



James Coleman.

Height 183 cm

Master Of Ceremony Biography
JOHNSON&LAIRD

Most people dress carefully to apply for their first job. James Coleman dressed up as a drag queen. As a student, the suave radio host and TV presenter donned a dress to win a mystery weekend at a competition hosted by More FM. Already a dj for student radio, he asked about weekend work at More. Seeing past the false eyelashes and lumpy dress, the organiser took him on.

Since then James has hosted shows on music stations Channel Z, KiwiFM and Radio Live where he now fills in on various slots, and co-presented TV3's morning programme Sunrise and C4's Flashbacks. You'll have seen him in his element as co-host of local TV series Bigger Better Faster Stronger, where he put his degree in science to good use creating jet powered clothes driers and pneumatic cannons, among other things, with the aid of a shed-load of tool and some helpers.

His relaxed but professional style has won him Best New Broadcaster at the New Zealand Radio Awards, as well as the Best Individual Air Personality, among others.

A more than capable event MC and presenter, James has hosted the Play It Strange Band Of Strangers event and awards, and has kept crowds entertained at the New Zealand on Air Platinum Party 2008, and the APRA Silver Scroll Awards. And he's bravely held his own in several comedy debates while up against professional comedians Jeremy Corbett and Te Radar.

With a bachelor of science majoring in psychology, the young James planned to do something scientific. However, he caught the acting bug from a friend and went to drama school instead. Even as a child his improvisational skills were apparent: in one memorable performance during a school production of The Crimson Stain he got a blood nose but wove his dripping schnozz into the script so well, the audience thought it was part of the play. The next bugs he caught were radio, then TV and he's been under their spell for nearly a decade now.

James isn't afraid to admit his love of shoes, proudly acknowledging he once bought seven pairs from online auction site TradeMe (not all of them fitted unfortunately) He also has quite a collection of sneakers. He follows fashion but insists he's no slave. He loves a sharp suit, but his most prized possession is a 1960s leather jacket bought from a West Auckland market which he had dyed red.

He's also something of a garage sale buff, with a penchant for Crown Lynn. A cherished bargain and good talking piece is a 50cm hotel style pepper grinder he bought for just \$2.

In his younger years, James loved the bone-rattling sport of downhill mountain biking, but after too many broken and sprained body parts he's pulled in his horns. These days he loves nothing more than to indulge his inner petrol head and take his V8 Holden for a spin. He once owned a 6litre HSV Senator (for non-aficionados that's a very grunty car) but sold it when he realised it deserved more attention than he had time to give.

A self-confessed computer nut, he spends enormous amounts of time downloading programmes that will save time. He also cooks a mean casserole and makes a fine pizza from scratch - just watch out if you're on dishes duty afterward, he says he's a messy cook.

Testimonials.

"James is a talented, personable, witty MC/raconteur."

"James Coleman just gets it. Whether it's sports-related (MCing a crowd of 10,000 ski and snowboarding competitors and enthusiasts at the Methven Big Air show in 2003), or music-related (NZ On Air Platinum Plus Celebration, 2007) addressing and engaging 200 movers and shakers of the New Zealand Music Industry, James is your man. He executes with humour and intelligence."

I've been fortunate to know and work with James over the year in many capacities and he is always a pleasure to work with, a true professional.

Jane Torrance, JTL PR&Events

