**Group Activity**

**Audience Profile Sheet**

Write a press release, explaining why Ryan Lochte’s sponsors decided to terminate his contracts and why USA swimming decided to suspend him.

The links below will help you with background information:

<http://www.3wiresports.com/2016/09/08/lochte-gets-10-months-big-whoop/>

<http://www.newyorker.com/business/currency/ryan-lochte-and-the-impatience-of-corporate-sponsors?mbid=social_twitter>

<http://bleacherreport.com/articles/2659181-ryan-lochtes-sponsorship-with-speedo-canceled-by-company?utm_source=newsletter&utm_medium=newsletter&utm_campaign=olympics>

MLA or APA format may be used.

Take this assignment that is typically done at the beginning of the semester and rewrite it, so that it reflects the following questions:

1. Why am I asking you to do this assignment?
2. What am I asking you to do it at this point in the semester?
3. Given your other assignments, what is the purpose of this one?
4. How and why might you use this skill professionally, after you graduate?
5. How could you use this skill as a citizen and contributing member of society?

(The questions come from page 53 from the source: Jenson, J. D. (2011). Promoting self-regulation and critical reflection through writing students’ use of electronic portfolio. *International Journal of ePortfolio, 1*(1), 49-60.)