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Cloudcast Philly Launches “PHITALIA 180,” a SnackCAST™ Celebrating the Italians Who Made Philadelphia

180-second stories honor the Italian Americans whose impact shaped the city’s culture, neighborhoods, and history

PHILADELPHIA – July 13, 2026: Cloudcast Philly, part of Cloudcast Media, the national leader in local podcasting, with content available in more than 100 U.S. cities, today announced the launch of “PHITALIA 180,” a new SnackCAST™ telling the stories of Philadelphia’s Italian Americans in 180 seconds each, and celebrating the many greats who helped make the city what it is.

Few communities have left a bigger mark on Philadelphia than its Italian Americans. From the neighborhoods of South Philly to the city’s food, music, sports, business, and civic life, their influence is everywhere. “PHITALIA 180” brings those stories to listeners in short, compelling episodes that inform, inspire, and celebrate the legacy of Italian Philadelphia.

“Cloudcast Philly, and Cloudcast Media at its core, is about the stories, culture, and history of communities,” said Charles Parisi, CEO of Cloudcast Media. “The outsized impact of Italians on Philly is too big not to tell their stories. We’re excited to have David Varcardipone, the GM of Cloudcast Philly, energize the city with ‘PHITALIA 180.’”

“As an Italian American, it is an honor to lead ‘PHITALIA 180’ and to inspire and inform Philadelphians about the impact Italians have had on this city,” said David Varcardipone, General Manager of Cloudcast Philly. “These are the stories of the families, entrepreneurs, artists, athletes, and neighbors who built Philadelphia, block by block and generation by generation. In just 180 seconds, each episode will remind listeners of a legacy that is still alive in every corner of the city.”

About Cloudcast Philly

Cloudcast Philly is Cloudcast Media’s Philadelphia channel, bringing local stories, local storytellers, and local brands to listeners across the Philadelphia region.

About Cloudcast Media

Cloudcast Media (cloudcastmedia.us) is the national leader in local podcasting, with content available in more than 100 U.S. cities. Built around the idea of “Listen Where You Live™,” Cloudcast amplifies local stories, local storytellers, and local brands, connecting listeners with the voices and communities around them.

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