



Wave 94 Podcasting Services

It's time you had your own podcast!

This turnkey service makes it easy.

We will turn your weekly sermons into a high quality podcast on Apple's iTunes and make it available to the world for just \$100 a month!

Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost: Teaching them to observe all things whatsoever I have commanded you.

Jesus





*Wave 94 is WAKU 94.1 FM, 3225 Hartsfield Road, Tallahassee FL 32303
850-926-8000 (fax) 850-562-2730 www.Wave 94.com "a division of Altrua Communications"*



Podcasting for Ministries



At Wave 94, we believe in the power of preaching the Word of God and discipleship through the teaching of the Scriptures. One way to get the message out is with the powerful tool of podcasting!

-  Podcasting allows people to subscribe to your messages. It also puts your messages in the iTunes marketplace, to be found by anyone in the world!
-  Podcasting is a great way to reach the next generation, which handles the phone like an older generation handled the transistor radio.
-  It's a great way for your members to hear sermons they missed, rehear sermons they loved, and tell their friends to listen and subscribe as well!
-  Like Google, iTunes is a search engine, a place where people go to find a church in the new town they are moving to, or to find a new source of inspiration.

However, podcasting can be complicated - so we will do it for you!

1. We will register your podcast with iTunes and optimize your data so your podcast will show up in a variety of searches.
2. We will work with you to create the artwork which will become your podcast's visual brand.
3. We will take your audio, maximize its quality, and prepare it for iTunes. Length does not matter.
4. We will host all your audio files and provide access to the world!

So how much does this amazing service cost?

We will add new "episodes" to your podcast once per week, using the audio and the descriptive information you provide. Your cost for this is a one-time setup fee of \$100, then just \$100 per month as long as you want us to handle your podcast - no commitment required.

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Podcasting Builds the Body

You preached the Word...and then what?

Podcasting makes it super easy to:

- 1. Hear the message again**
- 2. Hear messages missed**
- 3. Share the message with others**

The preaching and teaching of the Word goes forth, then the service is over and everyone goes home. Now what?

1. With podcasting, they can easily hear the message again at their leisure, on their personal device. They will be re-inspired, plus hear points they missed the first time! The Word will make a greater impact with the additional hearing, and the body of Christ will be strengthened because of it.

2. Then there are all the people who missed the message in the first place. They were out of town. They were serving in the nursery. They were in the hospital, or shut in. As a subscriber to your podcast, no problem! They can hear all your messages and keep pace with the rest of the congregation. It's the next best thing to being there!

3. And finally, podcasting makes it super easy to share the messages with others. Your people can tell their friends, "Hey, you should subscribe to our podcast. The messages are really powerful." And just like that, the Word goes forth!

So podcasting builds the body by reinforcing the message to the people who were there, getting the message to your people who missed it, and enabling all your people to share the messages with anyone else who might need it!

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Podcasting Creates Ministry Opportunities

The world is searching iTunes...are you there?

Millions of people are using Apple's podcast app to search for knowledge and wisdom, information and entertainment. And when they search for something you've spoken about...voila! Ministry opportunity!

You delivered a powerful message on a certain subject. It's too bad only the people in the sanctuary heard it. Everyone needs to hear this message, right? Well podcasting suddenly makes your message available to the masses!

Searching iTunes can cause people to stumble upon your message that deals directly with the thing they are searching for. Suddenly a ministry opportunity appears, maybe even years after you delivered the message!

AND THE AMAZING THING IS...people who are searching through podcasts on iTunes ARE READY TO LISTEN TO SOMEONE SPEAK! That doesn't even happen everyday inside the church, let alone outside the church. And yet, there they are, a willing pupil, searching iTunes specifically for something and someone to listen to who will speak into their life. Wow!

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