

KUTZTOWN UNIVERSITY
COLLEGE OF BUSINESS
DEPARTMENT of SPORT MANAGEMENT & LEADERSHIP STUDIES

INTERNSHIP IN SPORTS MANAGEMENT

WEEKLY REPORT

Name: _____ Dylan Brown _____ Date: _____ June 20, 2021 _____
Report Number: 4 Dates of Current Reporting Period: _____ June 13 - June 20, 2021 _____ (Sun.- Sat.).
Work Hours/Current Reporting Period: 27 Total Accrued Hours: 138
List work dates and hours scheduled for upcoming week: 2-7 M-F SS 1 hour each day.

Areas That Must Be Included In Each Weekly Report

1. Summary of Weekly Activities:
 - Selecting content on social media.
 - Staying up to date with breaking news, reading up on them.
 - Being more interactive and engaging with the audience on Instagram and Facebook. Responding back to comments or giving out likes.
 - Unique content to post or favorite on twitter on an instagram page.
 - Came up with the list of pa wrestlers transferring colleges from the Lehigh Valley Area.

2. Problems/Challenges Experienced in the Course of Carrying Out Your Internship Duties:
 - Wasn't able to talk on the phone this week with Jeff made it a little hard but we seem to be on the same page just trying to get the name and brand out for the upcoming event.

3. Steps Taken to Address/Resolve Problems: (Match these steps to the situations described in 2)
 - I trust in my own content that it would be beneficial to the public, making everyone much more excited for the season to start up again and express the athletes' off season work they are putting in. Seeing other kids getting back to the mats bettering themselves will only drive and motivate others.

4. Internship Expectations Addressed: (see list of 19 expectations). Identify those completed by both numbers and describe how you obtained the information.

Describing how the organization communicates with its customers. Do they use advertising? Basically using advertising to provide the best up to date content for wrestling inside Pennsylvania. The athletics make the organization grow with the amount of support and love we get from feeds on twitter and Instagram. Simply wearing a PA Power t-shirt and posting, it's the little things that add up.

5. Assignments/Projects Currently Underway (what are you assigned to do or planning to work on in the next week)
 - Develop new content and make sure all our media platforms are getting engaged on by post or being active.

6. Materials Acquired/Developed for Journal: (list all tangible artifacts that will be part of your portfolio)

