



Audio Publishers Association

WEBINAR

BLOGGING ABOUT AUDIOBOOKS:

**Tips for Reviewing Audio
& Working with Audio Publishers**

Wednesday, November 2, 2016

8PM Eastern, 5PM Pacific

MODERATOR



KAREN WHITE

karenwhiteaudiobooks.com

Audiobook narrator since 1999. One of *AudioFile Magazine's* Best Voices and Speaking of Audio's Top Ten Listens. Two-time Audie Award Finalist and Multiple *AudioFile* Earphones award winner.

PANELIST



ROBIN WHITTEN

AudioFileMagazine.com

Founder & editor of *AudioFile Magazine*, an independent source of audiobook recommendations & reviews that publishes in print, digital and social channels.

PANELIST



CANDACY LEVY

BethFishReads.com

APA 2016 Audiobook Blogger of the Year for her acclaimed blog, *Beth Fish Reads*. Freelance book editor and freelance book reviewer covering books in a wide range of genres.

PANELIST



MITCH KELLY

HachetteAudio.com

Assistant Manager of Operations and Marketing (and Publicity) at Hachette Audio in New York City.

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

Twitter:

@Audiobook_Comm	@HarperAudio
@AudioFileMag	@HighBridgeAudio
@Audible_com	@MacmillanAudio
@BlackstoneAudio	@PodiumAudio
@BOTLibrary	@PRHAudio
@SoundLearningAP	@recordedbooks
@Downpour_com	@SimonAudio
@Dreamscapeaudio	@TantorAudio
@HachetteAudio	

Don't forget the #hashtags:

#Audiobook(s)

#LoveAudiobook(s)

#Audies2017

#EarphonesAward

#AudiobookBloggersWeek

#AudiobookWish

#BannedBookWeek

#ListenFreely

#BookTitle

#Narrator(s)

#Genre

#MysteryMonday

#TuesdayTease

#SelfSunday

#Giveaway

#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](#)
- Like the [New Narrator Challenge](#) at The Introverted Reader
- And the [Romance Audiobook Challenge](#) at Hot Listens and the Book Nympho
- Or start your own and list it at [A Novel Challenge](#)
- Check out Goodreads Group Challenges at: [Audiobooks](#) or [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.