

Writing block:Response to NF

Behind the Swoosh

LO:TSW *make text connections to The Roots of Child Labor article and the video documentary, Behind the Swoosh.*

Do now: What are your thoughts about Nike products? Is Nike a wealthy company?

As we view the video connected to the passage take notes.

The most important idea of the video clip....	This gets me thinking about.....	How does this directly or indirectly connect to my life or the world?

After reading:

How has your idea of Nike changed?

What did you learn about how Nike workers are treated working in Indonesia?

Hw: Draft a letter to Phil Knight (CEO of Nike) about your thoughts and feelings of how his company is treating his Nike employees in Indonesian factories.

Dear Mr. Knight,

1.

I am writing to you today to let you know I really like wearing Nike sneakers.....

I am very happy with the products your company makes and sells.....

(Give some reasons why you like Nike)

- Some of my favorite athletes wear Nike
- The designs are very stylish and trendy
- The shoe is comfortable and I feel like I can run faster

2.

However, (is like the more sophisticated way to say "but")

I am concerned because....

I have recently viewed a video that is disturbing to me.

I have some questions about your company that I hope you respond to.

(Some reasons you may want to include)

- Nike is a wealthy company so I was upset when I observed the living conditions of the Indonesian Nike workers.
- You have a lot of professional athletes getting paid to wear your product....
- Have you been to Indonesia to meet the Nike workers and the factory they work at?

3.

Another concern...

- I felt sad for the children who have to be without their parents for most of the day because their moms or dads need to work such long hours.
- I was disturbed when I saw how Nike scraps are being burned so close to the area where children are playing.

4.

I know I'm just a kid, but I think it's time for your company to start making some changes for the working wages the Indonesian factory workers are earning.

The Nike workers in Indonesia work very hard for your company and are really proud to work for you.

5.

I hope you consider my letter seriously and I hope I can wear your product with pride.

Sincerely,

<http://vimeo.com/6109896>

(Behind The Swoosh)

Dear Mr. Keady and Ms. Kretzu,

1. I have recently viewed the documentary *Behind The Swoosh*.....

-Give your reaction “ I thought that you and Leslie were very brave to take on the Nike company and investigate what was happening at the Nike factories in Indonesia.”

-Why did you view the documentary (connect to the article you read about child labor and how the ideas were similar)

-What were your original thoughts about the Nike brand?

2. Some things that I had learned was how poor the living conditions were for the Nike employees living in Indonesia.

-This made me feel.....

-I was thinking.....

3. I wanted to write to you and let you know that I was inspired to make a difference.

-Even though I am just a kid, I will be more aware of where the products I buy are coming from.

-I had really liked the Nike brand I I feel their products are great. However,

4. Some parts of the documentary that made me think.....

5. In closing, I wanted to write to you and Leslie and let you know the work you are doing is important.

Sincerely,

<p align="center">Mr. Phil Knight CEO of Nike</p>	<p align="center">Mr. Jim Kready and Ms. Leslie Kretzu co-producers of Behind The Swoosh</p>
<p>I am writing to you today to let you know I really like wearing Nike sneakers.....</p>	<p>I have recently viewed the documentary <i>Behind The Swoosh</i>..... -Give your reaction “ I thought that you and Leslie were very brave to take on the Nike company and investigate what was happening at the Nike factories in Indonesia.”</p>
<p>However, (is like the more sophisticated way to say “but”) I am concerned because.... I have recently viewed a video that is disturbing to me.</p>	<p>Some things that I had learned was how poor the living conditions were for the Nike employees living in Indonesia. -This made me feel..... -I was thinking.....</p>
<p>Another concern... -I felt sad for the children who have to be without their parents for most of the day because their moms or dads need to work such long hours.</p>	<p>I wanted to write to you and let you know that I was inspired to make a difference. -Even though I am just a kid, I will be more aware of where the products I buy are coming from. -I had really liked the Nike brand I I feel their products are great. However,</p>

<p>Mr. Phil Knight CEO of Nike</p>	<p>Mr. Jim Kready and Ms. Leslie Kretzu co-producers of Behind The Swoosh</p>
<p>I know I'm just a kid, but I think it's time for your company to start making some changes for the working wages the Indonesian factory workers are earning.</p>	<p>Some parts of the documentary that made me think.....</p>
<p>I hope you consider my letter seriously and I hope I can wear your product with pride. Sincerely,</p>	<p>In closing, I wanted to write to you and Leslie and let you know the work you are doing is important. (Because.....)</p>