

THESHADOWLEAGUE

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KEITH CLINKSCALES LAUNCHES SPORTS CULTURE DIGITAL PROPERTY— THESHADOWLEAGUE.COM

ESPN announces relationship with the Urban Digital platform

ATLANTA – January 23, 2013 – Award-winning content producer Keith Clinkscales announced today the launch of a new online destination dedicated to serving sports fans as well providing in depth articles on topical issues of the day. TheShadowLeague.com delivers engaging, insightful and entertaining coverage of the intersection of sports, pop culture and race.

“We are creating an online community of thought leaders and tastemakers who understand that sports, pop culture and race are common threads that are intricately interwoven into many aspects of life,” said Clinkscales. “TheShadowLeague.com is a platform where a dialogue about these subjects and how they co-mingle with each other is fostered. We aim to delve into areas of culture and perception that are often overlooked, under-reported or simply dismissed.”

ESPN announced a relationship with The Shadow League that consists of funding as well as the potential to develop various content opportunities. The Shadow League remains an independent company with its own editorial voice.

TheShadowLeague.com will be a go to website for edgy, forward-thinking perspectives, led by editor in chief Vincent Thomas (“[The Black Quarterback Is Dead](#)”), and supported by the site’s deputy editor Khalid Salaam and social media editor James Carr (“[Marijuana Propaganda and Mathieu](#)”). Its roster of writers is a potent mix of veteran sports journalists and up-and-comers including: J.R. Gamble (“[The NCAA Is Failing Its Black Student Athletes](#),”), Keith Murphy (“[The Chronic: When Dr. Dre Put Conscious Rap In The Coffin](#)”), Maurice Bobb, Michael Tillery, Sandy Dover, Kelley Carter, Michael Arceneaux, DJ Dunson and Glenn Minnis (“[Is Derrick Rose The Most Valuable Person In Sports?](#)”), and Zach Dillard. The site has featured articles from pop culture experts Nelson George (“[Op-Ed: Native Son Nelson George's Take On Brooklyn and Barclays](#)”), Kevin Powell (“[An Open Letter To Rick Ross And The Gangster Disciples](#)”) and Harry Allen.



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As a former executive for ESPN, Clinkscales served as Senior Vice President of Content Development where he developed the Body Issue initiative for *ESPN The Magazine*. Two projects that he executive produced received Peabody Awards – one for the ESPN “30 for 30” documentary series and the other for the four-hour documentary special “Black Magic.” During his tenure, *ESPN The Magazine* received a National Magazine Award. Clinkscales has also received numerous honors, most recently named one of “The Top 50 Minorities in Cable” by *Cableworld Magazine*. Clinkscales is the recipient of two National Association of Black Journalists (NABJ), Excellence in Journalism Awards. Clinkscales is notably recognized as the architect of the urban music title, *Vibe Magazine*—which was launched in 1993 in partnership with Quincy Jones and Time Warner. He received National Magazine Award nominations for his work with the publication.

ABOUT SHADOW LEAGUE DIGITAL

The Shadow League Digital, a multi-platform content creation company, is the sole-owner of TheShadowLeague.com, a site dedicated to presenting journalistically sound sports coverage with an honest cultural perspective that insightfully informs sports fans worldwide.

For more information about **The Shadow League**, please visit: www.TheShadowLeague.com

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