

TO: Name of Instructor

FROM: Your Name

DATE: date assignment is due

SUBJECT: Multimodal Personal Essay Reflective Memo

I've been playing fantasy football for about 6 years. Prepping for fantasy begins in the summer and continues on throughout the regular season. Sundays are reserved for keeping one eye on football games and cheering on my favorite teams and one eye and mouse or finger on digitally managing my fantasy football rosters. When I first started playing fantasy football, I didn't have any clue how to play the game but was intoxicated by the competition and poring over seemingly trivial statistics. Over the years, I added to my skillset and went from managing one team my first season to seven teams last season. I use a variety of rhetorical strategies (ethos, pathos, and logos) in my PowerPoint slides to educate my audience about fantasy football and hopefully inspire others, especially women, to try this exhilarating 'sport' from the comfort of your home.

Within my presentation, I wanted to use colors associated with football, the season, or fantasy sports—brown (football), green (field), orange (autumn), and black (digital/electronic). Even for people who are unfamiliar with fantasy football, these are colors that are emblematic of the game, including the fall season when it's mostly played, bringing about pathos, or that emotional connection to the sport. My second slide includes an infographic with a ton of logos built into it, showing the incredible reach of the fantasy football industry. In other words, I can tell you that fantasy football is popular, but when you see statistics that show the rapid growth and appeal to a swath of demographics, it's more persuasive. In slide 3, I display a sample roster between two 'manager's, the people like me who play fantasy football. I didn't publish a weekly game screenshot from one of my teams as I do not have permission from other folks in my leagues to show their team name, roster, or scores. In fact, I tried to use as many photos as possible that were in the public domain and free to use. Nevertheless, I cited all of my images (Creative Commons or copyrighted ones) on the reference page, Slide 7.

The fourth slide is really focused on delivering ethos—the rationale behind the reasons that I dedicate so many hours of research each week to this hobby. The fifth slide exemplifies the various mediums that can be used to play the game, making it accessible to everyone. Quite simply, there is a league for everyone, whether you're playing for recreation or for a little side cash. Some leagues roll over from one season to the next, and a community of good natured smack talkers is formed that continues from year to year while other leagues are home grown. Whether playing with friends and family or with strangers, it's always competitive and exciting from week to week. Luck (or lack thereof) is the big equalizer and strikes with abandon.

My final slide addresses a problem in the fantasy football community: sports betting is only offered in some states. Here, I emphasize the benefits of legalizing sports betting in Idaho. By the time my audience reaches the end of my presentation, I hope they now understand the draw of the fantasy football community and its value to not only the NFL but to commerce as well. By allowing sports betting on Native American reservations for those tribes who seek out to add this kind of betting, it would open up these sports to new audiences, bring in revenue, and allow players to capitalize on their skills and win more enticing money pots.