



Edward Brand

Career Goals

My ultimate career goal is to be a sports analyst and correspondent for the BBC. I want to work for an organization that has a reputation for excellence and objectivity. I am working towards these goals by currently attaining a degree in broadcast journalism. I believe that no matter what strand of journalism anybody seeks a career in, that writing is an essential skill. I believe my strength is writing; however, I chose to be a broadcast major as I wanted more than one string to my bow. I want to be skilled in editing, shooting, presenting, producing, and writing.

Motivations

My motivation to become a journalist is simple, I believe in freedom of information. I also believe in the truth, and reporting it in an objective and unbiased manner. I also attribute a lot of my motivation to becoming a journalist on my upbringing. Being raised in London, I was always watching the news. The nine and ten o'clock news are institutions back in the UK. Therefore I was brought up on watching the news, especially the BBC.

Influences on my life

The main influence on my life has been sport, more specifically soccer. I was a member of Chelsea Football Club for eight years. At Chelsea, I experienced situations which have helped me feel comfortable in front of a camera, being interviewed on numerous occasions. I played on live television for my country in front of two-to-three million viewers. I also do not feel overwhelmed amidst famous people and celebrities. I have also witnessed and been part of the day to day running of a major sporting franchise and gained superb experience on the way.

Achievements/ Skills

- Media training provided by Chelsea Football Club
- Wrote for *Access Magazine* on campus
- Had story aired on Update News and local Television
- Have my own blog on - www.sjsuspartans.com
- Can edit using Final Cut Pro
- Can shoot film
- Can write news scripts and packages
- Great leadership skills (captain on men's soccer team)