



## PODCAST HOST PROFILE

**Lee Douglas**

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[www.podcastusermagazine.com](http://www.podcastusermagazine.com)



# Podcast Host Profile: Lee Douglas - Old Time Rock 'n' Roll

by **Mark Juliano** Senior Vice President of TalkShoe.

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 Alan Freed, who was also known as Moondog and who, according to Wikipedia, is credited with first using the name 'Rock and Roll' for the music he played on the radio. Lee says, "*Alan was a very accessible guy and let me see biographies for hundreds of rock and roll artists.*" In addition to being a teacher, Lee himself has logged experience in radio and audio, including a kids' TV show in Orlando.

Lee began podcasting through TalkShoe in October, 2006. Although Lee had no existing audience, his podcast downloads grew from a few listeners to more than 2300 weekly within a month and more than 5500 a week after eight weeks of podcasting.

The idea of Lee's Talkcast, Old Time Rock 'n' Roll, is to bring people oldies music from artists such as Elvis, Chuck Berry and Little Richard, with a twist. "*I play 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. It demonstrates the power of podcasting.

Lee 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 podcast, 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.*"

Lee offers some tips and advice to other podcast 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. "*I hate ridiculous email forwards and jokes,*" says Lee. But he has turned them into a marketing channel and sends emails about his podcasts to the email forwarding lists. He also mentions free website submissions, but warns, "*Be careful. They're always trying to sell you something.*" Other marketing ideas include printing podcast business cards, carefully choosing keywords in podcast titles and descriptions and having a good podcast image. He also stresses listing on many podcast directories.

As far as obtaining rights to play his oldies, Lee says, "*I had to pay upfront to both BMI and ASCAP.*" He initially paid \$700 for both licenses. The BMI license fluctuates with his earnings from sponsors, and ASCAP is based on the number of times their music is played. Lee says that the legalities are somewhat confusing but assures that he is covered legally. Each quarter he submits a copy of his play list and earnings to both companies, and if he exceeds their basic limit, he's sent a bill.

Earnings from the TalkShoe's advertising program offset these costs. "*It is a gamble, and I would only recommend that people jump into it if they can afford it up front.*" Lee has been happy with his TalkShoe experience: "*On the Internet, people are always asking you for money. And TalkShoe is the opposite. We are actually able to make some money, and I commend them for doing this.*"

Lee's Podcast can be found at:  
[www.wrestlingwrap.com](http://www.wrestlingwrap.com)





12300 Perry Hwy. Suite 306  
Wexford, PA 15090  
724.935.TALK (8255)  
[www.talkshoe.com](http://www.talkshoe.com)  
[info@talkshoe.com](mailto:info@talkshoe.com)