Turning your sermon, or anything else, into a podcast

How to use podcasting to reach your congregation or audience.

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Who am I?

Audio Producer for the Church of England digital team

Since March 2020

And I'm here to talk to you about…

Podcasting!

- Reaches a new audience
  - Makes everyday tasks more interesting!
  - Walks, commutes, before bed…
- Allows for long form media
- Ideal for niche subjects

Have you started a podcast?

If so, how is it going?

Have you run into any issues?

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Some statistics

Around **7.1 million** people in the UK now listen to podcasts each week. That's **one in eight people** and is an increase of 24% over the past year – and more than double over the past five years. (Ofcom, 2019)

Spotify spent $600 million on podcasting between 2019 and 2020 (statista)

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Enough statistics

Why start a podcast?

How to record a podcast.

How to distribute your podcast.

Do you have any hesitations about starting a podcast?

Are you looking to improve your podcast but not sure how?

Why start a podcast?

- It's very easy!

- It can be done no/low budget.

- It fills a gap in your congregation's/audience's media consumption.

- Is a great way to encourage prayer throughout the week – not just on Sundays.

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Content

- Simple or more developed.
  - The audio from your Sunday service
  - A sermon – one voice
  - A discussion on theology
  - "Magazine Show" – Different segments, discussions, interviews with locals
- Music available from the ACNY resource hub

Recording and Editing pt.1: Equipment

- Using your phone/tablet/computer microphone

- Dedicated microphone and audio interface*
  - Dynamic microphone for home use
  - Recording in church
  - Recording multiple people
  - Accessories (stand, pop filter, cable)
  - Equipment suggestions in last slide

- Software
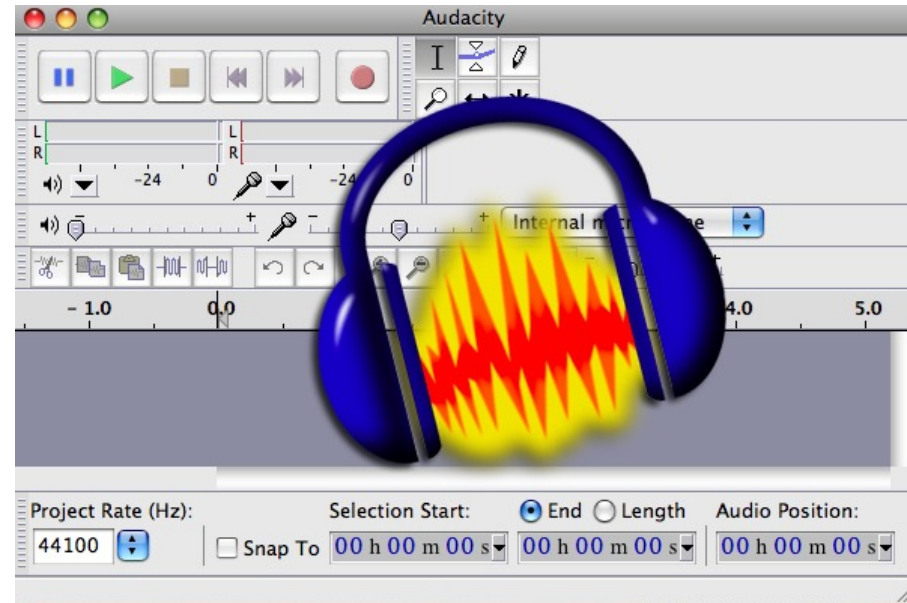 - Phone/Tablet: Auphonic
  - Computer: Audacity

Recording and Editing pt.2: Where and how

- Record in WAV format and at a sample rate of 48khz – especially important for video

- Recording environment
  - Limit extraneous sounds
  - Acoustics
  - Duvets!

- Microphone positioning

- Technique

Recording and Editing pt.3: Editing

- Software

- Approaches
  - No Edit
  - Tidying up
  - More advanced

- Auphonic
  - Signal levelling
  - Loudness
  - Noise reduction

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Distribution

- What does a distributor do?
  - Hosting
  - Platforms
  - Analytics
- Some options
  - Soundcloud
    - Free – up to 3hrs, £7.50 p/m – unlimited
  - Buzzsprout
    - Free – 2hrs p/m, $12-$24 p/m – 3-12hrs p/m
  - Captivate
    - £19 p/m - unlimited

Thank you!

- Any questions?

- Areas you'd like see covered in Digital Labs blog posts or webinars.

- Please ask any unanswered questions in the Whova chat.

- All links are in the slides which are available to download now.

Links

Equipment suggestions

- Microphone
  - [Affordable](#)
  - [Midrange](#)
  - [Podcasting standard](#)
  - [Alternative](#) (mic and interface in one)
- Audio Interface
  - [Affordable](#)
  - [Midrange](#)
- Other
  - [Floor Stand](#) / [Desk arm](#)
  - [Pop filter/Pop shield](#)
  - [XLR Cable](#)

Software

- [Audacity](#) (PC/Mac) – free recording and editing software
- Auphonic – free mobile recording app
  - [iOS App store](#)
  - [Google play store](#)
- [Auphonic website](#) for post production tools