



**Master of Sport Management and Leadership
Thesis Proposal Presentation**

Noah Rocca

*“Media Framing of Athlete Controversies and Polarizing
Debates: A Case Study of the Aaron Rodgers-Vaccine
Controversy”*

Wednesday, July 22, 2026
10:00 a.m.
HK Room 125

Thesis Committee: Dr. Craig Greenham, *Advisor*
Dr. Todd Loughead, *Internal Reader*
Dr. Heidi Jacobs, *Leddy Library, External Reader*