

Aggie enjoys challenge as TV news director

By ANDY RICHARDSON
Reporter

Jeff Braun, a former Texas A&M student, says experience and determination are what have gotten him to his present position as news anchor and news director for Bryan's KBTX-TV Channel 3 news.

As news director, Braun is in charge of the news staff and preparing the news for the 6 p.m. weekday broadcast, which he co-anchors with Debbie Ramsey.

Braun, 26, whose personal philosophy is to treat others as he would like to be treated, describes himself as a determined individual.

"I could be a little headstrong, but there are many times when I have a vision of what something should be and to get that accomplished I may have to overcome a number of obstacles," he says.

Sitting on the news set where he is the most familiar to viewers, Braun described some of his personal views and past experiences which brought him into journalism in Bryan-College Station.

Braun started his journalism experience as an errand runner at a radio station in Bellville while in high school. After the previous morning-shift worker left, Braun got his first taste of on-the-air experience. It was a matter of being in the right place at the right time, he recalls.

Braun went to Blinn Junior College for a year before transferring to Texas A&M. Working for the Office of Public Information at A&M, he had the opportunity to work with KAMU-TV, the television station on campus.

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—Jeff Braun, news director for KBTX-TV Channel 3.

Braun says this experience was what gave him the desire to go into television. The following summer he started work for KAMU as a photographer and a reporter for the now-defunct news department which was eliminated by budget cuts this summer. Braun worked there for more than two years.

Gaining a job with Channel 3 as a weekend anchor and reporter was another case of being in the right place at the right time, he says. After working there slightly more than a year, Braun was offered the position of news director at the station when the old news director decided to leave. The job of being in charge of the news at the station and still trying to finish up his journalism degree was a challenge that Braun says he eagerly accepted.

Taking on the added responsibilities did delay his graduation, however.

"I was thinking along the lines that experience is just as important as the formal education and it was an opportunity that I couldn't turn down," he says.

Braun's dedication to the television news is not just skin deep. He says he is deeply concerned with the quality of writing for each broadcast.

He says many people going into television are too caught up in the cosmetics and the glamour associated with it.

"They become more concerned with making things look good and forget about the bread and butter journalism that is involved such as the facts, how to write it and how to communicate it," he says.

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As far as goals go, Braun says he is excited about what Channel 3 has accomplished since he has been news director. Revamping the newscast with dual anchors and a new news set are just two changes he has helped institute.

"I like to think everything we have done here has helped to improve television journalism in this community," he says.

Braun says he is happy with his job, but thinks the need to be challenged must be maintained. He says he doesn't want to get comfortable with the job.

"I don't feel very comfortable here," Braun says. "I think that when I would feel comfortable is a time when I would have to start looking at why, because when you're comfortable, there's really not a challenge there and there is a challenge here."

Braun says he thinks that in the last five years the impression that other television stations around the state have about Channel 3 has improved.

Braun says he is very ambitious but realizes that sacrifices must be made to achieve some of his goals. He says a key word in his vocabulary is "satisficing."

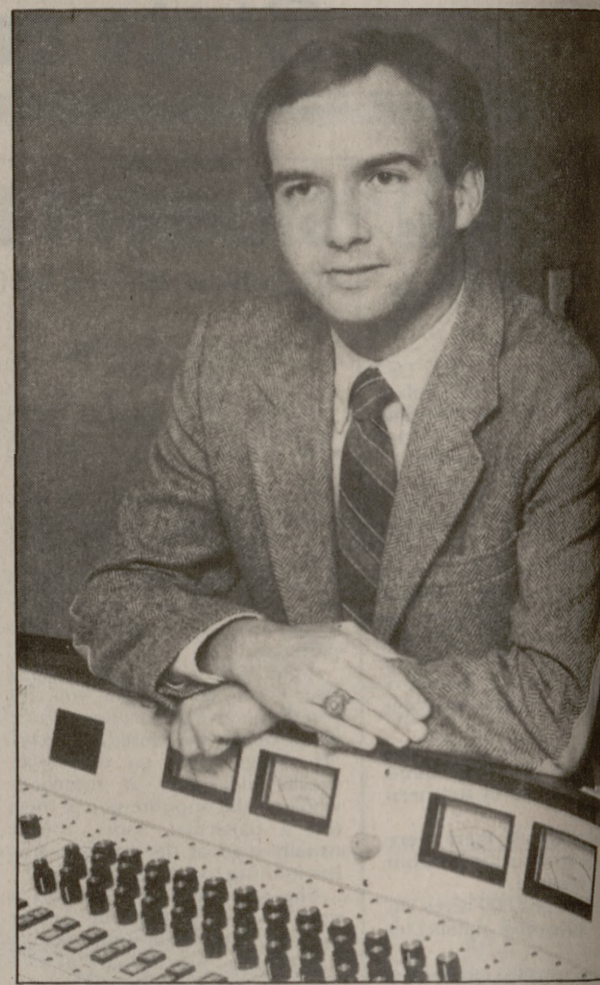
"Satisficing" is when you satisfy a need or desire, but by doing that you sacrifice some points, he says.

"I think that's probably a good word as far as management goes for me," he says.

Braun says he enjoys his bachelor status, but that some day he would like to try family life.

"Family life is very important to me and anyone who knows anything about the TV business knows that it is not conducive to that," he says.

Braun also is known for his work with the Muscular Dystrophy Association's annual Labor Day Telethon. Each year he travels to Las Vegas for the report to the master of ceremonies from the different stations working on the special project. He says helping with "Jerry's Kids" means a lot to him and that it is something he prepares for months in advance.



Jeff Braun — news co-anchor and news director for KBTX-TV Channel 3

Photo by MIKE SAUNDERS

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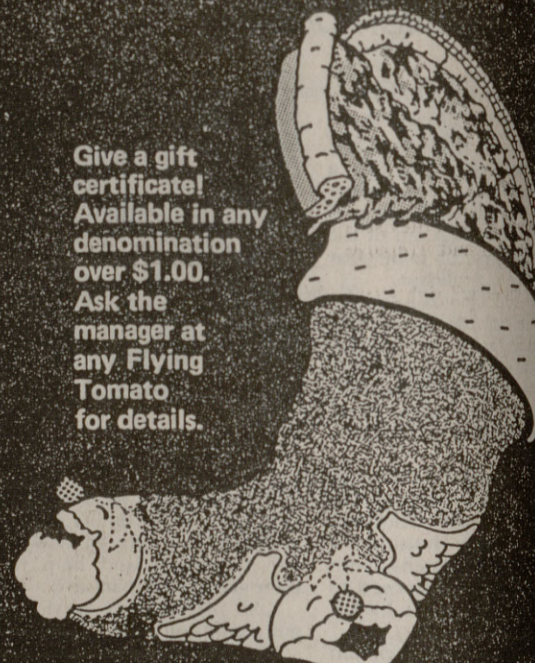
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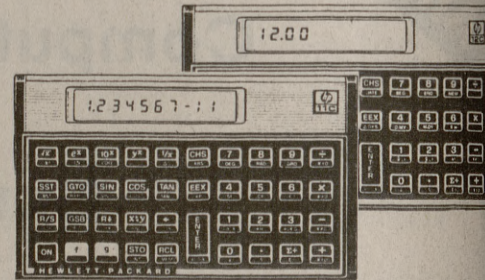
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