*BUILDING COMMUNITY THROUGH TECHNOLOGY*

**Fall**

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# Publicizing Your Podcast

Here are a few ways to reach more listeners:

**Submit Your Podcast Feed to the iTunes Store**

* Download and install iTunes (it's free).
* Open iTunes.
* On the left, click iTunes Store and then Podcasts.
* In the left column of the Podcasts page, in the Learn More box at the bottom, click on the Submit a Podcast link.
* Follow the instructions on the [Submit a Podcast](https://phobos.apple.com/WebObjects/MZFinance.woa/wa/publishPodcast) page.
* Note that you will need a valid iTunes account, and you will need to be logged into iTunes. If you are not logged in, iTunes will prompt you to do so before accepting your submission. By requiring you to log in, iTunes increases the likelihood of valid contact information for each submission. Your credit card will not be charged for submission of a podcast.

For more information, go to the iTunes page on how to submit your podcast:

<http://www.apple.com/itunes/podcasts/specs.html>

**Make a Descriptive RSS Feed**

When you create a feed for your podcast, it should contain keywords and a good description. You want to inform and intrigue potential listeners so that they hit the subscribe button! Also, include a link to your podcast in the description so that they can download an episode without subscribing – lots of listeners want to try before they subscribe.

**Submit Your Podcast to a List**

There are many websites that maintain lists of podcasts. Most of them will not charge you to submit your podcast. You can find podcast lists here:

<http://www.podcasting-tools.com/submit-podcasts.htm>