

AFTER 25 YEARS OF MAKING PEOPLE FAMOUS, CELEBRITY PUBLICIST WYLLISA BENNETT LAUNCHES NEW PODCAST, CALL ME WYLLISA

Entertainment Powerhouse Celebrates 25 Years in the Business With Candid Conversations, Feat. Award-Winning Entertainers, Entrepreneurs and Cultural Leaders

LOS ANGELES, CA, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- On World

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Wyllisa Bennett

Entrepreneurs’ Day, celebrity publicist Wyllisa Bennett is happy to announce the launch of her new podcast, CALL ME WYLLISA during the month of August, which is recognized as National Black Business Month.

Celebrating 25 years in the entertainment business, Bennett has mastered the art of making people famous—and keeping them famous. Now, after decades of generating publicity for actors and actresses, celebrities, media personalities, authors, filmmakers and industry leaders, the veteran publicist is stepping into the spotlight herself with the launch of her new podcast, CALL ME

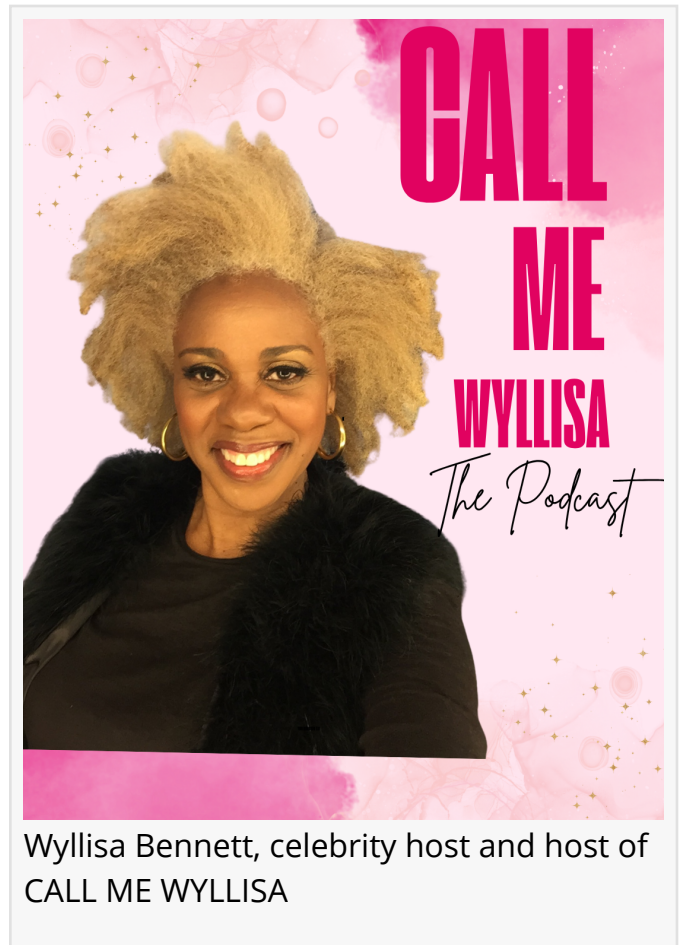
WYLLISA.

Hosted by Bennett, she’s finally sharing her gift of gab and engaging personality with the new podcast. Through candid conversations with her guests, she explores the stories behind their success. More than an interview show, CALL ME WYLLISA is a space for authentic conversations, unfiltered commentary and personal stories from the worlds of entertainment, media, business and culture.

“Everyone who knows me knows I love to talk,” said Bennett. “After years of using my voice to advocate for my clients, I realized it was time to use that same voice to connect with audiences in a different way. CALL ME WYLLISA allows me to do what I love most — that is, have real conversations with fascinating people and uncover the stories behind their success.”

The show began taping in June in collaboration with the Intentional Talk Radio Network (ITRN). ITRN is the second largest Black talk radio network in the country, dedicated to content that informs, inspires, educates and empowers Black audiences.

CALL ME WYLLISA features candid conversations with award-winning entertainers, influential leaders, innovative entrepreneurs and cultural trailblazers whose stories inspire, empower and elevate the next generation of Black excellence. Among Bennett's first guests are award-winning talk show host, actress and comedian Rolonda Watts; multiple Emmy-winning actress Victoria Rowell, best known for her role as Drucilla Winters on the daytime soap opera THE YOUNG AND THE RESTLESS as well as award-winning actress and entrepreneur Malinda Williams whose credits include THE WOOD, HIGH SCHOOL HIGH and SOUL FOOD and Audible Hall of Famer voice actress Bahni Turpin, whose narrated many New York Times bestsellers that have been adapted into television series and movies.



"Reaching 25 years as an entrepreneur is a milestone I don't take for granted," Bennett said. "The entertainment industry has changed tremendously, but one thing remains constant: the power of a great story. I'm excited to celebrate this chapter by creating a platform that highlights the brilliance, resilience and creativity of the people shaping our culture."

CALL ME WYLLISA. is available on all major digital platforms, including [Apple](#), [iHeart Radio](#), [Spotify](#) and Amazon Music. For more information, visit WyllisaBennett.com

ABOUT WYLLISA BENNETT | at a glance

A North Carolina native, Wyllisa Bennett relocated to Los Angeles in 2001 and founded wrb public relations, a boutique agency recognized for delivering big ideas, strategic communications and impactful results. She has earned a reputation for creating compelling narratives, securing meaningful media coverage and cultivating long-standing relationships with journalists, producers and industry influencers.

Her entrepreneurial leadership has also been recognized by the City of Los Angeles. Last year, she graduated from the City of Los Angeles Small Business Academy, facilitated by the Bureau of Contract Administration (BCA). The program equipped entrepreneurs with mentorship,

resources and business development strategies to help build sustainable companies, and graduates were honored during a ceremony at Los Angeles City Hall.

In 2020, Bennett was recognized during Black History Month by the Office of Los Angeles City Council President Emeritus Herb Wesson for her longstanding contributions to public relations and her service to the arts and entertainment community.

Bennett began building her communications career while attending North Carolina Central University (NCCU, an HBCU), where she earned a bachelor's degree in English with a minor in media journalism. During her undergraduate studies, she served as a communications aide through the North Carolina State Internship Program in the Office of Lieutenant Governor Robert B. Jordan III, an experience that helped lay the foundation for a career dedicated to storytelling, strategic communications and amplifying the voices of others.

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