

# **CREATING A PODCAST ASSIGNMENT**

## **Names of Partners**

-Maya Silva

-Nicole Aguilar

-Molly Smith

## **Name & Title of the interviewee**

Sarah Elaine Smith, Publicist at KCD in New York City, New York.

LinkedIn: <https://www.linkedin.com/in/sarah-elaine-smith/>

## **Interview Questions List**

1. While looking into your educational background, we noticed that you graduated from SMU (Southern Methodist University) with a bachelor's degree in corporate communications and public affairs with a journalism minor. How do you feel this degree has impacted your knowledge within the role you're currently in at KCD?
2. Is there anything that you would have done differently while at SMU or whether that be connections and relations or potentially internships you would have taken on?
3. Starting from the very beginning, one of your first roles was as a sales intern for Paul Kasmin Gallery for two years, followed by a Marketing and Media internship at FITZ & CO for one year, and then a public relations

internship at Tom Ford. How do you feel these internships have impacted your career journey?

4. What key skills or insights did you gain from each experience that you believe have shaped your professional development?
  5. You are now a full time publicist for KCD in New York, KCD is a world renowned fashion agency with divisions in media relations, PR event management, VIP service, creative services, digital services and much more. How did your previous experiences prepare you for your current role as a publicist at KCD, and what specific strategies do you believe are most essential for success in such a dynamic and multifaceted agency environment?
  6. Can you describe your typical day-to-day responsibilities as a publicist in the fashion industry?
  7. How do you approach building and maintaining relationships with the media and influencers?
  8. CFDA stands for Council of Fashion Designers of America, recently Coach, one of your top clients, was awarded the innovation award presented by Amazon Fashion. What approaches did KCD implement to help Coach achieve this recognition, and how do you think this award will impact the brand's positioning in the fashion industry moving forward?
  9. KCD also took part in the 2024 Met Gala, what role did KCD play in the planning and execution of the Gala and how did you role individually play into that major event?
-

**SHOW NOTES** - Ever wondered what it takes to thrive as a top publicist in the fashion world? In this episode, we dive deep with Sarah Smith, a New York-based publicist at KCD, the powerhouse agency behind some of fashion's biggest moments. We explore Sarah's journey from her corporate communications degree at SMU to her pivotal internships at Paul Kasmin Gallery, FITZ & CO, and Tom Ford, each shaping her PR expertise. Discover her insights on KCD's strategies for the CFDA Innovation Award for Coach and the planning of the 2024 Met Gala. Tune in for career tips and insider stories from fashion's frontline!

Resources: KCD Worldwide, 2024 Met Gala, CFDA.