



Audio Publishers Association

FOR IMMEDIATE RELEASE

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The *Audio Publishers Association* Announces 2nd Annual “Audiobook Blogger of the Year” Contest

***Winner to receive two tickets to the
2016 Audie Awards Gala in Chicago on May 11***

February 11, 2016, Philadelphia, PA – Last year, the APA created the “Audiobook Blogger of the Year” contest to increase engaging discussions about audiobooks on the web, to encourage new bloggers to join in the conversation, and to reward the writer judged to embody these key traits.

The contest was such a resounding success, and the APA is now kicking off its second annual “Audioblogger of the Year” competition designed to recognize the valuable input of industry bloggers who review audiobooks.

The winning blogger will receive two tickets to the 2016 Audies Gala (valued at \$700) and recognition of their award at the Gala. Known as “the Oscars of the audiobook world,” the 2016 Audies Gala will be held on May 11th in Chicago and emceed by Paula Poundstone. Travel and accommodations are the winner’s responsibility.

Last year a 5-member panel of judges including three APA members, APA Executive Director Michele Cobb, and one celebrity judge – actor and award-winning audiobook narrator Bronson Pinchot – chose Jennifer Conner, host of “The Literate Housewife” blog, as the “Audioblogger of the Year.” Ms. Conner attended the black-tie Audies Gala in New York City, where she was recognized for her achievement and had her photo taken with Audies emcee, author Jack Gantos, and contest judge Bronson Pinchot.

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“I was honored to join this effort to recognize all of the amazing work book bloggers do to celebrate and advocate the audiobook listening experience,” last year’s narrator judge, Bronson Pinchot said. “The range of focus from site to site (examining various genres and appealing to different audiences) was impressive, and their enthusiasm contagious. Without exception, the entries were of high quality, with well-written and deeply considered reviews, and many also had very strong reputations for championing audiobooks through social media.”

Submissions for this year’s contest will be judged on the following criteria:

- 45% quality of three submitted posts, dated between April 1, 2015 – March 10, 2016.
- 40% overall site (number of audiobook reviews, site aesthetics)
- 10% interaction with the book blogging community, social media presence (examples include active Twitter accounts or robust commenting sections)
- 5% personal statement

Blog submissions will be reviewed by a 5-member panel made up of three APA members, the APA President, and one audiobook celebrity judge, Katherine Kellgren. The deadline for entries is March 11, 2016. The entry form along with all eligibility requirements, judging criteria, submission guidelines, and rules can be found here: <https://audiopub.org/audioblogger.asp>

ABOUT THE AUDIO PUBLISHERS ASSOCIATION

The Audio Publishers Association (APA) is a not-for-profit trade organization whose primary goals are to promote awareness of the audiobook industry, gather and disseminate industry statistics, encourage high production standards and represent the interests of audiobook publishers. Since 1986, the APA has worked to bring audio publishers together to increase interest in audiobooks. Please visit www.audiopub.org for more information.

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