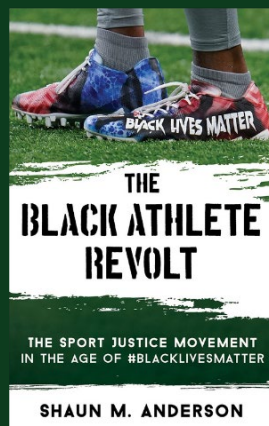




SHAUN M. ANDERSON

AUTHOR • PROFESSOR

MEDIA KIT



www.shاونmarqanderson.com

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SHORT BIO



Dr. Shaun M. Anderson is an award-winning Associate Professor of Organizational Communication and Advisor for Institute for Business Ethics and Sustainability at Loyola Marymount University. He is an internationally recognized scholar that examines how sport has influenced business, politics, and society. He is also the founder of CSR Global Consulting, LLC, which assists organizations in developing and implementing their social responsibility initiatives.

For his work, Dr. Anderson was selected as a 2018 Black Enterprise Magazine Man of Distinction. A proud HBCU graduate, he received his BA from the University of Arkansas at Pine Bluff in Mass Communication, an MSMC from Arkansas State University in Journalism, and a PhD from West Virginia University in Communication Studies (under a W.E.B. DuBois Fellowship).

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LONG BIO

Dr. Shaun M. Anderson is an internationally recognized scholar, proud HBCU graduate, and award-winning professor at Loyola Marymount University. As a sought-after expert regarding sport and social issues, he has worked with recognized organizations such as MLB, PBS, ADL, Nike, ESPN, and lectured at several universities. For example, in conjunction with the Muhammad Ali Center, he was asked to serve as an expert to petition the International Olympics Committee on their Rule 50 during the Tokyo 2020 Summer games, which prohibits athletes from engaging in on the field social justice demonstrations. As a scholar, he examines how sport has influenced business, politics, and society. He is also the founder of CSR Global Consulting, LLC, which assists organizations in developing and implementing their social responsibility initiatives.

His book, *The Black Athlete Revolt: The Sport Justice Movement in the Age of #BlackLivesMatter* (Rowman and Littlefield, 2023) examines the revitalization of athlete activism since the BLM movement began. Further it explores how athletes have shifted their activism from protest to conversations on policy reform. He is currently working on his second book, *Sport for the Global Good: Towards a Theory of Social Responsibility* (Oxford University Press, anticipated publication 2024) which will provide a blueprint on how sport organizations develop, implement, and evaluate the success of their social responsibility initiatives. His work on sport and social responsibility has been published in top academic journals including the *Psychology of Popular Culture, Communication and Sport*, and the *International Journal of Communication and Sport*. His expertise has also been featured in the *Atlanta-Journal Constitution, HuffPost, Western City Magazine, and Black Enterprise Magazine*.

He received his BA from the University of Arkansas at Pine Bluff in Mass Communication, an MSMC from Arkansas State University in Journalism, and a PhD from West Virginia University in Communication Studies (under a W.E.B. DuBois Fellowship).

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THE BLACK ATHLETE REVOLT:

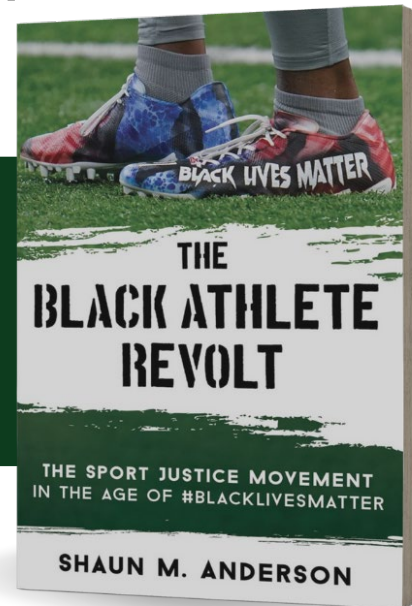
The Sport Justice Movement in the Age of #BlackLivesMatter

Publisher: Rowman & Littlefield Publishers

Publication Date: February 8, 2023

ISBN-13: 978-1538153246

Hardcover: 170 pages/ Price: \$34.00



Praise for *The Black Athlete Revolt: The Sport Justice Movement in the Age of #BlackLivesMatter*

In *The Black Athlete Revolt*, Dr. Anderson takes us on a journey through the history of Black athlete activism. We are reminded of the storied past and given a look at how today's social justice movement is not only necessary, but alive in the souls of Black athletes.

-- Dr. Ashley Baker, Director of *Diversity, Equity, and Inclusion for Michigan State University Athletics*

In the age of social media, athletes have a powerful influence like never before. Many Black athletes have used that power in positive ways, galvanizing their platforms to create impactful educational opportunities, donate to Black social causes, and raise political awareness on important issues.

With fascinating portraits of notable individuals in the history of Black activism, as well as insights from athletes and allies who discuss the future of athlete activism, *The Black Athlete Revolt* reveals the ever-evolving and crucial role of Black athletes beyond the world of sports.

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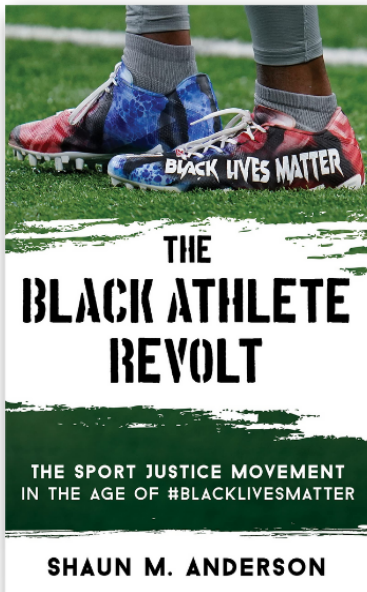
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3

SHAUN M. ANDERSON

Global authority on sport and social responsibility



(February 8, 2023

Rowman & Littlefield Publishers)

Becoming a Socially Responsible Sports Brand: Even if its Controversial - While activism within sport has largely been an individual effort, there are calls for sport organizations to take action on issues such as racism, pay inequity, and other pressing social issues. In this talk, Shaun discusses how sports brands can build strategic social responsibility initiatives into their bottom-line business agenda.

Playing Fair in Disadvantaged Communities - When sport organizations build arenas in local communities, they make promises of improved communities through creating jobs, reducing crime, and environmental sustainability. In this talk, Shaun discusses best practices for establishing and testing community development initiatives.

If Not You, Then Who? Building Your Social Justice Platform - Athlete activism regarding racial injustice, pay disparities, and inequality in sports have largely been associated with professional athletes. But now, more than ever, student-athletes are seeking to become more involved in social causes. In this talk, Shaun describes the strategies student-athletes can use to develop their own social change initiatives.

You've Reached Your Diversity Quota. Now What? Diversity Hiring in Sports - From head coaches to front office personnel, sport organizations have struggled in hiring and retaining talented people of color. This talk discusses the keys to attract and retain a diverse workforce within sport organizations.

Teaching Youth the Game of Life: Youth Development Through Sports - Athlete activism regarding racial injustice, pay disparities, and inequality in sports have largely been associated with professional athletes. But now, more than ever, student-athletes are seeking to become more involved in social causes. In this talk, Shaun describes the strategies student-athletes can use to develop their own social change initiatives.

Youth Development Through Sport - Sport organizations, local governments, and non-profit organizations have long partnered to provide youth programs to local communities that aid in mental and physical health, scholarship opportunities, and life skills building. In this talk, Shaun discusses ways in which youth development programs can be measured to understand their success rate.

Dr. Shaun M. Anderson is an internationally recognized scholar, proud HBCU graduate, and award-winning professor at Loyola Marymount University. As a sought-after expert regarding sport and social issues, he has worked with recognized organizations such as MLB, PBS, ADL, Nike, ESPN, and lectured at several universities. For example, in conjunction with the Muhammad Ali Center, he was asked to serve as an expert to petition the International Olympics Committee on their Rule 50 during the Tokyo 2020 Summer games, which prohibits athletes from engaging in on the field social justice demonstrations. As a scholar, he examines how sport has influenced business, politics, and society. He is also the founder of CSR Global Consulting, LLC, which assists organizations in developing and implementing their social responsibility initiatives.



Speaking Fees: Starting at \$5,000

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RECENT MEDIA APPEARANCE

November 4, 2022, “EP. 125 | ‘The Black Athlete Revolt’” with JJ Green, Colors: A Dialogue on Race in America

December 12, 2022, “The Black Athlete Revolt: The Sport Justice Movement in the Age of Black Lives Matter. Talking with Associate Professor of Communications, Dr. Shaun Anderson, Loyola Marymount University” with Jim Herlihy, The San Francisco Experience

January 27, 2023, “Shaun M. Anderson, The Black Athlete Revolt: The Sport Justice Movement in the Age Of #BlackLivesMatter (Rowman & Littlefield, 2023)” with Ari Barbalat, New Books Network

February 8, 2023, “Eliminating Barriers Through Sport w/Dr. Shaun Anderson” with Brian Clapp, The Work in Sports Podcast

February 9, 2023, “EP. 042 What can we learn from DEI in sports with Dr. Shaun M. Anderson” with Rorri Geller-Mohamed, The DEI-LABB Podcast

February 17, 2023, “The Black Athlete Revolt with Dr Shaun Anderson” with James Roberts, The Mindset Athlete

February 22, 2023, “Episode 115: Dr. Shaun M. Anderson | Author of The Black Athlete Revolt” with Mike Solitro, Your 12|30

February 28, 2023, “Shaun M. Anderson, The Black Athlete Revolt: The Sport Justice Movement in the Age of #BlackLivesMatter” with Lissa Jones-Lofgren, Black Market Reads

March 7, 2023, “Shaun Anderson on ‘Tavis Smiley’” KBLA Talk 1580

March 14, 2023, “Black Athletes and Sports Justice with Shaun Anderson” with Omkari Williams, Stepping

March 15, 2023, “Black Athlete Revolt w/ Dr. Shaun M. Anderson” Why Not Sports w/D. Murph

March 23, 2023, SMC 44 DAYS Keynote: Sports and Activism with Dr. Shaun M. Anderson, St. Mary’s College, Moraga, CA

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