

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

INTERNSHIP IN SPORTS MANAGEMENT

WEEKLY REPORT

Name: _____ Dylan Brown _____ Date: _____ June 6, 2021 _____
Report Number: 2 Dates of Current Reporting Period: _____ May 30 - June 6, 2021 _____ (Sun.- Sat.).
Work Hours/Current Reporting Period: 37 Total Accrued Hours: _____ 74 _____
List work dates and hours scheduled for upcoming week: 2-8 M-F SS 3
hours each.

Areas That Must Be Included In Each Weekly Report

1. Summary of Weekly Activities: (bulleted listing of specific tasks accomplished)

- Gathered additional information for logins on twitter and instagram this week.
- Read up on breaking wrestling news from intermat and flowrestling.
- We broadcasted live on Thursday with special guest highschool wrestler from Bethlehem Catholic Tyler Kasask this years state champ.
- Worked on new editing skills using photoleap and bazaart with the assigned photos our team selected.
- Talking over the phone for weekly goals and adjectives.

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

No issues this week, only thing I would say for me to work on is knowing more HS wrestlers outside of the Lehigh Valley. Also I'm developing on being more confident in my work/projects.

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

Just have to keep on expanding my knowledge, reading, and listening. Starting to get feedback from other people is a good thing, starting to post my work and feeling proud of it.

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


This week we addressed number 5 Integrated Marketing Communications Strategy. How can people get a hold of us and what is the fastest way, going to our website at papowerwrestling.com. We made sure this week to post on every media platform of where and when to tune in live for our podcast. Starting to use this new streaming platform called Rokfin where we have been seeing a lot of wrestling tournaments have been being broadcasted on and even technique clinics. Live on youtube, twitter, and facebook as well. Made sure everything ran smoothly on all ends.

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

Working on the list of PA's class of 2023 top recruits since we all know june 15th is approaching quickly for coaches to contact the class of 2023, also still working on more photos being sent over to edit and create content.

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

The Power Hour Grades PA's Virginia Beach Performance With Guest Tyler Kasak
Powered by Restream <https://restream.io/>
Jeff & Eric host State Champ Tyler Kasak of BECAHI to talk about this VA Beach performance + grades for Pennsylvania wrestlers at the NHSCA Duals.



The screenshot shows a Facebook live stream advertisement. At the top, it says "THE PA POWER HOUR" in green. Below that, it says "Going Live In" followed by a timer showing "2:35". To the right, it says "TODAY @ 7:00 PM". In the center, there is a video thumbnail of a wrestler in a black singlet with "PA POWER WRESTLING" on it. Below the thumbnail, it says "WATCH ON -->" followed by icons for YouTube, Facebook, Twitter, and YouTube. At the bottom of the ad, it says "PA POWER WRESTLING" in green. Below the ad, there is a blue button that says "Boost Post".

Reach More People With This Post ×
You could reach up to 445 people daily by boosting your post for \$10.

1,324 People Reached **245** Engagements **Boost Post**

7. Additional Comments: Learn a lot about myself this week.