

MEDIA COVERAGE

EBONY Covers ▾ News ▾ Lifestyle ▾ Entertainment & Culture ▾ Style ▾ Work &...
POWER 100 Videos

Careers & Finance, Entertainment & Culture, Entrepreneurship

This Black Woman-Owned Hollywood Talent Agency Is Opening Doors for Diverse Talent

By Tanya Christian | June 22, 2022

TV / FILM / RADIO

Giselle Phelps, TV Reporter Turned Publicist, Launches Grand Rising Talent Agency

Grand Rising Talent has launched as a licensed California talent agency serving diverse broadcasters and on-camera experts. The Black-owned agency is founded by a former television reporter who transitioned into public relations, and has played a key role in elevating the brand profiles of broadcasters such as *Real Housewives of New York City*'s Eboni K. Williams and *Daily Blast Live* Co-Host Erica Cobb.

Grand Rising Talent specializes in advocating for talent from diverse, intersectional backgrounds, including communities of color and LGBTQ+ identities.

"Clients today are looking for a unique offering in the representation space combining cultural competency, an ability to create impactful opportunities, and brand elevation which includes telling their own stories," said Grand Rising Talent Founder & CEO, Giselle Phelps.

"Establishing a talent agency was the next natural step after nearly 10 years working with on-camera talents who were PR clients, media partners, and collaborators. This shift perfectly combines my background in television news as an on-air talent and a decade of publicist experience securing top tier coverage and partnerships. The Grand Rising Talent team is excited to offer a fresh approach to representation," said Phelps.

Giselle Phelps, CEO & Founder of Grand Rising Talent. 52 SAVOY SUMMER 2022

