

# NeEddra James | BROADCAST JOURNALIST & LIVE RADIO HOST

San Francisco Bay Area | [nj@needdrajames.com](mailto:nj@needdrajames.com) | [needdrajames.com](http://needdrajames.com) | 510 882 4426

Broadcast journalist, live radio host, and audio producer experienced anchoring newscasts, filing quick-turn daily spots and superspots, and producing longform features. Incisive, playful, and authoritative on-air presence grounded in 15+ years of live facilitation and hosting, with strong editorial judgment and a talent for finding stories across technology, public policy, health, and political economy that impact Bay Area residents.

## REPORTING AREAS & SKILLS

**COVERAGE:** Technology; municipal and enterprise AI adoption/governance; AI in military, policing, and public services; political economy; civil liberties; health; neurodiversity; reproductive justice; climate change.

**PRODUCTION:** Live radio hosting; show running; line producing; newscasting; news gathering; expert interviewing; field reporting; guest booking; scriptwriting; tracking; editing; Pro Tools; Adobe Audition; Adobe Premiere; Descript.

**INVESTIGATION & DATA SYSTEMS:** OSINT; USAspending.gov; SEC filings; policy analysis; archival research; qualitative interviewing; community-embedded reporting; market intelligence systems; relational database design; data-informed story development.

## PROFESSIONAL EXPERIENCE

**KALW AI/ML Desk Fellow | KALW, NPR affiliate, San Francisco** **2026-2027**

- Establishing KALW's first Artificial Intelligence and Machine Learning reporting desk, defining the beat and its editorial scope.
- Fellowship includes reporting 12 spots and six feature-length enterprise stories during the fellowship year.
- Developing a Bay Area source network across government, academia, civil society, and industry.
- Building a relational intelligence database to track products, companies, policy, public records, and capital flows for story development in San Francisco, Berkeley, Oakland, and San Jose.

**Senior Producer | [The LeaderLab Podcast](#) by LifeLabs Learning** **2020-2022**

- Stewarded 104% podcast audience growth.
- Managed full production cycle for B2B leadership development.
- Coordinated cross-functional teams across editorial, design, and distribution.
- Developed audience engagement strategies and analytics frameworks.

**Program Development, Learning Design & Facilitation | Multiple Organizations** **2010-2022**

- Trained, coached, and assessed 40+ facilitators for adult and youth program facilitation skills.
- Delivered 300+ large-scale workshops, public-facing training, and learning experiences in leadership development, technology, and social and emotional literacy across the U.S. and Canada.
- Designed multi-media, audience-centered materials for diverse communities, learners, and stakeholders.
- Roles included LifeLabs Learning, Enjoy Technology, Learners Guild, and Challenge Day.

## SELECTED HOSTING AND REPORTING

**Executive Producer & Host, [The Radio Show](#) | KALX 90.7 FM, UC Berkeley | Nov 3, 2025 - April 10, 2026**  
Live, 10-episode political news program. Led editorial planning, booking, interview prep, and live hosting. Covered legal defense for immigrant youth in the Bay Area, the impact of family separation on children, and predictive policing and defense technology in Silicon Valley through interviews with legal experts, researchers, and local reporters.

**[The Business of Never Letting Go](#) | Crosscurrents, KALW, NPR affiliate, San Francisco | Nov 3, 2025**  
Reported a 16-minute enterprise feature investigating the grief technology industry, the venture capital logic driving it, dark design patterns, and the social implications of companion AI chatbots. Interviews: Eugenia Kuyda (Replika founder), Tamara Kneese (Data & Society), Bridget Sumser (psychotherapist), Wendy Liu (Abolish Silicon Valley).

**[The Stakes Explained](#) | BAYMADE Podcast, KALW, NPR affiliate, San Francisco | Jun 19, 2025**  
Reporter for flagship UC Berkeley Graduate School of Journalism multiplatform explainer series about Trump administration executive orders. Published episodes include "[Unleashing Prosperity Through Deregulation](#)" with Michael Mark Cohen and "[Authoritarianism](#)" with John A. Powell; forthcoming episode with Mia Birdsong. Distributed through public radio, podcast, video, and social media.

**[The Bay Area has a child care crisis](#) | KALW, NPR affiliate, San Francisco | Aug 14, 2025**  
Filed a daily spot on Santa Clara's response to the regional childcare crisis and wrote a companion web article.

**[DOJ Flores Settlement Challenge](#) | KALW, NPR affiliate, San Francisco | Aug 7, 2025**  
Reported and filed an enterprise superspot about the DOJ challenge to the Flores Settlement Agreement and wrote a companion web article.

**[Medicaid cuts hit Mar Monte Planned Parenthood](#) | KALW, NPR affiliate, San Francisco | Jul 24, 2025**  
Broke Mar Monte defunding story for Bay Area Planned Parenthood clinics and wrote a companion web article.

**[National Park Closures & Forest Deregulation](#) | KALW, NPR affiliate, San Francisco | Jun 30, 2025**  
Pitched and filed a spot connecting California park closures to wild forest deregulation, delivering the broadcast audio and a companion web article.

**[Celina's Starting to Forget](#) | KALX | UC Berkeley Journalism | May 1, 2025**  
Produced and reported intimate six-minute investigative feature exposing estrogen oscillation as the leading driver of memory loss in perimenopausal ADHD women. Interview with leading researcher Dr. Jeanette Wasserstein.

**[State of Mind](#) | KALX | UC Berkeley Journalism | December 26, 2024**  
Hosted and reported a 30-minute news magazine on mental health care in America. Led editorial framing and scripting; reported "[LateDx](#)," a segment on ADHD diagnosis among women of color.

## EDUCATION & FELLOWSHIPS

**Master of Journalism, Audio Production | UC Berkeley Graduate School of Journalism** **2026**  
Concentration in audio production, technology and science reporting.

**Master of Arts, History of Consciousness | UC Santa Cruz** **2008**  
Committee: Angela Y. Davis, Donna Haraway, Gina Dent. Critical theory, feminist theory, media theory. Ford Foundation Fellow.

**Bachelor of Arts, Religious Studies, *cum laude* | Bowdoin College** **2001**  
Mellon Mays Undergraduate Fellow. African American religious and political traditions, moral philosophy, black feminist thought.