

# How to Podcast Sermons

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Many churches are putting their sermons online. But if you're not a geek or very techy minded, it can be a scary thing! So in this article I'll be explaining the process; from the recording of the sermons, editing sermons and 'MP3-ing' them, putting sermons online and then making them available to the whole world on a website and as a podcast through a feed and the iTunes store!

## Recording Sermons

There are different ways of recording sermons, including recording onto CD, using a digital recorder, recording straight into a computer and using a good old cassette recorder!

### Recording onto CD

If you use a CD recorder in the Church for recording the services – great! To edit the CD (e.g. extracting just the sermons/readings) you'll need to 'rip' the CD in a computer. Programs such as Windows Media Player (WMP) and iTunes (my favourite) can do this.

When ripping CDs, for this purpose, I recommend that you rip it to a .wav (PC) or .aiff (Mac) file. Warning, these files will be large (500mb+ for your average CD), but you'll get the best quality for editing.

To import a CD into iTunes: <http://support.apple.com/kb/HT1473> For how to set the import file type in iTunes, see the 'convert file' link for iTunes below.

To import a CD into WMP:

<http://www.microsoft.com/windows/windowsmedia/knowledgecenter/howto/mp11/rip.aspx>

When you've got your big file, from the CD, you're ready for editing!

### Using a Digital Recorder

I use a digital recorder for recording our sermons at Church for podcasting. Some MP3 players (such as the old 'Creative Zen Nano Plus') have a built in 'line in' feature and you can use this to record the sermon. You can also get adapters that allow 'line in' recording into an iPod/iPhone.

Many small dictaphones have good line in recording. I use an Olympus VN-5500PC for recording in my Church. (I think the VN-6000 is the current equivalent of this model.)

If you want to do serious digital recording, M-Audio (<http://www.m-audio.com>), and Zoom (<http://www.zoom.co.jp/>) have some excellent (and sometimes expensive!) recorders.

The best way to use a digital recorder is to plug it into an output on a mixing desk. Most mixing desks have 'aux' or 'send' outputs. If you can plug the recorder into one of these, you should get a good quality. You might need some adapter cables to make the connection. It's hard to say what you'll need because it depends on how you're going to

be plugging it in! It's worth doing some demo recordings to check the sound level as some line ins (and digital recorders) can be rather sensitive!

Digital Recorders 'encode' the audio into a variety of formats including MP3, WMA (windows media audio) and WAV.

You'll firstly need to download the file from the digital recorder onto your computer (normally done by USB).

If you've got a WAV file, you're ready for editing and the 'Editing' section! If you've got an MP3 or WMA file, it might well be worth converting them to a WAV/AIFF so you get the best quality audio for editing.

You can convert the files in a similar way to the CD using Windows Media Player or iTunes. I can't find an easy way to convert file types within Windows Media Player, if you know of a way, please let me know!

To convert a file in iTunes see: <http://support.apple.com/kb/HT1550> I think iTunes is the easiest way to do the conversion. (If you're on a Mac and have WMA files, you can use the free Miro Converter: <http://www.mirovideoconverter.com/> to convert them to MP3s that Garageband can edit - this is what I do!)

Once you've got your WAV/AIFF (or MP3) file, you're ready for editing.

### **Recording Straight onto a Computer or Using a Good Old Cassette Recorder/Player:**

These methods are could be seen the most 'techy' (recording straight in) and the most basic (the tape), yet strangely there are quite a few similarities between them!

For both on them you will need a way of getting the audio into the computer. Most computers/notebooks have 'mic' sockets on them. You can use these, but they are normally only mono and the quality can be rather 'buzzy/crackly'! If your computer has a 'line in' socket, this is much better and they're often in stereo. These sockets are normally 3.5mm (headphone size).

Other alternatives include soundcards (where you take the computer to bits to install them!) and external USB and FireWire 'audio interfaces'. These will often give you better control and quality but can cost more.

One of the most popular, and simplest, external 'boxes' is the griffin iMic: <https://store.griffintechology.com/imic> It's got in and out 3.5mm jacks and plugs into the computer by USB.

Behringer also make a simple and very affordable USB interface which has got RCA/Phono inputs rather than a 3.5mm jack. This could be just what you want if you're connecting from cassette desk or stereo output from a mixing desk: <http://www.behringer.com/EN/Products/UCA202.aspx>

You can also get a USB Cassette Decks and Cassette to MP3 convertors: <http://www.amazon.com/Ion-Tape2PC-USB-Cassette-Deck/dp/B000VG802I/> & <http://www.amazon.com/Audio-Portable-Tape--Player-Headphones/dp/B0038OLL2Q/> (USA); <http://www.amazon.co.uk/Audio-ION-Tape-Casettendeck-USB/dp/B000VG802I/> & <http://www.amazon.co.uk/ION-iTR03-Tape-Express-Converter/dp/B002XZGUPY/> (UK).

If you want to push the boat out a bit, there are many excellent interfaces by M-Audio ([www.m-audio.com](http://www.m-audio.com) USB), PreSonus (<http://www.presonus.com> USB and FireWire) and Behringer (<http://www.behringer.com> USB and FireWire).

Again, you'll need some cables to connect things. But without know what you're plugging from and to, it's hard to recommend things.

To record either directly or from a tape, you need some software to capture the audio.

Audacity (<http://audacity.sourceforge.net/>) is an excellent free program for Windows, Mac and Linux that will do the job really well. If you use a Mac, Garageband is also a good option.

You need to either play the tape, or get the direct line and record it 'live' into the software. This is a good guide for Audacity: [http://audacityteam.org/wiki/index.php?title=Transferring\\_tapes\\_and\\_records\\_to\\_computer\\_or\\_CD](http://audacityteam.org/wiki/index.php?title=Transferring_tapes_and_records_to_computer_or_CD)

These are good basic guides for Garageband: <http://docs.info.apple.com/article.html?artnum=93701> (configuring iMic, but it's the same for most audio inputs) <http://docs.info.apple.com/article.html?path=GarageBand/4.0/en/9109.html> (basic recording in Garageband)

If you have to use the 'mic' socket, especially in Windows, be careful with options such as 'microphone boosts' as this can lead to distortion!

When you've recorded your tape/direct line, you should have a nice file (it's a good idea to save it as a 'project' in either Audacity or Garageband) that's ready for editing.

## **Editing and MP3-ing the Sermons**

### **Using Audacity (Windows/Linux/Mac)**

Audacity can do some pretty clever editing, but most of the time you'll only need to do simply editing. When you open audio within Audacity, you'll see the audio as a wave form with lots of wiggly lines (a technical term!). You can use the zoom icons (they look like magnifying glasses) to zoom in and out, so you can have more or less in time on the screen.

Cutting out 'dead audio' (such as before and after the sermon and any very long silences within a sermon) is very easy indeed. Simply click and drag a 'region' in the audio and hit the delete key and that region is gone. The audio before and after the deleted region close up so there's no gap.

One of the most powerful tools within Audacity is 'Noise Removal'. This can be especially useful if you've recorded from a cassette, as you can normally get rid of most of the tape 'hum'. There's a very good guide at: [http://audacityteam.org/wiki/index.php?title=Noise\\_Removal](http://audacityteam.org/wiki/index.php?title=Noise_Removal)

You might also want to fade the beginning and end of the sermon in and out. This can be simply done by selecting the region of audio you want to fade (again by click and drag) and then choose 'Effect => Fade In' or 'Effect => Fade Out'. If you need to add some silence in somewhere, click in the audio to get a 'place head' (click in the wave form) and choose 'Generate => Silence' and choose an amount of time.

If the whole recording is too loud or quiet you can either select a region or all the audio ('Edit => Select All') and use 'Effect => Amplify'. But be careful, when amplifying up, you can easily make things too loud and distorted!

You might want add an intro or outro to the sermon saying where the sermon's from (your Church!), who's speaking, what the sermon's about and any readings, etc.

With Audacity, I find it best to do a 'File => New' and record the intro/outro in there and then select it all and copy it and then paste into the front/end of the sermon audio (put the place head where you want and then paste).

Like recording the sermons, there are a few different ways you could record the intro/outro. These include a webcam mic, a digital recorder or a 'proper' mic and audio set-up. For more on this, see the section later in the article.

Once you've got your sermon all edited and ready to go, you need to 'encode/save' it as an MP3 file. To encode/save as an MP3 in Audacity, you might need to install a special file known as LAME. (Later versions of Audacity for Windows have MP3 encoding built in.) More information on how to install LAME: [http://audacityteam.org/wiki/index.php?title=Lame\\_Installation](http://audacityteam.org/wiki/index.php?title=Lame_Installation)

MP3 files can be encoded at different qualities, known as 'bit rates'. You can choose the quality in 'Edit => Preferences => File Formats' (win); 'Audacity => Preferences => File Formats' (mac). The smaller the number, the smaller the file but the quality will be lower. I encode the MP3s at 64kbps (kilo bytes per second), as I think this is a good balance of size/quality. At 64kbps, a 30/40 min MP3 is about 15-20mb in size.

Music needs to be encoded at a high quality than speech as it's got much more information in it. 'CD Quality' is 192kbps, but even on my iPod I only run at 96kbps when burning CDs. I've got pretty good hearing and can't really tell the difference between 96 and 192!

To encode the sermon, do 'File => Export as MP3', choose a location and click 'Save'. A window will then appear with some different options and boxes. These are known as 'tags' for the MP3 file and are used in programs such as iTunes and Windows Media Player and on MP3 players to tell you what the track/file is. The boxes are fairly self explanatory: the Title (of the sermon); the Artist (the Church); the Album (I put 'Sermons'); Track Number can normally be ignored for podcasts as it's not really relevant; the Year; the Genre is a bit more tricky, ideally you want 'Podcast' as that can help some MP3 players. But that's not in the list! You can use 'Speech' or use another program, such as iTunes, to edit the tags (see the iTunes tagging section below). In Comments you can give the speaker's name, Bible references, etc.

When you've entered the tags, click 'OK' and you're done! You now have an MP3 ready for the web. However, you might want to tweak the tags or even add an image to the file. You can do these in iTunes.

### **Using Garageband (Mac only)**

As in Audacity, in Garageband the audio is displayed in a wave form. However, editing it is done a bit differently!

Garageband makes more use of tracks and there are two views, the top 'tracks overview' (where all the tracks are listed) and then down the bottom you can turn on the 'Track Editor' (using the button that looks like a pair of scissors cutting a sound wave). This gives you a much larger view of the track to edit. You can zoom the tracks overview and the track editor by using the zoom bars on the bottom right of each view/pane.

Audio in Garageband are in a movable regions that you can drag around to the right time (s). Different types of audio are different colours. Imported music is yellow, 'software' instrument tracks are green and 'real' instrument tracks (including microphones) are purple.

Garageband defaults to bars and beats, but you can change it to time by clicking the 'LCD' monitor on the bar between the panes.

To move a region of audio put your mouse to the 'outer' side of the region so you've got a cursor that's a vertical bar with two little arrows either side; to click-drag for editing move it to the middle of the track so the cursor is cross-hair.

Editing out 'dead space' is similar to Audacity, click-drag to select a region of audio and hit the backspace button. Unlike Audacity, the audio doesn't close itself up, but leaves a gap. You can either move the two sections together (but be careful as if you overlap the audio on one side will be lost) or shift-click to select more than one region and 'Edit => Join' the regions together (if there's space between the regions, it will be added as silence).

Fades are added using the 'Track Volume' bar (expandable using the little down arrow on the track name section). You can add points by clicking on the blue volume bar and then move them up and down to create fades, raise/lower volume, etc. So you can have two regions separated by a couple of seconds and put a fade out and in for them by making a 'V' out of points. To remove a point, click on it (so it gets a bit larger) and hit the backspace key.

To move/change the place head in Garageband click in the timeline in either of the panes. For more on editing in Garageband see: <http://www.apple.com/support/garageband/>

These are some more general tips on recording with Garageband: <http://www.voiceovertimes.com/2008/01/04/10-tips-for-editing-a-podcast-in-garageband/>

There's no 'noise removal' tool as such in Garageband, instead you can create effects on 'real' instrument tracks when recording them. These can be especially useful when recording in a tape or recording intros/outros. For recording intros and outros I use a 'Real Instrument Basic' track and put a few effects on it such as a small amount of 'gate' and a small 'compressor'.

When recording in Garageband you need to set the input and output source. The settings for these can be found in 'Garageband => Preferences => Audio/Midi'. For more on recording intros/outros, see below.

If you're feeling really fancy, you can add 'chapters' to your podcast using Garageband.

When you've edited your sermon together, again you need to encode it to an MP3. You need to choose 'Share => Send Song to iTunes'.. In the dialog box that opens you can

choose the audio options. You need to tick 'Compress' and choose 'MP3 Encoder' and the quality level you want. 'Good Quality' is 64kbps (which I use). Like Audacity you can tag the MP3 file. You need to put something in all the boxes (like 'Composer Name'), even if you then remove it later in iTunes (as I do!).

When the file has finished exporting it will open in iTunes in the playlist that you specified when 'Sharing'. The MP3 file will be on your hard drive in Music/iTunes Library/ in the 'Import' folder.

You can now finish tagging the file and even add an image.

## **Recording Equipment for Intros/Outros and other vocals**

There are many options for recording intros and outros for you podcast (if you want to add them). I think they help explain what's going on, especially if people are finding your podcast on iTunes or a podcast directory and so might not know about the Church.

I started using a webcam 'lapel' mic and some of these are very good (especially some of the USB ones) and with headsets being used more for applications such as skype, you can also use those. Many digital audio recorders and some MP3 players also have mics built into them.

If you want a top quality sound, you really need to use a 'proper' (condenser) or studio microphone. There are USB mics like this available such as the Audio-Technica AT2020 (<http://www.amazon.com/Audio-Technica-AT2020-USB-Condenser-Microphone/dp/B001AS6OYC/> USA; <http://www.amazon.co.uk/Audio-Technica-Cardioid-Condenser-Microphone/dp/B000RE3E8O/> UK)

You can also use a 'normal XLR' microphone with a mixing desk/audio interface (as mentioned earlier in the article). I use an XLR mic with a small mixing desk and firewire audio interface, but then I'm a geek!

## **Tagging MP3s in iTunes**

iTunes is my program of choice for tagging MP3s as it's so easy to use.

To edit the tags on a file, find the file in iTunes and right-click => Get Info. In the 'Info' tab there are many boxes where you can add tags. I use the following: Name (for the title of the sermon); Artist (the Church); Album (Sermons); Genre (Podcast) and in Comments I put the details of the speaker and Bible references, etc. (You don't seem to be able to add carriage returns/line-breaks in the comments box, so I write those details in a text editor and copy and paste them in!)

If you want to add some extra 'nice' to the MP3 you can add an image to it. Adding an image means it appears as artwork on an iPod or in iTunes and just helps to brand your podcast. Ideally you want a square image that's 300x300px or 600x600px. It can be in a gif, jpg or png. You can either go to the 'Artwork' tab, do an 'Add' and find your image; or if you open the artwork viewer in iTunes (it appears under the playlist, etc. section on the left and is opened by the right one of the four buttons at the bottom left of the screen) and when the MP3 file is playing you can drag an image file onto the artwork viewer box.

So hopefully now you've got an MP3 file ready to become a podcast. The next step is to put it online somewhere so the whole world can listen to it.

## **Putting the Sermons Online, Publishing them and Making a Podcast!**

There are several ways you can do this! These range from 'all in one' services that do everything for you to doing everything yourself.

We'll look at the different options so you can see what would best suit your needs.

### **Using an 'all in one' (that does the hosting, displaying and podcasting type things for you)**

Probably the easiest way to put the sermons online and create a podcast is to use an 'all in one service' which does everything for you. You then get a player you can embed into the site.

In my opinion, the best all in one service is Buzzsprout: <http://www.buzzsprout.com/>. It's very simple to use. With the free option you can upload up to two hours of audio a month (so four 30 min sermons!) and 'episodes' (a sermon) are kept for 90 days. Pay for accounts start at \$9 (£5.60-ish) a month where you can upload four hours a month and the episodes are kept forever.

With Buzzsprout you get your own 'mini site' and some very nice players you can embed into your main Church site. Buzzsprout is not 'overtly' Christian but the company is owned by Christians and was originally created to help Churches put sermons online!

Another 'church only' option is Sermondrop (<http://sermondrop.com/>) but I think Buzzsprout is a better all round service.

Both of these services take care of the hosting of the Sermons (you upload the MP3 into their site/hosting), give you a player to put on your site and also make the podcast feed (more on those later!) and makes it iTunes friendly, etc.

### **Doing things manually!**

If you'd prefer to do things yourself here are some other ways... First, you'll need to put your MP3 somewhere online so people can listen to and download it.

The easiest place to put your MP3 files is on the same space/package/server where you host your Church website (normally uploading them by FTP). But unless you have a very big hosting package with lots of space and bandwidth allowances, you might find that you could quickly use this up!

You can upgrade your hosting package (which might cost!) or there's a special type of hosting offered by Amazon (yes the book people!) that can be excellent value for hosting media files (like MP3s).

The service is known as 'Amazon Simple Storage Service' (Amazon S3) <http://aws.amazon.com/s3>

Rather than having a 'lump sum' price, with S3 you pay for what you use (a combination of storage, bandwidth and requests for the files). This can often work out much cheaper

than 'normal' hosting. (I use S3 for hosting the sermons for my Church. There's several GBs of sermons on there and it costs about \$1 a month!)

This is a very good article explaining how S3 can be used for media hosting  
[http://aws.amazon.com/articles/1073?\\_encoding=UTF8&jiveRedirect=1](http://aws.amazon.com/articles/1073?_encoding=UTF8&jiveRedirect=1)

As the article says, uploading items to S3 is done differently than using FTP and the 'S3Fox' Firefox plugin is excellent for doing the job. <https://addons.mozilla.org/en-US/firefox/addon/3247>. There are some programs that can also easily upload files to S3: <http://cloudberrylab.com/?page=cloudberry-explorer-amazon-s3> (Windows); <http://3hubapp.com/> (Mac); Also on Mac, the popular FTP client 'Transmit' can also use to S3.

When you upload a file to S3 you can either have a long 'bucket' (folder) and file name such as: [http://media.yourchurchsite.com.s3.amazonaws.com/sermon\\_01.mp3](http://media.yourchurchsite.com.s3.amazonaws.com/sermon_01.mp3)

Or if you (or your hosting company) can manage your domain name settings, you can tie your bucket to the domain so the address would be: [http://media.yourchurchsite.com/sermon\\_01.mp3](http://media.yourchurchsite.com/sermon_01.mp3)

It's not as complicated as it sounds (honest)!

So now you've got your sermons online and ready to use, but you've got to make them available for people to listen to!

## **Publishing the Sermons online**

### **Manually displaying the files**

Now you've uploaded the files you need to display them! There are a number of web sites/services that can help you do this.

### **Blogger**

Blogger (<http://www.blogger.com>), owned and run by Google, is designed as an easy to use 'blogging' service, but can also do podcasting: <http://www.google.com/support/blogger/bin/answer.py?hl=en&answer=80259>

Here's another good blogger podcasting tutorial (it's a little old but still good!):

<http://www.churchcommunicationspro.com/2006/11/05/sermon-podcasting-made-easy/>

With Blogger you can either use a 'blogspot' account (provided by blogger) to display the sermons, or you can edit the template and publish it to your own site/hosting.

### **Wordpress**

Wordpress is another popular option for bloggers/podcasters and two in two types, you can have a 'hosted' account at: <http://www.wordpress.com> or you can download the wordpress software and install/run it on your own hosting: <http://www.wordpress.org> . Wordpress can do more than just blogging/podcasting and can be used to run a whole site very easily. My Church site, is completely run on wordpress: <http://www.minehead-baptist.com>

There are several good sites offering free wordpress themes that you can easily install, have a google for wordpress themes!

In Wordpress you can use 'plugins' to allow you to do extra things. These are the best podcasting plugins:

**PowerPress** (<http://www.blubrry.com/powerpress/>): is widely used among podcasters and is good for general podcasting with Wordpress. It includes a choice of customisable players and iTunes feed support (more on that later). I think it's best to have a category called 'Sermons' and put each sermon as a post within the category.

**Podcasting** (<http://wordpress.org/extend/plugins/podcasting/>): also has iTunes support.

**Sermon Browser** (<http://www.sermonbrowser.com/>): is designed for podcasting Sermons by Mark Barnes, a Church Minister from Wales (UK). This is a plugin that really takes the work out of Podcasting sermons with Wordpress. You can add your Service Times, Preachers/Speakers and Sermon Series within the plugin settings, so adding a new sermon is a breeze. It also features very customisable templates for how the sermons are displayed and there's a player. The sermons can also be filtered by users using a number of choices (such as date, preacher, series, book of the Bible, etc.).

### **You can also Do It Yourself using Wordpress!**

Another way of podcasting with Wordpress, which is more 'techy' (and geeky!) and how I run the sermon podcast at my Church ([www.minehead-baptist.com/sermons/](http://www.minehead-baptist.com/sermons/)), is to set it up for yourself!

I did this way as when I started there were nice plugins like Powerpress or Sermon Browser to help you! (I would now use PowerPress or Sermon Browser to podcast using Wordpress). But if you're looking for an easy and very 'full featured' way of podcasting sermons on Wordpress, I thoroughly recommend Sermon Browser.

So we've got our sermons online and displaying nicely in Wordpress, blogger or on another type of site! But we want this to be a full blown podcast and that needs one crucial thing, a podcast 'feed' so people can subscribe to it!

### **Yahoo Media Player**

If you don't want to use something like Blogger or Wordpress, and maybe you've already got a list of sermons on your site which you wish to have a player and perhaps turn into a podcast, there is another way! Yahoo Media Player (<http://mediaplayer.yahoo.com/>) is a very simple way to turn a list of links to MP3 files into players on your site. All you have to do is add one line of code to your page (`<script type="text/javascript" src="http://webplayer.yahooapis.com/player.js"></script>`) it then turns any links on that page to a MP3 file into a mini player! (It's also possible to change the colour, etc, of the player if you don't mind playing with some html and javascript: <http://www.ponticstar.com/blog/2009/12/12/hacking-yahoo-media-player/>)

### **Making a Podcast a Podcast!**

If you want to 'podcast' the sermons (rather than just having them on the website) you need a 'feed'. This is the magic part of a podcast because the feed allows people to subscribe to the sermons (so new sermons come to them, rather than them having to visit the site every week.).

If you've not come across 'feeds' before, they are a way of finding out what's happening on a site/podcast without having to keep visiting the site. Most news based sites and blogs have feeds. They are also sometimes called 'news feeds', 'rss feeds' and 'xml feeds'. The common logo for feeds of all kinds is an orange square with three white curved lines 'broadcasting' out from bottom left to top right (insert feed logo here?!). But you also might see orange buttons with 'RSS' or 'XML' on them.

Here's a good section on the BBC site about podcasts and feeds:

<http://www.bbc.co.uk/podcasts/help>



A podcast is a feed with audio (and/or video) 'enclosures' put into the feed. They're a bit like attachments on an email. To subscribe to podcasts you need a feedreader/podcatcher that can use podcasts. Two popular 'podcatchers' are iTunes (made by Apple and used with the iPod [www.apple.com/itunes/](http://www.apple.com/itunes/)) and Juice (<http://juicereceiver.sourceforge.net/>). You don't need an iPod to listen to podcasts!

### **Creating Feeds**

It is possible to create a feed 'by hand' using the XML code which is used to create feeds. But frankly this is quite a pain todo! Thankfully, if you use something like Blogger or Wordpress (and the plugins mentioned above) they will create the feed for you automatically (which is great!).

But if you've got a list of sermons/MP3s on your site (and have added the Yahoo Media Player so you've got a player!) and would like to make this into a podcast without having to use a service like Blogger or Wordpress, then FeedForAll (<http://www.feedforall.com/> \$40USD) is a good way to create a feed! FeedForAll is a Windows and Mac program that allows you to create a feed on your own computer. You enter all the details of the sermon (the name, speaker, etc. and where the MP3 is stored) and it creates the feed 'file' for you which is then uploaded onto your website.

### **Make your feed better**

Whatever feed(s) you have, I thoroughly recommend 'burning' the feed through an excellent free service called FeedBurner.

FeedBurner (<http://www.feedburner.com/> also owned by Google) takes your original feed address and 'burns' it through their services. You then get a new feed address for the 'burned' feed. So for my Church, the original feed address is: <http://minehead-baptist.com/category/sermons/feed> and the 'burnt' address is: <http://feeds.feedburner.com/MBCSermons> It's this new address that you make available to the world.

Perhaps the most import reason for podcasters to use feedburner, is that by using the 'SmartCast' service you can make the podcast feed very iTunes friendly.

Having a feed that iTunes likes is vital to people finding and using your podcast. You can add the podcast to categories within iTunes (like Religion & Spirituality >> Christian), add a summary and keywords for when people search the iTunes podcast directory and add a logo/image that will be displayed with your directory listing (the image is best if it's a 600px x 600px .jpg or .png file).

## Let the World Know About Your Podcast!

Now you've got a nice podcast feed, but what to do with it?!

**#1**, add a link to the feed address on your Church site so people know that can subscribe to your podcast! (This might mean editing your sidebar or adding a widget.)

If you'd like a little feed icon to go next to your feed address to make it more prominent download a pack of feed icons from <http://www.feedicons.com/>. The excellent 'Silk Icons' set also has some nice feed icons and variations (for podcasting etc.) <http://www.famfamfam.com/lab/icons/silk/>

**#2**, add the feed address to the <head> section of the site. Doing this allows people who visit your site (using most modern browsers) to know that you've got a feed(s) for your site. (You might have noticed a feed logo - not always orange - on the right of the address bar when you visit a site. This appears because there's a special html tag in the <head> of the site/page that tells the browser that there's a feed(s).) The code for the feed address will look something like this:

```
<link rel="alternate" type="application/rss+xml" title="Your Church Sermon Podcast" href="http://yourchurch.com/feedurl/" />
```

**#3**, add the podcast to iTunes podcast directory. This is relatively simple but you do need iTunes installed on your computer to add it to the iTunes directory. This page from the Apple site has got all the information you need: <http://www.apple.com/itunes/whatson/podcasts/specs.html>

When your podcast is added to iTunes, you can get a special link (to add to your site/sidebar) that will take users with iTunes directly to your listing. When viewing your podcast in the iTunes store, right click on the logo on the left and choose 'copy link'. Paste the link into a text editor. The end of the link will be a series of numbers. You can add those numbers to: <http://itunes.com/podcast?id=>

The iTunes link for my Church is: <http://itunes.com/podcast?id=77771498>

Some other podcast directories you might want to add your podcast to include the Podcast Directory (<http://www.podcastdirectory.com/>), Podcast Pickle (<http://www.podcastpickle.com/>) and Mevio ([www.mevio.com/](http://www.mevio.com/))

## Decisions Decisions!

So with all the options out there, what's best for you?!

I chose to use Wordpress to run my Church site because I was already very familiar with it. Also I'm a geek and so wanted complete control every little detail!

However, with services such as Buzzsprout and Sermondrop doing all the hosting, having a player, creating the feeds/podcasts and the iTunes things for you they make much simpler. If I were starting now, I'd probably use Buzzsprout!

If you'd like to know about podcasting, please contact me:

<http://jpc-design.com> / [james@jpc-design.com](mailto:james@jpc-design.com)