

SYNC Audiobooks for Teens

Summer 2018

AudioFile® 

 **Rakuten**
OverDrive®



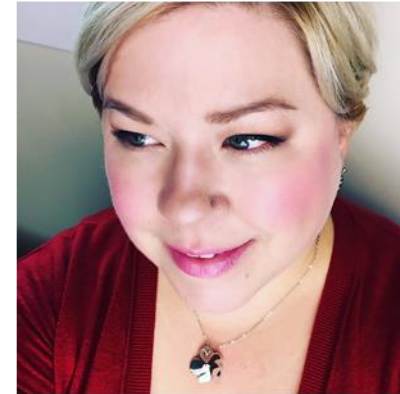
Speaking today



Michele Cobb
SYNC



Francisca Goldsmith
Sound Learning Librarian



Shannon Hunt
OverDrive

What is SYNC?



- Two free audiobook downloads per week
- Audiobooks are thematically paired
- April 26- July 25, 2018
- Sponsored by AudioFile, and powered by OverDrive



Who can participate?

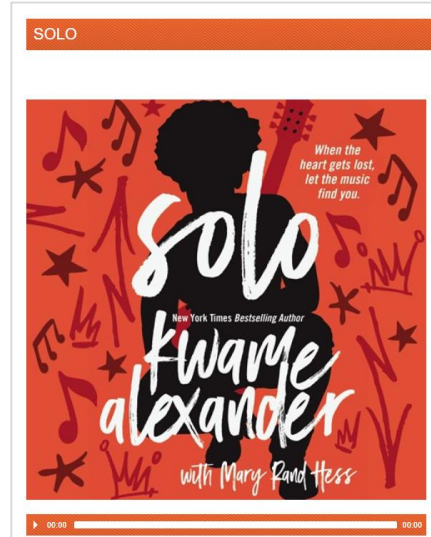
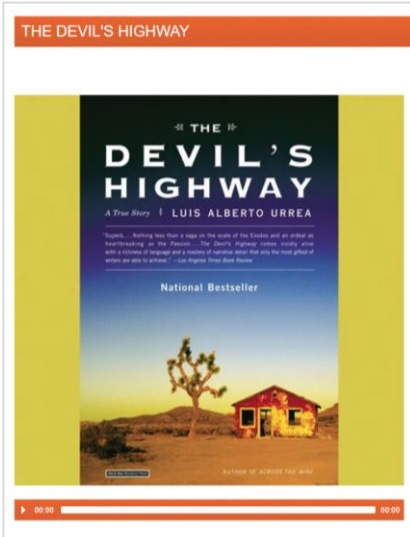
- ☐ Designed for teens
- ☐ Open to anyone age 13+
- ☐ Great for:
 - ☐ Required reading
 - ☐ Reading for pleasure
 - ☐ Schools
 - ☐ Public libraries
 - ☐ Summer reading programs
 - ☐ Books clubs
 - ☐ Individual use



How are the audiobooks chosen?

SYNC audiobook titles are given away in thematic pairs.

For example:



How do I sign up?

- Sign up for alerts to be notified when each week's free audiobook downloads are available.
 - **For email alerts:** Sign up on the home page of audiobooksync.com.
 - **For text alerts:** Text **syncYA** to **25827**.
 - **Note:** *Alerts will not include each week's titles, but will simply tell you when and where the titles are available to download.*
- Or, visit audiobooksync.com every Thursday (starting April 26, 2018) to download that week's audiobooks.

What do I need?

All you need to listen to audiobooks is OverDrive's free app or desktop software. You can find both at app.overdrive.com.



OverDrive is available for computers (Windows, Mac, and Chromebooks) and mobile devices (Android, iOS, Kindle Fire tablets, most NOOK tablets, Windows 8 and up, and Windows Phone).

You can also transfer audiobooks from OverDrive's software on your Windows or Mac computer to most MP3 players.

Need device help? Visit help.overdrive.com.

What about Libby?

A note about Libby:

Libby is OverDrive's new one-tap reading app for public library users, and is compatible with audiobooks. However, SYNC program participants will continue to use OverDrive's current app to download and listen to their audiobook titles each week.



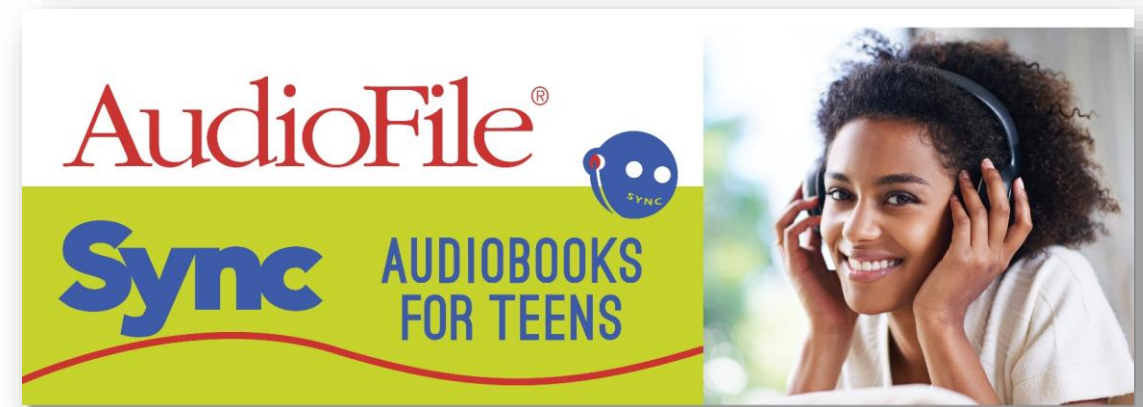
How does it work?

1. Sign up for SYNC alerts via email or text.
2. Install OverDrive's app or desktop software on the mobile device(s) or computer(s) you want to use for listening.
3. When you receive a SYNC alert that new audiobooks are available, use your mobile device or computer to visit audiobooksync.com.
4. On the home page of audiobooksync.com, you can see the current week's selections. Click the audiobook you'd like to download, enter your email address, then click download.
5. Downloaded audiobooks will open automatically in OverDrive's app or desktop software. From there, start listening!

How can libraries, educators, bloggers, and press promote SYNC?

- Visit the [Toolkit](#) section of audiobooksync.com to find helpful information for librarians, educators, and bloggers.
- Use the print and digital materials in the [Toolkit for 2018](#) to introduce SYNC to library visitors, students, and teen readers.
- Encourage teens to sign up for email alerts (at [audiobooksync.com](#)) or text **syncYA** to **25827** to receive text alerts about featured titles.
- Remind teens to install OverDrive's app* or desktop software from [app.overdrive.com](#) before the SYNC program begins, so they're ready to download audiobooks.

**Not the Libby app!*



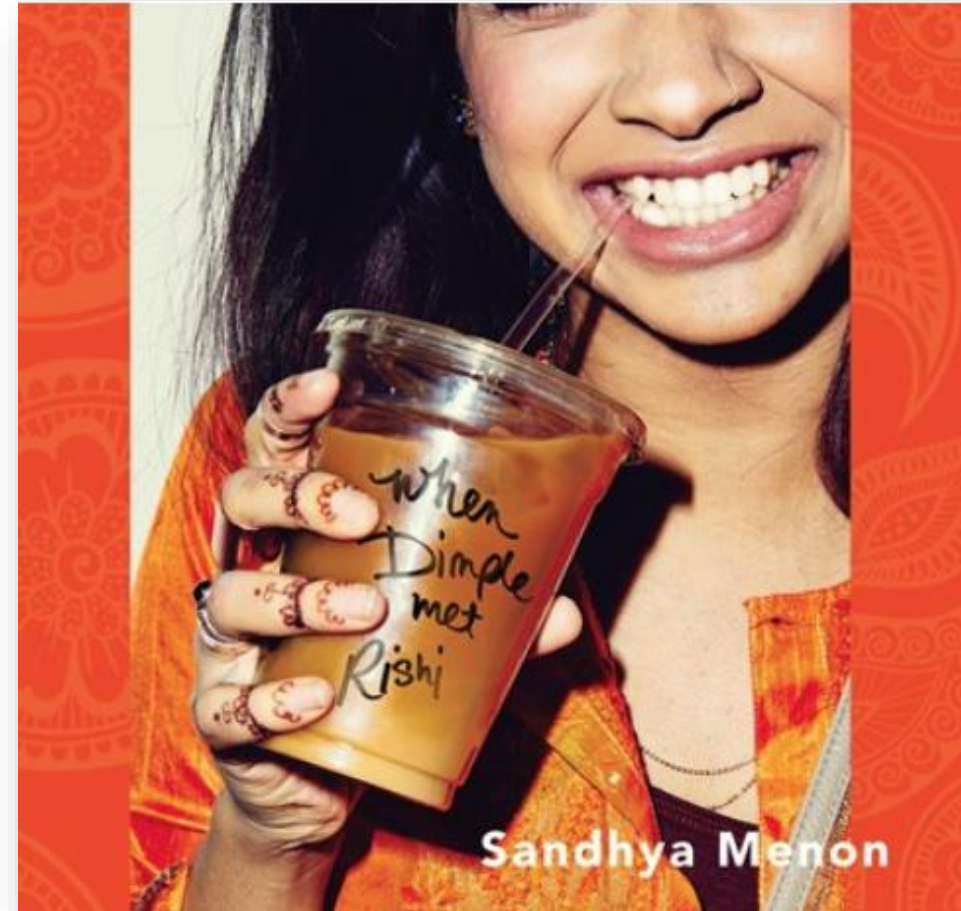
Why are audiobooks great for teens?

- Model pronunciation, pacing, and rhythms suited to each book.
- Expand listeners' working vocabulary.
- Provide enriched engagement with characters, concepts, and literature.
- Expand capacity to understand and enjoy writing containing unfamiliar phrases in other languages or in dialect.
- Create opportunities to engage in active listening and practice auditory focus.
- Provide an alternative for readers who struggle with visual literacy.
- Provide strong readers with opportunities to build critical skills.
- Offer teens privacy regarding their reading choices and interests.



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How do I get teens interested in audiobooks?

- Include sample clips from audiobook versions when talking titles with classes.
- Invite teen audiobook fans to share their enthusiasm in book discussion groups.
- Encourage teen readers to diversify their reading diets by enjoying some books with their ears, and some with their eyes.
- Connect with the theater arts department about audiobooks as teen thespians find them helpful in developing their own regional and international accents for the stage.



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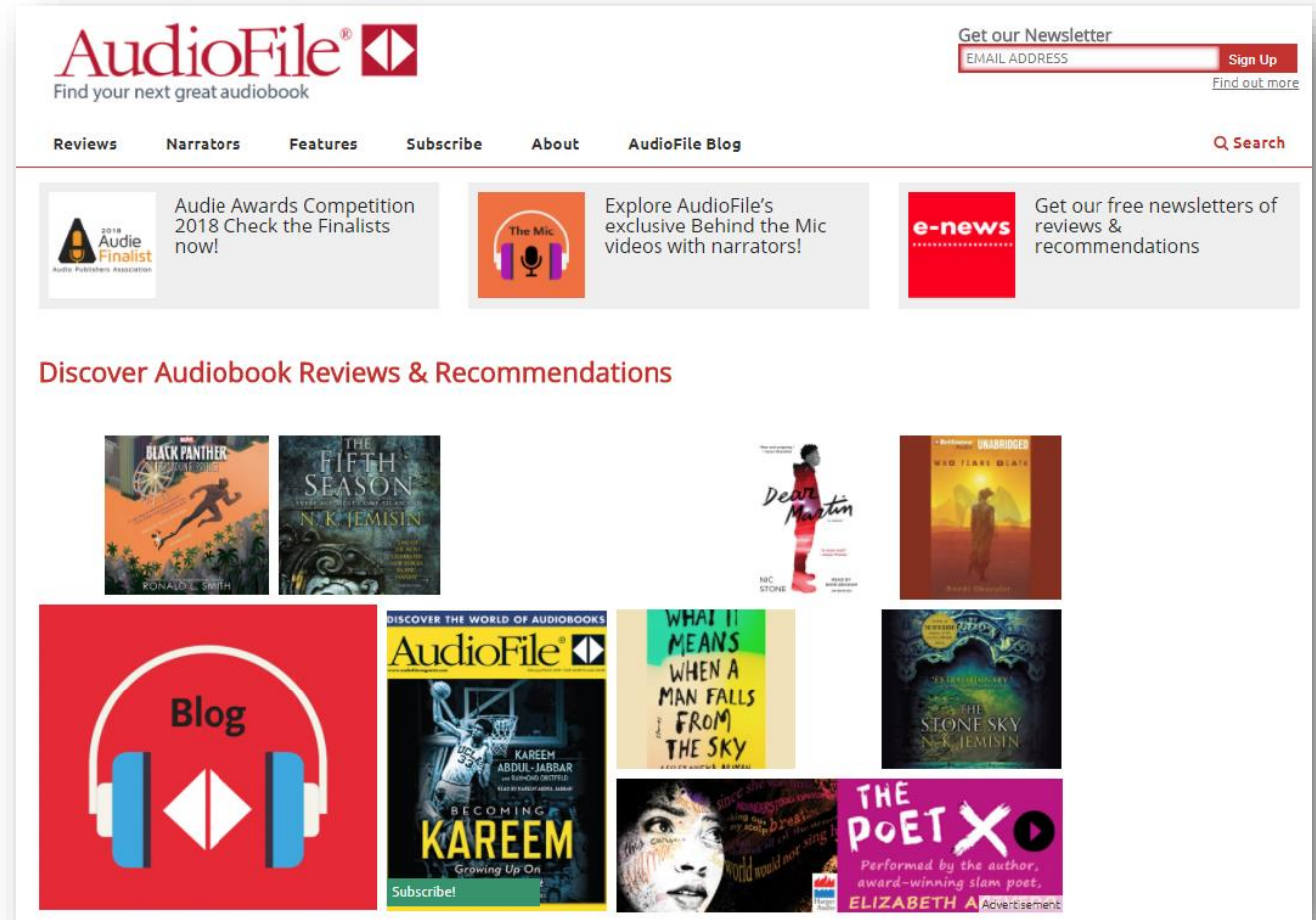
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Keep teens interested after the SYNC season ends

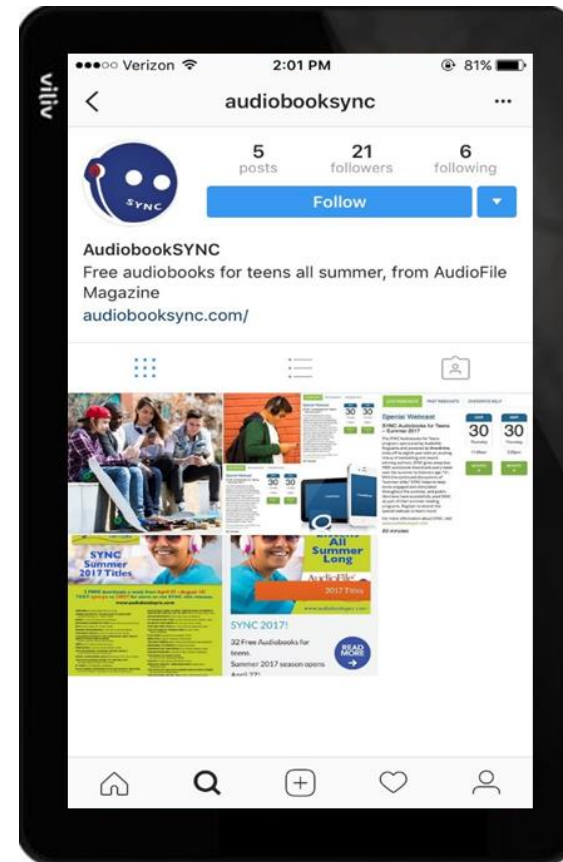
- Use AudioFile (audiofilemagazine.com) to find your next great audiobook.
- AudioFile provides “best of the best” audiobook recommendations and reviews of audiobooks in all genres, with a focus on audio performance.



Keep teens listening after the SYNC season ends

Find AudioFile and SYNC on Pinterest, Twitter, Facebook, Instagram, and Tumblr!

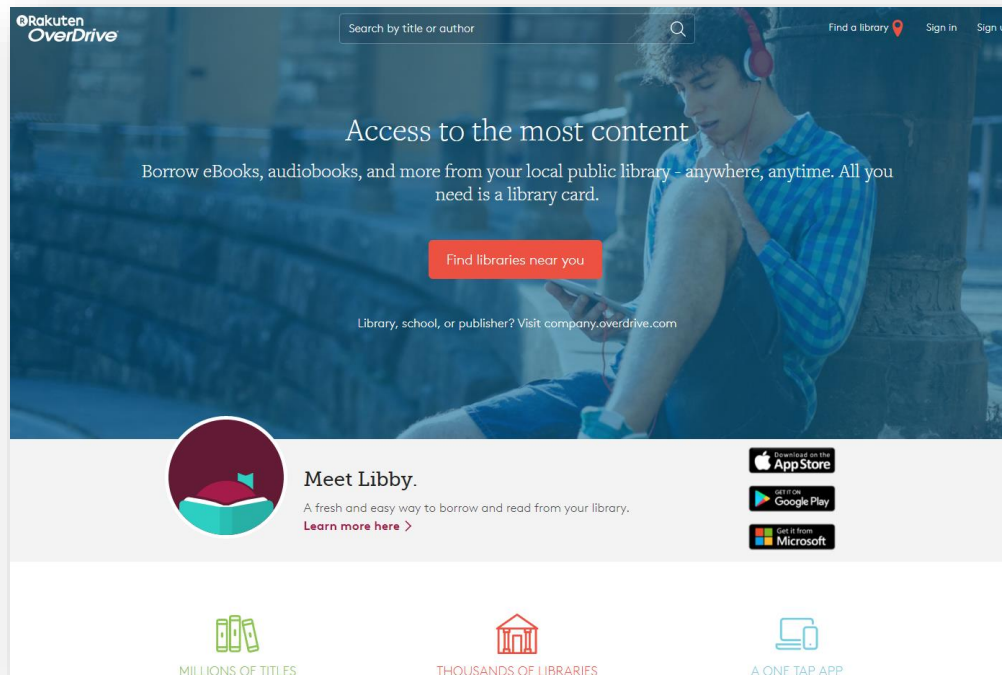
Get fresh listening ideas for youths, plus tips for promoting audiobooks to teens.



Keep teens listening after the SYNC season ends

Use OverDrive (overdrive.com) to get free audiobooks all year round.

OverDrive enables schools and libraries to provide a free, extensive, in-demand audiobook collection to their teen patrons and students all year round.

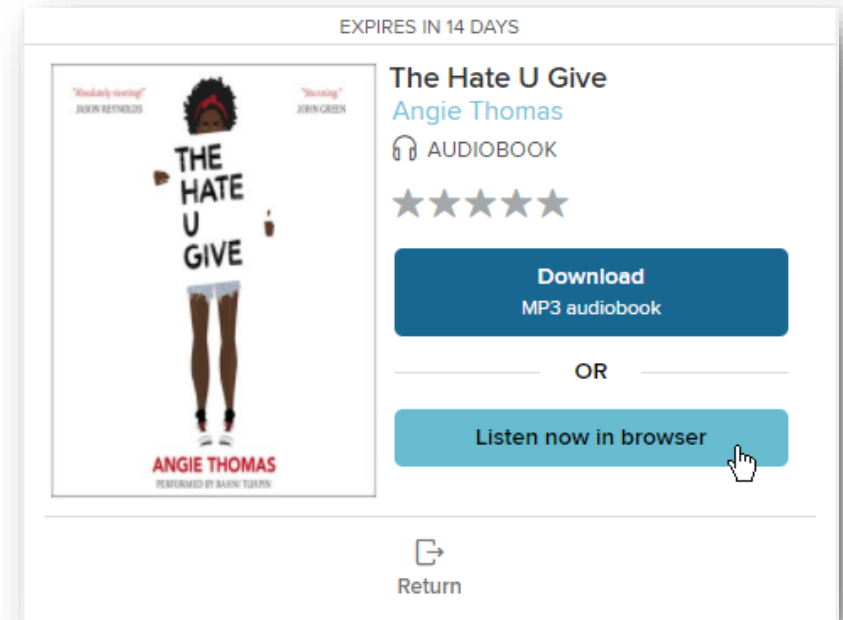


Keep teens listening after the SYNC season ends

Don't have an OverDrive collection yet?

Learn more about creating one at company.overdrive.com

- Industry-leading ease of use.
- Compatible with every major device.
- Over 5 million audiobooks, eBooks, and videos.
- On-staff Content Specialists help you build your collection.
- Free training and marketing materials.



Learn more

Learn more about audiobooks, literacy, and learning:

- *Audiobooks for Youth: A Practical Guide to Sound Literature* by Mary Burkey
- *Listening to Learn* by Lizette D. Hannegan and Sharon Grover
- Sound Learning
- Books on Tape's Audiobooks and Literacy Toolbox: <http://www.booksontape.com/audiobooks-literacy/>
(copy and paste into your browser)
- Heard Any Good Books Lately? The Case for Audiobooks in the Secondary Classroom
- The Literacy Benefits of Listening

I like what I hear!



Visit:

- audiobooksync.com to learn more about the SYNC program.
- audiofilemagazine.com for 40,000+ audiobook reviews and awards.
- overdrive.com to find libraries near you that offer free digital audiobooks year-round.
- company.overdrive.com to learn about building an OverDrive digital collection for your library or school.

Questions?

Email us!

sync@audiofilemagazine.com with questions about SYNC or AudioFile.

training@overdrive.com with questions about OverDrive.

