

NEWS RELEASE

PRSA's New York Chapter Debuts Podcast Dedicated To Public Relations Professionals

2024-09-11

The Big Apple Podcast by PRSA-NY Unveils Secrets Behind New York City's Reign as the PR Capital

NEW YORK--(BUSINESS WIRE)-- Today, the **New York Chapter** of the Public Relations Society of America (PRSA-NY) is proud to unveil The Big Apple Podcast by PRSA-NY , a limited-edition series that delves into how New York City became the prime hub for PR professionals. Each episode interviews industry trailblazers who share their unique insights and experiences, highlighting how the vibrant city's dynamic environment shapes the world of public relations. The Big Apple Podcast by PRSA-NY is hosted by Sandra Fathi, CEO and Founder of **Grey Matter Advisory** , Chief Growth Officer for **Global Gateway Advisors** , and former President of PRSA-NY, Chair of the PRSA Tri-State District, Chair of the PRSA Technology Section and a Board Member of the PR Council.

"2024 has been an important year for PRSA-NY's Chapter," says Matt Rizzetta, Founder and Chairman of North Sixth Group and current PRSA-NY Chapter President. "Our board has been laser focused on engaging current and prospective members with new tools, resources and innovation activities to support their professional development objectives. The Big Apple Podcast by PRSA-NY is a great example of this, as we bring together the most influential voices in PR in and around New York City."

Listeners can look forward to thought-provoking conversations with iconic guests including Richard Edelman, Museum of PR founder Shelley Spector, and a range of broadcast and local New York City journalists. The Big Apple by PRSA-NY covers a broad spectrum of topics, from navigating a PR crisis to capturing the attention of New York City's media elite, all while showcasing why the city remains the ultimate stage for public relations.

The Big Apple Podcast by PRSA-NY is now streaming on all major podcast platforms. For more information about

PRSA-NY's upcoming events, such as the **2024 Big Apple Awards**, mentorship program, jobs boards, volunteer opportunities, sponsorship opportunities, and membership details, visit prsany.org.

About PRSA-NY

Having celebrated 75 years of service last year, the New York Chapter of the Public Relations Society of America is one of the country's oldest, largest, and most prominent public relations chapters. Located in the media capital of the world, it offers top-level professional development, networking, mentoring, and awards. PRSA-NY serves communications professionals in agencies, businesses, nonprofit organizations, government, and independent practitioners. For more information about PRSA-NY's upcoming events, mentorship program, jobs boards, volunteer opportunities, and membership details, go to prsany.org.

Kristen Stippich

kristen@sourcecodecomms.com

Source: PRSA-NY