

# Lee Meltzer

Podcast Launch Case Studies

# 360° HOLISTIC CONSULTING & PUBLICITY STRATEGY FOR LAUNCH OF “ON PAR WITH MAURY POVICH”

## OVERVIEW

Lee Meltzer Consulting (LMC) was brought on to reintroduce **Maury Povich** into the cultural conversation through a fresh medium, broaden his reach beyond legacy daytime audiences, and position *On Par with Maury Povich* as a prestige interview series with wide mainstream appeal. The mandate centered on reframing Maury as a thoughtful, curious, and incisive interviewer distinct from his iconic “You Are the Father” persona, while driving meaningful awareness across entertainment, lifestyle, sports, and news verticals. LMC also aimed to build early listenership and cultural stickiness by crafting and amplifying viral, conversation-driving moments that firmly established the podcast in today’s media landscape.

## CAMPAIGN DEVELOPMENT

LMC built a multifaceted communications strategy designed to reframe Maury’s public persona, meet audiences across key media touchpoints, and generate early cultural momentum for the podcast. The campaign blended narrative repositioning, targeted outreach, and viral hook development to drive wide awareness and fast adoption.

- **Narrative Reframing:** Positioned Maury as a journalist and thoughtful conversationalist, emphasizing his humor, depth, and dynamic partnership with Connie Chung.
- **Multi-Vertical Press Outreach:** Activated entertainment, lifestyle, news, sports, digital-native, and legacy media to reach both longtime fans and younger audiences.
- **Viral & Broadcast Amplification:** Leveraged organic soundbites into shareable headlines and secured high-visibility broadcast placements timed to the podcast’s launch.



# 360° HOLISTIC CONSULTING & PUBLICITY STRATEGY FOR LAUNCH OF “ON PAR WITH MAURY POVICH”

## RESULTS SUMMARY

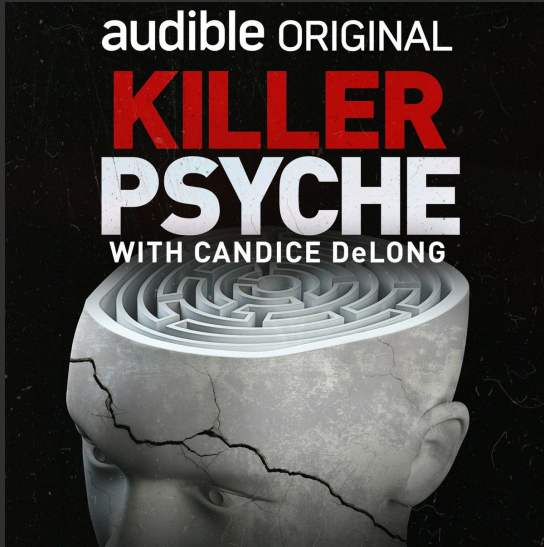
- **70+ Top-Tier Press Hits:** Sustained three months of national coverage, placing *On Par with Maury Povich* squarely in the pop-culture conversation.
- **High-Visibility Broadcast & Audio:** Appearances on TODAY, KTLA, NBC New York Live, *The Adam Carolla Show*, *Talk Is Jericho*, *The Tony Kornheiser Show*, and SiriusXM drove mass awareness and targeted listener growth.
- **Entertainment, Lifestyle & Viral Headlines:** PEOPLE, EW, E! Online, Us Weekly, Parade, Decider, and OK! amplified Maury’s humor, personal revelations, and marriage anecdotes into highly shareable cultural moments.
- **News, Industry & Crossover Reach:** Coverage in The Wall Street Journal, Forbes, Variety, Yahoo! Sports, USA Today, and OutKick contextualized Maury’s reinvention and activated both media-industry and sports audiences.

## TAKEAWAY

The campaign generated substantial multi-category coverage, sparked repeated viral conversation cycles around marriage, career, aging, and pop-culture nostalgia, and successfully positioned Maury Povich as both a legacy icon and a refreshed digital voice. It drove strong early-stage discoverability and audience engagement for *On Par with Maury Povich*, reinforcing Maury’s global relevance while introducing him to new generations of listeners. Overall, the launch demonstrated how an iconic television brand can be seamlessly transitioned into a vibrant audio franchise through a blend of nostalgia, strategic press execution, and audience reactivation.



## 360° HOLISTIC CONSULTING & PUBLICITY STRATEGY FOR LAUNCH OF “KILLER PSYCHE WITH CANDICE DeLONG”



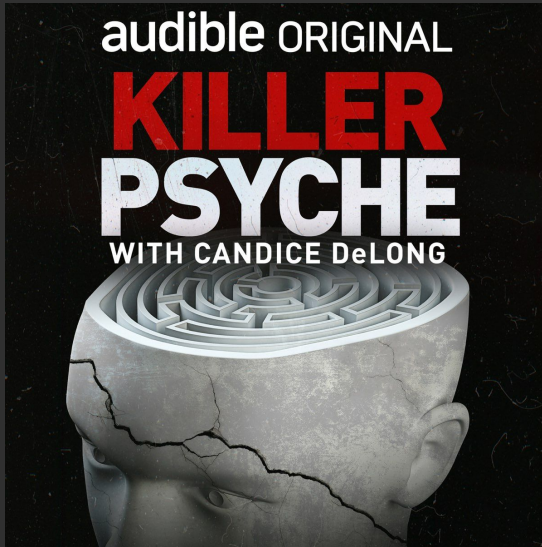
### OVERVIEW:

Position *Killer Psyche* as a must-listen true crime podcast by leveraging Candice DeLong’s real-world FBI credibility.

### CAMPAIGN DEVELOPMENT

- Built an authority-first campaign positioning Candice as one of the country’s most credible former FBI profilers, ensuring her expertise translated naturally into national crime analysis and repeat bookings
- Aligned the rollout with active crime news cycles and executed a coordinated national radio tour to drive immediate relevance, awareness, and early downloads
- Strategically targeted top-tier broadcast, daytime, and true crime platforms, designing each booking to build momentum from primetime to digital to live events for sustained, long-tail impact

# 360° HOLISTIC CONSULTING & PUBLICITY STRATEGY FOR LAUNCH OF “KILLER PSYCHE WITH CANDICE DeLONG”



## RESULTS SUMMARY

- **National Broadcast Impact**  
Four appearances across *Don Lemon Tonight* and *The Lead with Jake Tapper* in 15 days, with additional national coverage on *The Story with Martha MacCallum* and NBC LX. On-air podcast branding integration during CNN segments, plus a multi-segment feature on *Dr. Phil* anchored by an emotional reunion story that drove strong viewer engagement.
- **Podcast & Audio Ecosystem Penetration**  
Coordinated national radio tour across 10+ markets in a single day, alongside targeted outreach and bookings on top-tier true crime podcasts and national radio networks.
- **Print & Digital Coverage**  
Placements across mainstream and crime-focused outlets including *Vulture*, *Fox News*, *AM New York Metro*, and *Cheddar*.
- **Industry Activation**  
Keynote speaker booking at CrimeCon, the largest true crime convention in the United States. .

## TAKEAWAY

We positioned Candice DeLong as a trusted former FBI profiler first and a podcast host second, which established real authority, drove repeat national bookings, and ultimately led to her becoming a regular contributor on CNN for crime and murder coverage. By aligning strategically with high-profile crime news cycles, we created sustained primetime demand, and through a cross-network approach spanning CNN, Fox, NBC, daytime television, and national radio, we expanded the audience well beyond the core true crime space. Leaning into emotional storytelling, particularly the powerful reunion segment on *Dr. Phil*, generated strong digital and social amplification, and our deliberate broadcast to digital to social to live event pipeline built momentum that extended far beyond launch week and helped keep *Killer Psyche* in the top podcast charts. .

# 360° HOLISTIC CONSULTING & PUBLICITY STRATEGY FOR LAUNCH OF “KASICH & KLEPPER”



## OVERVIEW

Launch and position *Kasich & Klepper* as a credible, bipartisan political podcast that could break through polarization by pairing former Ohio Governor and presidential candidate John Kasich with *The Daily Show's* Jordan Klepper. The goal was to secure top-tier trade validation, drive mainstream awareness beyond political media, and sustain national visibility across broadcast, digital, and audio platforms throughout its 38-episode run from 2022–2024.

## CAMPAIGN DEVELOPMENT

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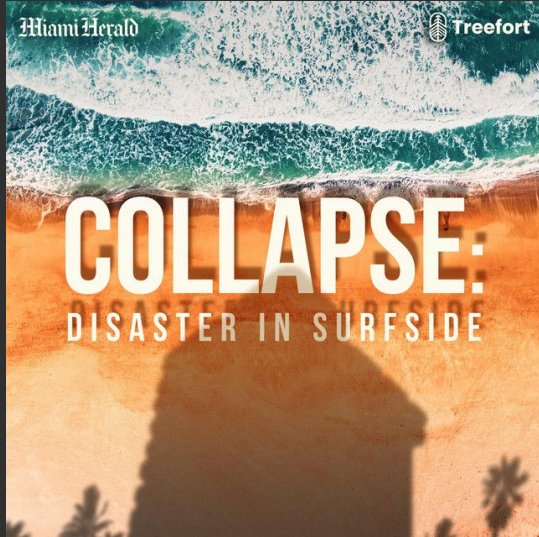
## RESULTS SUMMARY

- **Broadcast Success:** National television exposure including CNN's *Don Lemon Tonight*, *Late Night with Seth Meyers*, and Spectrum News 1 LA, positioning the series within mainstream political and cultural discourse.
- **Radio Impact:** Multi-part SiriusXM takeover across The John Fugelsang Show (3-part series), The Michelle Collins Show (2-part series), The Dean Obeidallah Show, and The Bilal Vakani Hour, creating sustained audience touchpoints.
- **Podcast Visibility:** Strategic bookings on *The Gist*, *On Brand with Donny Deutsch*, and additional high-profile audio platforms, reinforcing credibility within the political podcast ecosystem.
- **Trade & Digital Momentum:** Exclusive series announcement in DEADLINE HOLLYWOOD and national trailer premiere in PEOPLE, supported by widespread online and regional coverage.

## TAKEAWAY

This was always about leaning into the dynamic. A former Republican governor and a Daily Show correspondent sitting down for real conversations is a headline in itself. Our job was to frame that clearly and get the right outlets to understand why it mattered. We opened with a strong trade moment to plant the flag, then layered in national TV and a sustained run across SiriusXM and top political podcasts to keep the show visible week after week. It wasn't about a splashy launch and disappearing... it was about building consistent, credible exposure that kept the series in the conversation and in front of the right audiences throughout its run.

## 360° HOLISTIC CONSULTING & PUBLICITY STRATEGY FOR LAUNCH OF “COLLAPSE: DISASTER IN SURFSIDE”



### OVERVIEW

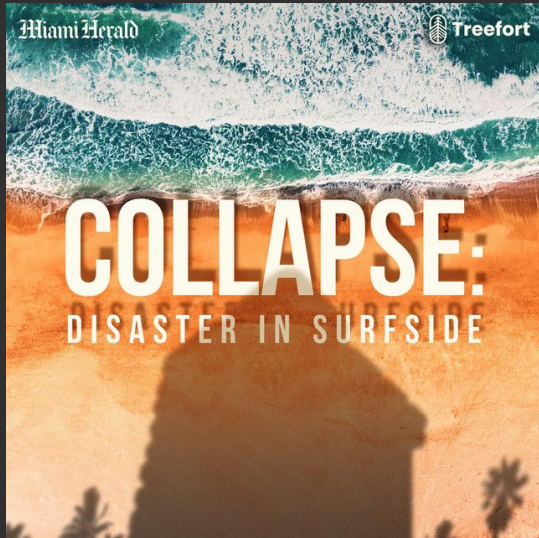
For *Collapse: Disaster in Surfside*, I led the national PR strategy surrounding the launch of this 12-part investigative series produced by **Treefort Media** in partnership with the **Miami Herald**. The objective was to position the podcast not simply as a show, but as a major investigative journalism event bridging the credibility of a legacy newsroom with premium narrative audio. The campaign required a careful, authoritative rollout that honored the gravity of the tragedy while maximizing industry visibility, advertiser interest, and national audience awareness across news, entertainment, and podcast ecosystems.

### CAMPAIGN DEVELOPMENT

The campaign was designed to balance urgency and authority—ensuring the launch reflected the gravity of the tragedy while still breaking through in a crowded podcast marketplace. We built a rollout that led with credibility and industry validation, then expanded outward to drive mainstream awareness and sustained audience discovery.

- Positioned the podcast as a major investigative journalism event, leveraging the credibility of the *Miami Herald* newsroom alongside Treefort Media’s premium audio track record.
- Secured coordinated trade coverage across radio and podcast industry outlets to establish early marketplace legitimacy and advertiser interest, including announcements tied to AdLarge representation.
- Expanded beyond trades into national entertainment and lifestyle media to widen audience awareness beyond true-crime and news listeners.
- Activated built-in distribution and pickup pipelines across McClatchy properties and syndication channels to amplify launch-day impact and extend reach nationally.

## 360° HOLISTIC CONSULTING & PUBLICITY STRATEGY FOR LAUNCH OF “COLLAPSE: DISASTER AT SURFSIDE”



### RESULTS SUMMARY

- Trade and industry coverage across **ALL ACCESS**, **INSIDE RADIO**, **RADIO INK**, **RADIO ONLINE**, and **PODCAST BUSINESS JOURNAL**, reinforcing credibility within the audio and broadcast ecosystem.
- National entertainment placements including **NBC LX**, **NPR's ALL THINGS CONSIDERED**, and **VARIETY** (Podcast News Roundup inclusion), with pickup on Yahoo!, expanding visibility within mainstream media circles.
- Lifestyle and consumer media features in **US WEEKLY**, **STAR MAGAZINE**, and **LIFE & STYLE**, broadening reach beyond news audiences.
- Strong digital and syndication pickup across McClatchy, NewsBreak, and podcast platforms, alongside social amplification from industry outlets.

### TAKEAWAY

This campaign underscored how a strategic, credibility-first rollout can elevate an investigative series beyond the podcast space and into the broader national conversation. By thoughtfully sequencing trade validation, mainstream visibility, and syndication amplification, the launch achieved cross-platform awareness while maintaining the seriousness and integrity the subject matter demanded. It reinforced how I approach high-stakes nonfiction projects: with discipline, positioning clarity, and layered media execution that drives both industry impact and audience reach.