

# Podcasting for Local Church Ministry

Presented by  
Fred La Plante  
[fred3@aont.org](mailto:fred3@aont.org)

# Beginning Questions

- Do you know what an mp3 file is?
- Have you ever downloaded a podcast?
- What are you expecting to get out of this seminar?
- What do you know about podcasts?
- How many people own an ipod or an mp3 player?
- How many people have an iTunes account?
- How about a blog?

# What is Podcasting?

- It is derived from two terms
  - iPod
  - Broadcasting
- But you don't have to have an iPod!

# Why Podcast?

- To reach out to the busy people in the church
- To reach out to people on the fringe of your church
- To give people considering your church a taste of what is going on in your church
- What do you think?

# Hardware needed

- Minimum
  - A recording device
  - Some way to post the new file
- Recommended
  - A Mac or PC, preferably an recent model with the the latest operating system or the one just previous.
  - A sound board and a microphone

# What to do before recording

Have a plan for what you are going to do

- Who is your audience?
- What do you want to accomplish?
- Why are you recording a podcast?
- How long of a podcast?
- How often are you going to make new podcasts?

# What to do before you record

- Write your script
  - At a minimum have an outline with segment times
  - Great content is more important than quality of sound
  - Keep your podcast to no more than 30 minutes.

# Software Needed

- Minimum
  - A free site to host the podcast
  - Some tool to upload the file
- Recommended
  - A web hosting account with WordPress 2.0+ running on the system
  - Audacity (free) or another audio editor to clean up the recording

# Recording

- Take a deep breath and don't rush
- Relax and be yourself
- Talk as if you are talking to a friend
- Pause and let your listeners take a breath from time to time
- If you make a mistake, pause and then start again. You can edit out the mistake at the end.

# Recording

- Make the file an mp3 with proper tags
- Congratulation! You have made your first mp3 file and are ready to post a podcast!

# After recording

- Edit your recording
  - Clean it up
  - Add intro and exit
  - Add music
- Post it on your blog site
  - Using WordPress
  - Don't just put a link up, enter your notes

# After recording

- Let iTunes, Feedburner and other podcast listing sites know of your podcast
  - iTunes is the most popular (but it only puts the podcast on an iPod)
  - But don't forget other sites as well
- Check out your listings and download the file to your computer

# A possible plan for a podcast ministry

- Weekly sermon
- A 15 minute bible study with at least 5 minutes of reflection
- A teaching study with an interview and reflection time
- Announcing & Reviewing of church activities

# Let's make a podcast

- Let's come up with a script outline
  - What are the goals of the podcast?
  - What do we need to cover?
- Let's set up our podcast equipment
- Take a deep breath, say a prayer and begin
- Stop the recording & save the file
- Add the mp3 tags

# Editing time

- Take a listen to the recording
- Take out any mistakes, etc.
- Save your file
- Add intros and exits to the recording
- Add any music to the background

# Posting the podcast

- Go to your blog site and make a blog entry and upload the file
- Go to the iTunes, the Feedburner sites, etc., and add your podcast to their lists
- Test your listings

# Some dangers to avoid

- Don't try to be perfect right away
- Don't try to be someone else
- Make sure you set the content rating accordingly
- Realize what you are saying may be used against you in the future!

# Places to check out

- Hardware:
  - <http://www.musiciansfriend.com/rec/navigation?q=podcast>
- Software:
  - [www.makepropaganda.com](http://www.makepropaganda.com)

# Podcasts to check out

- Daily Breakfast with Father Brodrick
- Relevant Podcast
- Dirty Little Secret from [www.xxxchurch.com](http://www.xxxchurch.com)

# Special Bonus

- We have set up a podcasting recording area for you to try out



Question Time