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Meet Brisa Siegel | Classical California Host

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We had the good fortune of connecting with Brisa Siegel and we've shared our conversation below.

Hi Brisa, what do you attribute your success to?

The most important factor behind my success is the support I have in my life! I can't believe how lucky I am sometimes for the family, friends, and colleagues that I have. All the credit goes to my people.



Let's talk shop? Tell us more about your career, what can you share with our community?

Given that my background was in television production and marketing consulting, I'm not sure I could have EVER predicted becoming a classical music radio host. But it's been my favorite plot twist thus far. Growing up, I was exposed to a spectrum of personalities, environments, socio-economic levels, and languages. I think my unique upbringing has allowed me to develop a profound understanding of people, and I hope it translates into my work. Music is this umbrella that covers every single person you know, and that's powerful. What do we all have in common? What are the feelings we all go through? What does everyone want to feel at some point? These are the questions that fuel my work. I'm only 26 and the journey to my present-day career has not been easy, but it also has not been too complicated! If you really want it, whatever it is – capitalize off of the small opportunities, send thank-you notes, be firm on your word, show up early and be the last one to leave, be ready with ideas, hand-deliver your resume if you really want the job, book meetings with people you admire, and always show up looking good.

I've always believed that there's some invisible bank where all of your great efforts go. And the more you put in the bank, the bigger you cash out when your ideal opportunities come along.



Let's say your best friend was visiting the area and you wanted to show them the best time ever. Where would you take them? Give us a little itinerary – say it was a week long trip, where would you eat, drink, visit, hang out, etc.

Okay, if my best friend was visiting, we'd start the day with a hike at Los Leones trail in Pacific Palisades. After the hike, we'd go for a swim at El Matador Beach in Malibu and have lunch at the fish shack on PCH. After, we'd get a massage at Burke Williams in Santa Monica and then nap time. We'd then get ready and head to the LA Phil for a concert, hopefully, conducted by Gustavo Dudamel. Taco truck as a snack before the concert. After a concert, we'd head to Pasadena for mezcal and appetizers at Maestro. We'd go to Castaway in Burbank for dinner and end the night at Verse in North Hollywood for the best live music and atmosphere. Oh! And Winston's pies for dessert.



Who else deserves some credit and recognition?

If there are two people in my life who deserve extra credit and recognition, they are Patrick Silverthorne and Jackie Anderson, my bosses at my first ever internship, The Wendy Williams Show. I remember nervously sitting down for my interview with Patrick, where he then hired me on the spot. I worked my butt off as an intern, and it never went unnoticed with either of them. At the time, I was balancing a full-time college schedule, while commuting into Manhattan to be at the studio by 5:30 am. Patrick taught me how to maneuver chaos with class. He modeled what it was to be both loved and respected by all – and how to always get the job done well no matter what. For insight into the kind of person he is, on one occasion, there was a big rainstorm in NYC. That day, Patrick knew I had to run to the train after work to make it in time for a college exam. I was down the block, almost at the train, when I looked behind me and saw him chasing after me with an umbrella. “Take this for the rest of your commute, and bring us

back an A+.” I’ve never forgotten that day, and as to never let Patrick down, I did get an A. It wasn’t until a little bit into my internship that with the skills I learned from Patrick, I formed a relationship with Jackie Anderson, Wendy Williams’ Executive Assistant. Soon enough she asked if I would join her as Wendy’s Junior Executive Assistant! She taught me about how to deliver perfectly, how to work at maximum efficiency, how to command respect, and how to run a team. In between meetings, flight coordinating, public relation email chains, and more, she became what I consider an older sister. Jackie has facilitated opportunities for me to thrive in my career for years to come. To this day, in the chapters of my life that have unfolded, she’s never missed a care package or a text to check in on me.

If you’re ever lucky enough to have yourself a Patrick and a Jackie, give them the extra credit that they deserve too.



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