

# Shaun M. Anderson Ph.D.

Department of Communication Studies | Loyola Marymount University  
1 LMU Drive, Los Angeles, CA 90045  
shaun.anderson@lmu.edu | phone: 626-425-0257

**Research Interests** **Corporate Social Responsibility and Sport:** athlete activism, social advocacy, brand activism  
**Ethics and Sustainability:** business ethics, philanthropy, community development  
**Strategic Communication:** crisis communication, public relations, corporate campaigns

**Education** **Ph.D.**, Organizational and Sport Communication 2014 – 2016  
West Virginia University, Morgantown, WV  
Dissertation: Diversity outreach in Major League Baseball: A stakeholder approach  
Committee Chair: Dr. Matthew M. Martin

**Master of Science**, Mass Communication 2007 - 2008  
Arkansas State University, Jonesboro, AR

**Bachelor of Arts**, Mass Communication 2001 - 2005  
University of Arkansas at Pine Bluff, Pine Bluff, AR

**Academic Positions** **Loyola Marymount University** 2016 - Present  
Assistant/Associate Professor  
Department of Communication Studies

**West Virginia University** 2013 - 2016  
Graduate Teaching Assistant  
W.E.B DuBois Fellow  
Department of Communication Studies

**Arkansas State University** 2007 - 2008  
Graduate Assistant  
William Randolph Hearst Fellow

**Non-Academic Positions** **CSR Global Consulting, LLC** 2015 - Present  
Founder and CEO

**Community Development Specialist** 2009 - 2011  
City of Pine Bluff  
Pine Bluff, AR

**Sports Writer** 2005 – 2007  
Arkansas Democrat-Gazette  
Little Rock, AR

**Sports Producer/Control Room Operator** 2005 - 2007  
Fox 16 News  
Little Rock, AR

## Books

Anderson, S. M. (Forthcoming, 2024). *Sport for the global good: Towards a theory of social responsibility*. Oxford: Oxford University Press

Anderson, S. M. (In Press, 2023) *The Black Athlete Revolt: The Sport Justice Movement in the Age of #BlackLivesMatter*. Landham: Rowman and Littlefield

## Refereed Journal Articles and Proceedings

Anderson, S. M. (2020). United we stand, divided we kneel: Examining perceptions of the NFL anthem protest on organizational reputation. *Communication and Sport*, 8, 591-610. doi:10.1177/2167479519893661

**Anderson, S. M.**, & Martin, M. M. (2019). The African American community and professional baseball: Examining Major League Baseball's corporate social responsibility efforts as a relationship management strategy. *International Journal of Sport Communication*, 12, 397-418. doi:10.1123/ijsc.2018-0157

Cohen, E., Atwell-Seate, A., **Anderson, S. M.**, & Tindage, M. (2017). Sport fans and sci-fi fanatics: The social stigma of popular media fandom. *Psychology of Popular Media Culture*, 6, 193-207. doi:10.1037/ppm0000095

**Anderson, S. M.**, Bowman, N. D., & Larson, B. V. (2015). Soaring for success: Fan avidity and game experience on fan's perceptions of the stadium experience. *Sport Marketing Association 2015 Conference Proceedings, Annual Conference*, Atlanta, GA.

## Peer-Reviewed Book Chapters

Anderson, S. M. (In Press). A noble cause or wishful thinking?: Exploring the trajectory of corporate social responsibility (CSR) in sport. College Station: Texas A&M University Press.

Plec, E. & **Anderson, S. M.** (2021). Protest and public memory: Documenting the 1968 Olympic games. In T. Vogan & S. N. Sheppard's (Eds.) *Sporting realities: Critical readings of the sports documentary*. Lincoln: University of Nebraska Press.

**Anderson, S. M.**, Hoston, W. T., Menconi-Clark, D. E., & Tayler, R. R. (2018) Colin Kaepernick: The Revitalization of Black Athlete Activism. In W. T. Hoston's, *New Perspectives on Race and Ethnicity: Critical Readings about the Black Experience in Trump's America*, (1<sup>st</sup> Ed.), (pp. 127-146). Dubuque: Kendall Hunt.

Hoston, W. T., Randon, R. T, & **Anderson, S. M.** (2018). The Cheat Code: How to Get Away with Murdering an Unarmed Black Male. In W. T. Hoston's, *New Perspectives on Race and Ethnicity: Critical Readings about the Black Experience in Trump's America*, (1<sup>st</sup> Ed.), (pp. 57-70). Dubuque, IA: Kendall Hunt.

**Anderson, S. M.,** & Bowman, N. D. (2016). The origin of fantasy sports. In N. D. Bowman, J. Spinda, & J. Sanderson's (Eds.), *Fantasy sports: Perspectives from the field*. Lanham: Lexington Books.

Bowman, N. D., Sanderson, J., Spinda, J., & **Anderson, S. M.** (2016). Future of fantasy sports. In N. D. Bowman, J. Spinda, & J. Sanderson' (Eds.), *Fantasy sports: Perspectives from the field*. Lanham: Lexington Books.

**Anderson, S. M.** (2014). From janitor to Ph.D. student: 3 tips on overcoming obstacles. In W. T. Hoston's (2<sup>nd</sup> Eds.), *Listen to me now, or listen to me later: A memoir of academic success for college students*. (pp. 81-83). Dubuque: Kendall Hunt

### **Works in Progress**

**Anderson, S. M.,** Tindage, M. F., & Daniels, R. (Revise and Resubmit). American Dream deferred: Examining identity gaps among immigrant workers. *International Journal of Business Communication*.

Anderson, S. M. (Under Review). Examining Corporate Social Responsibility as a predictor of African American baseball consumption. *Journal of Business Ethics* special call, *Racial Justice and Business Ethics*.

Kluch, Y., **Anderson, S. M.,** & Ferguson, T. L. (Under Review). Organizational efforts (Or the Lack Thereof?) for equity, diversity, and inclusion in U.S. intercollegiate athletics in the context of the Covid-19 pandemic. Tentative book title: *Social issues in sport communication: You make the call*.

Anderson, S. M. (Currently writing). Brand activism: A sport perspective. Target Journal: *Communication and Sport*.

**Anderson, S. M.,** Daniels, R., & Tindage, M. F. (Data collection). Playing fair: Examining identity gaps and organizational dissent on diversity hiring practices within sport organizations.

Anderson, S. M., (Conceptualizing ) "We take full responsibility!": A longitudinal analysis of the NFL's corporate social responsibility media reports. Target Journal: *Journal of Marketing Communications*.

**Butterworth, M., Anderson, S. M., Hartman, K., & Budiasa, M. (Conceptualizing). *Globalizing Communication and Sport*.**

### **Non – Peer Reviewed Publications**

Anderson, S. M. (2019, August 19). The amended "Rich Paul rule" still hurts the NCAA's reputation on getting things right. Retrieved from <https://medium.com/@shaunmarqanderson/the-amended-rich-paul-rule-still-hurts-the-ncaas-reputation-on-getting-things-right-fb8e582ff783>

- Anderson, S. M. (2019, April 19). Magic's departure from the Lakers speaks volumes regarding the future of black sport executives in the NBA. Medium. Retrieved from <https://medium.com/@shaunmarqanderson/magics-departure-from-the-lakers-speaks-volumes-regarding-the-future-of-black-sport-executives-in-e8a89c94cbfc>
- Anderson, S. M. (2018, September 4). Creating a collaborative community development initiative. *Western City Magazine*. <https://www.westerncity.com/article/creating-collaborative-community-development-initiative>
- Anderson, S. M. (2017, June 6). LeBron's legacy marred by America's ugly racism issue. *Huffington Post*. Retrieved from [https://www.huffingtonpost.com/entry/lebrons-legacy-is-marred-by-americas-egly-racism\\_us\\_593a3585e4b094fa859f1756](https://www.huffingtonpost.com/entry/lebrons-legacy-is-marred-by-americas-egly-racism_us_593a3585e4b094fa859f1756)
- Anderson, S. M. (2017, March 23). Olympian responsibility: The IOC must not sacrifice ethics for profits. *The World Policy Institute*. Retrieved from <http://www.worldpolicy.org/blog/2017/03/23/olympian-responsibility-ioc-must-not-sacrifice-ethics-profits>
- Anderson, S. M. (2016, October 10). "Kaepernicking" and "Kaepernicking 2.0" mirror U.S. race relations. *Huffington Post*. Retrieved from [https://www.huffingtonpost.com/entry/kaepernicking-and-kaepernicking-20-mirror-us\\_us\\_57f86a28e4b0b665ad81802a](https://www.huffingtonpost.com/entry/kaepernicking-and-kaepernicking-20-mirror-us_us_57f86a28e4b0b665ad81802a)
- Anderson, S. M. (2016, October 3). Understanding global social justice issues crucial for NFL expansion. *The World Policy Institute*. Retrieved from <http://www.worldpolicy.org/blog/2016/10/03/understanding-global-social-custice-issues-crucial-nfl-expansion>

### Conference Presentations

- Kluch, Y., **Anderson, S. M.**, Butterworth, M., Atwell-Seate, A., Grant, A. H., & Cramer, L. (2020). SC16: Developing a Pedagogical Roadmap: A Short Course on Advancing Diversity & Inclusion in the Communication & Sport Classroom. Short course presented at the annual meeting of the National Communication Association conference, Indianapolis, IN.
- Anderson, S. M.**, Tindage, M. F., & Daniels, R. (2020). American Dream Deferred: Examining identity gaps among immigrant workers. Paper presented at the annual meeting of the National Communication Association conference, Indianapolis, IN.
- Anderson, S. M. (2019). "United we stand, divided we kneel": Examining perceptions of the NFL's national anthem protest on organizational reputation. Paper presented at the annual meeting of the Association for Business Communication conference, Detroit, MI.

- Daniels, R., **Anderson, S. M.**, & Tindage, M. F. (2018, May). "Is my job worth it?: Identity gaps, emotional exhaustion, and intent to leave. Paper presented at the annual meeting of the International Communication Association conference, Prague, Czech Republic.
- LaBelle, S., Ball, H., Weber, K., White, A., Hendry, A., **Anderson, S. M.**, & Students of SCC400. (2018, April). The Rethink Campaign to reduce the normalization of prescription stimulant misuse on college campuses: an application of the Theory of Planned Behavior. Paper presented at the annual meeting of the Eastern Communication Association conference, Pittsburgh, PA.
- Anderson, S. M.** & Martin, M. M. (2017, November). *Diversity outreach in Major League Baseball: A stakeholder approach*. Paper presented at the annual meeting of the National American Society for the Sociology of Sport conference, Windsor, Ontario.
- Anderson, S. M.** (2015, November). *Exploring organizational kin as a framework for understanding family like relationships among college athletes*. Paper presented at the annual meeting of the National Communication Association conference, Las Vegas, NV.
- Anderson, S. M.** (2015, November). *"These boneheads...picked the WRONG martyr": Athlete activism and racism in online commentary*. Paper presented at the annual meeting of the National Communication Association conference, Las Vegas, NV.
- Anderson, S. M.** (2015, November) *I'm an athlete and I'm gay: Family like social support from teammates via social media*. Paper presented at the annual meeting of the National Communication Association conference, Las Vegas, NV.
- Anderson, S. M.**, Bowman, N. D., & Larson, B. V. (2015, October). *Soaring for success: Fan avidity and stadium facilities on fans' satisfaction with live game attendance*. Abstract to be presented at the annual meeting of the Sport Marketing Association conference, Atlanta, GA
- Atwell-Seate, A., Cohen, E., **Anderson, S. M.**, & Tindage, M. (2015, May). *Sport fans and sci-fi fanatics: Social Impressions of different types of fans*. Paper to be presented at the annual International Communication Association conference, San Juan, Puerto Rico.
- Anderson, S. M.**, & Goodboy, A. K. (2015, April). *Teacher technology policies as predictors of student engagement*. Paper presented at the annual meeting of the Eastern Communication Association conference, Philadelphia, PA.
- Anderson, S. M.**, Martin, M. M., Knotts, A. K., Paul, H., & Klein, E. (2015, April). *Exploring college students use of Facebook and LinkedIn*. Paper presented at the annual meeting of the Eastern Communication Association conference, Philadelphia, PA.
- Anderson, S. M. (2015, April). *You're not a man, if you're not a fan: Using media salience as a way to perceive gender roles among sport fans*. Poster presented at the annual meeting of the Eastern Communication Association conference, Philadelphia, PA.

Anderson, S. M. (2015, January). *Black student-athletes and the idea of obligation*. Proposal presented at the annual Black Student Athlete conference, Austin, TX.

## Courses Taught

### **Loyola Marymount University**

CMST 2300: Organizational Communication  
CMST 3320: Race, Culture, and Sport  
CMST 3335: Sport and Public Communication  
CMST 1600: Nature of Theory  
CMST 1700: Nature of Inquiry  
CMST 3380: Communication Consulting  
CMST 3398: Sport and the Global Community (Faculty Abroad: Oxford University)

### **West Virginia University**

COMM 308: Nonverbal Communication  
COMM 306: Organizational Communication  
COMM 105: Introduction to New Media (Online)  
COMM 603: Public Speaking  
COMM 695: Diversity Issues in Sport (Graduate Course)

## Grant Submissions

<b>Faith and Justice Internal Grant</b> <b>Loyola Marymount University</b> African Americans and MLB Project -\$4,000 (Awarded)	2019
<b>College of Communication and Fine Arts Internal Grant</b> <b>Loyola Marymount University</b> Community Policing and Youth Sport Project – \$2800 (Awarded)	2019
<b>College of Communication and Fine Arts Mini Grant</b> <b>Loyola Marymount University</b> Data collection project for NFL study - \$200 (Awarded)	2018
<b>The Waterhouse Family Institute for the Study of Communication and Society</b> <b>Villanova University</b> Sport and Community Development Project - \$10,000 (Declined)	2018
<b>National Collegiate Athletics Association – Innovations in Research Program</b> Co-Investigator Aspiring for G.R.E.A.T.E.R.: Examining Organizational Kin and Peer Mentoring in Establishing a Mentoring Program among Student-Athletes, \$10,000 (Declined)	2014
<b>University of Arkansas at Pine Bluff – Minority Initiative Sub-Recipient Grant Office</b> Principal Investigator Stamp Out Smoking Youth Drug Prevention Grant, \$3,000 (Awarded)	2012
<b>City of Pine Bluff, AR – Department of Economic and Community Development</b> Investigator Community Development Block Grant, \$50,000 (Awarded)	2010

## Consulting

<b>Louisville City and Racing City FC</b>	2020 - Present
Created a diversity and inclusion workshop for the team and a video lecture series for team stakeholders. Also, I am serving as an advisor for the teams diversity committee meetings.	
<b>Public Broadcasting Station (PBS)</b>	2018 - Present
Serving as a diversity consultant for their series production based off of the book series entitled, Ordinary People Change the World. The focus is Jackie Robinson, Wilma Rudolph, and Arthur Ashe	
<b>Anti-Defamation League – Pacific West – Los Angeles, CA</b>	2017 - 2018
Facilitate anti-bias and diversity training for various organizations utilizing ADL’s facilitator training services	
<b>Major League Baseball (MLB) – Front Office – New York, NY</b>	2015
Assessed Major League Baseball’s Reviving Baseball in Inner Cities program’s mission of promoting diversity and inclusion in all of MLB (component of dissertation)	
<b>Pittsburgh Pirates – Major League Baseball (MLB) – Pittsburgh, PA</b>	2015
Assessment of Multicultural Community Outreach Programs and Social Media Campaigns for fan development initiatives (component of dissertation)	
<b>Verizon Wireless – (formerly Alltel Wireless) – Little Rock, AR</b>	2012
Led an instructional course on effective customer service relations	
<b>Junior Achievement of Arkansas – Little Rock, AR</b>	2012
Led a youth leadership development seminar at North Little Rock Hall High School	
<b>Job Corp of Arkansas – Little Rock, AR</b>	2012
Motivational Speaking and Leadership Development skills training for students	

## Invited Lectures/Media Appearances

<b>LMU Office of Enrollment Management</b>	2022
Giving keynote lecture entitled, <i>From Protests to Policy Reform: How Athlete Activism is Creating Social Change</i>	
<b>Digital River</b>	2022
Gave keynote lecture celebrating MLK legacy regarding advocacy in the workplace	
<b>ESPN</b>	2021
Serving as featured commentator for ESPN 30 for 30 series regarding the business of sport	
<b>LiveOps</b>	2021
Gave keynote lecture on effective diversity hiring practices	

<b>Puma Biotechnology</b>	2021
Gave keynote lecture on how to engage in effective communication regarding health disparities for low-income communities	
<b>Loyola Marymount University</b>	2021
Selected as Fall 2021 Faculty Champion to lecture on Race, Sport, and Equal Rights	
<b>Loyola Marymount University</b>	2021
Served as co-lead for the Center for Asian Business DK Kim Lecture Series on planning ahead for the LA2028 Olympic and Paralympic Games: Lessons from Tokyo	
<b>The Representation Project</b>	2021
Led panel discussion on gender equality during Tokyo 2020 Olympics	
<b>Better Mortgage</b>	2021
Gave keynote lecture on better lending practices for individuals from marginalized communities	
<b>Aspire Group</b>	2021
Led virtual keynote lecture on the importance of black history month and sport	
<b>Morning Consult</b>	2020
Interviewed regarding the rise of sport organizations' advocacy of social justice initiatives	
<b>KQED Newsroom (PBS Northern California affiliate)</b>	2020
Interviewed regarding the NBA's support on social justice initiatives	
<b>Center for Sports Communication and Media – University of Texas @ Austin</b>	2020
Invited as a panelist for the center's talk on organizational crisis management during COVID-19	
<b>Faculty Pub Night, Los Angeles, CA</b>	2020
Invited to present research regarding the disconnect between African Americans and Major League Baseball at Loyola Marymount University	
<b>West Coast eCommerce Summit, Los Angeles, CA</b>	2020
Keynote panelist for eCommerce stakeholder relationship management talk	
<b>Atlanta Journal-Constitution</b>	2019
Interviewed regarding the NCAA's ruling against the "Rich Paul Rule"	
<b>National Association for the Education of Young Children, Nashville TN</b>	2019
Served as keynote speaker for the PBS Early Childhood Champions Luncheon celebration	
<b>PBS Annual Meeting, Nashville, TN</b>	2019
Gave keynote lecture on the creation of new PBS Kid's series Xavier Riddle and the Secret Museum	



<b>Black Enterprise Magazine</b>	2018
Nominated as Black Enterprise Magazine 100 Men of Distinction for my work in sport and social change	
<b>Blacknews.com</b>	2018
Appeared on the website regarding my work in sport and social change	
<b>Sport at the Service of Humanity Conference, Los Angeles, CA</b>	2018
Served on planning committee that planned this conference	
<b>League of California Cities, Long Beach, CA</b>	2018
Serving as breakout session speaker on the topic of community development and sport at the annual conference	
<b>Pursuit Sports Group, Los Angeles, CA</b>	2018
Serving as panelist for sport and social change summit on athlete fiscal responsibility	
<b>Loyola Marymount University, Los Angeles, CA</b>	2017
Completed an interview for LMU Magazine regarding athlete activism	
<b>California State University, Los Angeles – Los Angeles, CA</b>	2017
Lectured on Corporate Social Responsibility to Department of Communication students	
<b>California State University, Los Angeles – Los Angeles, CA</b>	2016
Lectured on business networking to Department of Communication students	
<b>Arkansas Minority Health Commission – Little Rock, AR</b>	2016
Developed and lead a workshop on the social determinants of health	
<b>West Virginia University (Office of Graduate Education and Life) – Morgantown, WV</b>	2016
Developed and lead a People Development workshop for the Black Graduate Student Association Leadership Conference	
<b>Integrity World Outreach Church – Wytheville, VA</b>	2015
Developed and lead a youth leadership seminar	
<b>Rutgers, The State University of New Jersey – New Brunswick</b>	2015
Invited Lecturer – Organizational Communication Networks course	
Course Instructor: Dr. Marya Doerfel	
Title of Lecture: Sport Organization Relating and Community Outreach	
<b>Football University – All American Games, Inc. – Dublin, OH</b>	2015
Workshop - Life Skills and Leadership Seminar	
Motivational Speaking and Youth Leadership Development for middle school athletes at Top Gun event	

## Service

<b>Loyola Marymount University</b> Serving as Search Committee Chair for Intercultural Communication tenure-track position	2021 - Present
<b>Loyola Marymount University</b> Serving on the LMU Strategic Planning Steering Committee on diversity and inclusion	2020
<b>Loyola Marymount University</b> Currently creating an Executive MBA curriculum for current and past professional athletes	2020
<b>Loyola Marymount University</b> Serving as faculty advisor for the Institute for Business Ethics and Sustainability	2019
<b>Loyola Marymount University</b> Chair, Intercultural Affairs Committee	2019 - Present
<b>Loyola Marymount University</b> Creator and facilitator on Cultural Conversations workshops in conjunction with the Office of Faculty Affairs	2019
<b>Management Communication Quarterly</b> Served as journal reviewer	2019
<b>Telematics and Informatics</b> Served as journal reviewer	2019
<b>Communication and Sport</b> Served as journal reviewer	2019
<b>Loyola Marymount University</b> Currently serving as EEO Hearing Specialist	2018 - Present
<b>Rains Research Assistant Supervisor</b> Supervised 3 Rains Research Assistants during 2018 Spring and Fall semesters	2018 - Present
<b>Howard Journal of Communication</b> Served as journal reviewer	2018
<b>National Communication Association, Salt Lake City, UT</b> Served as reviewer for the African-American Culture and Communication Division	2018
<b>Eastern Communication Association, Pittsburgh, PA</b> Currently serving as Chair and Planner of the Voices of Diversity interest group for the ECA conference in Pittsburgh, PA.	2018

<b>Loyola Marymount University, Los Angeles, CA</b>	2017 – Present
Currently serving as a board of member of the University’s Athletic Advisory Board, Department of Communication Studies Scholarship and International Transfer Committees	
<b>100 Black Men of Los Angeles, Los Angeles, CA</b>	2017 – Present
Mentor and conduct workshops to help educate local LA urban youth	
<b>Eastern Communication Association, Boston, MA</b>	2017
President and Division Planner for the 2018 conference in Pittsburgh, PA	
<b>National Communication Association, Dallas, TX</b>	2016
Served as paper reviewer for the Communication and Sport and African-American Communication and Culture Division	
<b>Loyola Marymount University, Los Angeles, CA</b>	2016
Led a lecture on the interplay of sport and social change for the College of Communication and Fine Arts	
<b>National Communication Association, Philadelphia, PA</b>	2016
Served as student volunteer for the 1 <sup>st</sup> annual Social Justice Exchange	
<b>National Communication Association, Las Vegas, NV</b>	2015
Serving as Chair of the Organizational Communication division competitive paper session	
<b>National Communication Association, Las Vegas, NV</b>	2015
Graduate Student Representative for the Communication and Sport Division	
<b>National Communication Association, Las Vegas, NV</b>	2015
Reviewer for the Mass Communication and African-American Communication and Culture Division	
<b>West Virginia University Office of Diversity and Inclusion</b>	2015
Served as Leadership and Entrepreneurship Coordinator for the My Brother’s Keeper Men Achieving Through Leadership and Engagement (M.A.L.E.) initiative.	
<b>International Communication Association, San Juan, Puerto Rico</b>	2015
Graduate Student Representative for the Sport Communication Interest Group	
<b>West Virginia University Athletics Life Skills Program</b>	2015
Assisted Joe Heskett, Associate AD for Sport Performance in developing life skills programs	
<b>West Virginia University Office of Diversity and Inclusion</b>	2014
Served as 20/20 Strategic Planning graduate student coordinator	
<b>West Virginia University Minority Graduate Student Colloquium</b>	2014
Served as panelist for “What it is like to be a minority graduate student at a PWI”	
<b>National Communication Association, Chicago, IL</b>	2013 – 2014
Worked as volunteer usher at the graduate school fair	

## **Awards**

**Black Enterprise Magazine, BE Modern Man of Distinction** 2018  
Selected as BE Modern Man of Distinction and featured in Black Enterprise magazine

**West Virginia University Office of Graduate Education and Life** 2014 - 2016  
W.E.B. DuBois Fellowship, \$19,000

## **Professional/Academic Affiliations**

Association for Business Communication 2019 – Present  
North American Society for the Sociology of Sport 2014 – Present  
National Communication Association 2013 – Present  
International Communication Association 2014 – Present  
Eastern Communication Association (Lifetime Member) 2013 – Present