

Naina Rao

Contact Details

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Address: Detroit, MI

Education Background

MICHIGAN STATE UNIVERSITY

B.A. JOURNALISM, DOCUMENTARY PRODUCTION

Core Skills

AUDIO

- Hindenburg Journalist Pro
- Adobe Audition
- MTE (NPR Platform)
- ProTools

DIGITAL

- Seamus
- Hootsuite
- Tweetdeck
- Facebook Creator Studio
- Social Media Management
- Mailchimp

LANGUAGES

- Bahasa Indonesia
- Melayu

OTHER

- Adobe Premiere Pro
- Avid Media Composer

Activities

ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)

- MAY-AUGUST 2021 & 2022 VOICES MENTOR - AUDIO

TRANSOM TRAVELING WORKSHOP

- MARCH 2016 WDBM 88.9 FM
- JUNE 2018 INTERLOCHEN PUBLIC RADIO

DENISON UNIVERSITY

- MARCH 2019 MENTOR - AUDIO NARRATIVE STORYTELLING PROGRAM

ONLINE NEWS ASSOCIATION

- SEPT. 2019 AUDIO PRODUCER

Affiliations

- **ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)**
- **SOUTH ASIAN JOURNALISTS ASSOCIATION (SAJA)**

Work Background

SELF-EMPLOYED

REPORTER/PRODUCER, JULY 2021 TO PRESENT

- I cover breaking and daily news for the award-winning national news organization, *Reckon*
- I reported digital and radio stories on immigration, culture, education, and health for *Feet in 2 Worlds*, *NPR*, *AfroLA* and *Solutions Journalism Network*
- I extensively edited and produced 10 episodes (20-30 minutes each) and worked alongside two hosts of the second season of Kansas City PBS' *The Filter* podcast: telling radio narratives of Kansas City's resilience and creativity from local businesses to health practitioners under COVID-19

NPR

ASSISTANT PRODUCER - MORNING EDITION & UP FIRST, APRIL 2022 TO JANUARY 2023

- Booked and pre-interviewed guests from across the world for live interviews under tight deadlines
- Consistently generated timely and well-thought-out story/interview ideas, and brief hosts on Morning Edition standards
- Cut, mixed, edited, and produced live & taped interviews, news features, and tape-and-copies for hosts
- Wrote news and program copy, including drafts of hosts' leads and other production copy

ASSOCIATE PRODUCER - CULTURE DESK

- Mixed, edited, and produced new & archival features for the Culture Desk. Additionally, worked with reporters on remote reporting assignments
- Worked with show producers and editors to meet deadlines
- Helped with story planning, tracking down characters, and prep interviews
- Tracked, edited, and mixed daily Book of the Day podcast (BOTD)
- Worked closely with Culture Desk Critics and reporters on research & audio acquisitions
- Acquired, wrote, edited, and produced features for use by NPR's news magazines, Culture Desk, NPR Digital Media, and other programming platforms
- Participated in daily and other scheduled editorial meetings of the desk

WYOMING PUBLIC MEDIA

MORNING EDITION HOST/REPORTER, JANUARY 2020 TO JUNE 2021

- Hosted NPR's national flagship show, *Morning Edition*, for the state of Wyoming, which has the highest listenership for the station
- Worked with management and department heads in strengthening audience engagement with social media
- Produced newscasts, two-way interviews, and reported features for the network and WPR's award-winning news magazine, *Open Spaces*

WAMU 88.5 FM, "7A"

ASSOCIATE PRODUCER, OCTOBER 2019 TO JANUARY 2020

- Produced original news content for broadcast and digital platforms
- Planned, shaped and executed segments related to national and international affairs
- Assisted production team with framing issues for debate
- Identified sound, archive, and contacts as potential guests and elements on a tight deadline
- Helped develop and implement multimedia content for non-broadcast platforms

NPR

STORY LAB INTERNSHIP, MAY TO AUGUST 2019

- Reviewed and summarized reports on smart speaker integration & development kids' content across NPR's programming division
- Supported research and sourcing with reporters and producers on long-form, narrative features
- Assisted production with new segments for news magazines, pilot episodes and launched new podcasts

KNIGHT CENTER FOR ENVIRONMENTAL JOURNALISM

PODCAST PRODUCER/HOST, AUGUST TO DECEMBER 2018

- Produced, reported, and hosted *The Food Fix*, a weekly podcast on food systems innovations and their global impact. I led the research, booked interviews, and edited episodes produced

INTERLOCHEN PUBLIC RADIO

ENVIRONMENTAL NEWS INTERNSHIP, MAY TO AUGUST 2018

- Reported breaking environmental news stories and features for award-winning station. Coverage included endangered species and environmental history. Produced limited series *Voices of the Boardman River* and contributed to daily broadcast news