

November 2023

ALUMNI OF THE MONTH



Kweku Afari–Apenteng

PROFILE:

.NAME: Kweku Afari-Apenteng

.JOB: Sports Broadcaster and radio producer

. YEAR left STM: 2012

. Subjects studied at A LEVEL:
English Language, Economics and PE

. University of Brighton: Business Management

I'm a sports broadcaster and radio producer. I come from a sales background and joined the media industry as a runner at talkSPORT in 2020. Having studied Business Management at the University of Brighton, I never saw any potential pathway to work within sports media until starting a football podcast in the midst of the pandemic in 2020. I was working in software sales but was made redundant in March 2020, the beginning of lockdown. This gave

"I'd definitely say pursuing a career in a field you enjoy will make waking up and going to work every day so much more enjoyable..."

-Kweku Afari-Apenteng

me ample time to self-reflect and decide on what I wanted to do for a living. I'd always had a passion for sport, having played on multiple teams during my time at St. Thomas More. I also love to talk about sports so starting a football podcast during the pandemic, where I had a lot of free time was a no brainer. Starting the podcast was my initial step into the industry and gave me the confidence to reach out to someone working within sports radio on social media. They were kind enough to give me some invaluable advice and eventually led to me doing a few work-experience shifts at talkSPORT. I was lucky enough to be kept on from there and that was the start of my career within sports media. Three years on, I'm now fortunate enough to work with some of the biggest entities in sports media including talkSPORT, Sky Sports, ESPN and Chelsea FC. Taking the steps to doing something I enjoy for work was one of the best decisions I've ever made, and I'd definitely say pursuing a career in a field you enjoy will make waking up and going

