

Lee Meltzer

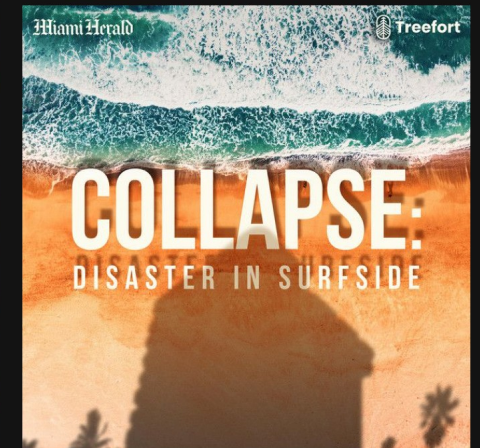
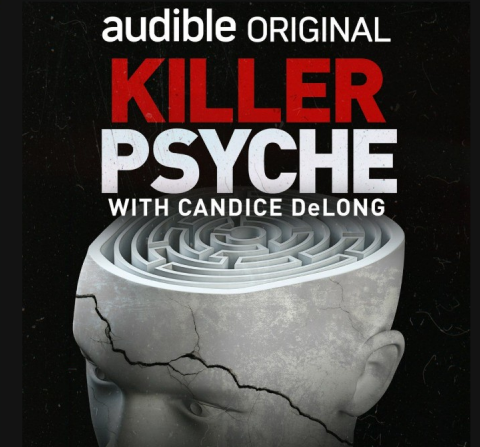
CONSULTING, LLC

SELECTED WORK

Podcast Launch *Case Studies*

FOUR LAUNCHES • 360°

Holistic consulting & publicity strategy



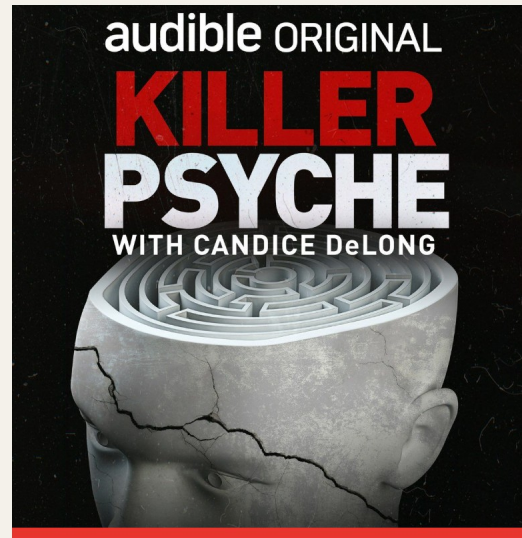
THE PORTFOLIO

Four launches, one 360° playbook



01 • INTERVIEW

**On Par with
Maury Povich**



02 • TRUE CRIME

**Killer Psyche with
Candice DeLong**



03 • POLITICS

Kasich & Klepper



04 • INVESTIGATIVE

**Collapse: Disaster in
Surfside**

CASE STUDY

01

ON PAR WITH

MAURY

PRESTIGE INTERVIEW SERIES

POVOCH

On Par with
Maury Povich

Reintroduce a daytime icon as a curious, incisive interviewer, and make the podcast a destination with wide mainstream appeal.

Reframe Maury from his iconic daytime persona into a thoughtful conversationalist, and build early listenership that sticks.

Awareness had to land across entertainment, lifestyle, sports and news at once.

Narrative reframing

Positioned Maury as a journalist and conversationalist, foregrounding his humor, depth and partnership with Connie Chung.

Multi-vertical outreach

Entertainment, lifestyle, news, sports, digital-native and legacy media, for longtime fans and younger listeners alike.

Viral & broadcast amplification

Turned organic soundbites into shareable headlines and timed high-visibility broadcast placements to launch.

01 • RESULTS

70+

top-tier press hits, sustaining three months of national coverage

BROADCAST & AUDIO

TODAY
KTLA
NBC New York Live
The Adam Carolla Show
Talk Is Jericho
The Tony Kornheiser Show
SiriusXM

ENTERTAINMENT & LIFESTYLE

PEOPLE
Entertainment Weekly
E! Online
Us Weekly
Parade
Decider
OK!

NEWS & CROSSOVER

The Wall Street Journal
Forbes
Variety
Yahoo! Sports
USA Today
OutKick

An iconic television brand, carried into a vibrant audio franchise.

Repeated viral cycles around marriage, career, aging and pop-culture nostalgia positioned Maury as both a legacy icon and a refreshed digital voice, driving early discoverability and introducing him to a new generation of listeners.

THE TAKEAWAY

audible ORIGINAL

CASE STUDY

02 KILLER PSYCHE WITH CANDICE DeLONG

AUDIBLE ORIGINAL • TRUE CRIME

Killer Psyche *with Candice DeLong*

Make a must-listen true crime podcast out of real-world
FBI credibility.

Lead with authority: a trusted former FBI profiler first, a podcast host second.

Her expertise had to translate naturally into national crime analysis and repeat bookings.

Authority-first positioning

Candice as one of the country's most credible former FBI profilers, built for national crime analysis and repeat bookings.

Timed to the news cycle

Rollout aligned with active crime stories, plus a coordinated national radio tour for immediate relevance and early downloads.

Momentum by design

Broadcast, daytime and true crime bookings sequenced from primetime to digital to live events for long-tail impact.

02 · RESULTS

4

CNN appearances in 15 days, across *Don Lemon Tonight* and *The Lead with Jake Tapper*

10+

radio markets in a single day on a coordinated national radio tour

1

Keynote at CrimeCon, the largest true crime convention in the U.S.

ALSO ON AIR

The Story with Martha MacCallum · NBC LX · a multi-segment *Dr. Phil* feature · podcast branding on CNN

PRINT & DIGITAL

Vulture · Fox News · AM New York Metro · Cheddar · top-tier true crime podcasts

From launch guest to regular CNN contributor, and a podcast that held the top charts.

A cross-network run across CNN, Fox, NBC, daytime and national radio carried Candice well beyond the core true crime audience, while the *Dr. Phil* reunion segment and a broadcast-to-digital-to-live pipeline kept momentum going past launch week.

THE TAKEAWAY

CASE STUDY

 KASICH

&

TREEFORT • 38 EPISODES, 2022-24
Kasich & Klepper
KLEPPER

Pair a former Republican governor with *The Daily Show's* Jordan Klepper, and break through polarization as a credible, bipartisan conversation.



Treefort

Win top-tier trade validation, push past political media, and stay visible for the whole run.

National visibility across broadcast, digital and audio, from 2022 through 2024.

Lean into the dynamic

A Republican governor and a Daily Show correspondent in real conversation is a headline in itself. The work was framing it clearly.

Plant the flag in the trades

Opened with an exclusive series announcement in DEADLINE and a national trailer premiere in PEOPLE.

Sustain, week after week

Layered national TV, a multi-part SiriusXM run and top political podcasts to keep the show in front of the right audiences.

03 · RESULTS

38

episodes of sustained national visibility, from the launch announcement through 2024

BROADCAST

CNN's *Don Lemon Tonight*
Late Night with Seth Meyers
Spectrum News 1 LA

SIRIUSXM RADIO

The John Fugelsang Show
(3-part)
The Michelle Collins Show
(2-part)
The Dean Obeidallah Show
The Bilal Vakani Hour

PODCASTS

The Gist
On Brand with Donny Deutsch
and other top political shows

TRADE & DIGITAL

DEADLINE exclusive series announcement
PEOPLE national trailer premiere

Consistent, credible exposure that kept the series in the conversation for its entire run.

A strong trade moment planted the flag. National TV, then a sustained run across SiriusXM and top political podcasts, kept *Kasich & Klepper* visible week after week and in front of the right audiences.

THE TAKEAWAY

CASE STUDY

04

COLLAPSE:

TREEFORT MEDIA x MIAMI HERALD

DISASTER IN SURFSIDE

Collapse:

Disaster in Surfside

A 12-part investigative series, launched as a major journalism event that honored the gravity of the tragedy.

Balance urgency with authority: lead with credibility, then expand outward.

Break through a crowded podcast market without losing the seriousness the subject demanded.

A journalism event

The *Miami Herald* newsroom's credibility alongside Treefort Media's premium audio track record.

Trade validation first

Coordinated radio and podcast trade coverage for marketplace legitimacy and advertiser interest, including AdLarge representation news.

Expand and syndicate

National entertainment and lifestyle media beyond true crime and news, amplified through McClatchy and syndication pipelines.

From the trades to the *mainstream*



A credibility-first rollout can carry an investigative series into the national conversation.

Sequencing trade validation, mainstream visibility and syndication gave the launch cross-platform awareness while keeping the seriousness and integrity the subject demanded.

THE TAKEAWAY

Lee Meltzer

CONSULTING, LLC

Thank you.