BLOGGING ABOUT AUDIOBOOKS:
Tips for Reviewing Audio
& Working with Audio Publishers

Wednesday, November 2, 2016
8PM Eastern, 5PM Pacific
MODERATOR

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WRITING EFFECTIVE AUDIOBOOK REVIEWS...
Suggested features in an audiobook review or feature:

- Narrator's name (always!)

- Discuss some of these performance aspects:
  - Vocal characterizations
  - Timing & pace
  - Accents & pronunciations
  - Expression & drama
  - Emotional connection

- Suitability for audiobook format
Include as it fits your blogging/reviewing style:

- Length of the audiobook
- Audiobook publisher and year of publication
- Embedded sound clip if easily and legally available
- Audience for the audiobook
Be courteous:

- Be kind but honest when discussing problems
- Send a link of your post to your contact at the audiobook publisher
- Add a link to your review on Edelweiss or NetGalley
Personalized reviews & editorial reviews:

- One P.O.V. or many
- 1st person or 3rd person
- What I liked or Readers Advisory
Resources:

• Audible  http://www.audible.com/
• Audie Awards  https://www.audiopub.org/members/audies
• Audio Publishers Association  https://www.audiopub.org
• Audiobook Jukebox  http://www.audiobookjukebox.com/
• Audiobook Lexicon  http://www.alastore.ala.org/pdf/appendix_A.pdf
• AudioFile Magazine  http://www.audiofilemagazine.com
• Downpour  http://www.downpour.com
• OverDrive  visit your local library’s website
• SoundCloud  https://soundcloud.com

Know the Territory!
Read reviews & Listen, listen, listen!
TIPS FOR SOCIAL MEDIA SHARING...
Audiobook-friendly social media outlets:

- **Facebook**
  - @AudiobookCommunity
  - @AudiofileMagazine

- **Twitter**
  - @Audiobook_Comm
  - @AudioFileMag

- **YouTube**
  - @AudiobookCommunity

- **GoodReads**

- **Litsy**

- **LibraryThing**

- **Tumblr**

- **Instagram**
KEY social media @handles:

**Facebook:**
@Audible  
@Audiobook Community  
@Audiofilemagazine  
@BlackstoneAudio  
@BOTLibrary  
@Downpourdigital  
@DreamscapeAudio  
@HachetteAudio  
@HarperAudio  
@ListeningLibrary  
@MacmillanAudio  
@PRHAudio  
@RecordedBooksInc  
@SimonAudio  
@SoundLearningAPA  
@TantorAudio  
@WestonWoodsScholasticAudio

**Twitter:**
@Audiobook_Comm  
@AudioFileMag  
@Audible_com  
@BlackstoneAudio  
@BOTLibrary  
@SoundLearningAP  
@Downpour_com  
@Dreamscapeaudio  
@HachetteAudio  
@HarperAudio  
@HighBridgeAudio  
@MacmillanAudio  
@PodiumAudio  
@PRHAudio  
@recordedbooks  
@SimonAudio  
@TantorAudio
Don’t forget the #hashtags:

#Audiobook(s)                  #BookTitle
#LoveAudiobook(s)              #Narrator(s)
#Audies2017                    #Genre
#EarphonesAward                #MysteryMonday
#AudiobookBloggersWeek         #TuesdayTease
#AudiobookWish                 #SelfSunday
#BannedBookWeek                #Giveaway
#ListenFreely                  #Readathon
WORKING WITH AUDIOBOOK PUBLISHERS...
Review copies:

Contacting the AUDIO publisher:

- You can find a full list of audiobook publishers on the APA website: Members.audiopub.org. Select “Publishers” from pull down menu.

Library/ Purchase:

- OverDrive
- Hoopla
- Downpour
- Audible
- Librivox
Enhance your post:

- Include/tag the audiobook publisher by name
- Tag the narrator by name
- Provide access to sound clips
- Send a link or note to the audio publisher with your review
AUDIOBOOK
EVENTS AND FEATURES...
June is Audiobook Month:

#LoveAudiobooks

- Do your own thing to share your love for audiobooks.
- Do a review a day or three a week on your blog or other review site.
- Check out APA (audiopub.org) for upcoming content to re-post. And visit @AudiobookCommunity on Facebook and YouTube, and @Audiobook_Comm on Twitter.
Armchair Audies:

#Audies2017, #ArmchairAudies

➤ The APA Audies finalists are announced in early February. Visit the APA website for details (audiopub.org).

➤ Help the APA spread the word regarding the #Audies2017 by reposting the finalists announcements in February and the winners in June.

➤ Join other bloggers in reviewing Audies finalists and choosing your winners.
Audiobook Blogger of the Year:

Visit the APA website (Audiopub.org) in February for contest details.

Past winners include LiterateHousewife.com (2015) and BethFishReads.com (2016)

General contest guidelines:
• 45% quality of three submitted posts, dated between April 2016 – March 2017.
• 40% overall site (number of audiobook reviews, site aesthetics)
• 10% interaction with the book blogging community, social media presence
• 5% personal statement

Winner announced in mid-March.
Join an audiobook challenge:

- Find existing challenges at [Weebly](https://weebly.com)
- Like the [New Narrator Challenge](https://theintrovertedreader.com)
- And the [Romance Audiobook Challenge](https://hotlistens.com)
- Or start your own and list it at [A Novel Challenge](https://anovelchallenge.com)
- Check out Goodreads Group Challenges at: [Audiobooks](https://www.goodreads.com/group/book/105571-audiobooks) or [Romance Audiobooks](https://www.goodreads.com/group/book/105573-romance-audiobooks)
Other special events:

- Thirty Days of Thanks at *The Geeky Blogger*
- Audio Book Lovin’ at *Books-n-Kisses* and *Enchantress of Books*
- Audiobook Bloggers Week at *Adolescent Audio Adventures*
- Baby It’s Cold Outside at *Literate Housewife*, also on *Pinterest*
Other ideas:

- When compiling your top 10 books of the year, consider making one just for audiobooks.

- Ask a narrator to do a guest post (find popular narrators in AudioFile Magazine’s Narrator Profiles or through a publisher).

- Interview a narrator and/or author (ask publisher contacts if contacting authors).

- If your blog has multiple reviewers, have one person review the print and another the audio version and discuss.
QUESTIONS...
Thank you for joining us for this lively discussion about BLOGGING ABOUT AUDIOBOOKS!

If you would like us to share information about your blog with audiobook publishers, please send your information to the APA publicist, Jennifer Richards: jennifer@jrichardspr.com.

Kindly provide your URL, social media handles, genre preferences, and anything of special interest about your blog.