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This talk is not cheap, but lawyer hopes it's valuable

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In lawyers' never-ending quest to broadcast their skills and names to potential clients, one of the newest tools is the podcast — an audio presentation offered over the Internet.

While not cheap, it's "a great opportunity for me and for our firm to explore a little bit this technology that's out there," said David J. Kaufman, an attorney in Duane, Morris LLP's Chicago office.

Kaufman, a partner in his firm's corporate group, just finished producing the first in the firm's series of podcasts discussing trends in corporate law.

The inaugural podcast, just posted on the firm's Web site, is a conversation between Kaufman and Bradley J. Pickard, managing director of the Chicago office of the investment bank Houlihan, Lokey, Howard & Zukin.

They discuss the latest in the private equity market.

Kaufman said this initial podcast cost about \$3,500 to produce. Off and on, it took about four weeks to make.

"It takes time and energy and some money," Kaufman said. "It's not just me in my basement with a microphone. We went to a studio in Chicago.

"It's not cheap if this is done with any sort of quality," said Kaufman, who hopes to get the cost down to \$1,000 per podcast.

His law firm firm is now moving to make the podcast available on Web directories that list legal topics.

Among these, Kaufman named:

Legaltalknetwork.com; Indiepodder.org; Lawbiz.com; Yahoo Podcast Directory; Podcast.net; and apple.com/podcasting.

"Podcast" is a combination of the words "broadcast" and "iPod," the popular personal listening device.

A podcast is made available for download through the Internet. It may be listened to at one's personal computer or on a personal listening device, such as an iPod.

Some lawyers have gone into podcasting in a big way.

Two lawyers in Georgia offer a whole series of podcasts "for citizens accused of crime and the lawyers defending them," on the Georgia Criminal Law Blog and Podcast.

The producers are Rob Leonard and John Barrett, both criminal-defense lawyers in Marietta, Ga.

LegalTalkNetwork is a regular show on a wide variety of legal topics hosted by attorneys J. Craig Williams of The Williams Law Firm in Newport Beach, Calif., and Robert J.

Ambrogi, a Massachusetts lawyer and media consultant.

Found at www.legaltalknetwork.com, some recent topics were: "The Latest in Vioxx" and "Asia — The New Frontier for U.S. Lawyers."

This show celebrated its first anniversary this month.

There are many other examples nationally.

Kaufman's first podcast is found at www.duanemorris.com/site/dm73.html.

"This is my idea," he said "Our challenge as lawyers is always to demonstrate our expertise and competence. That's part of the marketing angle.

"Hopefully, if I can demonstrate my expertise on this podcast, I've taken a big step toward clients and potential clients," Kaufman said.

Kaufman said he put together a list of questions for investment banker Pickard, who volunteered his time.

The initial podcast discusses the new trend in "club deals" in private equity financing; also private equity players selling companies to each other, which had formerly been taboo; and the transition of private equity from "an embryonic asset class to a mature asset class" with \$170 billion in funds raised in 2005.

Pickard "was happy to do it and have his firm experiment, too," Kaufman said.

At Studio X, 3055 W. Armitage Ave., Kaufman and Pickard recorded an hour-long conversation that was edited down to 45 minutes.

They broke the conversation into two podcasts.

"We're going to do a couple of these and then take a step back and see if we found some value in it," Kaufman said.

He added, "I hope this is a beginning of something" that will be regularly scheduled. He said he has both ideas and speakers lined up.

The firm's Web site does not yet have the capability to count users of the podcast, but a new site coming soon should, he said.

"It's kind of a new idea, and I think it works well," said Gaspare G. Ruggirello, a lawyer who said he listened to Kaufman's initial podcast.

Ruggirello said he was formerly general counsel to two firms that had private equity investors. He said the interactive nature of the podcast with two people talking was helpful.

"I think it's very convenient to sit at your desktop and just hit a button and, 10 seconds later, you're getting useful information," Ruggirello said.