



# TRACIE CANADA

AUTHOR • PROFESSOR

## MEDIA KIT

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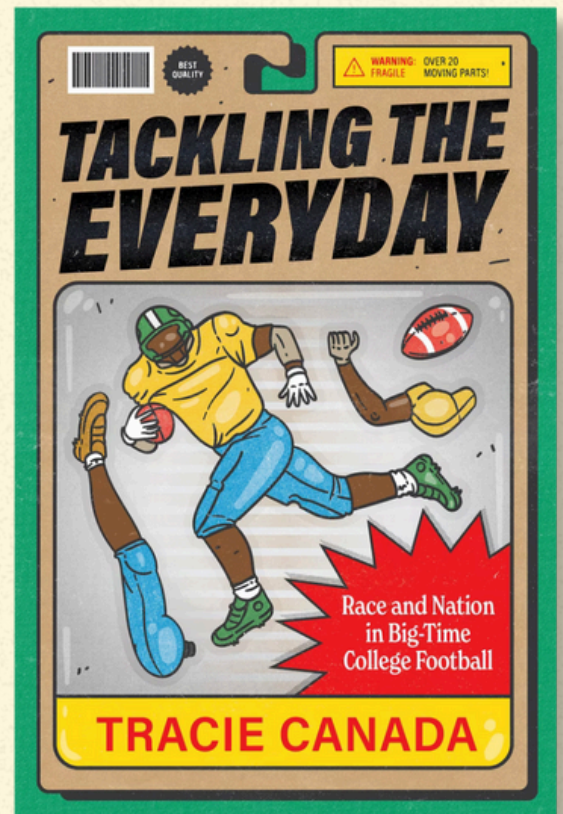
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# ABOUT *TRACIE*



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**Tracie Canada** is the Andrew W. Mellon Assistant Professor of Cultural Anthropology at Duke University. She is the author of *Tackling the Everyday: Race and Nation in Big-Time College Football* (University of California Press, 2025) and founder and director of the HEARTS (Health, Ethnography, and Race through Sports) Lab. Her work has also been featured in public venues and outlets such as *Essence*, *TIME*, *The Guardian*, and *Scientific American*.

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# LONG *BIO*

**Tracie Canada** is the Andrew W. Mellon Assistant Professor of Cultural Anthropology and is affiliated with the Sports & Race Project at Duke University. She is also founder and director of the HEARTS (Health, Ethnography, and Race through Sports) Lab. As a Black feminist anthropologist and ethnographer, Dr. Canada's work uses sport, specifically American football, to theorize race, kinship, care, and gender. In her first ethnographic book, *Tackling the Everyday: Race and Nation in Big-Time College Football* (University of California Press, 2025), she analyzes the performing athletic body to reveal how processes of anti-Blackness, injury, violence, and care impact the everyday lived experiences of Black college football players. In addition to her academic publications, her work has been featured in public venues and outlets such as *Essence*, *TIME*, *The Guardian*, and *Scientific American*.



# TACKLING THE EVERYDAY:

## RACE AND NATION IN BIG-TIME COLLEGE FOOTBALL



**Publisher:** University of California Press

**Publication Date:** February 25, 2025

**Price:** Hardcover \$95.00 / Paperback \$29.95

**ISBN-13:** 978-0520395640 / 978-0520395657

### PRAISE FOR TACKLING THE EVERYDAY

"Both scholarly and intimate, Tracie Canada deftly takes us into the world of college football through the lived experiences of its players. Canada also homes in on how those experiences are affected by an often-cruel world. *Tackling the Everyday* is like no college football book I have read, precisely because it is about so much more than the game itself. Destined to be a classic."

—Dave Zirin, sports editor at *The Nation* and author of *The Kaepernick Effect*

"Much has been written about college football, describing both its ongoing appeal to fans and its exploitation of players. Canada's book offers a brilliant Black feminist contribution to the literature on sports, race, and gender...*Tackling the Everyday* is essential reading for any scholar—or fan—interested in race and sports."

—Jennifer C. Nash, author of *How We Write Now: Living with Black Feminist Theory*

"This brilliant ethnography captures the lives of young men as they unfold on and off the gridiron, bringing valuable Black feminist theorization of Black masculinities to how players navigate everyday systems predicated on anti-Blackness. Powerful."

—Lisa Uperesa, author of *Gridiron Capital: How American Football Became a Samoan Game*

"Canada's insightful and deeply researched book, *Tackling the Everyday*, is a reminder not just that players' experiences matter but that they are, in fact, central to understanding the entire system. This book will challenge you in the best way. A must-read if you care at all about college football and those whose bodies and labor make it possible."

—Jessica Luther, author of *Unsportsmanlike Conduct: College Football and the Politics of Rape*

### A Black feminist take on exploitation and care in America's favorite game.

Big-time college football promises prestige, drama, media attention, and money. Yet most athletes in this unpaid, amateur system encounter a different reality, facing dangerous injuries, few pro-career opportunities, a free but devalued college education, and future financial instability. In one of the first ethnographies about Black college football players, anthropologist Tracie Canada reveals the ways young athletes strategically resist the exploitative systems that structure their everyday lives.

*Tackling the Everyday* shows how college football particularly harms the young Black men who are overrepresented on gridirons across the country. Although coaches and universities constantly invoke the misleading "football family" narrative, this book describes how a brotherhood among Black players operates alongside their caring mothers, who support them on and off the field. With a Black feminist approach—one that highlights often-overlooked voices—Canada exposes how race, gender, kinship, and care shape the lives of the young athletes who shoulder America's favorite game.



# SUGGESTED QUESTIONS

1. Your book offers a Black feminist take on college football—what does that lens allow us to see that traditional sports commentary tends to overlook?
2. You describe the idea of a "football family" as often misleading. How does that narrative differ from the lived reality of many Black college football players?
3. In your research, what were some of the most powerful examples of how players resisted the exploitative systems around them?
4. You also write about the vital roles of caring mothers and brotherhood among players. Can you talk about how these networks of care shape players' experiences both on and off the field?
5. What kind of physical and emotional toll does the current college football system take on players, especially those who don't go on to professional careers?
6. *Tackling the Everyday* is described as both scholarly and intimate. How did you balance academic rigor with the deeply personal stories you encountered?
7. As an anthropologist, what was your process for building trust and gaining access to these players' worlds?
8. What do you hope university administrators, coaches, and fans take away from this book?
9. How do you see the NCAA's recent changes around name, image, and likeness (NIL) rights fitting into the broader issues of exploitation and care you discuss in the book?
10. This book is about much more than football, so what broader conversations about race, gender, and labor in America do you hope *Tackling the Everyday* will spark?



# RELATED *WORKS*

## PUBLIC SCHOLARSHIP

- ["The Mothers Who Built The Game: Honoring Black Women's Labor In Football,"](#) Essence, May 2025.
- ["The Troubling Truth About the World War II-Era Rose Bowl That Became Part of American Sports Lore."](#) TIME, January 2025.
- ["The myth of the college football family has nothing to do with love."](#) The Guardian, February 2024.
- [\(Exploitative Narratives in\) Team Sports."](#) Museum of Modern Art R&D Salon. October 2023.
- ["Damar Hamlin's Collapse Highlights the Violence Black Men Experience in Football."](#) Scientific American, January 2023.

## MEDIA INTERVIEWS

- ["A Duke anthropologist tackles race and college football,"](#) WUNC's Due South, December 2025.
- ["Tracie Canada - Tackling The Everyday,"](#) Curiosity Invited, November 2025.
- ["Tracie Canada, 'Tackling the Everyday: Race and Nation in Big-Time College Football',"](#) New Books Network, March 2025.
- ["From pee-wees to the pros, what football tells us about race in the U.S."](#) NPR's Code Switch, February 2025.
- ["Trans athletes fight for inclusion in sports & racial economy of college football."](#) Edge of Sports on The Real News Network, October 2023.

## NEWS AND COMMENTS

- ["When it comes to college football recruiting, Black mothers might just determine the future of the sport"](#) - Lonnae O'Neal for Andscape (December 5, 2025)
- ["BAR Book Forum: Tracie Canada's Book, 'Tackling the Everyday'"](#) - Black Agenda Report (September 10, 2025)
- ["'Tackling The Everyday' Goes Beyond What You See In College Football"](#) - Yussuf Khan for First and Pen (June 26, 2025)
- ["College Football, Masculinity, and Race: Q&A with Tracie Canada"](#) - UC Press Blog (January 17, 2025)