

Breaking the Bias in Sports Journalism Takeaways Handout

Women in Soccer Career Fair, April 20, 2022

Covering the game should be for everyone. Join women journalists in this session to:

- Learn strategies to succeed in a male-dominated environment
- Develop new connections with industry peers and seasoned professionals
- Discover non-traditional routes to follow your passion

Moderator, Tracey Savell Reavis, CEO & Founder of The Savell Group

Panelists

1. Sylvia Bullock, Co-host of Shea Butter FC podcast
2. Ellen Hyslop, Co-Founder, Head of Content, The Gist

Sylvia Bullock, aka SouthernSylvs, is a higher education professional with a passion for helping underserved populations in the academy and on the pitch. Originally from Petersburg, VA, Sylvia now works as an advisor and program coordinator in the Pacific Northwest. When she isn't working in education, Sylvia is busy as a co-host of Shea Butter FC, a podcast by, for, and about Black women in soccer, along with her co-host Skye. They focus on issues that affect Black players in the women's game and work to improve access and visibility for Black players, staff and fans. Connect -- [@SouthernSylvs](#)

Ellen Hyslop, Co-Founder, Head of Content, The Gist

Ellen is a co-founder and head of content at The GIST. Ellen has developed the signature voice and tone of The GIST that has resonated with over 700,000 GISTers across North America.

She leads The GIST's content strategy including co-hosting The GIST of It podcast and managing a 15+ person content team. As a lifelong avid sports fan and elite athlete, Ellen is not only passionate about her fave teams, but also about leveling the playing field in the sports industry.

Ellen and her team were named to Forbes 30 Under 30 2020 and have been accelerated through programs with Facebook, MLSE, Comcast NBCUniversal and Techstars.

When she's not watching, talking about or writing about sports, you can catch Ellen playing sports, with her No. 1 game being soccer.

Tracey Savell Reavis is the CEO & Founder of [The Savell Group](#), a sports communication consulting firm. Tracey is a veteran journalist who's written for the National Basketball Association, the United States Olympic Committee, Callaway Golf Media Ventures, CBS Sports and Sports Illustrated magazine. She is the author of a book on the career of David Beckham and also publishes [The Club](#) newsletter, curated content on the U.S. men's and women's national teams and world football. Her initiative Project Keep Kicking supports aspiring soccer journalists. Tracey is a Brooklyn, New York native and a Fordham University grad. Connect -- [@tsavellreavis](#)

[Project Keep Kicking](#). Mentoring women sports journalists.

[The Club](#) newsletter. Curated U.S. National Teams and World Football news delivered to your inbox monthly.

[The Gist](#) newsletter: Leveling the playing field.

[Shea Butter FC](#) podcast: By, for and about Black women in soccer.

Professional Orgs:

Society of Professional Journalists

National Association of Black Journalists

National Association of Hispanic Journalists

Asian American Journalists Association

Association for Women in Sports Media

The Association of LGBTQ Journalists

Center for Independent Journalists

Journalism Job Boards

[JournalismJobs.com](#)

[PublicMediaJobs.org](#)

[Poynter's Media Jobs Connection](#)

[Mediabistro](#)

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