決了客戶直播買房的訴求和疑慮，成交量在這一半小時裡也就嗖嗖地上去了。”

#### 企業趁疫情佈局直播+

實際上，目前直播門檻越來越低，無論是彩妝、房地產，還是其他線下行業從業者，都能輕而易舉地開啟直播帶貨。艾媒諮詢在《2019-2020年中國在線直播行業研究報告》提出，未來“直

播+”趨勢將進一步發展，在線直播將向細分領域拓展。

不過，還處於轉型期的“新手主播”們，想利用直播開拓新客源，並非一蹴而就的事情。專家認為，疫情所帶來的緩衝期反而是修煉內功的好時機，企業應把握機會，提前佈局，調整經營策略，創造更有品質的消費產品和消費場所。傳統線下行業試水直播開拓了新的銷售渠道，但同時應多利用已有的社交關係形成用戶沉澱，深入分析這部分客戶進入直播的需求，結合多樣性的營銷策略促成下單。

據了解，Amy與同事仍在繼續直播，但更多的是依託於此前積累的顧客資源，“幸好我們之前就建了一個分享彩妝的微信群，裡面有近500位客人，可以為直播引流。再加上最近我們有38女神節促銷活動，線上銷量已經有了明顯的提升。”

## 你播我又播 大家搶流量

機會≠成功

“人人皆主播”的時代已經到來，“直播”成為各電商平台的關鍵詞，越來越多的新平台也陸續加入這個“戰場”。

今年年初，拼多多“多多直播”業務正式上線，開放給具備帶貨能力的合作方，提升流量轉化和用戶黏性。2月，拼多多開啟“抗疫開拼，愛心助農”專區直播，幫助江西尋烏縣售出了近20萬斤百香果和臍橙、廣東徐聞縣售出15萬斤菠蘿、海南澄邁縣售出近9噸紅薯……

同月，淘寶宣佈所有商家均可零門檻入駐開播後，有100萬人加入開店，新開直播的商家數

環比增長719%。直播商家獲得的訂單總量平均每周以20%的速度增長，成交金額比去年翻倍。

#### 蘇寧騰訊開啓直播帶貨

蘇寧易購近日表示，公司將在2020年發力直播帶貨板塊，並且根據內容建立直播分層分級策略，加大商家直播賦能和打造蘇寧直播特色專欄。至此，蘇寧易購正式進軍直播電商領域，開啟直播帶貨。

騰訊微信小程序也啟動了直播能力公測。據微信官方介紹，小程序直播是微信官方提供的商家經營工具，商家可通過小程序直播實現用戶互動與商品銷售的閉環。

騰訊發佈的報告顯示，女裝品牌伊芙麗2月首播，小程序訪問人數環比提升566%，銷售額環比提升372%；時尚品牌完美日記在2月的小程序直播中，其場均觀看人數環比增長3到10倍，購買轉化率比其他平台高出2到3倍……從經營數據來看，小程序直播的確為品牌帶來了流量、交易額的超額增長。

有業內人士表示，直播風口雖已到來，但有機會並不同於成功。在互聯網由增量競爭轉為存量競爭的背景下，流量變得愈加珍貴，對流量的運營和整合將變得越來越重要。目前，疫情下宅家看直播的餘溫還未散去。可以預想，今年各單上平台的直播競爭必然異常激烈。

就是我們的某場直播，那麼也就相當於提升了未來的業績。”不止口腔行業，美髮、寵物、美容等生活服務類從業者紛紛開啟了直播。在直播中，這些相關服務的任何細節都能通過鏡頭清晰地展現在消費者面前。“直播能對服務的質量有直觀的感受和把控。”廣州的劉小姐表示，看完覺得不錯再去店裡消費，可以一定程度上減少試錯的成本。

對於行業從業人員來說，他們則可以在直播裡與老顧客或潛在消費者進行高效直接的交流，加深了解顧客的需求；此外，直播視頻粉絲與人氣累積到一定程度後，服務者的社會經濟地位也會得到顯著的提升。

### 餐飲業：靠直播續命難治本



杯水車薪

受疫情影響，人們外食消費需求大幅降低，餐飲行業遭遇“寒冬”。線上營業，在此期間給了瀕臨倒閉的企業一線生機。有數據顯示，2月中旬，“餓了麼”已有近10萬家餐飲門店新上線外賣功能；美團邀請知名餐飲連鎖品牌入駐後，10天整體訂單量增長27.6%，交易額增長110%。直播賣餐，也成為餐飲行業線上營業的方式之一。

眉州東坡是較早開始淘寶直播的餐飲企業，元宵節當天大廚在直播期間教粉絲做湯圓，2月16日晚晚上大廚烹飪地道名菜“毛血旺”。在天貓“暖春戰疫”專項活動中，該公司2月17日0時至晚上7時，其天貓旗艦店的銷售額較去年同期增長1400%，午餐銷售額同比增長2175%，香腸銷售額同比增長1561%。不過即使如此，眉州東坡酒樓創始人王剛表示，目前已損失近億元（人民幣，下同），直播帶貨的收入在整個企業成本面前仍是杯水車薪。

最近，深圳網紅湘菜品牌農耕記創始人馮國華正在緊鑼密鼓地準備直播做菜。此前，農耕記在外賣平台配送熟食基礎上，嘗試了“短視頻教學+售賣淨菜”的外賣服務，以期開拓更廣的線上市場。“從最開始每天不到100的訂單量到現在平均500多單，增量還算不錯。”但馮國華坦言，目前外賣總訂單量，僅達到疫情前的20%。

疫情不結束，因難始終還在。依靠直播帶貨等線上配送餐食的方式，餐飲企業可以暫時熬下去，但卻難以覆蓋人工、房租、物料等巨額成本。記者了解到，農耕記每天的虧損金額依然在30萬元以上。對於很多現金流告急的中小餐飲企業來說，暫停堂食意味着壓縮他們的“生命”。

### 服務業直播保持客戶黏性

不只“帶貨”

新型冠狀病毒肺炎疫情，讓口腔醫療行業經營上也遭遇了史無前例的“重創”，全國各地衛生部門幾乎同時全面叫停“口腔診療”。開業遙遙無期的日子裡，眾多口腔診所開始“直播營業”。泰康拜博口腔深圳事業部從2月初開始，每兩周進行一次直播。

在一場主題為“如何避免‘疫’從口入”的直播中，收看人數最高近3萬人，在抖音平台

登上了深圳地區同時段直播榜，深圳拜博口腔總經理牛文鈺感到很驚喜，“口腔行業提供的是服務型產品，直播無法‘帶貨’，卻可以保持客戶的黏性。我們在直播裡為網友提供普及口腔保健知識，有針對性地進行答疑解惑，可以加深老顧客對於我們的品牌印象和好感。”

“而從網友的互動反饋來看，也有更多的新朋友認識和了解我們。”牛文鈺期待直播為企業帶來的後續轉化，“等到可以線下看診時，這些觀看直播的網友或許第一時間想到的

Adolphus Rice



靚苗米 經濟，營養，美味  
ECONOMICAL, NUTRITIOUS & DELICIOUS  
• 家庭和飯店的首選品牌  
Preferred Brand at home and in restaurants.

- 優良品質 Finest Quality
- 適用於烹飪炒飯，白飯，春捲等任何米製佳餚  
Excellent for Fried Rice, Steamed Rice, Spring Rolls or any traditional rice dish.

可到您喜歡的代理分銷商處購買  
Available at Your Favorite Distributor



Contact: Cesar Vazquez  
Phone: 713-535-8215  
E-mail: cvazquez@riviana.com





# 《重生》大熱收官 真相揭曉反轉驚人

硬漢追兇懸疑劇《重生》迎來了大結局。該劇播出時，曾獲人民網、光明日報等權威媒體點贊，吸引了公安刑警、職場媒體人、在校大學生等不同職業、不同年齡層群體追劇。該劇不僅表現了刑警的硬漢魅力，也彰顯了正義的迷人光輝。

## “714槍案”真相反轉 令人意外 主旨“重生” 關乎每個劇中人物

昨日，網劇《重生》迎來了大結局，還原了“714槍案”全部真相，抓捕了幕後最大的BOSS宮永年，秦馳也找到了出賣自己和隊友的人。程巖和高繼來串通，因與陳夕的利益沖突，將陳夕壹夥和秦馳壹隊人騙到了龍華路倉庫，雙方從而發起了槍戰，死傷慘重；秦馳獨自壹人帶著金媽來到了防風林，等待宮永年現身。就在秦馳即將獨自對戰宮永年壹夥人時，路銘嘉、胡壹彪相繼出現，馮瀟也帶來了增援，宮永年最終落網；壹切結束後，秦馳來到常常聚餐的劉記串吧懷念逝去的兄弟，竟發現串吧老板才是泄漏“714槍戰”當晚警隊行動時間的人，導致除自己外的出警隊員全部犧牲。隨後，秦馳和串吧老板激烈搏鬥直至最後壹刻，秦馳制服了串吧老板，閉上了雙眼，流著血和淚說著“我回來了”。

。關於秦馳的生與死，劇中並沒有明確示意。對於這個開放性結局，網友們紛紛表示：“希望秦馳活著”，“想看秦馳繼續破案”。

隨著大結局的到來，劇名《重生》的深意得以體現。“重生”不是壹個人的，而是所有人的。秦馳通過對“714槍案”真相的執著探尋恢復了記憶，經歷了脫胎換骨改變的他令全部兇手伏法，也救贖了自己；馮瀟經歷了婚姻的挫敗，但與失憶後的秦馳再壹次的交集，讓她在陪伴秦馳尋找真相的同時，也尋回了失落的愛情；而路銘嘉則從壹個每日玩掃雷遊戲度日的警局“鹹魚”，逐步成長為獨當壹面的幹練刑警，實現了突破式的成長；曾壹度想向秦馳復仇的陳蕊，在得知了哥哥和父母死亡的真相後放下了仇恨，重新開始了積極的生活；個人故事極具傳奇色彩的胡壹彪大結局時也再壹次令觀眾動容，他將生死置之度外，與秦馳並肩作戰，每壹次的危機都是他的重生之時；還有，為保護馮瀟而犧牲的邱冬陽，以生命為代價刷新了人們對督查的認識，他“重生”在了所有人的



心中；秦馳的父親秦浩也有了新的改變，他在不斷的反思中，重新認識了兒子秦馳，父子關係重歸於好。劇中的每壹個人物，都有著我們和身邊人的影子，我們也都曾在某壹刻“重生”。

## 《重生》收獲全網真情 實感點贊 精彩劇情彰顯 刑警力量和正義的強大

網劇《重生》自上線以來，收獲了權威媒體和各年齡層網友們的大量好評。開播日即收獲光明日報等權威媒體的點贊和各地公安號的聯合打call，豆瓣等平臺好評如潮，主演們精湛的演技和燒腦懸疑的劇情，也引發了媒體人真情

實感的追劇和自發傳播；播出過程中，在高品質的加持下，《重生》多次登榜貓眼、骨朵熱度榜第壹名，更有人民網點贊大力支持，微博各平臺熱搜不停，千余名大學生朋友圈病毒式傳播。熱度與口碑齊增長的《重生》，大結局更是迎來了網評高潮。

該劇的播出，對社會各界產生了重要的正面影響和積極的推動意義。網劇《重生》塑造了秦馳、路銘嘉、胡壹彪等硬漢刑警形象，將警察的光輝深植於觀眾心中，彰顯了正義的強大；通過對壹個個棘手案件真相的勘破和對行兇者的繩之於法，加強了民眾對警察的信賴；劇中，以“家暴”“親子關係”“友情”為主題的兇殺

案件震撼了廣大網友，再壹次掀起了網絡上對該類話題的廣泛熱議，引起了社會各界的高度重視；燒腦的案件，懸疑的劇情，也給予了廣大刑偵劇粉壹次酣暢體驗；隨著劇中人物的成長，網友們也收獲了壹次次心靈上的“重生”洗禮。

精彩的大結局為《重生》畫上了完美的句號。執著堅毅的秦馳、果敢突破的路銘嘉、勇猛仗義的胡壹彪及馮瀟、秋冬陽等劇中人物，描繪了壹幅刑警英雄群像，詮釋了忠誠信念、英勇氣概等刑警力量。精湛的演技還原了人民公安的職責和擔當，精彩的劇情再現了危機中的光輝英雄形象，讓我們借由網劇《重生》向所有刑警致敬！

# 趙今麥《玲瓏》 紅衣靈動引期待



由企鵝影視、唐人影視共同出品的勵志冒險奇幻劇《玲瓏》，今日發布壹組全新劇照，劇中主演多組造型首次曝光。其中由趙今麥飾演的女主角“火屠靈瓏”，不同造型的情緒演繹都令人印象深刻。

《玲瓏》做為壹部原創作品，由唐人影視主創團隊精心打磨。尚未播出，就獲得了不少觀眾的關注。作為劇中的女主角，由趙今麥飾演的玲瓏，是壹位智慧與靈動氣質並存的少女，肩負身世之謎與使命，開啓了壹段成長的冒險之旅。作為東方傳統文化與二次元幻想色彩相結合的奇幻歷險劇，少女的熱血與成長，是劇中的壹

大看點與亮點。而此次首度出演古裝劇的趙今麥將會在《玲瓏》中有怎樣的驚喜表現，不少觀眾表示期待。

另外，由趙今麥參演的懸疑劇《重生》也剛剛迎來大結局。由趙今麥飾演的陳蕊壹角，從滿心仇恨到逐漸解開心結，協助破案，與秦馳和解。趙今麥在劇中壹掃以往活潑陽光的角色印象，反差的演技收獲了不少觀眾的好評。此外由殷桃、宋軼、趙今麥聯袂主演的《澀女郎》正在上海熱拍中。《玲瓏》、《澀女郎》等影視作品，也將陸續與觀眾見面，期待趙今麥帶來更多不壹樣的精彩。

# 黃曉明《鬚邊不是海棠紅》 "壹夜變奶爸"獲贊



由惠楷棟執導，黃曉明、尹正、余詩曼領銜主演的大型民國劇《鬚邊不是海棠紅》最近已播出過半，各平臺指數壹路走高。與此前戲院中夾雜著嚴肅的劇情線不同的是，本周更新內容將展現更多大時代背景下北平梨園的動蕩和風雨來臨前的預警，壹心守護家國的程鳳臺也將被卷入更深層次的矛盾中。

上周劇情中，因好心將即將分娩的曾愛玉送去醫院而被二奶奶誤會自己在外有情人的程鳳臺慘變“背鍋第

壹人”，試圖安撫二奶奶情緒並準備耐心解釋的程鳳臺被趕出了家門，萬般無奈之下二爺只能去水雲樓暫住，同時代替範四爺照顧他新出生的女兒。變身“奶爸”的程二爺動作可謂非常熟稔，行雲流水般的壹套哄拍動作引得網友們紛紛調侃“黃曉明演的太傳神了，試問誰看了不想喊壹聲奶爸？”而在看到程鳳臺因為母親的信件被二奶奶誤燒展現出的心痛和沈默時，不少觀眾也為此動容，直呼“隔著屏幕都能感受到二爺有多難過，心疼

！”。本周即將更新內容中，行事壹向天真執拗的察察陷入危機，“妹控”程鳳臺會如何解決心狠手辣的古二當家？北平局勢再次出現變化，暗潮湧動之下二爺又將用怎樣的辦法和日本門智門勇守護國家？

本周五《鬚邊不是海棠紅》劇情發展進入白熱化階段，二爺接下來壹系列跌宕起伏的遭遇和情緒轉換也使黃曉明對角色的展現和塑造能力更加備受挑戰，期待更新內容中他為觀眾帶來的更多驚喜。

## 美南新聞日報 Southern Chinese Daily News

### 提昇人品的主張

安心：在於少欲    安家：在於敬愛  
安身：在於勤儉    安業：在於廉正

### Four Fields for Cultivating Peace: A proposition for Uplifting the Character of Humanity

- ✿ Mind: Cultivating a peaceful mind lies in reducing desires
- ✿ Body: Cultivating a peaceful body lies in hard work and thrift
- ✿ Family: Cultivating a peaceful family lies in love and respect
- ✿ Activity: Cultivating peaceful activity lies in being honest and upright

電話：281-498-4310 · 傳真：281-498-2728

11122 Bellaire Blvd., Houston, TX 77072

E-mail: ad@scdaily.com · 日報網址：www.SCDAILY.com



