**Group Podcast:**

**Recorded by Page Hutcheson, Savanah Tipton & Alexa Milsch**

**Interviewee – Emerson Taylor**

**Show Notes:**

**Episode Summary:**
In this episode, we sit down with **Emerson Taylor**, a recent UT Austin alumna and rising star in the world of crisis communications. Now working as a **Media Strategist at Goldin Solutions** in New York City, Emerson shares how her time at UT — from studying Public Relations and Public Policy to volunteering across the globe — prepared her for a fast-paced career in PR.

Whether you're a current student curious about the job market or a PR enthusiast looking to break into the industry, Emerson's insights are practical, inspiring, and full of real-world advice.

**About Emerson Taylor…**

Education:

* 2024 UT Alumna who majored in Public Relations
* Minor: Business & Law, Justice, and Society. She also earned a certificate in Public Policy.
* GED: James Bowie High School Austin

Activities while at UT:

* Member of Chi Omega Lota
* Member of Roustabouts Dance Company
* Member of Dance Action SEED
* Member of Phi Gamma Nu (business fraternity)
* Member of the Texas Silver Spur Sweethearts

Volunteering:

* Development Intern & Programming Volunteer - Center for Child Protection
* Make-a-wish America - Fundraising Volunteer
* Global Leadership Adventures Tanzania
* Casa Marianella
* Youth Mentor
* Teens for Jeans - fundraising coordinator

Interview Questions list:

**Savannah Tipton- Education & Past:**

* You have volunteered at many different organizations in the past, two of them being Teens for Jeans and Make-a-Wish America. At both organizations, you were a fundraising coordinator. What drew you to volunteer for this role, and how do you think it supplemented your time at UT? Additionally, has it benefited you in your current position?
* You earned a certificate in Public Policy and minored in Business & Law, Justice, and Society. Have you always had an interest in these topics and when looking for employment after graduation how did you want these industries to blend in with your PR career?

**Page Hutcheson- Present:**

* You currently work as a Media Strategist in crisis communications at Goldin Solutions, a boutique Public Relations firm based in New York. What does a typical day look like in your role?
* I’m sure you have a lot of issues that come up in this role. What is a challenge you have faced and how did you resolve it? Furthermore, how do you take time for yourself after having a rough day in the office?

**Alexa Milsch - Future:**

* Based on the country’s current economic state, as the US is projected to soon enter into a recession, what predictions do you have for the PR industry?
* Though this is your first full-time job in PR, post-graduation from UT Austin, knowing what you do now, what advice do you have for graduating students wanting to enter into crisis communication?

**Resources and Mentions:**

* [Goldin solutions](https://goldinsolutions.com/) – Emersons current firm
* [Center for Child Protection](https://centerforchildprotection.org/)
* [Make-A-Wish America](https://wish.org/)