

PR Masters Series Podcast, Episode #15 – Shelley Spector



Overview

[The Stevens Group](#) is pleased to present a new podcast series that salutes the masters of public relations and revels in their observations, insights and advice to PR professionals. This new series is part of the ongoing partnership between The Stevens Group and CommPRO to bring to [PR](#), digital/interactive and marketing communications agencies the wisdom of those who have reached the top of the PR profession.



About Our Guest

Shelley Spector, Co-Founder of The Museum of Public Relations & President, Spector & Associates

Named as one of the “most innovative” professionals in the field, Spector has produced award-winning campaigns for some of the world’s top corporations, including AT&T, Bayer, ITT Corporation, Forest Laboratories, Harris Corporation, and Philips.

Spector co-founded the firm in 1991. Within the first year of operation the firm was awarded the Gold Creativity in Public Relations Award for client Embassy Suites. Since then, the firm has won more than 50 national awards for a variety of Fortune 100 companies. In June 2018, she was presented with the Phil Dorf award for leadership and mentorship at the PRSA New York Big Apple Awards.

Prior to co-founding the firm, Spector worked in financial relations for Hill & Knowlton, RuderFinn and Lobsenz-Stevens. She also served as press director for the American Stock Exchange.

In 1997, she co-founded the [Museum of Public Relations](#), the world’s first and only museum dedicated to preserving and exhibiting the history of the field. It is a 501(c)(3) educational institution, chartered by the New York State Department of Education.

Spector serves as an adjunct professor for the graduate Corporate Communications graduate programs at both Baruch College and NYU. She is a frequent guest speaker at academic, industry and corporate events, talking on subjects ranging from “PR in History” to “The Diversity Imperative,” to “Developing Big Ideas.” She is author of “Public Relations for the Public Good” and co-editor of the upcoming book, “Diverse Voices: Profiles in Leadership,” with the PRSA Foundation.

A graduate of the Journalism program at the University of Rhode Island, Spector earned an M.S. in Radio/TV/Film at the Newhouse School, Syracuse University.