

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

INTERNSHIP IN SPORTS MANAGEMENT

WEEKLY REPORT

Name: _____ Dylan Brown _____ Date: _____ July 4, 2021 _____
Report Number: 6 Dates of Current Reporting Period: _____ June 27 - July 4 2021 _____ (Sun.- Sat.).
Work Hours/Current Reporting Period: 37 Total Accrued Hours: _____ 210 _____
List work dates and hours scheduled for upcoming week: 2-8 M-F SS 3

Areas That Must Be Included In Each Weekly Report

1. Summary of Weekly Activities:

- Selecting content on social media and keeping the pages up to date with posts.
- Connecting / social networking with people inside the wrestling community.
- Release the interviews with Chance Marsteller & Anthony Ashnault from the Freestyle National Duals. Talks, coaching and competing this summer.
- Find new content to comment and favorite.
- For (True Power Tournament) what match up would the fans like to see this year.

2. Problems/Challenges Experienced in the Course of Carrying Out Your Internship Duties:

- No problems this week, just one thought about the recent breaking news of college athletes being able to make money should we start to reach out and try to sponsor PA athletes.

3. Steps Taken to Address/Resolve Problems: (Match these steps to the situations described in 2)

- Made posts for college athletes to reach out and direct message us.

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

Describe the organization's target market number 4 since the new month. I wanted to find out how well the engagement was from the content we were providing. This month we went up +21.5% in interactions, +2 in followers. Our audience is manly from Philadelphia and Pittsburgh which is about 3.5% in total. For Countries the top two are USA and Pakistan. 46.4% of our audience is ages 18-34. 83.9% Men and 16.1 Women.

5. Assignments/Projects Currently Underway (what are you assigned to do or planning to work on in the next week)

- Talk to wrestlers that will be available to attend True Power, figure out the best possible match ups. I look to include more wrestlers from the lehigh valley area this year.

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

Presenting your 2021 [@PAUSAW2](#) Pennsylvania Women's Fargo National Team! 11 Nationally ranked girls will be representing Team PA. [#PA_Legacy](#) [#PAisBA](#) [#WeAreComing](#) [#SanctionPA](#) [@PAPowerWrestle](#)



[pa_power_wrestling](#)



7. Additional Comments: