



# OVER THE RIVER PUBLIC RELATIONS, LLC

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## **OTRPR Welcomes New Client, Audio Publishers Association**

Leonia, NJ (October 1, 2015) **OVER THE RIVER PUBLIC RELATIONS** (OTRPR) – a dynamic PR firm specializing in innovative and individualized book and author promotion – is pleased to announce its newest client, the Audio Publishers Association (APA), a not-for-profit trade association focused on creating greater awareness of the audiobook industry. OTRPR was hired by APA to help develop and implement ongoing public relations and social media outreach including pieces on national consumer surveys, the Audie® Awards, the annual APA conference, June Is Audiobook Month initiatives, and Sound Learning literacy resources for educators.

“We are excited at the opportunity to work with the APA to help raise awareness of audio books and grow this important part of the publishing industry,” said Jennifer Richards, Co-Founder and President of OTRPR. “We look forward to publicizing the APA’s many services, programs, events and initiatives and working closely with its executive staff and committees.”

For more information about OTRPR contact [info@otrpr.com](mailto:info@otrpr.com) or visit [www.overtheriverpr.com](http://www.overtheriverpr.com).

“We are thrilled to engage the OTRPR team to help us further build awareness of audiobooks as the industry continues its sales and production boom,” said Michele Cobb, Executive Director of the APA.

For more information about the APA, please visit their website <http://www.audiopub.org/>.

### **ABOUT OTRPR:**

Over the River Public Relations specializes in PR campaigns for the publishing industry with a focus on electronic and social media, promotional writing, and one-on-one mentoring. Founded in 2000 by two former Random House, Inc. executives, Jennifer Richards and Rachel Tarlow Gul, OTRPR creates full-scale

marketing plans, launches new books, and helps organize and implement innovative approaches to keep clients' work visible in the public eye over the full life-cycle of the product.

#### **ABOUT THE AUDIO PUBLISHERS ASSOCIATION**

The Audio Publishers Association (APA) is a not-for-profit trade association that advocates the common, collective business interests of audio publishers. The APA consists of audio publishing companies and allied suppliers, distributors, and retailers of spoken word products and allied fields related to the production, distribution and sale of audiobooks.