



# THE SPORTS INTERN

# INDUSTRY INSIDER

## JEFF KASSOUF

LEAD NWSL AND USWNT REPORTER  
ESPN

Jeff Kassouf is one of the leading women's soccer reporters in the U.S. - a job he has known he wanted since middle school. His journey began early, finding himself in the press box at Giants Stadium at just 17 years old. Two years later, he began writing for Sports Illustrated online.

In college, Jeff majored in journalism with a concentration in sports media while taking on a role with the Hudson Valley Quickstrike Lady Blues, "a USL W-League team that captured lightning in a bottle for a couple years," and an internship with the Syracuse Post-Standard, seeking a bigger challenge beyond Utica, NY.

In 2009, he launched **The Equalizer**, covering women's soccer at a time when few outlets were doing so. What began as an unpaid labor of love later evolved into a subscription-based publication. This work helped open the door to roles with NBC Olympics and then NBC Sports ahead of the 2012 Summer Games as well as traveling to cover multiple World Cups and other major events. Along the way, he took on a range of other soccer-focused roles that ultimately led him to ESPN.

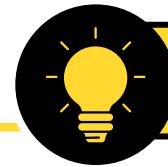
Since 2024, Jeff has served as **ESPN**'s first lead writer dedicated exclusively to women's soccer in the US, covering the national team and the NWSL through breaking news, in-depth features, and appearances on ESPN+'s *Futbol W* weekly show.

### ➤ INSIDE WRITING FOR ESPN

**DAY-TO-DAY:** News comes in waves and consumes days at a time. When things are "slower," the goal is to work on features and longer-term projects.

**FAVORITE PART:** Everyone has a story, and plenty of them are interesting and worth telling to the masses. Finding that great story, and responsibly shining a light on it is always rewarding.

**BIGGEST CHALLENGE:** Time is always fleeting and we don't control when news happens. The hardest part is learning to accept that and move on to the next story.



### JEFF'S TIPS

1. Have your values in place to center yourself in an industry that will pull you in every direction. Sometimes, saying 'no' to something is the right call.
2. If you're a journalist, familiarize yourself with the roles of people you cover.
3. Think about what your career moves or even micro-decisions mean for the long-term and career longevity.