

Curriculum Vitae

Jimmy Sanderson

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EDUCATION

- 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. Meán, 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. Meán, Dr. Vincent R. Waldron
- B.A.** **Arizona State University at the West Campus 2003 – 2006**
Communication Studies
Magna cum Laude

EMPLOYMENT

Aug. 2012 – Present **Assistant Professor**, Department of Communication Studies
Clemson University

Administration

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

Serve as primary point of contact for inquires about Sports Communication major, including notifying students of admission into program. Coordinating course offerings for each academic term, evaluate and assess sports communication curriculum. Responsible for design and implementation of website and social media accounts related to sports communication major. Actively promoting sports communication program both internally and externally and building strategic partnerships with other academic departments, Clemson athletic department, and industry, as well as maintaining visible presence at academic conferences. Oversight and responsibility for budget to ensure program is sustainable. Coordinate and oversee faculty admissions and curriculum committees for major.

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

Primary responsibility for drafting full proposal for new Sports Communication major scheduled to launch in Spring, 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, Communicating in Sports Organizations, and Interpersonal/Family Communication and Sport.

RESEARCH

Interests:

My research centers on social media and the influence these technologies exert on media, organizations, identity, and interpersonal/parasocial interaction primarily in the context of sports. My secondary research interests are focused on health communication, particularly on examining how health and safety issues in sports are discussed and framed in the media.

Scholarly Books

Bowman, N. D., Spinda, J., & Sanderson, J. (Eds.) (under contract, forthcoming). *Fantasy sports: Perspectives from the field: How fantasy sports are viewed are used by fans, athletes, teams, and the media*. Lanham, MD: Lexington Books.

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. (under contract, forthcoming). *Developing successful social media plans in sport organizations*. Morgantown, WV: FiT Publishing.

Book Chapters (Refereed)

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 21st century* (pp. 85-103). Burlington, MA: Jones & Bartlett.

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

Book Chapters (Non-Refereed)

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., & *Truax, C. (in press). "I hate you man!": Exploring maladaptive parasocial interaction expressions to college athletes via Twitter. *Journal of Issues in Intercollegiate Athletics*.

Sanderson, J. (in press). Elite quarterbacks don't laugh when they are losing: Exploring fans' framings of athlete emotional displays. *International Journal of Sport and Exercise Psychology*.

Frederick, E. L., Burch, L., Sanderson, J., & Hambrick, M. E. (in press). To invest in the invisible: A case study of Manti Te'o's image repair strategies during the Katie Couric interview. *Public Relations Review*.

Sanderson, J., Weathers, M., *Grevious, A., *Tehan, M., & *Warren, S. (in press). A hero or sissy?: Exploring media framing of NFL quarterbacks injury decisions. *Communication and Sport*.

Browning, B., & Sanderson, J. (in press). Tweets, posts, links, uploads...social media and the changing organizational environment. *Today's CPA*.

Sanderson, J. (in press). Shaping, driving, engaging, and influencing in 140 characters: Exploring Twitter's role in a labor dispute. *Qualitative Research Reports in Communication*.

Hambrick, M. E., Frederick, E., & Sanderson, J. (in press). From yellow to blue: Exploring Lance Armstrong's image repair strategies across traditional and social media. *Communication and Sport*.

Kassing, J. W., & Sanderson, J. (in press). 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*.

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., & +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). Tweeting through the Giro: A case study of fan-athlete interaction on Twitter. *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

Manuscripts under review:

- Hambrick, M. E., & Sanderson J. Riding along with Lance: Exploring parasocial interaction in response to athlete adversity. Revised and resubmitted at *Western Journal of Communication*.
- Sanderson, J., Browning, B., & Schmittel, A. Education on the digital terrain: A case study exploring college athletes' perceptions of social media education. Under review at *International Journal of Sport Communication*.
- Schmittel, A., & Sanderson, J. Talking about Trayvon in 140 characters: Exploring NFL

players' tweets about the George Zimmerman verdict. Revised and resubmitted at *Journal of Sport & Social Issues*.

Smith, L. R., & Sanderson, J. I'm going to Instagram it! An analysis of athlete self-presentation on Instagram. Revised and resubmitted at *Journal of Broadcasting & Electronic Media*.

Sanderson, J., & Wilkerson, S. "Football is what made this country great!: Investigating perceptions towards children not playing tackle football until age 14. Under review at *Qualitative Research Reports in Communication*.

Sanderson, J., Weathers, M., & Snedeker, K. "I wanted to keep playing: A qualitative study investigating female athletes' experiences with (not) reporting concussions. Under review at *Sociology of Sport Journal*.

Kian, E. M., & Sanderson, J. High school football recruiting and Twitter followers: An unstable mix for self-branding efforts? Under review at *Journal of Amateur Sport*.

Articles in Process:

Sanderson, J. It was all your fault! Social media and fantasy sports. In Bowman, N. D., Spinda, J., & Sanderson, J. (Eds.) (under contract, forthcoming). *Fantasy sports: Perspectives from the field: How fantasy sports are viewed are used by fans, athletes, teams, and the media*. Lanham, MD: Lexington Books.

Bowman, N.D., Spinda, J., & Sanderson, J. The future of fantasy sports. In Bowman, N. D., Spinda, J., & Sanderson, J. (Eds.) (under contract, forthcoming). *Fantasy sports: Perspectives from the field: How fantasy sports are viewed are used by fans, athletes, teams, and the media*. Lanham, MD: Lexington Books.

CONFERENCE PAPER PRESENTATIONS

* = Undergraduate student

+ = Graduate student

Pegoraro, A., Frederick, E., Burch, L., Sanderson, J., Hambrick, M., & O'Hallarn, B. Social Sochi: Examining social media and the 2014 Sochi Olympic Games. (October, 2014). Annual Conference of Sport Marketing Association. Philadelphia, PA.

Sanderson, J., & *Crownover, 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., & ⁺McCarthy, S. (2014, April). Maintaining trust: Predicting successful image repair strategies in college athletics. 7th 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.

⁺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., & ⁺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. 6th Annual College Sport Research Institute Conference on College Sport, Chapel Hill, NC.

Sanderson, J., & 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 3rd 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

**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 platform.

**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

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

Invited to give remarks at event celebrating student-athlete graduation.

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

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

- Sanderson, J. (2014, August 11). Guest on “Straight Up with Sturg” 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/>
- Sanderson, J. (2014, August 1). Study: Develop or acquire players for a winning MLB team? Retrieved from <http://upstatebizsc.whosonthemove.com/study-develop-or-acquire-players-for-a-winning-mlb-team/>
- Sanderson, J. (2014, July 30). Guest on “Huddlin with the Pros” to discuss social media and sports. Segment available at <http://www.blogtalkradio.com/hwtpSPORTstalk/2014/07/31/hwtp-sports-talk-radio-discussion-is-on-the-evolution-of-sports-reporting>
- Sanderson, J. (2014, July 30). Guest on “Straight Up with Sturg” on ESPNUstate 105.9 FM Greenville, SC, to discuss social media and sports.
- Sanderson, J. (2014, July 25). In M. Burns, “How Twitter is part of the ‘fabric’ of sports in 2014.” Retrieved from <http://www.forbes.com/sites/markjburns/2014/07/25/how-twitter-is-part-of-the-fabric-of-sports-in-2014/>
- Sanderson, J. (2014, July 24). Guest on “The Roy Philpott Show” WCCP 105.5 FM to discuss social media policies for student-athletes.
- Sanderson, J. (2014, June 16). Guest on “Straight Up with Sturg” on ESPNUstate 105.9 FM Greenville, SC, to discuss social media and sports.
- Sanderson, J. (2014, June 11). Featured study – media framing and football injuries: An opportunity to shift the narrative. Featured on NFLConcussionLitigation.com. Retrieved from <http://nflconcussionlitigation.com/?p=1642>
- Sanderson, J. (2014, June 3). In P. Bisceglia, “Can better sports coverage reduce football injuries?” Retrieved from <http://www.psmag.com/navigation/health-and-behavior/can-sports-news-reduce-football-injuries-82543/>
- Sanderson, J. (2014, June 2). In R. Nauert “Media can help change attitudes about athletes’ health” Retrieved from <http://psychcentral.com/news/2014/06/02/media-can-help-change-attitudes-about-athletes-health/70708.html>
- Sanderson, J. (2014, June 1). In K. Daniel “Social media for business – tool or tyrant?” *Greenville Business Magazine*. Retrieved from [http://www.greenvillebusiness.mag.com/View-Article/Article ID/6329/Social-Media-for-Business-Tool-or-Tyrant.aspx](http://www.greenvillebusiness.mag.com/View-Article/Article%20ID/6329/Social-Media-for-Business-Tool-or-Tyrant.aspx)

- Sanderson, J. (2014, May 31). Researchers examine health and safety issues in sports. Retrieved From <http://www.news-medical.net/news/20140531/Researchers-examine-health-and-safety-issues-in-sports.aspx>
- Sanderson, J. (2014, May 30). Hero or Sissy? Study explores perceptions of injured athletes. Retrieved from <http://www.sciencenewsline.com/articles/2014053015570002.html>
- Sanderson, J. (2014, May 30). Hero or Sissy? Study explores perceptions of injured athletes. Retrieved from <http://www.sciencedaily.com/releases/2014/05/140530092753.htm#UribeWUyueU.twitter>
- Sanderson, J. (2014, May 5). Study: Female concussions and sports. Clemson University Research Minute. Retrieved from https://www.youtube.com/watch?v=M_-SsMBTvjjw
- Sanderson, J. (2014, May 2). 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=qtzdVr222s0&feature=youtu.be>
- 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* (2nd ed). (pp. 56-57). Thousand, Oaks, CA: Sage.
- Sanderson, J. (2014, March 25). In K. Deshazo, “New research on social media monitoring of student-athletes. Retrieved from <http://www.fieldhousemedia.net/blog/new-research-on-social-media-monitoring-of-student-athletes>
- Sanderson, J. (2014, March 17). In K. Deshazo “Social media education for college athletes – is it working? Retrieved from <http://www.fieldhousemedia.net/blog/how-do-college-athletes-feel-about-social-media-education>
- Sanderson, J. (2014, March 13). Beyond the Y: Episode 14. Retrieved from <http://www.youtube.com/watch?v=X107ybGyu0I>
- Sanderson, J. (2014, Winter). “ A social collaboration.” *University of Louisville Magazine for Alumni and Friends*, 33(1), 21.
- 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&inde

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- 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 discussion social media and National Signing Day. Retrieved from <http://wccpfm.com/2014/02/07/roy-philpott-talks-nsd-and-social-media-with-jimmy-sanderson/>
- Sanderson, J. (2014, January 30). Clemson researcher to speak at national conference. Retrieved from <http://www.greenvilleonline.com/article/2010131/YOURUPSTATE10/301310009/Clemson-researcher-speak-national-conference>
- Sanderson, J. (2014, January 20). #TuesdayTen with CadChica Sports. Retrieved from <http://www.youtube.com/watch?v=Zuxmc4qPhXo&feature=share>
- Sanderson, J. (2014, January 15). Research Minute – Clemson University. Retrieved from 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/>
- Sanderson, J. (2013, November 6). In B. Wolverton, “Ambiguous Twitter monitoring leaves athletic departments open to embarrassment.” Retrieved from http://chronicle.com/blogs/players/ambiguous-twitter-monitoring-leaves-athletic-departments-open-to-embarrassment/33861?cid=wc&utm_source=wc&utm_medium=en
- Sanderson, J. (2013, October 29). In E. Olson “College Football: Players can struggle when heckling turns into hate.” Retrieved from <http://collegefootball.ap.org/article/players-can-struggle-when-heckling-turns-hate>

Also picked up by: Boston.com, CNNSI.com, ESPN.com, Huffington Post, NBC Sports, *New York Times*, NPR, *The State* (Columbia, SC), *Washington Post*

- Sanderson, J. (2013, October 16). Concussions and Young Athletes. Featured on “Your Day” radio show. Program accessible at <http://yourday.clemson.edu>
- 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>
- Sanderson, J. (2013, September). Heads up: Taking on concussions in sports. *Glimpse*, 2(2), 5.
- Sanderson, J. (2013, September 23). In L. Pasquarelli “Penalty or free speech? NFL, teams struggle to police players on Twitter. Retrieved from <http://american.aljazeera.com/articles/2013/9/23/penalty-or-free-speechnflteamsstruggletopoliceplayersontwitter.html>
- Sanderson, J. (2013, September 4). College students research head injuries with ‘dummy’ concussion simulator. Retrieved from <http://www.wyff4.com/news/local-news/oconee-pickens-news/college-students-research-head-injuries-with-dummy-concussion-simulator/-/9654906/21783796/-/ca2hb1z/-/index.html> **(This segment also appeared on 11pm news telecast on September 4, 2013).**
- 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
- 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>
- Sanderson, J. (2013, Feb. 15). Stepping up to the plate: The role of research in concussions. Guest post on NFLConcussionLitigation.com. Accessed at <http://nflconcussionlitigation.com/?p=1372>
- 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://baylorlariat.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>
- Sanderson, J. (2012, December 28). In A. Bracamontes “Trojan trouble: Another USC player apologizes for tweet; team late for dinner event.” *El Paso Times*. http://www.elpasotimes.com/ci_22267272/hyundai-sun-bowl-another-usc-player-aplogizes-tweet?IADID=Search-www.elpasotimes.com-www.elpasotimes.com
- 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
- Sanderson, J. (2012, June 7). In M. Burns “Athletes Learn Peril of Social Media.” *Greenville News*.

TEACHING EXPERIENCE

Courses Taught: Arizona State University

COM 100: Introduction to Human Communication
 COM 225: Public Speaking
 COM 259: Communication, Business, and the Professions^c
 COM 394: Communication in the Electronic Age^b
 COM 430: Leadership in Group Communication^b
 COM 453: Communication Training & Development^b
 COM 494: Contemporary Issues in Sports Communication^a

Courses Taught: Clemson University

CU 1970: Social Media and Sports Communication^d
 COMM 2500: Public Speaking

COMM 3010: Communication Theory
COMM 3240: Sport, Communication & Society^a
COMM 3250: Sports Communication^c
COMM 3270: Sports Media Criticism^b
COMM 3990: Creative Inquiry^e
COMM 4250: Advanced Sports Communication
COMM 4260: Social Media and Sports Communication^a
COMM 4270: Communication In Sport Organizations^{ab}
COMM 4280: Interpersonal/Family Communication and Sports^{ab}
COMM 4990: Independent Study^f
COMM 8010: Communication Theory I (Graduate)

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

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, Anticipated May, 2015.

Joseph Johns. Topic Pending. MA in Communication Studies, Clemson University, Anticipated May, 2015.

Committee Membership

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.

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:

International Journal of Sport Communication (2012 – Present)
Communication Studies - Associate Editorial Board (2013 - Present)
Journal of Amateur Sport (2014 – 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:

Communication Quarterly
Communication and Sport
European Sport Management Quarterly
International Journal of Sport Management and Marketing
International Review for the Sociology of Sport
International Sport Coaching Journal
Journal of Computer-Mediated Communication
Journal of Sports Media
Journal of Sport & Social Issues
Management Communication Quarterly
Mass Communication & Society
New Media & Society
Southern Communication Journal
Sport Management Review
University of Washington Center for Leadership in Athletics Working Paper Series

Leadership

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

Convention Service (Reviewing, Panel Respondent Duties)

Competitive Paper Reviewer:

Association for Education in Journalism and Mass Communication

Sport Communication Interest Group	2014
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International Association for Communication and Sport	2013, 2014
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International Communication Association

Communication & Technology Division	2010 - 2011
Mass Communication Division	2010 - 2011
Popular Communication Division	2010 - 2011

National Communication Association Annual Convention

Mass Communication Division	2010 - Present
Human Communication and Technology Division	2011 – Present

Western States Communication Association Annual Convention

Media Studies Interest Group	2010 – 2011
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Respondent:

National Communication Association Annual Convention

Human Communication & Technology Division	2012 - Present
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Chair:

National Communication Association Annual Convention

Human Communication & Technology Division	2013 – Present
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College Sports Research Institute

Case Study Competition Judge	2014
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University

Clemson Online Faculty Advisory Board - Faculty Compensation Workgroup	2013 – Present
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Departmental:

Curriculum Committee, August 2012 – May 2014

Faculty Advisory Committee, August 2014 – Present

Assessment Committee, August 2014 - Present

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 - Present

Liaison to Social Media Listening Center, August 2011 – May 2012

Ad-Hoc Committee – Tenure & Promotion Guidelines Revision – Fall 2013

AWARDS AND RECOGNITION

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

Funded

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

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)

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication
 International Association for Communication and Sport
 National Communication Association
 Sports Marketing Association

PROFESSIONAL WORK EXPERIENCE

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.

Area Director

01/2005-01/2006

- 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.