

START A  
PODCAST



TODAY!

# The Step-By-Step guide to Creating a Podcast

## Objective:

Start a podcast that will show up in Apple Music/iTunes.

## Tools We Are Going to Use:

- (1) **GarageBand Software.** For PC users, you can download and use Audacity ([click here to download](#)) if you don't already have software you like.
- (2) **Levelator Software** ([click here to download](#))
- (3) **iTunes:** You need to have an iTunes account for the iTunes Store.

## 2 Major Ways To Host This

### #1 Hosting Service

### #2 Self-Hosted

The first podcast I ever managed was for my church using [libsyn.com](#). They had already been running it for several years, and I just came in and kept it going without much question. Several years later I learned a few ways to do it without having to pay fees and services, but it's more advanced. When we get to setting up Hosting, I will show you both ways to do this.

So let's get started.

## Step #1 Export an Episode File

I'm not going to go into details about mixing, how to use software, music beds, etc. But I will show you how to get the right file type for this process.

Using Garageband as our template, open up a new project and place your file on one of the tracks. This could be just the audio from your sermon, something new you just recorded, or an interview you mixed together. For this example, I have a few tracks my podcast "Way Two Serious."

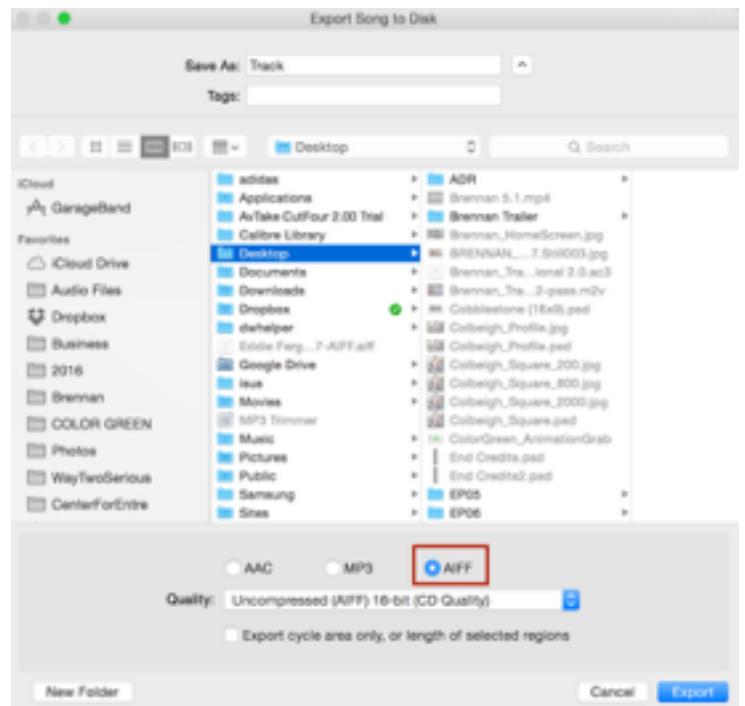


On the top menu, select SHARE>Export Song to Disk.

Next, title the file and choose a location to save it (preferably a hard drive where you are backing everything up).

Then choose "AIFF" for the file type. This is important for the next step.

Click Export. This might take a few seconds or minutes depending on the length.



## STEP #2 LEVELING THE FILE

Most audio files that come out of software are too soft, so we want to use the LEVELATOR software we downloaded to pump it up and, as the name suggests, produce a consistent sound that will help listeners enjoy the episode. It's real simple.

Open LEVELATOR.

Next, find the file you just created in a Finder window. Then drag and drop it onto the LEVELATOR program window. It will immediately start creating a brand new file.

## STEP #3 METADATA AND COMPRESSION

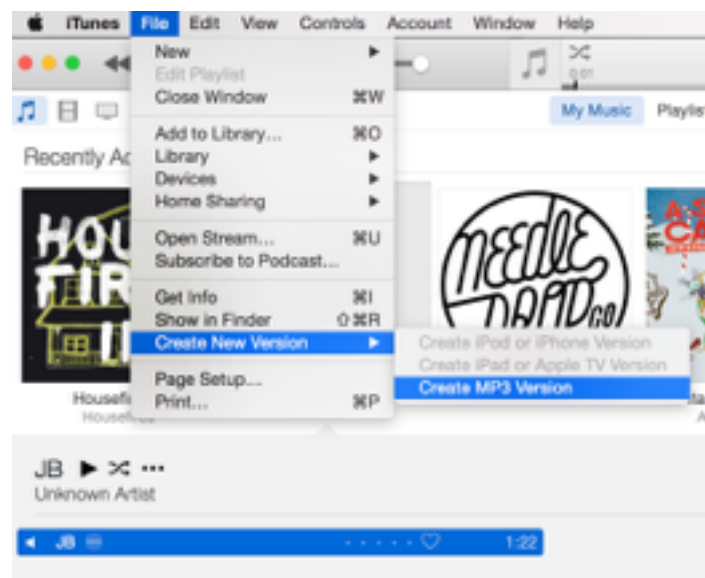
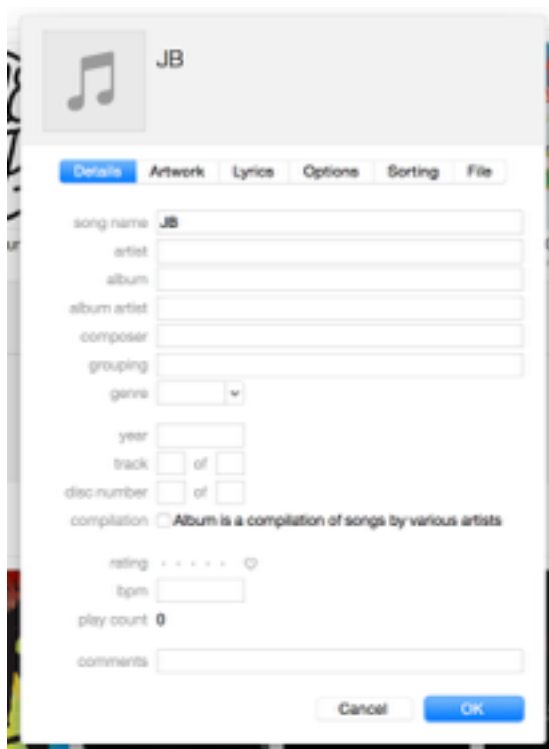
Now, open up iTunes. Import the NEW leveled file into your iTunes Library.

**Metadata:** Edit this by selecting FILE>"Get Info" on the top menu. This is where you should add as much info as possible, including any artwork you want.

**Compression:** We need to turn this into an mp3 for the most convenient listening experience. Select your file and choose FILE>Create New Version>Create MP3 Version

\*If you don't see the option for MP3, go to the iTunes Settings>Import Settings, and select MP3.

Now we have the file we will be uploading to our web host. I would also recommend that you backup this file elsewhere rather than just keeping it in your iTunes Library. Open up the folder window where you want to save the file, then drag and drop it from iTunes to copy it there.



## \*USING A HOSTING SERVICE

(if you want to just learn how to self-host the podcast instead, skip down to #5 )

We are going to be using SoundCloud because they give you a free option to get started, but you will pretty quickly need to upgrade to the \$15 a month option because of the upload limits which are pretty small.

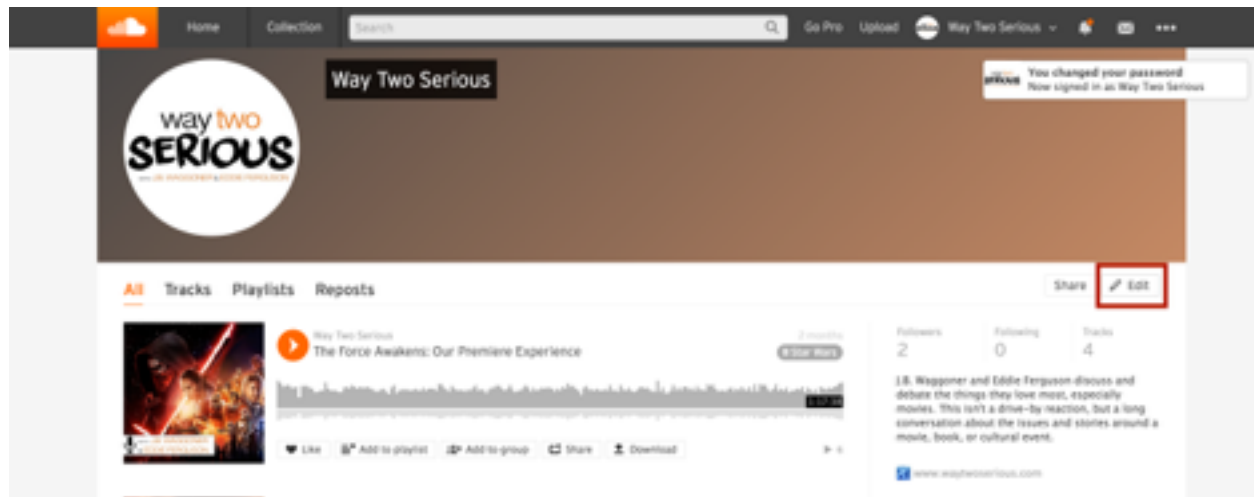
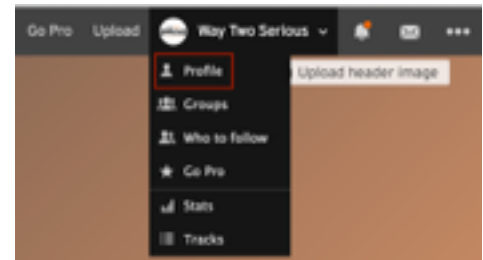
### STEP #4 SETTING UP SOUNDCLLOUD PROFILE

Inside of SoundCloud is where you provide all the information for iTunes and other podcast apps to display, including your show name, image, and show bio. If you want to change any of this later on, you will always do this here.

Start by signing up for a profile at [soundcloud.com](https://soundcloud.com)


Once you've joined SoundCloud, click on your profile name at the top of the page that has a dropdown button, and select PROFILE. On the middle of the right side, click EDIT. Make sure the following information is filled it.

- **Display Name:** This will be the name of your show
- **Profile Image:** Upload an image that you want for the show image
- **Bio:** this is the description of your show



(CONTINUED)

## Edit your Profile



**Display name \***  
Way Two Serious

Profile URL  
soundcloud.com/waytwoseriousshow

First name  Last name

City  Country

**Bio**  
J.B. Waggoner and Eddie Ferguson discuss and debate the things they love most, especially movies. This isn't a drive-by reaction, but a long conversation about the issues and stories around a movie, book, or

Your links ?

<http://www.waytwoserious.com> Short title

Add link

Cancel Save changes

Next, click on the three little dots in the top right corner and select SETTINGS.

Under the Content Tab, fill out the following information.

- **Category:** iTunes Podcast Category
- **Custom Author Name:** Name of the Show Hosts or your church name
- **RSS Fee:** Copy this link

## Settings

Account **Content** Connections Notifications Privacy

RSS Feed ?

RSS Feed  
<http://feeds.soundcloud.com/users/soundcloud:users:791228547/sounds.rss>

Email address displayed  
waytwoseriousshow@gmail.com

Custom feed title  
Way Two Serious

Category \*  
TV & Film

Custom author name  
J.B. Waggoner & Eddie Ferguson

Language \*  
English

Stats-service URL prefix ?  
http://

Subscriber redirect ?  
http://

Contains explicit content

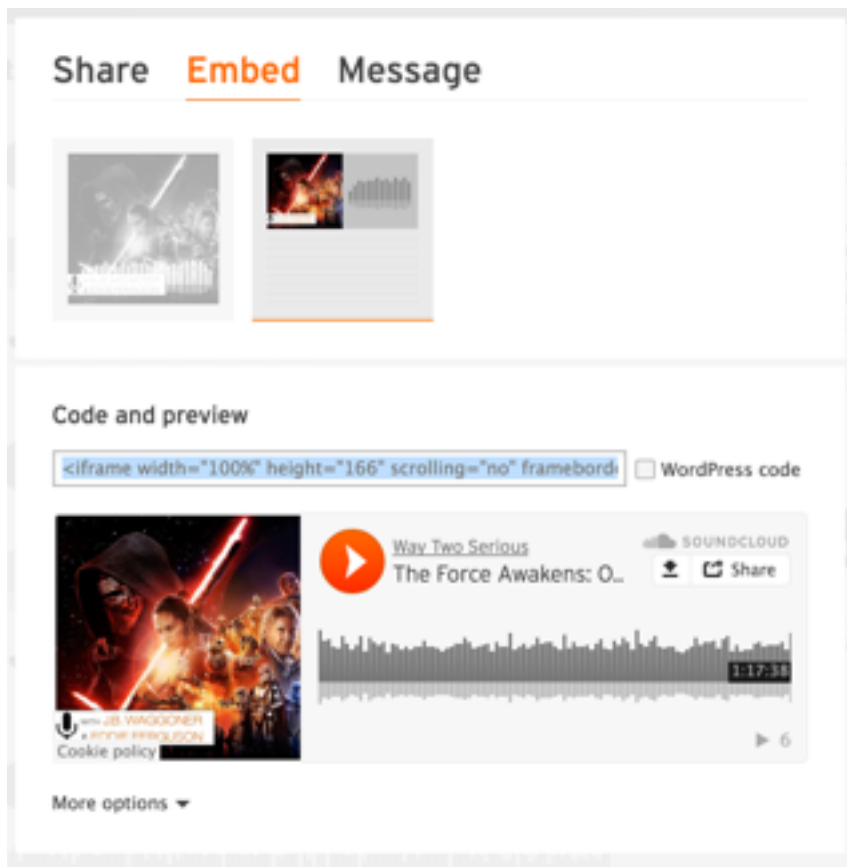
## UPLOAD

Select UPLOAD on the top of the page. Select the mp3 you just created.

While it's uploading, you can update any of the track information. Update the track name and upload an image for the file.

Once it's uploaded, you are good to go.

The great thing about Soundcloud is that you can embed these audio files on your own website or blog. Just click the share icon on the player for the episode. Select the Embed tab, and then copy this code onto the post of your choice.



## Step #5 SELF-HOSTING

(skip over this step if you have already set up with SoundCloud)

I didn't want to have to pay for hosting fees to do podcasting, so I learned how to use my website and current web host to setup my podcast. The way I do this is through:

- Wordpress Blog
- [Blubrry Powerpress Plugin](#)

### Setup a Wordpress Website

If you've never setup a Wordpress site before, go to [wordpress.org](http://wordpress.org) to download Wordpress and get going with their [5-minute Installation guide](#). This will require some knowledge of hosting, FTP, and setting up an SQL database. If you are also setting up the website for the first time and don't want to hassle with all of that, try using [BlueHost.com](http://BlueHost.com) to setup the site. They have an easy to use option to install Wordpress in a few clicks.

### Install BlueBrry Powerpress Plugin

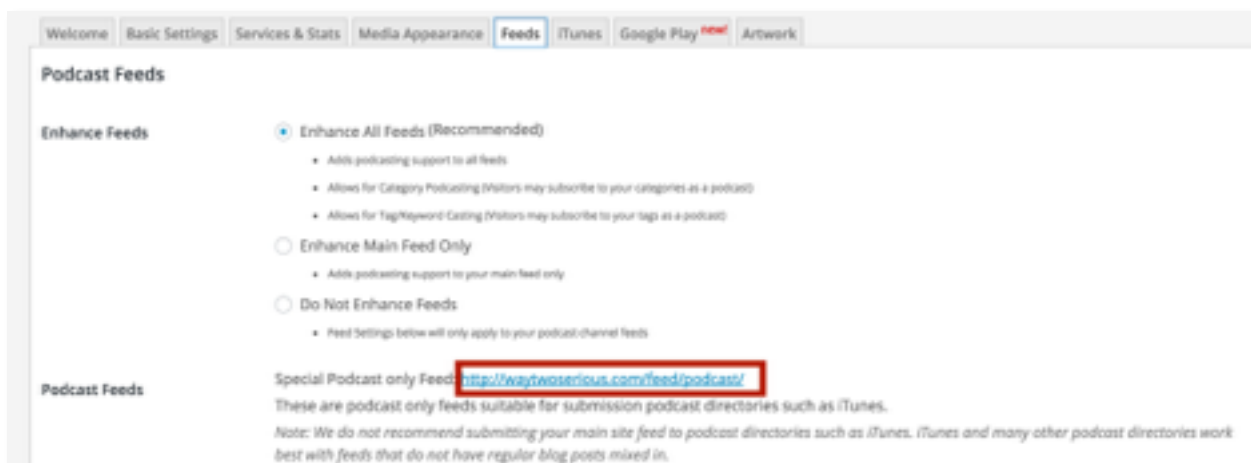
On the left menu bar, Go to plugins>add new and search for [Blubrry Powerpress](#) plugin. Install this plugin. It's a free plugin, and the top podcasting plugin for Wordpress.

### Podcast Settings

Now, lets enter all the information about your show. Go to the Powerpress settings on the left sidebar.

Click on the "Feeds" tab. This is where you will fill in all the information about your podcast for iTunes and other podcast apps to show.

- Special Podcast Only Feed: This is your RSS feed you will submit with iTunes.
- Feed Title: Show Title
- Feed Description
- Show the Most Recent: Set the number of episodes you want to show (ex: 100)





Feed Title (Show Title)  (leave blank to use blog title)  
Blog title: Way Two Serious

Feed Description  (leave blank to use blog description)

Show the most recent  episodes / posts per feed (leave blank to use blog default: 10)  
Warning: Setting this value larger than 10 may cause feed timeout errors and delay podcast directory listings from updating.

The latest 10 episodes in feed will remain as normal. The remaining 11+ older episodes in feed will have only the bare essential tags in order to maximize the number of

Click on the “iTunes” tab, which is where you will enter more info specifically for iTunes.

iTunes Program Subtitle: Show subtitle

iTunes Program Summary: Bio for the show

iTunes Category

iTunes Author Name: your church, you, or the hosts of your show

iTunes Email: this is the email address that iTunes will contact about updates to your feed.

iTunes Settings

iTunes Program Subtitle

iTunes Program Summary   
Optimize iTunes Summary from Blog Posts

iTunes Episode Summary  Creates a friendlier view of your post/episode content.

iTunes Category **Required**  The category above is where you will appear when browsing iTunes.

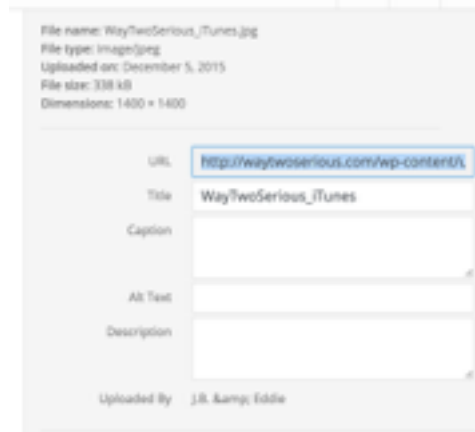
iTunes Explicit

iTunes Author Name   
Use blog post author's name for individual episodes.

iTunes Email **Required**   
iTunes will email this address when your podcast is accepted into the iTunes Directory.

Before we add the artwork, we need to first upload the image to your Wordpress site. Click on the Media tab, and choose ADD NEW MEDIA. Then upload the image. When you select the uploaded image, in the details it will include the URL for the image. Copy this link.

Now, Go back to the Powerpress plugin and click on the “Artwork” tab. In the iTunes Image box, paste the URL for the image you just copied.



## Upload the File

Go to MEDIA>ADD NEW. Select the mp3 file you created earlier. Once it has uploaded, click on the mp3 and highlight the URL.

\*If the file is too big for Wordpress to handle, you will need to look at creating a folder on your FTP on your website to upload it separately. Then Copy that URL instead.

## Posting an Episode

The way you post new episodes is to release them as blog posts. Go to POSTS>Add New Post.

On this post, Title the episode however you want, such as the title for the sermon.

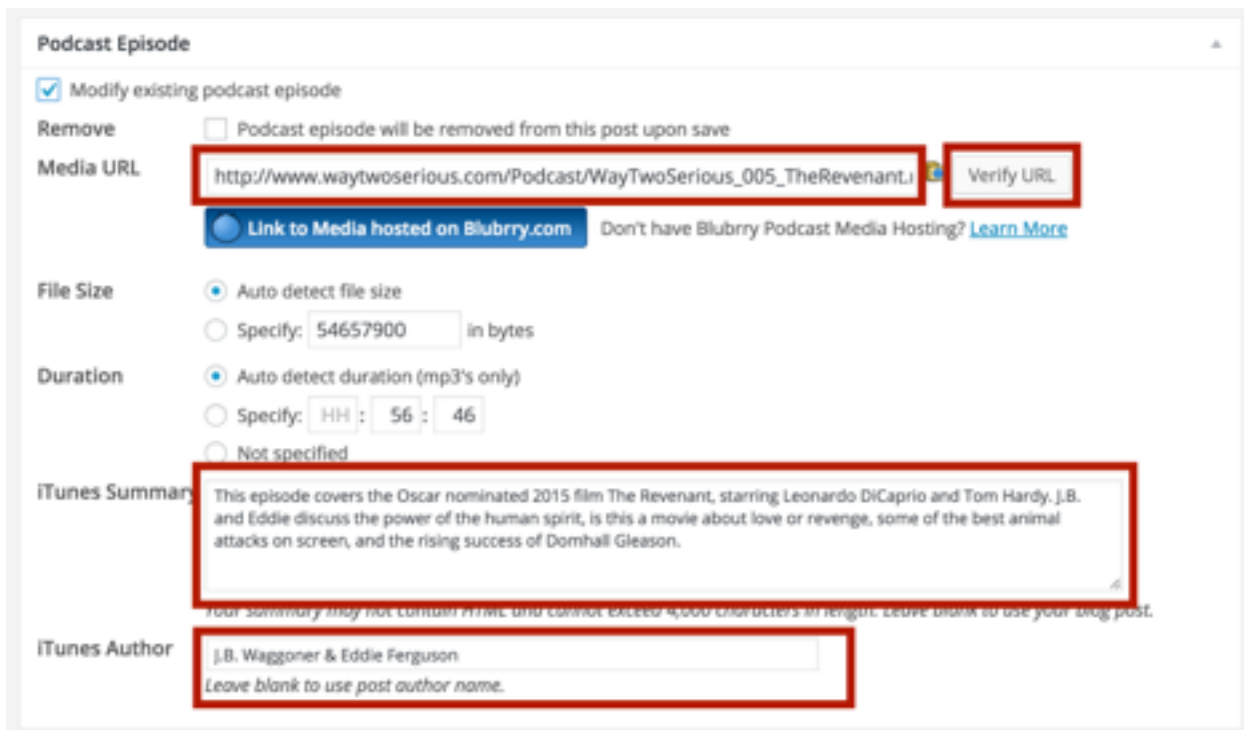
Now scroll down to the PODCAST EPISODE box. Paste the URL that you just copied for the mp3 file, and click VERIFY. This will tell you if the URL is correct, and update the file size, time, etc.

Enter a little bit of description for the iTunes summary for this episode. Maybe tell people what sermon series you are in.

Under iTunes Author, put the church name if it's a regular sermon podcast. I'd suggest shying away from using the main pastor's name in the author section so that people don't skip a week if you have a guest speaker.

Now you can go hit PUBLISH, or edit the PUBLISH IMMEDIATELY to the date you want to release it at.

You've just posted your first podcast episode.



The screenshot shows the 'Podcast Episode' form in WordPress. The form includes several sections: 'Modify existing podcast episode' (checked), 'Remove' (unchecked), 'Media URL' (with a red box around the URL and a 'Verify URL' button), 'File Size' (with 'Auto detect file size' selected), 'Duration' (with 'Auto detect duration (mp3's only)' selected), 'iTunes Summary' (with a red box around the text), and 'iTunes Author' (with a red box around the text 'J.B. Waggoner & Eddie Ferguson').

**Podcast Episode**

Modify existing podcast episode

Remove  Podcast episode will be removed from this post upon save

Media URL

Link to Media hosted on Blubrry.com Don't have Blubrry Podcast Media Hosting? [Learn More](#)

File Size  Auto detect file size  
 Specify:  in bytes

Duration  Auto detect duration (mp3's only)  
 Specify: HH :  :   
 Not specified

iTunes Summary

Your summary may not contain HTML and cannot exceed 4,000 characters in length. Leave blank to use your blog post.

iTunes Author   
Leave blank to use post author name.

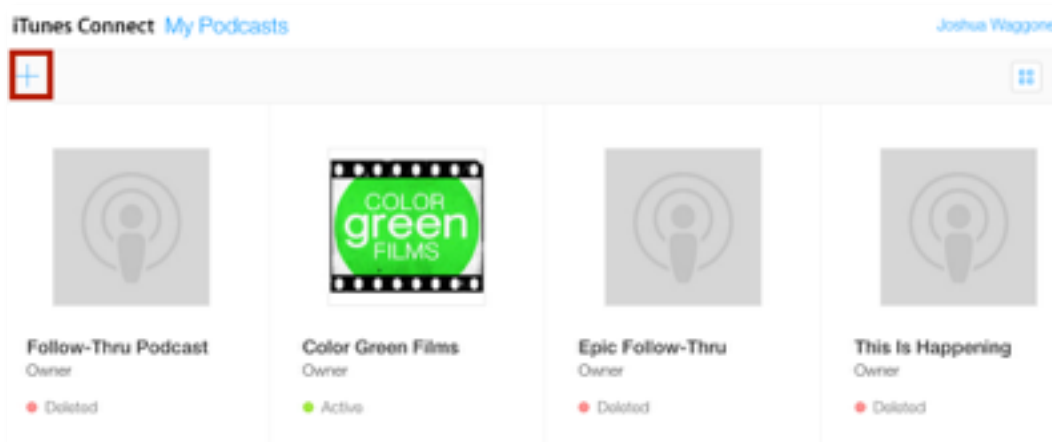
## Step #8 Submit the Show to iTunes

What you might not know is that iTunes DOES NOT host podcast content. It is simply a directory that you must submit your feed to.

Go to <https://podcastsconnect.apple.com>.

Login using an iTunes account. Decide whose iTunes account you are going to submit this podcast through. You might want to use the church account if you are submitting one that is of the main sermons each week.

After logging in, you will be taken to a director of every podcast you've successfully submitted in the past, including ones you've deleted or ended. This is also the place to go if you need to change the RSS feed if you move the hosting to another place.



To submit a new podcast, click the + button in the top left corner.

Submit the RSS feed for your podcast. You can find it:

- Soundcloud Users: Go to SETTINGS>CONTENT and copy the RSS feed URL.
- Powerpress Users: Go to the Powerpress Plugin and click on the "Feed" tab. Under "Podcast Feeds" you should see something like <http://your-website.com/feed/podcast/>

Paste the RSS feed and click "validate." It's an overview of the information for your show which you can review. All the information should be identical to what you put in on SoundCloud or Powerpress. If anything looks off, go back to those services to make adjustments, then resubmit the podcast feed. This may take a few minutes for it to update, so wait a bit between adjustments and resubmissions.

Podcast Artwork



Description

J.B. Waggoner and Eddie Ferguson discuss and debate the things they love most, especially movies. This isn't a drive-by reaction, but a long conversation about the issues and stories around a movie, book, or cultural event.

General Information

Title	Category	Language	Media
Way Two Serious	TV & Film	English	Audio
Copyright	Website Link	Explicit	
All rights reserved	<a href="http://www.waytwoserious.com">http://www.waytwoserious.com</a>	No	

Once you are ready to go, click submit. Now you must wait for Apple to approve your podcast. You can check the status of your podcast from this website, but they will email you to notify you as well. This usually takes a day or two to process.

Once, you are approved, it will appear in the iTunes store, and you shouldn't have to deal with iTunes again. From now on, just post new episodes and it will automatically send to iTunes as well. Understand that since iTunes is simply a directory, it does sometimes take several hours for new episodes to appear on your podcast page.

**Happy Podcasting!**