

## *Curriculum Vitae*

# Jimmy Sanderson

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## EDUCATION

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- Ph.D**      **Arizona State University 2009 - 2012**  
Communication Studies  
Dissertation: *Navigating the Digital Playing Field: Case Studies in Social Media and Sports Communication*  
Advisor: Dr. Jeffrey W. Kassing  
Committee: Dr. Lindsey J. Meân, Dr. Artemio Ramirez, Jr.
- M.A.**      **Arizona State University at the West Campus 2006 – 2008**  
Communication Studies  
Thesis: *Take Me Out to the (Virtual) Ball Game: 38pitches.com and Computer-Mediated Communication Experiences*  
Advisor: Dr. Jeffrey W. Kassing  
Committee: Dr. Lindsey J. Meân, Dr. Vincent R. Waldron
- B.A.**      **Arizona State University at the West Campus 2003 – 2006**  
Communication Studies  
*Magna cum Laude*

## APPOINTMENTS

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Research Fellow – U.S. Center for Mental Health and Sport      2021 – Present

## EMPLOYMENT

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- Aug. 2012 – July 2015**      Assistant Professor, Interim/Sports Communication Program  
Director  
Department of Communication Studies  
Clemson University
- July 2015 – August 2016**      Director of Marketing, Communications, and Faculty Relations  
Clemson Online  
Clemson University

- August 2016 – May 2017** Visiting Assistant Professor  
School of Social and Behavioral Sciences  
Arizona State University
- May 2017 – August 2018** President  
Sanderson Media Group
- September 2018 – August 2022** Assistant Professor  
Department of Kinesiology and Sport Management  
Texas Tech University
- September 2022 – Present** Associate Professor w/ Tenure  
Department of Kinesiology and Sport Management  
Texas Tech University

### **Administration**

**August 2015 – August 2016 Director of Marketing, Communications, & Faculty Relations**  
Clemson Online, Clemson University

Worked with department and college personnel to market online and distance education offerings (e.g., University Center – Greenville, Greenville One) to grow enrollment and visibility on local and national scales, including designing and implementing communication strategy via traditional and social media to achieve these objectives. Developed and disseminated communication relating to online and distance education efforts to both internal and external audiences to increase awareness and support for online and distance education offerings. Worked with program officials to identify areas for improvement to increase online program rankings and implementing best practices observed from ranking leaders. Assisted department and college level personnel to identify programming that could transition to online and distance education format. Included navigating these programs through university and CHE checklists as well as implementing marketing and communication plans for these new programs. Assessed and strengthened faculty communication plan to minimize concerns relating to online and distance education. Served as a faculty liaison to assist and resolve faculty questions and concerns relating to structural elements of online and distance education. Assessed and modified faculty compensation and incentive programs to increase support for online and distance education. Researched and identified necessary structural elements to grow online and distance education and managed vendor process with these elements (e.g., market research firms, call center operations). Represented Clemson Online and regional and national conferences to promote efforts of Clemson Online and to observe leading industry best practices that could be implemented into Clemson's efforts.

**Aug. 2013 – July 2015**      **Program Director**, Sports Communication Major,  
Department of Communication Studies, Clemson University

Served as primary point of contact for inquiries about Sports Communication major, including notifying students of admission into program. Coordinated course offerings for each academic term, evaluated and assessed sports communication curriculum. Responsible for design and implementation of website and social media accounts related to sports communication major. Actively promoted sports communication program both internally and externally and building strategic partnerships with other academic departments, Clemson athletic department, and industry, as well as maintained visible presence at academic conferences. Oversight and responsibility for budget to ensure program was sustainable. Coordinated and oversaw admissions and curriculum committees for major. Developed program assessment criteria and evaluated assessment metrics annually.

**Aug. 2012 – Aug. 2013**      **Interim Program Director**, Sports Communication Major,  
Department of Communication Studies, Clemson University

Primarily responsible for drafting full proposal for new Sports Communication major that launched in Fall, 2014. Researched existing Sports Communication programs to tailor a unique sports communication major grounded in communication theory and research. Ensured proposal met specifications of Commission on Higher Education (CHE), including revising degree program to adhere to CHE recommendations and presenting information to CHE working groups at State Capital. Proposed and developed four new sport communication courses: Sport, Communication, and Society; Social Media and Sports Communication, Communication in Sports Organizations, and Interpersonal/Family Communication and Sport.

## RESEARCH

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### Interests:

My research centers on social media and the influence these technologies exert on sport media, sport organizations, athlete and fans identity expression, and sport culture. I also maintain research interests focused on health communication, particularly in examining how health and safety issues in sport are discussed and framed in the media, along with how sport influences and shapes family communication and interaction.

### Scholarly Books

Abeza, G., & Sanderson, J. (Eds.) (in press). *Social media in sport: Evidence-based perspectives*. Oxford: Routledge.

Sanderson, J. (Ed.) (2023). *Corruption and scandal in American sport*. Santa Barbara, CA: ABL-CIO.

Sanderson, J., & Weathers, M. (Eds.) (2022). *Health communication and sport: Connections*,

*applications, and opportunities*. Lanham, MD: Lexington.

Sanderson, J. (Ed) (2022). *Sport, social media, and digital technology: Sociological approaches*. Bingley, UK: Emerald Press.

Malcolm, D., Doherty, A., Sanderson, J., & Bachynski, K. E. (Eds.) (2021). *Concussion and sport: A sociocultural perspective*. London: Frontiers.

O'Reilly, N., Abeza, G., Sanderson, J., & Frederick, E. (Eds.) (2021). *Social media and sport: Theory and practice*. World Science Publishing.

Bowman, N. D., Spinda, J., & Sanderson, J. (Eds.) (2016). *Fantasy sports and the changing sports media industry: Media, players, and society*. Lanham, MD: Lexington Books.

**[Reviewed by Nicholas Schlereth, *International Journal of Sport Communication* 9 (September 2016): 395-397.]**

Sanderson, J. (2011). *It's a whole new ball game: How social media is changing sports*. New York, NY: Hampton Press.

**[Reviewed by Khalid Ballouli, *Sport Management Review* 15 (August 2012): 381-382.]**

**[Reviewed by Lindsay Parks Pieper, *Journal of Sport Management* 27 (May 2013): 261-262.]**

### **Textbooks**

Sanderson, J., & Yandle, C. (2015). *Developing successful social media plans in sport organizations*. Morgantown, WV: FiT Publishing.

**[Reviewed by Amy Rundio, *Journal of Sport Management* 30 (May 2016): 341-342.]**

### **Book Chapters (Refereed)**

Sanderson, J. (2022). Managing the unprecedented: How sport organizations' social media strategy adapted and evolved in the midst of a global pandemic. In A. C. Billings, L. A. Wenner, & M. Hardin (Eds.) *American sport in the shadow of a pandemic* (pp. 227-242). New York: Peter Lang.

Kian, E. T., & Sanderson, J. (2021). Research in social media and sport. In N. O'Reilly, G. Abeza, J. Sanderson, and E. Frederick (Eds.) *Social media and sport: Theory and practice* (pp. 29-56). Hackensack, NJ: World Science Publishing.

Weathers, M., & Sanderson, J. (2021). Social media, social and legal issues. In N. O'Reilly, G. Abeza, J. Sanderson, and E. Frederick (Eds.) *Social media and sport: Theory and practice* (pp. 313-344). Hackensack, NJ: World Science Publishing.

Sanderson, J. (2021). Governance of youth and recreational sport. In B. Ruihley & B. Li

(Eds.). *Administration and governance in global sport business* (pp. 167-183). Dubuque, IA: Kendall Hunt.

Sanderson, J., & Browning, B. (2015). Communication that motivates and resonates. In J. F. Borland, G. M. Kane, & L. J. Burton (Eds.), *Sport leadership in the 21<sup>st</sup> century* (pp. 85-103). Burlington, MA: Jones & Bartlett.

Sanderson, J. (2013). Stepping into the (social media) game: Building athlete identity via Twitter. In R. Luppigini (Ed.), *Handbook of research on technoself: Identity in a technological society* (pp. 419-438). New York: IGI Global.

### Book Chapters (Non-Refereed)

\* = Undergraduate student

+ = Graduate student

Sanderson, J. (in press). Athletes self-presentation in the media – crisis or potential? In S. Buenemann, C. Raue, B. Strauss, K. Tamminen, & M. Tietjens (Eds.), *Psychology of crises in sport*. New York: Springer.

Sanderson, J. (2022). Sport, digital, and social media. In L. A. Wenner (Ed.), *Oxford handbook of sport and society* (pp. 1111-1126). Oxford: University Press.

Sanderson, J., & Weathers, M. (2022). Child sexual abuse in sport: Safeguarding child athletes In the age of digital media. In D. Stelzmann & J. Ischebeck (Eds.), *Child sexual abuse and the media* (pp. 245-260). Baden-Baden, Germany: NOMOS Publishers.

Sanderson, J. (2021). Governance of youth and recreational sport. In B.J. Ruibley & B. Li (Eds.). *Administration and governance in global sport business*. (pp. 169-185). Dubuque, IA: Kendall-Hunt.

Sanderson, J. (2021). Social media. In P. M. Pedersen (Ed.). *Encyclopedia of sport Management* (pp. 441-445). Cheltenham, UK: Edward Elger.

Malcolm, D., Doherty, A., Sanderson, J., & Bachynski, K. (2021). Editorial: Concussion in sport, public health crisis, and lessons learned from the COVID-19 pandemic. In D. Malcolm, A. Doherty, J. Sanderson., & K. Bachynski (Eds.). *Concussion and sport: A sociocultural perspective* (pp. 1-3). London: Frontiers.

Sanderson, J. (2021). From the living room to the ball field: A communicative approach to studying the family through sport. In M. L. Butterworth (Ed.) *Handbook of Communication and Sport* (pp. 121-136). Berlin: De Gruyter Mouton.

Sanderson J. (2020). Do as I say, not as I do: Social media contradictions within intercollegiate athletics. In M. Milford & L. R. Smith *Communication and Contradiction in the NCAA: An unlevel playing field* (pp. 101-116). New York: Peter Lang.

- Sanderson, J. (2018). Media coverage and representation in youth sport. In S. Arthur-Banning, (Ed.). *Youth sports in America: The most important issues in youth sports today* (pp. 213-220). Santa Barbara, CA: ABC-CLIO.
- Sanderson, J. (2018). Identity and speech in sport in the social media era. In M. McCann (Ed.). *Handbook of American Sports Law* (pp. 279 – 296). Oxford: Oxford University Press.
- Sanderson, J. (2018). Guarding against quick and easy: Tightening up qualitative sport and social media research. In A. Bundon (Ed.) *Digital Qualitative Research in Sport* (pp. 80-92). New York: Routledge.
- Sanderson, J. (2017). Social media and sport marketing: Maximizing the integration and minimizing the risks. In K. Miloch & B. Turner (Eds.), *Marketing for sport business success* (2<sup>nd</sup> ed.) (pp. 321-335). Dubuque, IA: Kendall Hunt.
- Sanderson, J. (2017). Sport as social media networking studies. In A. C. Billings (Ed.) *Sport communication: Defining the field* (pp. 281-295). New York: Routledge.
- Sanderson, J., & Freberg, K. (2016). When going silent may be more productive: Exploring fan resistance on Twitter to the Baltimore Ravens live-tweeting the Ray Rice press conference. In A. Hutchins & N. T. J. Tindall (Eds.), *Public relations and participatory culture: Fandom, social media, and community engagement* (pp. 230-242). New York: Routledge.
- Sanderson, J. (2016). “It Was All Your Fault”: Identity and fan messaging to athletes at the intersection of fantasy sport and social media. In N. D. Bowman, J. Spinda, & J. Sanderson, J. (Eds.) *Fantasy sports and the changing sports media industry: Media, players, and society* (pp. 197-216). Lanham, MD: Lexington Books.
- Bowman, N.D., Spinda, J., Sanderson, J., & Anderson, S. M. (2016). The future of fantasy sports. In N. D. Bowman, J. Spinda, & J. Sanderson, J. (Eds.). *Fantasy sports and the changing sports media industry: Media, players, and society* (287-300). Lanham, MD: Lexington Books.
- Sanderson, J. (2016). Bring the hate: Problematic internet use from fans towards athletes. In D. Sarver Coombs & S. Collister (Eds.) *Debates for a digital age: The good, the bad, and the ugly of our online world* (pp. 35-54). Santa Barbara, CA: ABC-CLIO.
- Sanderson, J., & Hull, K. (2016). The positive side of social: Encouraging developments from sport. In D. Sarver Coombs & S. Collister (Eds.) *Debates for a digital age: The good, the bad, and the ugly of our online world* (pp. 23-38). Santa Barbara, CA: ABC-CLIO.
- Sanderson J., & Kassing, J. W. (2014). New media and the evolution of fan-athlete interaction. In A. C. Billings & M. Hardin (Eds.), *The Routledge handbook of sport and new media* (pp. 247-270) New York: Routledge.

Sanderson, J. (2014). Just warming up: Logan Morrison, Twitter, athlete identity, and building the brand. In B. Brummett & A. W. Ishak (Eds.), *Sport and identity: New agendas in communication* (pp. 208-223) New York: Routledge.

Sanderson, J. (2013). Facebook, Twitter, and sports fans: Identity protection and social network sites in US sports. In B. Hutchins & D. Rowe (Eds.), *Digital media sport: Technology, power, and identity in the network society* (pp. 124-138). New York: Routledge.

Sanderson, J. (2013). Social media and sport communication: Abundant theoretical opportunities. In P. M. Pedersen (Ed.) *The Routledge handbook of sport communication* (pp. 56-65). New York: Routledge.

Sanderson, J., & Kassing, J. W. (2011). Tweets and blogs: Transformative, adversarial, and integrative developments in sports media. In A. C. Billings (Ed.), *Sports Media: Transformation, integration, consumption* (pp. 114-127). New York: Routledge.

Kassing, J. W., & Sanderson, J. (2010). Trash talk and beyond: Aggressive communication in the context of sport. In T. A. Avtigs & A. S. Rancer (Eds.), *Arguments, aggression and conflict: New directions in theory and research* (pp. 253-266). New York: Routledge.

### Journal Articles

\* = Undergraduate student

+ = Graduate student

Sanderson, J. (in press). Critiquing the social media scholarship in sport studies: Looking beyond content and adopting critical approaches. *International Journal of Sport Communication*.

Cleland, J., Cashmore, E., Dixon, K., & Sanderson, J. (in press). Socially responsible or financially exploitative? Sports fans' views of the response by sportswear brands to athlete activism in the United States. *International Journal of Sport Management and Marketing*.

Cranmer, G., Peltz, S., Boatwright, B., Sanderson, J., & Scheinbaum, A. (2023). Athlete Social Media Dissent: Trigger Agents, Message Strategies, and User-Generated Responses. *Communication Quarterly*, 71, 343-366.

Sanderson, J., Browning, B., & DeHay, H. (2023). Seeing the benefits while trying to manage risk: Exploring coach perceptions and messaging with student-athletes about *Journal for the Study of Sports and Athletes in Education*, 17, 39-65.

Abeza, G., & Sanderson, J. (2022). Theory and social media in sport studies. *International Journal of Sport Communication*, 15, 284-292.

- Cranmer, G., <sup>+</sup>Rey, R., Browning, B., & Sanderson, J. (2022). Know your sport: The effects of Division I coach power-use on student-athletes learning. *International Journal of Sport Communication, 15*, 33-42.
- Frederick, E., Pegoraro, A., & Sanderson J. (2021). Sport in the age of Trump: An analysis of Donald Trump's tweets. *International Journal of Sport Communication, 3*, 356-378.
- Cranmer, G., Cassilo, D., Sanderson, J., & Troutman, B. (2021). Social media discourse about Division I football players' early exit announcements: The role of expressed fandom. *Communication and Sport, 9*, 550-575.
- Asada, A., & Sanderson J. (2020). Supporting sacrifice or defending belief: Consumer reactions to Nike's advertising campaign featuring Colin Kaepernick. *International Journal of Sport Management and Marketing, 20*, 334-355.
- Sanderson, J., & Brown, K. (2020). COVID-19 and youth sports: Psychological, developmental, and economic impacts. *International Journal of Sport Communication, 3*, 313-323.
- Sanderson, J., Zimmerman., Stokowski, S., & Fridley, A. (2020). "You had one job!": A case study of maladaptive parasocial interaction and athlete maltreatment in virtual spaces. *International Journal of Sport Communication, 13*, 221-238.
- Sanderson, J., & Weathers M. (2020). Snapchat and child sexual abuse in sport: Protecting child athletes in the social media age. *Sport Management Review, 23*, 81-94.
- Sanderson, J., Browning, B., & DeHay, H. (2020). "It's the universal language:" Investigating student-athletes' use of and motivations for playing Fortnite. *Journal of Issues in Intercollegiate Athletics, 13*, 22-44.
- Sanderson, J., & Baerg, A. (2020). Youth baseball and data analytics: Quantifying risk management and producing neoliberal responsible citizenship through the GameChanger app. *Communication and Sport, 8*, 72-91.
- Frederick, E., Pegoraro, A., & Sanderson, J. (2019). Divided and united: Perceptions of athlete activism at the ESPYs. *Sport and Society, 22*, 1919-1936.
- Sanderson, J., & Cassilo D. (2019). "I'm glad I played when the country still had gonads": Bottom-up framing around Pop Warner's kickoff policy change. *Journal of Sports Media, 14*, 1-22.
- <sup>+</sup>Cassilo, D., & Sanderson, J. (2019). From social isolation to becoming an advocate: Exploring athletes' grief discourse about lived concussion experiences in online forums. *Communication and Sport, 7*, 678-696.
- Sanderson, J., & Weathers, M. (2019). "Every Time Someone Comes Forward, it Makes it



- Easier for the Next Survivor to Be Heard”: Sport as a Triggering Agent to Break the Silence of Child Sexual Abuse. *Communication Quarterly*, 67, 333-353.
- Sanderson, J., & <sup>+</sup>Cassilo D. (2019). “Support is What Really Helped Me Get Through”: Investigating Athletes Pursuit and Receipt of Social Support During Concussion Recovery. *Journal of Athlete Development and Experience*, 1, 15-27.
- Sanderson, J., Stokowski, S., & Taylor, E. (2019). #TrendingInTheRightDirection: A case study analyzing Temple Football’s #SpringBall18 campaign. *International Journal of Sport Communication*, 12, 104-127.
- Cranmer, G. A., & Sanderson, J. (2018). “Rough week for testosterone”: Public commentary around the Ivy League’s decision to restrict tackle football in practice. *Western Journal of Communication*, 82, 631-647.
- Sanderson, J. (2018). Think twice before you post: Issues student-athletes face on social media. *New Directions for Student Services*, 163, 81-92.
- <sup>+</sup>Cassilo, D., & Sanderson, J. (2018). “I don’t think it’s worth the risk”: Media framing of the Chris Borland retirement in digital and print media. *Communication and Sport*, 6, 86-110.
- Hutchins, B., & Sanderson, J. (2017). The flow of sports television: Olympic media, social networking services, and multi-screen viewing. *Media International Australia*, 164, 32-43.
- <sup>+</sup>Cassilo, D., & Sanderson, J. (2017). “They Hired a Baseball Guy”: Media Framing and its Influence on the Isomorphic Tendencies of Organizational Management in Professional Football.” *International Journal of Sport Communication*, 10, 290-306.
- Ash, E., Sanderson, J., Kumanyika, C., & <sup>+</sup>Gramlich, K. (2017). “Just goes to show how these hoes try to tear men down”: Investigating Twitter and cultural conversations on athletic ability, race, and sexual assault. *Journal of Sports Media*, 12, 65-87.
- <sup>+</sup>Foote, G., Butterworth, M., and Sanderson, J. (2017). Adrian Peterson and the “Wussification of America:” Football and myths of masculinity. *Communication Quarterly*, 65, 268-284.
- Sanderson, J., Weathers, M., Snedaker, K., & <sup>+</sup>Gramlich, K. (2017). “I was able to do my job on the field and keep playing:” A case study investigating female and male athletes’ experiences with (not)reporting concussions. *Communication & Sport*, 5, 267-287.
- Frederick, E., Sanderson, J., & <sup>+</sup>Schlereth, N. (2017). Kick these kids off the team and take away their scholarships: Facebook and perceptions of athlete activism at the University of Missouri. *Journal of Issues in Intercollegiate Athletics*, 10, 17-34
- <sup>+</sup>Bell, T., & Sanderson, J. (2016). A hit on American football: A case study of bottom-up

- framing through op-ed reader comments. *International Journal of Sport Communication*, 9, 499-518.
- Weathers, M. R., Sanderson, J., <sup>+</sup>Neal A., & <sup>+</sup>Gramlich, K. (2016). From silence to #WhyIStayed: Locating our stories and finding our voices. *Qualitative Research Reports in Communication*, 17, 60-67.
- Sanderson, J. (2016). Elite quarterbacks don't laugh when they are losing: Exploring fans' framings of athlete emotional displays. *International Journal of Sport and Exercise Psychology*, 14, 281-294.
- Sanderson, J., & <sup>+</sup>Gramlich, K. (2016). "You go girl!": Twitter and conversations about sport culture and gender. *Sociology of Sport Journal*, 33, 113-123.
- Sanderson, J., & Hambrick, M. E. (2016). Riding along with Lance: Exploring *antapologia* in response to athlete adversity. *Journal of Sports Media*, 11, 1-24.
- Sanderson, J., <sup>+</sup>Barnes, K., Williamson, C., & Kian, E. (2016). 'How could anyone have predicted that #AskJameis would go horribly wrong?' Public relations, social media, and hashtag hijacking. *Public Relations Review*, 42, 31-37.
- Sanderson, J., Frederick, E., & <sup>+</sup>Stocz, M. (2016). When athlete activism clashes with group values: Social identity threat management via social media. *Mass Communication and Society*, 19, 301-322.
- Sanderson, J., Weathers, M., \*Grevious, A., \*Tehan, M., & \*Warren, S. (2016). A hero or sissy?: Exploring media framing of NFL quarterbacks injury decisions. *Communication and Sport*, 4, 3-22.
- Sanderson, J., & Browning, B. (2015). From the physical to the social: Twitter as a pedagogical innovation in the sport communication and sport management classroom. *Sport Management Education Journal*, 9, 124-131.
- Browning, B., & Sanderson, J. (2015). Tweets, posts, links, uploads...social media and the changing organizational environment. *Today's CPA*, Sept/Oct, 14-17.
- <sup>+</sup>Schmittl, A., & Sanderson, J. (2015). Talking about Trayvon in 140 characters: Exploring NFL players' tweets about the George Zimmerman verdict. *Journal of Sport & Social Issues*, 39, 332-345.
- Sanderson, J., Snyder, E., <sup>+</sup>Hull, D., & <sup>+</sup>Gramlich, K. (2015). Social media policies within NCAA member institutions: Evolving technology and its impact on policy. *Journal of Issues in Intercollegiate Athletics*, 8, 50-73.
- Smith, L. R., & Sanderson, J. (2015). I'm going to Instagram it! An analysis of athlete self-presentation on Instagram. *Journal of Broadcasting & Electronic Media*, 59, 342-358.

- Hambrick, M. E., Frederick, E., & Sanderson, J. (2015). From yellow to blue: Exploring Lance Armstrong's image repair strategies across traditional and social media. *Communication and Sport, 3*, 196-218.
- Sanderson, J., Browning, B., & <sup>+</sup>Schmittel, A. (2015). Education on the digital terrain: A case study exploring college athletes' perceptions of social media education. *International Journal of Sport Communication, 8*, 103-124.
- Kassing, J. W., & Sanderson, J. (2015). Playing in the new media game or riding the virtual bench: Confirming and disconfirming membership in the community of sport. *Journal of Sport & Social Issues, 39*, 3-18.
- Kian, E. M., & Sanderson, J. (2014). High school football recruiting and Twitter followers: An unstable mix for self-branding efforts? *Sport Journal, 17*. First published online December 31, 2014. Available at <http://thesportjournal.org/article/high-school-football-recruiting-and-twitter-followers-an-unstable-mix-for-self-branding-efforts/>
- Frederick, E. L., Burch, L., Sanderson, J., & Hambrick, M. E. (2014). To invest in the invisible: A case study of Manti Te'o's image repair strategies during the Katie Couric interview. *Public Relations Review, 40*, 780-788.
- Sanderson, J. (2014). Shaping, driving, engaging, and influencing in 140 characters: Exploring Twitter's role in a labor dispute. *Qualitative Research Reports in Communication, 15*, 43-50.
- Sanderson, J., & \*Truax, C. (2014). "I hate you man!": Exploring maladaptive parasocial interaction expressions to college athletes via Twitter. *Journal of Issues in Intercollegiate Athletics, 7*, 333-351.
- Weathers, M., Sanderson, J., Matthey, P., \*Grevious, A., \*Tehan, M., & \*Warren, S. (2014). The tweet life of Erin and Kirk: A gendered analysis of sports broadcasters' self-presentation on Twitter. *Journal of Sports Media, 9*, 1-24.
- Sanderson, J. (2014). What do we do with Twitter? *Communication and Sport, 2*, 127-131.
- Sanderson, J., Hardin, R., & Pate, J. (2014). Embracing the culture of winning in big-time college football: Exploring how fans reinforce coaching influence. *Journal of Issues in Intercollegiate Athletics, 7*, 114-131.
- Sanderson, J., & <sup>+</sup>Emmons, B. (2014). Extending and withholding forgiveness to Josh Hamilton: Exploring forgiveness within parasocial interaction. *Communication and Sport, 2*, 24-47.
- Sanderson, J., & Browning, B. (2013). Training versus monitoring: A qualitative examination of athletic department practices regarding student-athletes and Twitter. *Qualitative*

*Research Reports in Communication, 14*, 105-111.

Sanderson, J. (2013). From loving the hero to despising the villain: Exploring sports fans social identity management on Facebook. *Mass Communication and Society, 16*, 487-509.

Hambrick, M. E., & Sanderson, J. (2013). Gaining primacy in the digital network: Using social network analysis to examine sports journalists' coverage of the Penn State football scandal via Twitter. *Journal of Sports Media, 8*, 1-18.

Browning, B., & Sanderson, J. (2012). The positives and negatives of Twitter: Exploring how student-athletes use Twitter and respond to critical tweets. *International Journal of Sport Communication, 5*, 503-521.

Sanderson, J., and Hambrick M. E. (2012). Covering the scandal in 140 characters: A case study of Twitter's role in coverage of the Penn State saga. *International Journal of Sport Communication, 5*, 384-402.

Sanderson, J. (2011). To tweet or not to tweet...: Exploring Division I athletic departments social media policies. *International Journal of Sport Communication, 4*, 492-513.

Waldron, V. R., & Sanderson J. (2011). The role of subjective threat in upward influence situations. *Communication Quarterly, 59*, 239-254.

Sanderson, J. (2010). Framing Tiger's troubles: Comparing traditional and social media. *International Journal of Sport Communication, 3*, 438-453.

Sanderson, J., & Cheong, P. H. (2010). Tweeting prayers and communicating grief over Michael Jackson online. *Bulletin of Science, Technology & Society, 30*, 328-340.

Sanderson, J. (2010). Weighing in on the coaching decision: Discussing sports and race online. *Journal of Language and Social Psychology, 29*, 301-320.

Mean, L. J., Kassing, J. W., & Sanderson, J. (2010). The making of an epic (American) hero fighting for justice: Commodification, consumption, and intertextuality in the Floyd Landis defense campaign. *American Behavioral Scientist, 53*, 1590-1609.

Sanderson, J. (2010). "The Nation stands behind you": Mobilizing social support on 38pitches.com. *Communication Quarterly, 58*, 188-206.

Kassing, J. W., & Sanderson, J. (2010). Fan-athlete interaction and Twitter, tweeting through the Giro: A case study. *International Journal of Sport Communication, 3*, 113-128.

Sanderson, J. (2009). "You are all loved so much": Exploring relational maintenance within the context of parasocial relationships. *Journal of Media Psychology: Theories, Methods, and Applications, 21*, 72-83.

- Kassing, J. W., & Sanderson, J. (2009). "Is this a church? Such a big bunch of believers around here!": Fan expressions of social support on Floydlandis.com. *Journal of Communication Studies*, 2, 309-330.
- Sanderson, J. (2009). "Thanks for fighting the good fight": Cultivating dissent on Blogmaverick.com. *Southern Communication Journal*, 74, 390-405.
- Kassing, J. W., & Sanderson, J. (2009). "You're the kind of guy that we all want for a drinking buddy": Expressions of parasocial interaction on Floydlandis.com. *Western Journal of Communication*, 73, 182-203.
- Sanderson, J. (2009). Professional athletes' shrinking privacy boundaries: Fans, ICTs, and athlete monitoring. *International Journal of Sport Communication*, 2, 240-256.
- Sanderson, J. (2008). The blog is serving its purpose: Self-presentation strategies on 38pitches.com. *Journal of Computer-Mediated Communication*, 13, 912-936.
- Sanderson, J. (2008). "You are the type of person that children should look up to as a hero": Parasocial interaction on 38pitches.com. *International Journal of Sport Communication*, 1, 337-360.
- Sanderson, J. (2008). Spreading the word: Emphatic interaction displays on BlogMaverick.com. *Journal of Media Psychology: Theories, Methods, and Applications*, 20, 157-168.
- Sanderson, J. (2008). "How do you prove a negative?": Roger Clemens' image repair strategies in response to the Mitchell Report. *International Journal of Sport Communication*, 1, 246-262.

### SCHOLARY ACTIVITY/WORKS IN PROGRESS

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#### *Manuscripts under review/in process:*

- Browning B., & Sanderson, J. "There's No Playbook for This: College Coaches Sensemaking and Uncertainty Management During COVID-19." Under review at *Qualitative Research Reports in Communication*
- Cassilo, D., & Sanderson, J. "Examining the framing of mental health in Division I student-athlete handbooks." Under review at *Journal of Intercollegiate Sport*.

### CONFERENCE PAPER PRESENTATIONS

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- \* = Undergraduate student  
 + = Graduate student

Cranmer, G., <sup>+</sup>Rey, R., Browning, B., & Sanderson, J. (2021, November). Know your sport: The effects of Division I coach power-use on student-athletes learning. Annual Conference of the National Communication Association, Seattle, WA.

Sanderson, J., & Browning, B. (2020, February). Team bonding or team distraction? Exploring student-athletes Fortnite usage and its influence on coach-athlete relationships. Annual Conference of the Applied Sport Management Association, Waco, TX.

Sanderson, J., & Weathers, M. (2019, November). Snapchat and child sexual abuse in sport: Protecting child athletes in the social media age. Annual Conference of the National Communication Association, Baltimore, MD.

Cranmer, G., Sanderson, J., Cassilo, D., & Troutman, B<sup>+</sup>. (2019, November). Social media discourse about Division-I football players announcements of early exist: The role of expressed fandom. **\*Top paper in Communication and Sport Division**. Annual Conference of the National Communication Association, Baltimore, MD.

Asada, A., & Sanderson J. (2019, June). Supporting sacrifice or condemning belief: Effects of controversial advertisement on positive and negative word of mouth. Annual Conference of the North American Society for Sport Management. New Orleans, LA.

Sanderson, J., Weathers, M., & Neal, A. (2019, April). “Every time someone comes forward it makes it easier for the next survivor to be heard”: Sport as a triggering agent to break the silence of child sexual abuse. **\*Top paper in Interpersonal Communication Division**. Annual Conference of the Southern States Communication Association. Montgomery, AL.

<sup>+</sup>Cassilo, D., & Sanderson, J. (2018, November). From denying it happened to becoming an advocate: Athletes’ concussion recovery disclosures and grief management in online forums. Annual Conference of the National Communication Association. Salt Lake City, UT.

Cranmer, G., & Sanderson, J. (2017, November). “Rough week for testosterone”: Public commentary around the Ivy League’s decision to restrict tackle football in practice. Annual Conference of the National Communication Association. Dallas, TX.

<sup>+</sup>Cassilo, D., & Sanderson, J. (2017, August). Contributing to the decline of the American male: Bottom-up framing of Pop Warner safety policies. Annual Conference of the Association for Education in Journalism and Mass Communication. Chicago, IL.

Baerg, A., & Sanderson, J. (2017, March). Youth baseball and analytics: Quantifying and managing risk through the gamechanger app. Tenth Summit on Communication and Sport. Phoenix, AZ.

Frederick, E., Pegoraro, A., & Sanderson, J. (2017, March). Divided and united: Perceptions of athlete activism at the ESPY’s. Tenth Summit on Communication and Sport. Phoenix, AZ.

Frederick, E., Sanderson, J., & <sup>+</sup>Schlereth, N. (2017, March). Kick these kids off the team and take away their scholarships: Facebook and perceptions of athlete activism at the University of Missouri. Tenth Summit on Communication and Sport. Phoenix, AZ.

<sup>+</sup>Bell, T., & Sanderson, J. (2016, August). A hit on American football: Examining bottom-up framing and kids playing tackle football. Annual Conference of the Association for Education in Journalism and Mass Communication. Minneapolis, MN.

<sup>+</sup>Cassilo, D., & Sanderson, J. (2016, August). “I don’t think it’s worth the risk”: Media framing of the Chris Borland retirement in digital and print media. Annual Conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN. (**2<sup>nd</sup> place Faculty Paper Competition**).

Sanderson, J., Clavio, G., & Frederick, E. (2016, March). Best practices in social media: What research tells us [Panel]. Ninth Summit on Communication and Sport, Grand Rapids, MI.

Spinda, J., Ruihley, B., Baerg, A., Boyan, A., & Sanderson, J. (2016, March). The reality of fantasy sports: Examining identity, vicarious management, and current issues in fantasy sports [Panel]. Ninth Summit on Communication and Sport, Grand Rapids, MI.

Walker, J., Earnhardt, A., Billings, A., Sanderson, J., Wenner, L. (2016, March). “Book it”: The promise and perils of the longer manuscript [Panel]. Ninth Summit on Communication and Sport, Grand Rapids, MI.

Frederick, E. Sanderson, J., & <sup>+</sup>Stocz, M. (2015, November). When athlete activism clashes with group values: The “Boycott the St. Louis Rams” Facebook page and social identity threat management. Annual Conference of the North American Society for the Sociology of Sport. Santa Fe, New Mexico.

Weathers, M., & Sanderson J. (2015, November). From silence to #WhyIStayed: Locating our stories and finding our voices. Annual Conference of the National Communication Association, Las Vegas, Nevada. (**Top Paper in Feminist & Women’s Studies Division**).

Sanderson, J., & Freberg, K. (2015, November). When going silent may be more productive: Exploring fan resistance on Twitter to the Baltimore Ravens live-tweeting the Ray Rice press conference. Annual Conference of the National Communication Association, Las Vegas Nevada.

Zimmerman, M. H., Kian, E. T., Burch, L. M., & Sanderson, J. (2015, October). Renegotiating the fanbase: An analysis of the MLS’s post-CBA image repair efforts. Annual Conference of the Sport Marketing Association, Atlanta, GA.

Sanderson, J., <sup>+</sup>Barnes, K., <sup>+</sup>Williamson, C., & Kian, E. (2015, August). “How could anyone have predicted that #AskJameis would go horribly wrong?” Public relations, social media, and hashtag hijacking. Annual Conference of the Association for Education in Journalism and Mass Communication. San Francisco, CA.

Ash, E., Sanderson, J., Kumanyika, C., & <sup>+</sup>Gramlich, K. (2015, May). “Just goes to show how these hoes try to tear men down”: Investigating cultural conversations in sport on athletic ability, gender, race, and sexual assault. Annual Convention of the International Communication Association, San Juan, Puerto Rico.

Sanderson, J., Snyder, E., <sup>+</sup>Hull, D., & <sup>+</sup>Gramlich, K. (2015, April). Social media policies within NCAA member institutions: Evolving technology and its impact on policy. 8<sup>th</sup> Annual College Sport Research Institute Conference on College Sport, Columbia, SC.

Pegoraro, A., Frederick, E. L. Burch, L. M., Hambrick, M. E., Smith, L. R., Sanderson, J., & Naraine, M. (2015, March). Twitter research in sport communication: What a difference a year makes [Panel]. Eighth Summit on Communication and Sport, Charlotte, NC.

Hardin, R., Sanderson, J., <sup>+</sup>Bowles, J., & <sup>+</sup>Koo, G. (2015, March). Building a personal brand: Motivations to re-tweet. Eighth Summit on Communication and Sport. Charlotte, NC.

Moritz, B., Sanderson, J., Earnhardt, A., & Smith, L. R. (2015, March). Sports and (Pro)social media: Research and strategy [Panel]. Eighth Summit on Communication and Sport, Charlotte, NC.

Sanderson, J., Smith L. R., & <sup>+</sup>Stillwell, M. (2015, March). “If we lose it’s your ass”: Managing social identity threats after an athlete is outed for his behavior on Twitter. Eighth Summit on Communication and Sport, Charlotte, NC.

Sanderson, J., & <sup>+</sup>Gramlich, K. (2015, March). “You go girl!”: Twitter and conversations about sport culture and gender. Eighth Summit on Communication and Sport. Charlotte, NC.

Sanderson, J., & \*Crowover, M. Building from within or acquiring from without: An analysis of roster construction for post-season MLB teams from 2009-2013. (August, 2014). Annual Convention of the Society for American Baseball Research. Houston, TX. **Winner of USA Today Sports Weekly Award for Top Poster Presentation**

Sanderson, J., & \*Truax, C. “I hate you man!”: Exploring maladaptive parasocial interaction expressions to college athletes via Twitter. (2014, August). Annual Conference of the Association for Education in Journalism and Mass Communication. Montreal, Quebec, Canada. **Top Paper Award in Sports Communication Interest Group**

Smith, L. R., & Sanderson, J. (2014, August). I’m going to Instagram it! An analysis of athlete self-presentation on Instagram. Annual Conference of the Association for Education in Journalism and Mass Communication. Montreal, Quebec, Canada.

Hambrick, M. E., Dittmore, S., Sanderson, J., Freberg, K., & <sup>+</sup>McCarthy, S. (2014, April). Maintaining trust: Predicting successful image repair strategies in college athletics. 7<sup>th</sup> Annual College Sport Research Institute Conference on College Sport, Columbia, SC.



Sanderson, J., Weathers, M., & Snedeker, K. (2014, April). "I wanted to keep playing:" A qualitative study investigating female athletes' experiences with reporting concussions. Kentucky Conference on Health Communication, Lexington, KY.

Browning, B., & Sanderson, J. (2014 March). Education on the digital terrain: Exploring college athletes' perceptions of social media training. Seventh Summit on Communication and Sport, New York, NY.

Frederick, E. L., Burch, L., Sanderson, J., & Hambrick, M. E. (2014 March). I wish I were invisible: A case study of Manti Teo's image-repair strategies during the Katie Couric interview. Seventh Summit on Communication and Sport, New York, NY.

Sanderson, J., & \*Barnes, K. A whole new meaning to "boxing out" Discussing sports and sexuality online. (2014 March). Seventh Summit on Communication and Sport, New York, NY.

Sanderson, J., Weathers, M., \*Grevious, A., \*Tehan, M., & \*Warren, S. (2014, March). A hero or a sissy: Exploring media framing of NFL quarterbacks injury decisions. Seventh Summit on Communication and Sport, New York, NY.

<sup>+</sup>Schmittel, A., & Sanderson, J. (2014, March). Talking about Trayvon in 140 characters: Exploring NFL players' tweets about the George Zimmerman verdict. Seventh Summit on Communication and Sport, New York, NY.

Sanderson, J., & <sup>+</sup>Zimmerman, M. (2013, Oct). Protecting the brand: Notre Dame's image repair after Manti Te'o. Annual Conference of Sport Marketing Association, Albuquerque, New Mexico.

Hambrick, M. E., Frederick, E., & Sanderson, J. (2013, Aug). From yellow to blue: Exploring Lance Armstrong's self-presentation on Twitter. Annual Conference of the Association for Education in Journalism and Mass Communication. Washington, DC.

Weathers, M., Sanderson, J. Matthey, P., \*Grevious, A., \*Tehan, M., & \*Warren, S. (2013, Aug). The tweet life of Erin and Kirk: A gendered analysis of sports broadcasters' self-presentation on Twitter. Annual Conference of the Association for Education in Journalism and Mass Communication. Washington, DC.

Dittmore, S., Sanderson, J., Clavio, G., & Pegoraro, A. (2013, June). Twitter and sports: Analyzing the rapid ascent of a line of literature and its future direction. Annual Conference of the North American Society for Sport Management. Austin, TX.

Sanderson, J., & Browning, B. (2013, April). Training versus monitoring: A qualitative examination of athletic department practices regarding student-athletes and Twitter. 6<sup>th</sup> Annual College Sport Research Institute Conference on College Sport, Chapel Hill, NC.

Sanderson, J., & <sup>†</sup>Emmons, E. (2013, April). The (Un)Forgiveness of Josh Hamilton: Exploring forgiveness and parasocial interaction. Central States Communication Association. Kansas City, MO.

Sanderson, J., Hardin, R., & Pate, J. (2013, February). Wielding the power: Division I head football coaches, total institutional control, and fan support. Sixth Summit on Communication and Sport. Austin, TX.

Hambrick, M. E., & Sanderson, J. (2013, February). Gaining primacy in the digital network: Using social network analysis to examine sports journalists' coverage of the Penn State football scandal via Twitter. Sixth Summit on Communication and Sport, Austin, TX. \*Distinguished Paper.

Browning, B., & Sanderson, J. (2013, February). The positives and negatives of Twitter: Exploring how student-athletes use Twitter and respond to critical tweets. Sixth Summit on Communication and Sport. Austin, TX. \*Distinguished Paper.

Sanderson, J., & Hambrick, M. E. (2012, Nov.) Covering a scandal in 140 characters: Exploring sports journalists' Twitter use during the Penn State saga. National Communication Association, Orlando, FL.

Clavio, G. C., Sanderson, J., & Zimmerman, M. (2012, Oct.) Social media, football fans, brand equity, and social identity theory: The Gunner Kiel recruiting saga. Annual Conference of Sport Marketing Association, Orlando, FL.

Sanderson, J. (2012, Apr.) The UFC's proactive approach to social media. Broadcast Education Association, Las Vegas, NV.

Sanderson, J. (2012, Mar.) Elite quarterbacks don't laugh when they are losing: Exploring fan responses to athletes' emotional expressions. Fifth Summit on Communication and Sport, Peoria, IL.

Sanderson, J. (2012, Mar.) Stepping into the (social media) game: Building athlete identity via Twitter. Fifth Summit on Communication and Sport, Peoria, IL.

Sanderson, J. (2011, Nov.) "Please raise our children on the love of jihad and martyrdom": Exploring self-presentation and framing with the Al-Qassam martyrs. National Communication Association, New Orleans, LA.

Sanderson, J. (2011, Nov.) From loving the hero to despising the villain: Exploring sports fans social identity management on Facebook. National Communication Association, New Orleans, LA.

Sanderson, J. (2011, Apr.) To tweet or not to tweet...: Exploring Division I athletic departments' social media policies. Annual Conference of the College Sports Research Institute, Chapel Hill, NC. **This paper placed 3<sup>rd</sup> in the William C. Friday Graduate Paper Competition which**

**included a \$150 cash award and a 30 minute presentation at the conference.**

Sanderson, J., & Scarduzio, J. A. (2011, Feb.) More 'Playful' than offensive": Perceptions of sexual harassment at ESPN. Western States Communication Association. **(Top Four Paper in Organizational Communication Interest Group)**, Monterey, CA.

Sanderson, J. (2010, Nov.) Framing Tiger's Troubles: A comparison between traditional media and social media. National Communication Association, San Francisco, CA.

Sanderson, J. (2010, Nov.). Stepping into the GM "Family Room": Enacting relational maintenance via employee blogs. National Communication Association, San Francisco, CA.

Sanderson, J., & Kassing, J. W. (2010, April). Tweets and blogs: Transformative, adversarial, and integrative developments in sports media. Broadcast Education Association, Sports Media Symposium, Las Vegas, NV.

Sanderson, J., & Cheong, P. H. (2010, March). "There will never be another Michael Jackson": Exploring grief and religion in response to the death of a celebrity. Western States Communication Association, Anchorage, AK.

Sanderson, J. (2009, Nov.). "You don't have to know a person to care": Coping with parasocial relationship loss. National Communication Association, Chicago, IL.

Waldron, V. R., & Sanderson J. (2008, Nov.). The role of subjective threat in upward influence situations. National Communication Association, San Diego, CA.

Kassing, J. W., & Sanderson, J. (2008, March). "Is this a church? Such a big bunch of believers around here!": Fan expressions of social support on Floydlandis.com. Third Summit on Communication and Sport, Clemson, SC.

Sanderson, J. (2008, Feb.). "The nation stands behind you": Expressions of social support on 38pitches.com. Western States Communication Association, Denver, CO.

Kassing, J. W., & Sanderson, J. (2007, Nov.). Getting friendly with Floyd: An extension of parasocial interaction theory. National Communication Association, Chicago, IL.

## **INVITED PRESENTATIONS/SPEAKING**

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### **Pediatrics and Neonatology Summit December 3, 2020 Virtual**

I presented at this conference regarding sexual abuse occurring in youth sport through social media platforms.

**University of Missouri-Kansas City Women's Basketball**  
**October 20, 2020**  
**Virtual**

I spoke to the University of Missouri-Kansas City women's basketball team on social media and personal branding and risk management.

**University of Texas Center for Sports Communication & Media**  
**Webinar**  
**June 23, 2020**

I was a panelist on a Virtual Town Hall focused on "Youth Sports and Family Communication under Quarantine" sponsored by the University of Texas Center for Sports Communication & Media. Available at <https://www.youtube.com/watch?v=tUkKUo7k5l8&list=PLx51yeexMXg-i68yOTaYLMbygn9rU2CK8&index=7&t=0s>

**U.S. Center for Safe Sport**  
**Webinar**  
**June 8, 2020**

Along with Dr. Melinda Weathers, we presented a webinar for U.S. Center for Safe Sport focused on Snapchat and child sexual abuse in sport.

**LoneStar College**  
**Houston, TX**  
**October 22, 2019**

I was invited to speak to students at LoneStar College regarding social media and risk management in sports.

**Sam Houston State University**  
**Huntsville, TX**  
**October 23, 2019**

I was invited to speak to students and faculty at Sam Houston State University regarding social media and risk management in sports.

**Lubbock-Cooper High School**  
**Lubbock, TX**  
**August 19, 2019**

I was invited to speak about social media education to football student-athletes at Lubbock-Cooper high school.

**University of Cincinnati Society of Sport Leaders**  
**2017 Symposium**  
**February 10, 2017**

## **Cincinnati, OH**

I was invited to participate in a panel discussing social media issues in sport at a symposium hosted by the University of Cincinnati Society of Sport Leaders and Sport Administration Program.

### **Future of Sports Conference – Sponsorship & Crowdfunding October 27, 2016 University of Worcester Worcester, England**

I was interviewed regarding social media and sport for the Future of Sports Conference put on by the University of Worcester. These remarks were played to conference participants as part of a panel on Global Sports Business.

### **Social Media Education Freshman Student-Athlete Orientation June 26, 2015 Clemson, SC**

I was invited to speak to incoming freshman student-athletes at Clemson University regarding using social media for personal development and to achieve goals along with outlining potential pitfalls with the platforms.

### **PRTM 344 – Tourism Markets Undergraduate Seminar March 11, 2015**

Invited by Dr. Sheila Backman to discuss social media for the travel and tourism industry.

### **College of Charleston Department of Communication Studies February 9, 2015**

Along with my colleague Dr. John Spinda, I was invited by Dr. Vince Benigni to discuss sport media research to a graduate class in the Department of Communication Studies at the College of Charleston.

### **South Carolina Festival and Event Association Engaging Social Media: Creating Usable Strategies January 22, 2015 Myrtle Beach, SC**

I was invited to speak at the annual meeting of the South Carolina Festival and Event Association on social media and how tourism and travel organizations can optimize their social media presence.

### **National Federation of State High School Associations National Athletic Directors Conference**

**December 15, 2014**  
**Baltimore, Maryland**

Along with Dr. Blair Browning, Baylor University, I spoke to a National Conference of High School Athletic Directors about crafting social media policies for student-athletes.

**Department of Communication Studies – Baylor University**  
**“First Friday Colloquia – Social Media and Sport Communication”**  
**December 5, 2014**

I was invited by the Department of Communication Studies at Baylor University to deliver a guest lecture on sport communication and social media as part of a lecture series in the Department of Communication Studies.

**Social Media Education**  
**Freshman Student-Athlete Orientation**  
**July 13, 2014**  
**Clemson, SC**

I was invited to speak to incoming freshman student-athletes at Clemson University regarding using social media for personal development and to achieve goals along with outlining potential pitfalls with the platforms.

**National Federation of State High School Associations**  
**Social Media and Your State Association: Building and Developing Relationships**  
**July 1, 2014**  
**Boston, Massachusetts**

Along with Dr. Blair Browning, Baylor University, I was invited to speak to administrators from State High School Athletic Associations regarding using social media to enhance organization reputation and relationship building.

**Saint Louis University Sports Business Symposium 2014 – When Worlds Collide: The Impact of Social Media on Sports.**  
**April 15, 2014**  
**St. Louis, Missouri**

I was invited to be part of a panel to discuss social media and sports, sponsored by the Cook School of Business at Saint Louis University. Along with me, the panel included Gabe Lozano, CEO of Lockerdome, Mike Sundet, Vice-President, Sports & Entertainment Marketing and Advertising Services, Anheuser-Busch, and Justin Blackman, former sponsorship manager for 5 Hour Energy.

**Social Media Education for Southern Wesleyan University Athletic Coaches**  
**March 5, 2014**  
**Central, SC**

I was invited by the Southern Wesleyan University (SWU) Athletic Director Chris Williams, to speak with SWU coaches about social media strategy coaches could use to build the profile of their sports as well as their own personal brand.

**Social Media Education for Clemson Student-Athletes  
February 3 and 17, 2014  
Clemson, SC**

I was invited to present social media education to all Clemson student-athletes. Over 4 total sessions I presented training covering how to use social media in a strategic and goal-driven way, while also discussing potential pitfalls.

**The Concussion Conference  
Stamford/New Haven, CT  
January 30-31, 2014  
Communication with Student-Athletes about Concussions**

I was invited to speak about the role of communication in concussion management to audience of high school athletic trainers and concussion advocates in Connecticut.

**Clemson Student-Athlete Graduation Celebration  
Clemson, SC  
December 18, 2013**

I was invited to give remarks at event celebrating student-athlete graduation.

**Annual Conference of Academic Advisors for Athletics  
Jacksonville, Florida  
June 7, 2013**

I was invited as participant on panel discussing how to partner athletic-academic support with the media.

**PRTM 344 Marketing Seminar  
March 29, 2013**

Invited by Dr. Sheila Backman to discuss social media trends in sports

**PRTM 451 Senior Seminar  
March 4, 2013**

Invited by Dr. Dorothy "Dart" Shmalz to discuss social media trends in sports  
**New Agendas in Communication: Sports and Identity.**

**University of Texas  
February 22, 2013.**

“Just Warming Up: Logan Morrison, Twitter, Athlete Identity, and Building the Brand”

**Clemson University – College of Arts, Architecture, and Humanities  
Rhetoric, Communication and Information Design (PhD program) Research Forum  
February 18, 2013**

“Sports and Social Media: An Ever Changing and Evolving Landscape.”

### **MEDIA APPEARANCES**

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Sanderson, J. (2022, October 3). In J, Pidegon: TTU teams up with Hilinski’s Hope for College Football Mental Health Week. KLBK Lubbock. Available at <https://www.everythinglubbock.com/news/ttu-teams-up-with-hilinskis-hope-for-college-football-mental-health-week/.com>

Sanderson J. (2022, April 28). A growing vice. *Deseret News*. Available at <https://www.deseret.com/sports/2022/4/28/23025679/a-growing-vice-sports-gambling-addiction-fanduel-draft-kings-betmgm>

Sanderson, J. (2020, November 14). Sore loser or victim? Trump voters struggle with president’s role in defeat. *Washington Post*. Available at [https://www.washingtonpost.com/politics/trump-sore-loser/2020/11/14/b6c58500-2375-11eb-a688-5298ad5d580a\\_story.html](https://www.washingtonpost.com/politics/trump-sore-loser/2020/11/14/b6c58500-2375-11eb-a688-5298ad5d580a_story.html)

Sanderson, J. (2020, July 5). 20-27 Segment 2: Is Instagram the new online diary for Generation Z? Viewpoints Radio. Available at <https://viewpointsradio.org/2020/07/05/20-27-segment-2-is-instagram-the-new-online-diary-for-generation-z/>

Sanderson, J. (2020, February 21). Is social media ruining sports? *Deseret News*. Available at <https://www.deseret.com/indepth/2020/2/21/21136415/sports-social-mediawitter-toxic-sean-clifford-fans-nick-saban>

Sanderson, J. (2020, February 18). Managing student-athletes’ motivations for playing Fortnite. Athletic Director University. Available at <https://www.athleticdirector.u.com/articles/managing-student-athletes-motivations-for-playing-fortnite/>

Cranmer, G., Cassilo, D., Sanderson, J., & Troutman, B. (2019, December 12). How athletic administrators can support student-athletes and their early exit announcements. Athletic Director University. Available at <https://www.athleticdirector.u.com/articles/how-athletic-administrators-can-support-student-athletes-and-their-early-exit-announcements/>

Sanderson, J. (2019, August 26). In I. McMahan: The science behind Andrew Luck’s shock NFL



farewell. Available at <https://www.theguardian.com/sport/2019/aug/26/andrew-luck-retirement-injuries-science>

Sanderson, J. (2019, July 16). In M. Burns: Peyton Manning tops list of most-loved sports media personalities. Available at <https://morningconsult.com/2019/07/16/peyton-manning-tops-list-most-loved-sports-media-personalities/>

Sanderson, J. (2019, 25). In N. Faris: Clean sweeps: The race to delete players' old offensive social-media posts. Available from <https://www.thescore.com/news/1785608>

Sanderson J., (2019, June 3). In T. Dunn: For good measure: Analytics a part of youth baseball too. Available from <https://www.azcentral.com/story/sports/heat-index/2019/06/03/analytics-part-youth-baseball-too/1329496001/>

Sanderson, J. (2017, September 20). In N. Mandell: Hidden Twitter account? Kevin Durant would be far from the only athlete to have one. Available from <http://ftw.usatoday.com/2017/09/hidden-twitter-account-kevin-durant-would-be-far-from-the-only-athlete-to-have-one>

Sanderson, J. (2017, August). In C. Johnson: Meet Zion Williamson. Available at <https://www.si.com/longform/2017/zion-williamson-basketball-dunks-high-school/index.html>

Sanderson, J. (2016, May 24). In H. Atkins: The evolving risk/reward of social media in sports. Available at <http://www.houstonchronicle.com/sports/article/The-evolving-risk-reward-of-social-media-in-sports-7943110.php>

Sanderson, J. (2016, January 5). In M. Burns: 100+ sports business professionals discuss hot topics, bold predictions for 2016. Available at <http://www.forbes.com/sites/markjburns/2016/01/05/100-sports-business-professionals-discuss-hot-topics-bold-predictions-for-2016/>

Sanderson, J. (2016, January 4). Active audience and shifting narratives in social media. Featured on <http://www.sportsprsummit.com/active-audience-and-shifting-narratives-in-social-media/>

Sanderson, J. (2015, September 11). In T. Kontzer: Twitter winning the sports game, led by NFL, NBA. Available at <http://news.investors.com/091115-770457-twitter-adding-sports-partnerships-worldwide.htm>

Sanderson, J. (2015, September 16). In "Ask the Experts" available at <http://wallethub.com/edu/best-worst-cities-for-sports-fans/15179/#jimmy-sanderson>

Sanderson, J. (2015, August 18,) Guest on "Out of Bounds" on WCCP 105.5 FM to discuss youth sports culture and Clemson football social media ban.

- Sanderson, J. (2015, July 24). In M. C. Smith: How will Angels fans react to the return of Josh Hamilton? Available at <http://www.oregister.com/articles/angels-673604-hamilton-fans.html>
- Sanderson, J. (2015, July 7). Sports and social media, the journey of Jimmy Sanderson. Available at <http://www.frontofficesports.org/#!/Sports-and-Social-Media-the-Journey-of-Jimmy-Sanderson/clfr/559b59590cf2efdf74edbefe>
- Sanderson, J. (2015, June 16). Featured on Digital and Social Media Sports podcast: Episode 47 Available at <http://dsmsports.net/2015/06/16/episode-47-jimmy-sanderson-on-the-why-what-and-how-of-a-social-media-and-sports-plan/>
- Sanderson, J. (2015, May 31). In T. Bucheim “Coming to a classroom near you: The strategy of sports and social media.” Available at <http://fourthand140.com/2015/05/31/coming-to-a-classroom-near-you-the-strategy-of-sports-and-social-media/>
- Sanderson, J. (2015, May 23). In J. Christensen “College athletes feeling the love, and hate, on Twitter.” Available at <http://m.startribune.com/sports/gophers/304836191.html>
- Sanderson, J. (2015, Spring). In N. Caudle & B. Mullen “Why the pitcher does research: An athlete prepares for a future in baseball’s number-crunching culture. *Glimpse*, 4(1), 10-11.
- Sanderson, J. (2015, April 1). In M. Burns, “What makes Tumblr the most obscure social media platform in sports?” Available at <http://www.forbes.com/sites/markjburns/2015/03/31/what-makes-tumblr-the-most-obscure-social-media-platform-in-sports/>
- Sanderson, J. (2015, March 17). In Clemson University, “Social media training works best for student-athletes, study shows.” Retrieved from [http://www.eurekalert.org/pub\\_releases/2015-03/cu-smt031715.php](http://www.eurekalert.org/pub_releases/2015-03/cu-smt031715.php)
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- Sanderson, J. (2015, February 4). Guest on “The Roy Philpott Show” on WCCP 105.5 FM to discuss social media and National Signing Day.
- Sanderson, J. (2015, January 29). Clemson researchers tackle head injury social discussion, head on. Available at <http://www.foxcarolina.com/story/27981048/clemson-researchers-tackle-head-injury-social-discussion-head-on>. Also featured on 10pm Fox Carolina newscast on January 29, 2015.
- Sanderson, J. (2015, January 2). Guest on “Straight Up with Sturg” on ESPN Upstate 105.9 FM Greenville, SC, to discuss social media and sports.

- Sanderson, J. (2015). Interview: Jimmy Sanderson, Assistant Professor, Clemson University. In A. C. Billings, M. L. Butterworth, & P. D. Turman (Eds.), *Communication and sport: Surveying the field* (2<sup>nd</sup> ed). (pp. 56-57). Thousand, Oaks, CA: Sage.
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- Sanderson, J. (2014, September 29). Guest on Tao of Sports Podcast (Episode #394) to discuss sport media and ethics. Available at <http://sportstao.com/ep-394-jimmy-sanderson-professor-clemson/>
- Sanderson, J. (2014, September 20). In “Tigers pitcher Crownover part of study.” *Associated Press*
- Picked up by multiple news outlets including: *Houston Chronicle*, *San Francisco Chronicle*, and *Washington Times*
- Sanderson, J. (2014, September 8). Guest on “Straight up With Sturg” on ESPN Upstate 105.9 FM Greenville, SC, to discuss fallout from Ray Rice domestic violence incident.
- Sanderson, J. (2014, August 11). Guest on “Straight Up with Sturg” on ESPN Upstate 105.9 FM Greenville, SC, to discuss social media and sports.
- Sanderson, J. (2014, August 1). In M. Robinson, “Clemson study: MLB teams should grow own LFs.” Retrieved from <http://www.greenvilleonline.com/story/sports/college/clemson/2014/08/01/Clemson-study-mlb-teams-grow-lfs/13463725>
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- Sanderson, J. (2014, June 16). Guest on “Straight Up with Sturg” on ESPNUpstate 105.9 FM Greenville, SC, to discuss social media and sports.

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- Sanderson, J. (2014, February 24). Guest on Roy Philpott show on WCCP 104.9 FM to discuss social media policies for student-athletes
- Sanderson, J. (2014, February 11). Guest on “Road Rage with Walt Depthula” on WCCP 104.9 FM to discuss negative fan behavior on social media sites.
- Sanderson, J. (2014, February 7). Guest on “Shaking the South” Clemson student radio station 88.1 FM to discuss social media and sports. Retrieved from [http://www.youtube.com/watch?v=ZV7st\\_19AMA&feature=share&list=UU92iBg9rZ03U7WRtsw-8Q1A&index=2](http://www.youtube.com/watch?v=ZV7st_19AMA&feature=share&list=UU92iBg9rZ03U7WRtsw-8Q1A&index=2)
- Sanderson, J. (2014, February 6). Guest on the “Roy Philpott Show” to discuss social media and National Signing Day. 1 hour segment.
- Sanderson, J. (2014, February 5). Guest on WCCP 104.9 FM (Micky Plyler and Roy Philpott shows) to discuss social media and National Signing Day. Retrieved from <http://wccp104.9.com/2014/02/07/roy-philpott-talks-nsd-and-social-media-with-jimmy-sanderson/>
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- Sanderson, J. (2014, January 15). Research Minute – Clemson University. Retrieved from [http://www.youtube.com/watch?v=RkvdayOir\\_Y&feature=youtu.be](http://www.youtube.com/watch?v=RkvdayOir_Y&feature=youtu.be)
- Sanderson, J. (2013, December 20). Guest on “Roy Philpott show” WCCP 104.9FM (Clemson, SC) to discuss Twitter and sports. 3 hour segment.
- Sanderson, J. (2013, December 19). Guest on “Sports Focus” radio show (Chapel Hill, NC). Invited to discuss student-athletes and social media.
- Sanderson, J. (2013, December 12). Guest on “The Classroom” radio show at Marist University. Invited to discuss safety issues in sports.
- Sanderson, J. (2013, November 5). In K. DeShazo “Training vs. monitoring: Examining athletic department practices regarding student-athletes and Twitter. Retrieved from <http://www.fieldhousemedia.net/training-vs-monitoring-examining-athletic-department-practices-regarding-student-athletes-and-twitter/>
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Sanderson, J. (2013, October 8). In G. Barr “To tweet, or not to tweet: Lance Armstrong’s social strategy dissected.” Retrieved from <http://m.bizjournals.com/austin/blog/at-the-watercooler/2013/10/to-tweet-or-not-to-tweet-lance.html?r=full>

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Sanderson, J. (2013, August 10). In S. Kirpalani “How social media has transformed college recruiting.” Retrieved from <http://bleacherreport.com/articles/1731067-how-social-media-has-transformed-college-football-recruiting>

Sanderson, J. (2013, July 21). In S. Hummer “Twitter a two-edged tool for modern athlete.” *Atlanta Journal Constitution*. C1, C14.

Sanderson, J. (2013, April 24). Student-athletes use social media for branding themselves. Retrieved from [http://www.ocolly.com/sports/article\\_c556a58c-ad57-11e2-a0e4-001a4bcf6878.html](http://www.ocolly.com/sports/article_c556a58c-ad57-11e2-a0e4-001a4bcf6878.html)

Sanderson, J. (2013, March 22). In J. Caba “Why we forgive athletes: Study reveals why Josh Hamilton’s excuses work on baseball fans.” Retrieved from <http://www.medicaldaily.com/articles/14361/20130322/josh-hamilton-professional-athlete-forgiveness-communication-sport.htm>

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- Sanderson, J. (2013, February 3). Participant in Super Bowl Spreecast facilitated by WPSA TV, Spartanburg, SC. <http://www.spreecast.com/events/super-bowl-stream>
- Sanderson, J. (2013, January 31). In L. Nguyen “Study observes how athletes react to negative tweets, social media.” <http://baylorkariat.com/2013/01/31/study-observes-how-athletes-react-to-negative-tweets-social-media/>
- Sanderson, J. (2013, January 18). Interviewed on Mickey Plyler Radio Show. WCCP 104.9FM, Clemson, SC.
- Sanderson J. (2013, January 17). In M. Posani “Student #athletes need to tweet responsibly.” Retrieved from <http://news.medill.northwestern.edu/chicago/news.aspx?id=214234>
- Sanderson, J. (2013, January 10). In N. Auerbach “The good and bad of Twitter and college athletes.” *USA Today*. <http://m.usatoday.com/article/news/1823959?preferredArticleViewMode=single>
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- Sanderson, J. (2012, December 13). In B. Wolverton “Hate me on Twitter? Athletes find creative ways to fight back.” *Chronicle of Higher Education*. <http://chronicle.com/blogs/players/hate-me-on-twitter-athletes-find-creative-ways-to-fight-back/32197>
- Sanderson, J. (2012, November 8). In R. Ramos “Opinion perforates objective social media reporting, study finds.” *National Sports Journalism Center*. <http://sportsjournalism.org/sports-media-news/opinion-perforates-objective-social-media-reporting-study-finds/>
- Sanderson, J. (2012, November 2). In M. Burns Ortiz “Social media: Athletes affecting voting?” *ESPN.com* [http://espn.go.com/blog/playbook/trending/post/\\_/id/10431/social-media-athletes-affecting-voting](http://espn.go.com/blog/playbook/trending/post/_/id/10431/social-media-athletes-affecting-voting)
- Sanderson, J. (2012, June 7). In M. Burns “Athletes Learn Peril of Social Media.” *Greenville News*.

## TEACHING EXPERIENCE

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**Courses Taught: Texas Tech University**

SPMT 3300: Crisis Management in Sport<sup>ab</sup>  
 SPMT 3373: Sport Communication  
 SPMT 3374: Personnel Management in Sport<sup>c</sup>  
 SPMT 3375: Human Resources Management & Employee Relations in Sport<sup>bc</sup>  
 SPMT 4357: Financial and Economic Aspects of Sport<sup>b</sup>  
 SPMT 4358: Leadership and Management in Sport<sup>b</sup>  
 SPMT 5300: Youth Sport in American Society<sup>ab</sup>  
 SPMT 5322: Organizational Behavior in Sport  
 SPMT 5325: Ethics & Morality in Sport  
 SPMT 5347: Sport Media Management

**Courses Taught: Clemson University**

CU 1970: Social Media and Sports Communication<sup>d</sup>  
 COMM 2500: Public Speaking  
 COMM 3010: Communication Theory  
 COMM 3240: Sport, Communication & Society<sup>a</sup>  
 COMM 3250: Sports Communication<sup>c</sup>  
 COMM 3270: Sports Media Criticism<sup>b</sup>  
 COMM 3990: Creative Inquiry<sup>e</sup>  
 COMM 4250: Advanced Sports Communication  
 COMM 4260: Social Media and Sports Communication<sup>a</sup>  
 COMM 4270: Communication In Sport Organizations<sup>ab</sup>  
 COMM 4280: Interpersonal/Family Communication and Sports<sup>ac</sup>  
 COMM 4990: Independent Study<sup>f</sup>  
 COMM 8010: Communication Theory I (Graduate)  
 COMM 8270: Sports Media<sup>a</sup> (Graduate)  
 COMM 8990: Independent Study (Graduate)  
 PRTM 2980: Creative Inquiry in Parks, Recreation, and Tourism Management  
 PRTM 3910: Social Media in Parks, Recreation, and Tourism Management<sup>ab</sup>

**Courses Taught: Arizona State University**

COM 100: Introduction to Human Communication  
 COM 225: Public Speaking  
 COM 259: Communication, Business, and the Professions<sup>c</sup>  
 COM 394: Communication in the Electronic Age<sup>b</sup>  
 COM 430: Leadership in Group Communication<sup>b</sup>  
 COM 453: Communication Training & Development<sup>b</sup>  
 COM 457: New Media  
 COM 494: Contemporary Issues in Sports Communication<sup>a</sup>  
 COM 494: Family and Interpersonal Communication in Sport  
 COM 494: Social Media in Organizations<sup>ab</sup>  
 COM 494: Social Media and Sports Communication<sup>b</sup>  
 COM 494: Communication in Sports Organizations<sup>b</sup>  
 CMN 598: Social Media Analysis (Cross listed with STC)  
 CMN 598: Social Media in Organizations (Cross listed with STC)<sup>ab</sup>



- a = new course design
- b = course taught online
- c = course taught in both online and face-to-face formats
- d = abbreviated course for freshman as part of LIB100 course
- e = Creative Inquiry courses pair a small team undergraduate students and faculty to collaborate on research or applied projects
- f = Independent study projects include partnering with undergraduate students on research projects leading to submission for publication as well as overseeing creative projects (e.g., designing and operating a blog).

## **PROFESSIONAL SERVICE**

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### **Dissertation Committee Membership**

#### *Committee Membership*

Phil Chaveau, Behind the Scenes Content and Formal Appreciation of Video Games. PhD in Media and Communication Studies. Currently in prospectus defense stage.

Garrett Mckinnon. Effects of Frame Valence, Sport Type, and Fanship on Perceptions of Credibility, Persuasiveness, and Factual Recall: An Experiment with Twitter in a Sports Media Environment. PhD in Media and Communication. Texas Tech University. 2019.

Drew Stowe. Dealings with Doping: Image Creation, Repair, and Maintenance Strategies in Professional Road Racing. PhD in Rhetorics, Communication, and Information Design (RCID). Clemson University. 2016.

### **Thesis Advising & Committee Membership**

#### *Chair*

Bobby Belair. Media Effects of the 2014 World Cup: Nationalistic view of the world's most watched sporting event. MA in Communication Studies, Clemson University, 2015.

Joseph Johns. Twitter and fan identification: Lessons learned from athletic communications work experience. MA in Communication Studies, Clemson University, 2015.

Kelly Gramlich. "A Woman to Command Men": Becky Hammon's first year as an assistant in the NBA and conversations about sport culture on Twitter. MA in Communication Studies, Clemson University, 2016.

#### *Committee Membership*

Spencer Peltz. BA in Communication Studies. Clemson University. December 2021.

Marcus Hanson. NCAA Recruiting in the Age of Social Media. MA in Applied Health Sciences w/ Sport Management Emphasis. Brock University. 2020.

Alison Hawn. Escaping June Cleaver. MA in Communication Studies. Arizona State University, 2017.

Ingrid Nyakabwa. MA in Parks, Recreation, and Tourism Management, Clemson University, 2017.

Yuilynn Miao. The role of social media as a constraint negotiation resource: Implications for collegiate womens' sporting event attendance. MA in Parks, Recreation, and Tourism Management, Clemson University, 2016.

Katie Barnes. "She just wanted to get with an athlete:" The effects of race and status on the public's perception of guilt in sexual assault cases. MA in Communication Studies, Clemson University, 2015.

Sukjoon Yoon. An Examination of Twitter's Role in the Formation of Collegiate Sport Fans' Allegiance using the Revised Psychological Continuum Model (PCM). MA in Parks, Recreation, and Tourism Management, Clemson University, 2013.

Meagan Bates. Fear as a motivator in health campaigns: An examination of fear appeals messaging and skin cancer prevention. MA in Communication Studies, Clemson University, 2014.

Megan Stockhausen. Community Non-Profit Organizations public relations via Twitter: A dialogic approach. MA in Communication Studies, Clemson University, 2014.

Alexander Moe. Banging Heads – Media Portrayals of Head Injuries in Professional Football before and after the Death of Mike Webster. MA in Communication Studies, Clemson University, 2014.

### **Other Graduate Chair/Committee Membership**

#### **Chair**

Brett Ghelber. Master's in IDS. Spring 2021

#### **Committee Membership**

Jackson Cymerman. Master's in IDS. Fall 2020

Takieddine Hedelli. Master's in IDS. Spring 2021

Kiara Lester. Master's in IDS. Spring 2021

Jade King. Master's in IDS. Fall 2021

#### **Editorial:**

Guest Editor:

Special Issue of *International Journal of Sport Communication*  
*Changing the Game in 140 Characters: Twitter's Rising Influence in Sport Communication*  
Issue 5(4) – December, 2012

Editorial Board Membership:

*Communication and Sport* (2015 – Present)  
*International Journal of Sport Communication* (2012 – 2017, 2018 - Present)  
*Journal of Amateur Sport* (2014 – Present)  
*Journal of Athlete Development & Experience* (August 2018 – Present)  
*Journal of Issues in Intercollegiate Athletics* (2016 – 2017, 2019 - Present)  
*Sport Management Education Journal* (2019 – Present)

***Editorial Assistant:***

*Electronic Journal of Communication*  
*Special Issue: New Directions in Communication and Sport* (2009)  
Dr. Jeffrey W. Kassing, Guest Editor

**Reviewing:**

Ad Hoc Reviewer for:

*American Journal of Criminal Justice*  
*Case Studies in Sport Management*  
*Communication Quarterly*  
*Communication Reports*  
*Convergence: The International Journal of Research into New Media Technologies*  
*Discourse, Context, & Media*  
*Event Management*  
*European Sport Management Quarterly*  
*Gender and Society*  
*International Journal of Sport Management and Marketing*  
*International Journal of Sport & Exercise Psychology*  
*International Journal of Sport Science & Coaching*  
*International Review for the Sociology of Sport*  
*International Sport Coaching Journal*  
*Journal for the Study of Sport and Athletes in Education*  
*Journal of Athlete Development & Experience*  
*Journal of Computer-Mediated Communication*  
*Journal of Cyberspace Studies*  
*Journal of Family Communication*

*Journal of Information Policy*  
*Journal of Issues in Intercollegiate Athletics*  
*Journal of Legal Aspects of Sport*  
*Journal of Men's Studies*  
*Journal of Religion, Media, and Digital Culture*  
*Journal of Sport Management*  
*Journal of Sports Media*  
*Journal of Sport & Social Issues*  
*Journal of Strategic Marketing*  
*Management Communication Quarterly*  
*Managing Sport and Leisure*  
*Mass Communication & Society*  
*Media International Australia*  
*New Media & Society*  
*Online Information Review*  
*Psychology of Sport and Exercise*  
*Qualitative Research in Sport, Exercise, and Health*  
*Research Quarterly for Exercise and Sport*  
*Salem Press*  
*Scandinavian Sport Forum*  
*Social Currents*  
*Social Science Journal*  
*Sociology of Sport Journal*  
*Southern Communication Journal*  
*Sport in Society*  
*Sport Management Review*  
*Technology, Mind and Behavior*  
University of Washington Center for Leadership in Athletics Working Paper Series  
*Western Communication Journal*  
*Women and Language*

### **Leadership**

Vice-Chair, International Association for Communication and Sport      July 2012 – June 2014

Chair, International Association for Communication and Sport      July 2014 – July 2016  
(During my service as Chair, I coordinated a successful search for a new Executive Director for the Association).

### **Convention Service (Reviewing, Panel Respondent Duties)**

Program Planner:

**International Association for Communication and Sport**  
Ninth Summit on Communication and Sport  
March 11-13, 2016

## Competitive Paper Reviewer:

**Association for Education in Journalism and Mass Communication**

|   |                |
|---|----------------|
| Mass Communication and Society Division | 2015 - 2016    |
| Sport Communication Interest Group      | 2014 - present |

|  |                            |
|--|----------------------------|
| <b>International Association for Communication and Sport</b> | 2013 – 2017, 2019,<br>2021 |
|--|----------------------------|

**International Communication Association**

|                                     |                   |
|-------------------------------------|-------------------|
| Communication & Technology Division | 2010 - 2011       |
| Mass Communication Division         | 2010 – 2011, 2014 |
| Popular Communication Division      | 2010 – 2011       |
| Sports Communication Interest Group | 2014              |

**National Communication Association Annual Convention**

|   |             |
|---|-------------|
| Mass Communication Division                 | 2010 - 2016 |
| Human Communication and Technology Division | 2011 – 2016 |
| Communication and Sport Division            | 2016        |

**Western States Communication Association Annual Convention**

|                              |                   |
|------------------------------|-------------------|
| Media Studies Interest Group | 2010 – 2011, 2016 |
| Respondent:                  |                   |

**National Communication Association Annual Convention**

|   |             |
|---|-------------|
| Human Communication & Technology Division | 2012 - 2016 |
|---|-------------|

## Chair:

**National Communication Association Annual Convention**

|   |      |
|---|------|
| Human Communication & Technology Division | 2013 |
|---|------|

**College Sports Research Institute**

|                              |            |
|------------------------------|------------|
| Case Study Competition Judge | 2014, 2015 |
|------------------------------|------------|

**Grant Reviewer:**

Army Research Office “The Nature of Relationship Reconnection in Social Networks: Documenting the Process of Reactivating Dormant Ties.” April, 2015

**Departmental:****Texas Tech University**

**Search Committee, Fall 2021**  
Assistant Professor – Sport Management (x2)

**Search Committee, Fall 2020**  
Assistant Professor – Sport Management

**Search Committee, Spring 2020**  
Assistant Professor – Sport Management (canceled due to COVID-19)

**Search Committee, Spring 2019**  
Assistant Professor – Sport Management

**Clemson University**

**Curriculum Committee, August 2012 – May 2014**  
**Faculty Advisory Committee, August 2014 – May 2015**

**Assessment Committee, August 2014 – May 2015**

**Search and Screening Committee, August 2012 – May 2014**  
Assistant Professor – Strategic Communication (2013)  
Assistant Professor – Sports Communication (2013)  
Assistant Professor - Health Communication (2013)  
Assistant Professor – Popular Culture (2012)  
Assistant Professor – Open Specialization (2012)  
Assistant Professor – Sports Communication (**Co-Chair**) (2012)  
Department Chair (2012)  
Assistant Professor – Sports Communication (2013)  
Assistant Professor – Strategic Communication (2013)  
Assistant/Associate Professor – Health Communication (2013)

**Graduate Committee, August 2013 – May 2015**

**Liaison to Social Media Listening Center, August 2011 – May 2012**  
**Ad-Hoc Committee – Tenure & Promotion Guidelines Revision – Fall 2013**

**College of Arts & Sciences (Texas Tech University)**

College of Arts & Sciences Dean Search Committee Member Spring 2021-Fall 2021

**College of AAH (Clemson University)**

College Research Committee Fall 2014 – May 2015

**University**

Clemson Online Faculty Advisory Board  
- Faculty Compensation Workgroup

2013 – May 2015

**AWARDS AND RECOGNITION**

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Identified as central scholar in Sport Crisis Communication in terms of theory application and betweenness centrality. In Harker, J. L., & Saffer, A. J. (2018). Mapping a subfield's sociology of science: A 25-year network and bibliometric analysis of the knowledge construction of sports crisis communication. *Journal of Sport and Social Issues*, 42, 369-392.

Dean's Award for Outstanding Research. College of Arts, Architecture, and Humanities. Clemson University – AY 2014-15.

Hugh Downs School of Human Communication (2009). Recruitment Grant - \$4,000.

Hugh Downs School of Human Communication (2009-10). Outstanding Ph.D Student Research Award. \$250.

Hugh Downs School of Human Communication Dissertation Completion Bonus (2012) \$1,000

**GRANT ACTIVITY**

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**Submitted:**

Brown, S., Brown, K., & Sanderson, J. Data Policies and Compliance with Facebook Sport Consumption. \$93,650. Under review at Facebook.

**Funded:**

Texas Tech Scholarship Catalyst Program (2020). \$3,500. Project to investigate athletes and wearable technology.

Texas Tech E-Learning Grant (2021). \$16,000. Grant to fund Graduate Certificate in Sport Management.

Texas Tech Scholarship Catalyst Program (2020). \$3,500. Project to investigate abusive communication in coaching.

Texas Tech Big XII Faculty Fellowship Grant (2019). \$2,094. Project to investigate parent-child interaction in youth sports and sport specialization among young athletes.

Texas Tech Scholarship Catalyst Program (2018). \$1,850. Student-Athletes and Fortnite Usage: Understanding Video Game Addiction in Sport.

Hugh Downs School of Human Communication Summer Block Grant (2011) \$1,000

Hugh Downs School of Human Communication Summer Block Grant (2010) \$1,200

**Unfunded:**

Mid-Career Grant. Texas Tech University College of Arts and Sciences. \$10,000.

Texas Tech Scholarship Catalyst Program - \$3,088. Big data and youth baseball: Understanding athletes, coaches, and parents experiences with data-driven applications.

Sanderson, J. "Social Media: A Tool for Identity Development, Career Exploration, and Sport Transition" \$30,403. National Collegiate Athletic Association.

Sanderson, J. College of AAH Faculty Research Grant (\$3,000) to assist with research on children and concussions and fan behavior towards college football recruits.

Sanderson, J., & Weathers, M. Research exploring role of communication technology in parents communication competence to discuss health related issues with coaches. (\$9,240). Clemson University Research Grant.

Sanderson, J., & Marmo, J. Research exploring bullying in youth sports. Clemson University, College of Arts, Architecture, and Humanities (AAH) Collaboration Grant. (\$5,730).

Sanderson, J. Clemson University, College of Arts, Architecture and Humanities (AAH). Faculty Research Fellowship for Course Release to write textbook. Fall 2013.

Sanderson, J. Clemson University, College of Arts, Architecture and Humanities (AAH) Lightsey Fellowship (Summer Research Funding to explore evolution of parasocial interaction on social media sites) (\$4,000)

Lockhart, G. B., & Sanderson, J. Building a Social Media Database for Analyzing Financial Markets and Social Media posts of CEO's Around Key Organization Events. \$4,928.04. Humanities Advancement Board Interdisciplinary Grant.

**PROFESSIONAL WORK EXPERIENCE**

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**Arizona Training & Evaluation Center, Inc. (AZTEC)  
Peoria, Arizona**

**2001 – 2012**

**Assistant Human Resources Director**

**01/2006 – 06/2012**



- Handling all phases of employee disciplinary process. Primary point of contact for management personnel in determining employee discipline. Ensuring that progressive discipline enacted consistently across organization and in accordance with local, state, and federal laws.
- In conjunction with Human Resources Director, primary responsibility for addressing complex employee relations issues such as sexual harassment. Conducting investigations and issuing employee discipline, up to and including, termination.
- Working directly with Executive Management in addressing performance issues with supervisory and middle management personnel. Consulting with these individuals to ensure disciplinary process enacted consistently and in accordance with local, state, and federal laws.
- Direct responsibility for unemployment insurance. Maintaining high win rate while processing and handling large volume of claims. Handling claims through entire process including appeals and administrative hearings.
- Monitoring local, state, and federal laws to maintain compliance. Drafting policies and procedures that reflect changes in employment law or employment trends, including Family Medical Leave (FMLA), E-Verify, and social media monitoring.
- Managing and responding to claims from regulatory agencies such as the Equal Employment Opportunity Commission (EEOC) and Department of Labor (DOL), including involvement in mediation. Maintaining successful win rates while ensuring company operations minimize potential for involvement from these agencies. Responsible for completing annual EEO-1 report in a timely manner.
- Responsible for responding to employee grievances (non-union). Working with supervisory personnel in grievance process. Primary point of contact for direct-support employees for policy questions.
- Participation in company decision-making for complex organizational decisions such as pay decreases and benefits reductions. Tasked with presenting this news to employees and looking for amicable ways to communicate this information.
- Responsible for diverse projects such as preparing statistical information to guide company decisions to inform staffing patterns, monitoring GPS movements in company vehicles, and monitoring employee overtime to reduce usage.
- Direct supervision of Human Resources Manager, Human Resources Clerk, and Training Specialist. Ensuring these individuals carried out duties in accordance with company policies and procedures.

- Oversaw office of eleven (11) middle management and approximately one hundred twenty (120) direct-line employees
- Responsible for all aspects of daily operation and performance. Supervised and provided guidance to Middle Management team and direct-support employees.
- Promoted, developed, and assisted in problem-solving issues in addition to mentoring Middle Management personnel develop more autonomy over their departments.

**Human Resources Manager**

**12/2001 – 01/2005**

- Responsible for performance of all Human Resource functions. Included, but not limited to: hiring, termination, employee relations, benefit enrollment, workman's compensation.