



## PODCAST HOST PROFILE

Lee Douglas  
Old Time Rock N' Roll





Lee does a great job of transporting people back in time.

Lee Douglas has been in and around the entertainment business most of his life. Growing up in Brooklyn, NY, he was lucky enough to know famous disk jockey Allen Freed, who was also known as Moondog, and according to Wikipedia is credited with first using the name 'Rock and Roll' for the music he played on the radio. Lee says, "Allen was a very accessible guy, and let me see biographies for hundreds of rock and roll artists." Lee's career includes been a teacher and doing lots of radio and audio, including a kids TV show in Orlando.

Lee began using TalkShoe at the beginning of October, 2006. Even though Lee did not bring any audience with him, his Talkcast downloads have skyrocketed, growing to over 2,300/week in just eight weeks.

The idea of Lee's Community Call, Old Time Rock 'n' Roll, is to bring people oldies music from artists like Elvis, Chuck Berry and Little Richard, with a twist. "I get songs that people don't generally hear every day. People remember them, but don't request them." This is in contrast to most oldies radio stations, which use a narrow play list.

Lee also spends a good deal of time researching his artists and scours the Internet and other sources for birth records, facts and figures, stories, and songs recorded by the artist, whether hits or mediocre songs. He incorporates these items into his Community Call, in addition to reminiscing about growing up in Brooklyn in the '50s, '60s, and '70s.

"Lee does a great job of transporting people back in time," commented Dave Nelsen, TalkShoe's CEO. "His love, expertise and passion clearly come through."

Old Time Rock 'n' Roll has been the fastest growing new show on TalkShoe in terms of downloads. Lee offers some tips and advice to other TalkShoe hosts. He says the show should be at the same time every week, or day, and that hosts should schedule one show in advance to tell listeners that more episodes are coming.

Another idea involves email forwarding. "I hate ridiculous email forwards and jokes," says Lee. But he has turned them into a marketing channel and sends emails about his live and recorded shows to the email forwarding list. He also mentions free website submissions, which hosts can search for on Google, but warns, "Be careful. They're always trying to sell you something." Lee also describes other marketing ideas such as printing up business cards with cheap online services, making sure your title and description include important keywords, and uploading a custom image from the TalkShoe website.

Lee concluded his interview with, "Dave and the people at TalkShoe are doing something that nobody else is doing. I've been on the Internet, and people are always asking you for money. And TalkShoe is the opposite. We are actually able to make some money, and I commend your doing this. I appreciate this because what you're doing for me is unbelievable."



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