

PR Masters Series Podcast, Episode #24 – Kim Sample, President, PR Council



Overview

[The Stevens Group](#) is pleased to present the podcast series that salutes the masters of public relations and revels in their observations, insights and advice to PR professionals. This 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. Today's guest is Kim Sample, president of the PR Council. Kim and PR Masters Series host Art Stevens discuss the impact of the coronavirus pandemic on the PR agency world.

About Our Guest



Kim Sample focuses on helping the PR Council's 100-plus member agencies thrive and elevating the PR profession overall. Prior to joining the PRC in August 2018, Kim was the founder/CEO of Emanate, a \$35 million, 100+ person international marketing communications agency. During her tenure Emanate was named PR WEEK Agency of the Year and CRAIN'S Best Places to Work in NYC, and the team's work for clients was recognized with numerous industry awards. Kim also worked at Ketchum, Marina Maher Communications and Golin earlier in her career, and has served Fortune 500 clients across a number of industries, including financial services, travel and hospitality, CPG and consumer electronics.