

# SYNC Audiobooks for Teens

## Summer 2019

**Rakuten** *OverDrive*<sup>®</sup>

AudioFile<sup>®</sup> 

# Speaking today



Michele Cobb  
*SYNC*



Francisca Goldsmith  
*Sound Learning Librarian*



Shannon L. Hunt  
*OverDrive*

# What is SYNC?



- Two free audiobook downloads per week
- Audiobooks are thematically paired
- April 25-August 1, 2019
- Sponsored by AudioFile, 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

*"I like to listen to audiobooks when I'm out and walking around."*

*– 7th Grader*



*"We often listen to audiobooks as a family. SYNC has contributed to our time together."*

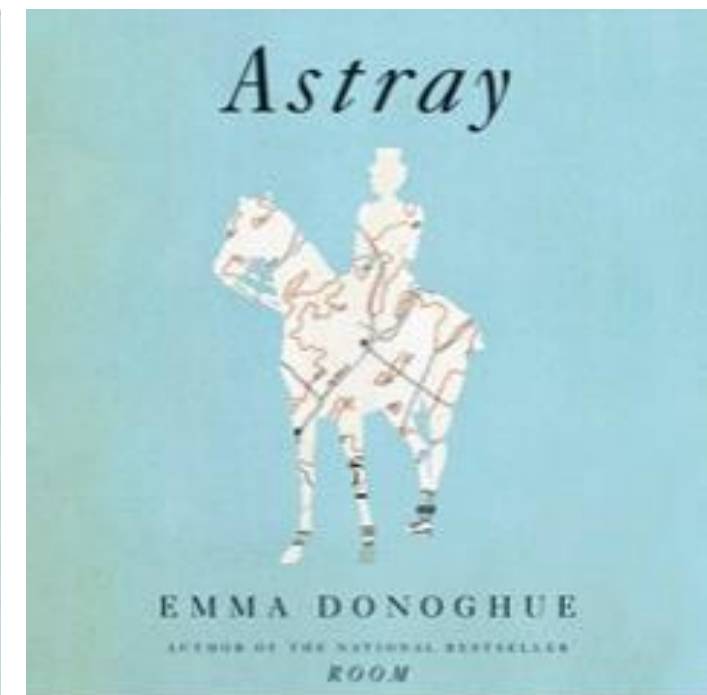
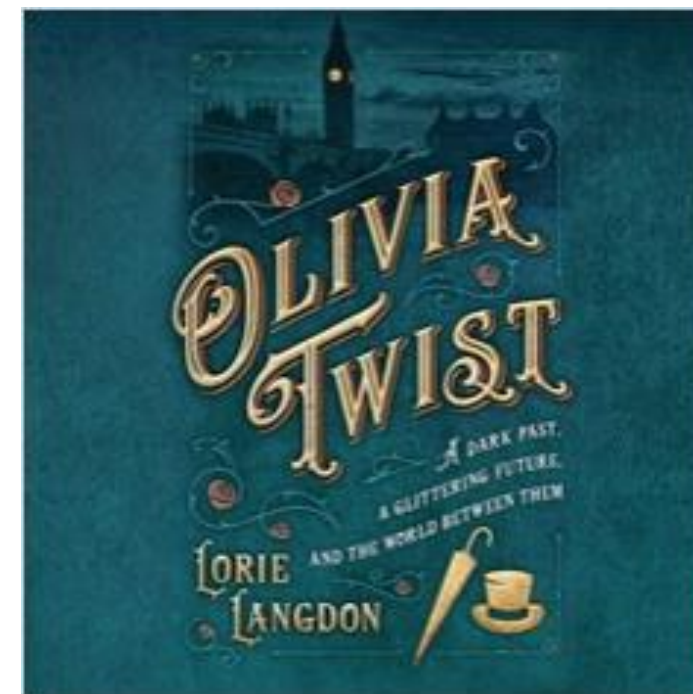
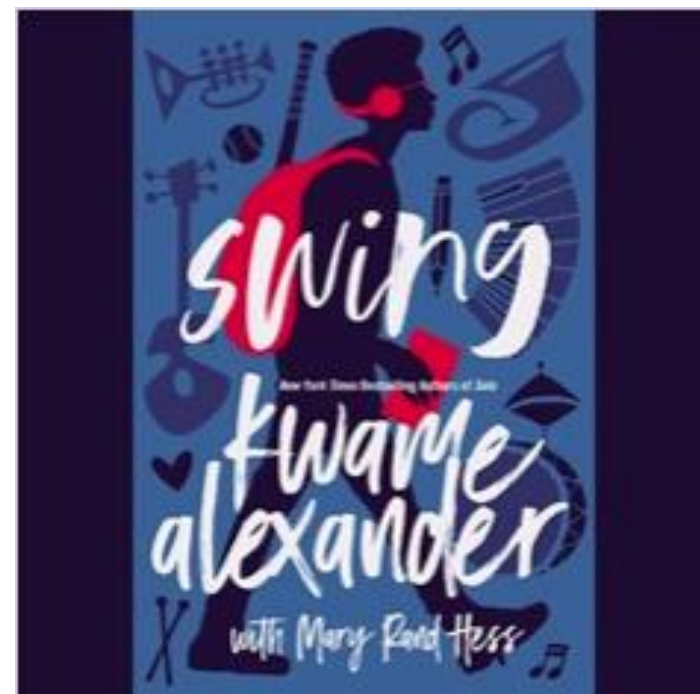
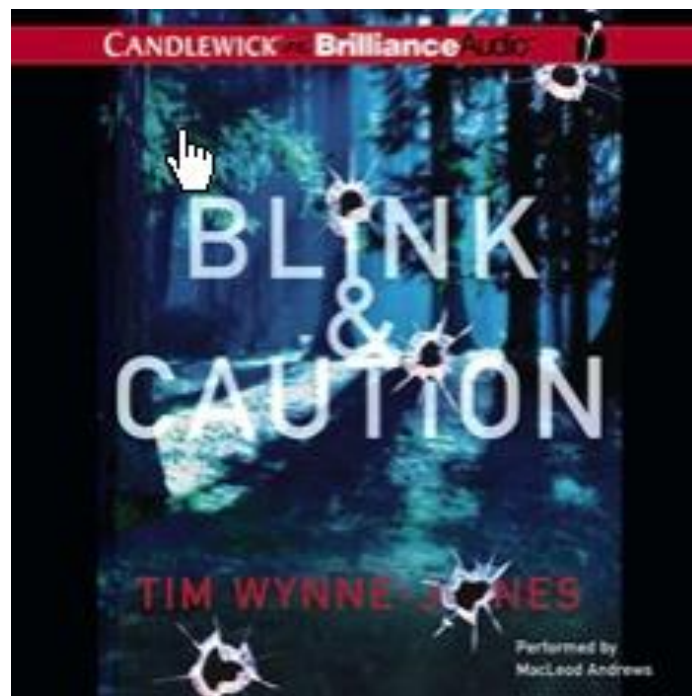
*- Parent*



# 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. **Note:** *Alerts will not include each week's titles, but will simply tell you when and where the titles are available to download.*
  - **For email alerts:** Sign up on the home page of [audiobooksync.com](http://audiobooksync.com).
  - **For text alerts:** Text **syncYA** to **25827**.
- Or, visit [audiobooksync.com](http://audiobooksync.com) every Thursday (starting April 25, 2019) 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. Find both at [app.overdrive.com](http://app.overdrive.com).



*The OverDrive app is available for computers (Windows, Mac, and Chromebooks) and mobile devices (Android, iOS, and Kindle Fire tablets).*

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

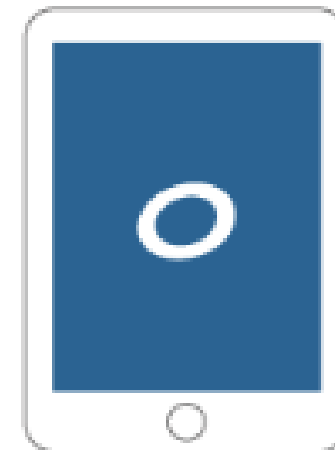
Need device help? Visit [help.overdrive.com](http://help.overdrive.com).

# What about the Libby and Sora apps?

Libby and Sora are OverDrive's one-tap reading apps for public library and school users and are incompatible with the SYNC program at this time.



SYNC program participants will need to continue using the [OverDrive 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. Use your mobile device or computer to visit [audiobooksync.com](http://audiobooksync.com) after you receive a SYNC alert that new audiobooks are available.
4. View the current week's selection on the home page of [audiobooksync.com](http://audiobooksync.com). 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, bloggers, and the press promote SYNC?

- Visit the [2019 Toolkit](#) to find helpful information for librarians, educators, and bloggers.
- Use the Toolkit's print and digital materials to introduce SYNC to library visitors, students, and teen readers.
- Encourage teens to sign up for email alerts (at [audiobooksync.com](http://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](http://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.





# How do I get teens interested in audiobooks?

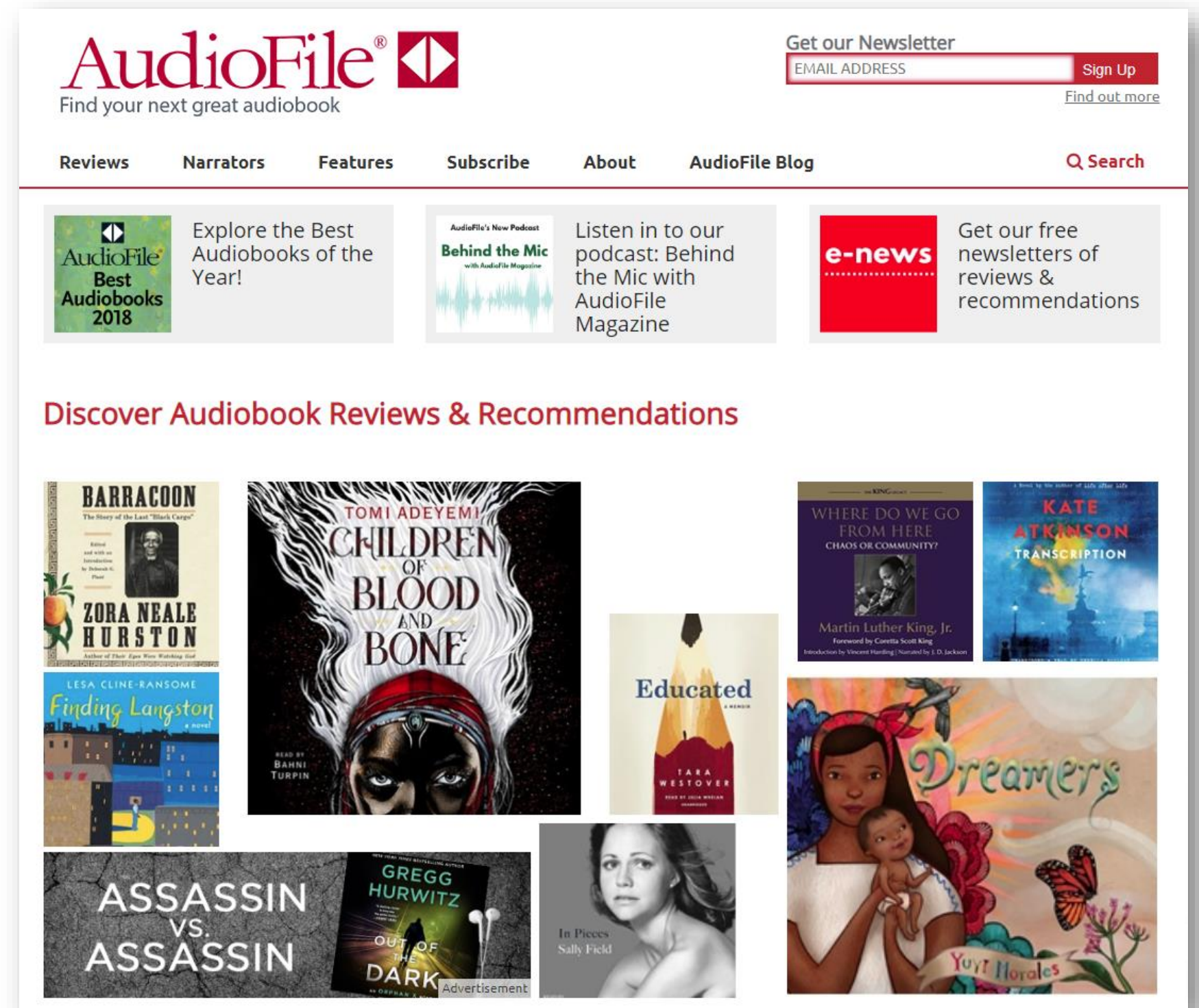
- Include sample clips from audiobook versions when talking titles with classes.
- Invite teen audiobook fans to share their enthusiasm in book discussion groups.
- Encourage teen readers to diversify their reading diets by enjoying some books with their ears, and some with their eyes.
- Connect with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





# Keeps teens interested after the SYNC season ends

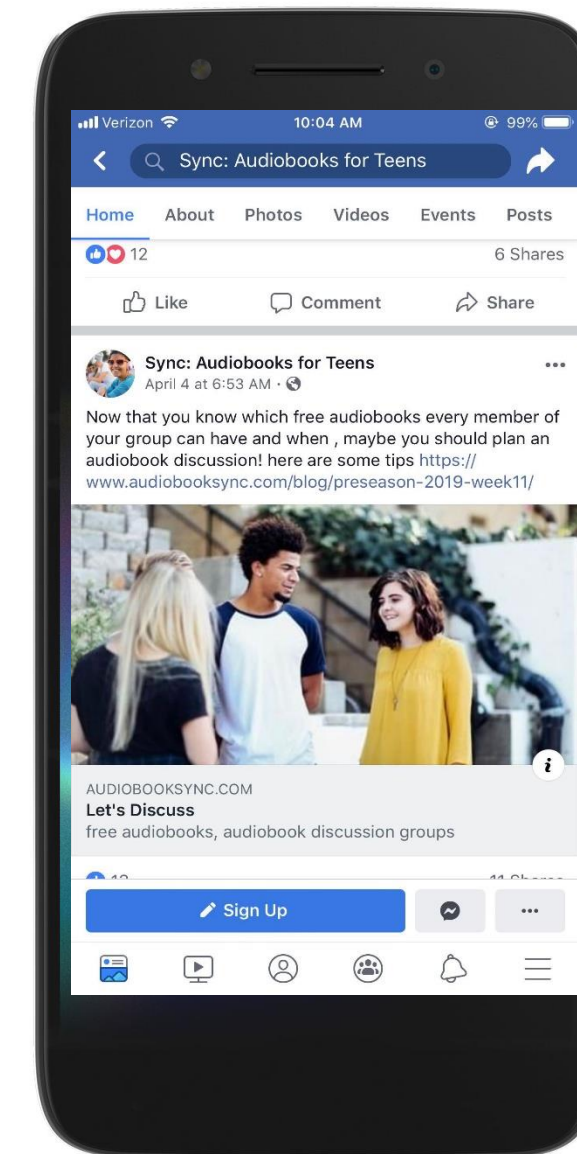
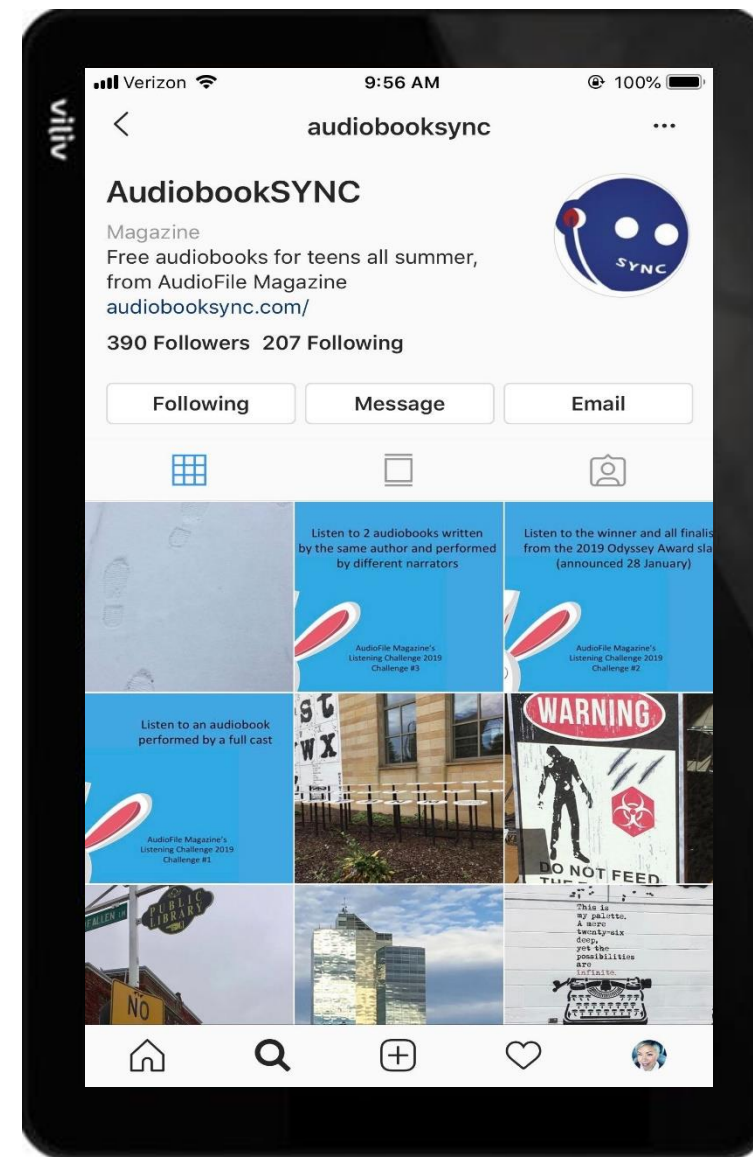
[AudioFile](#) provides “best of the best” audiobook recommendations and reviews of audiobooks in all genres, with a focus on audio performance. Use it to find your next great audiobook!



# Keeps teens interested after the SYNC season ends

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

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

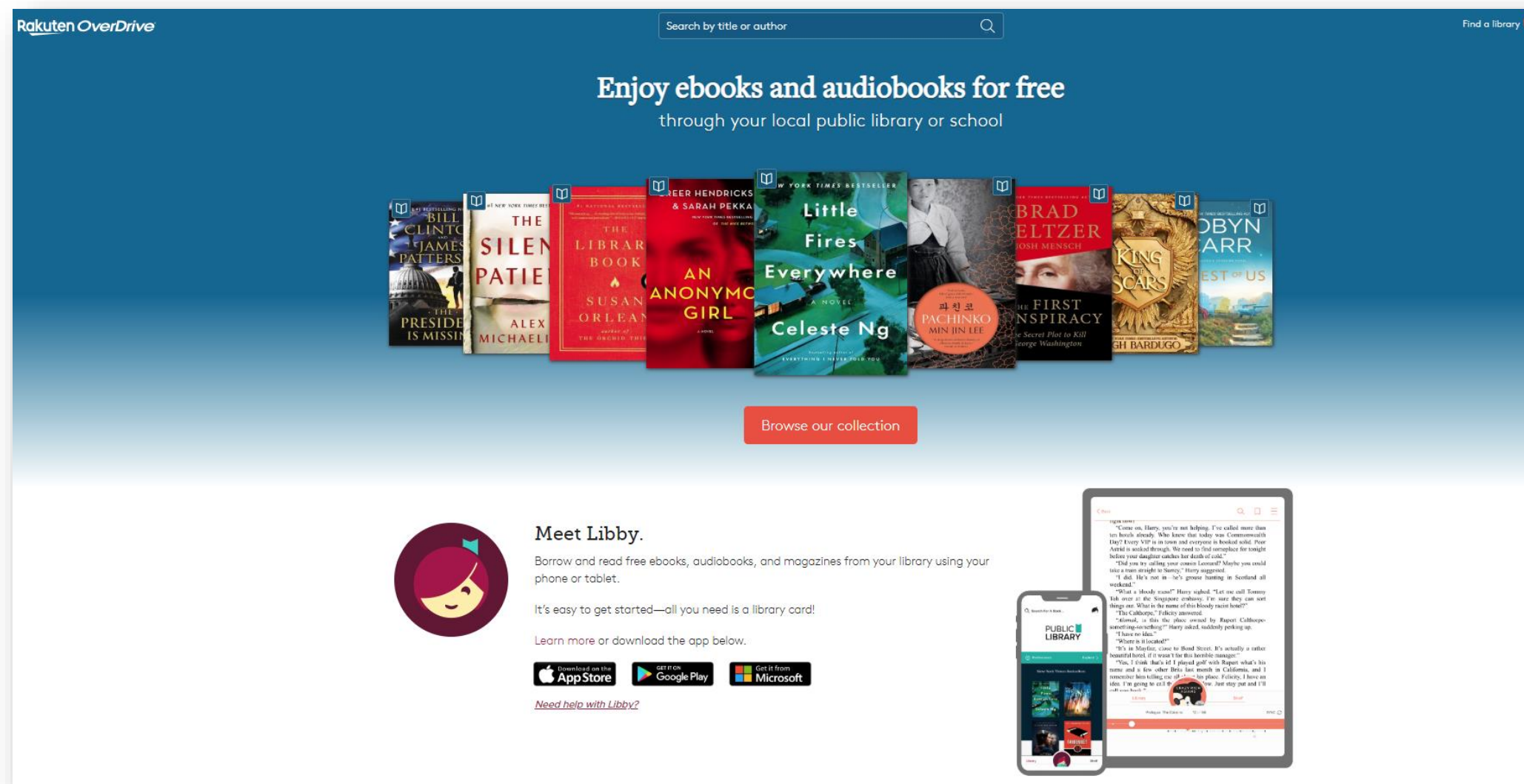




## Keeps teens interested after the SYNC season ends

**Use OverDrive ([overdrive.com](https://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.

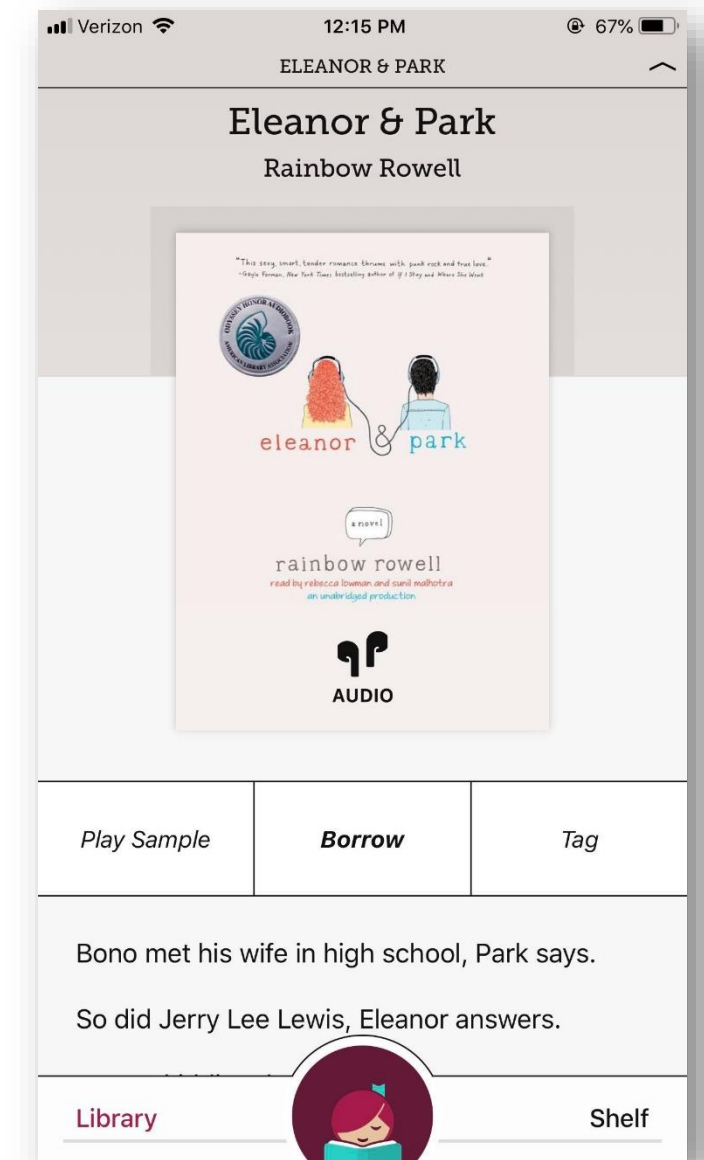
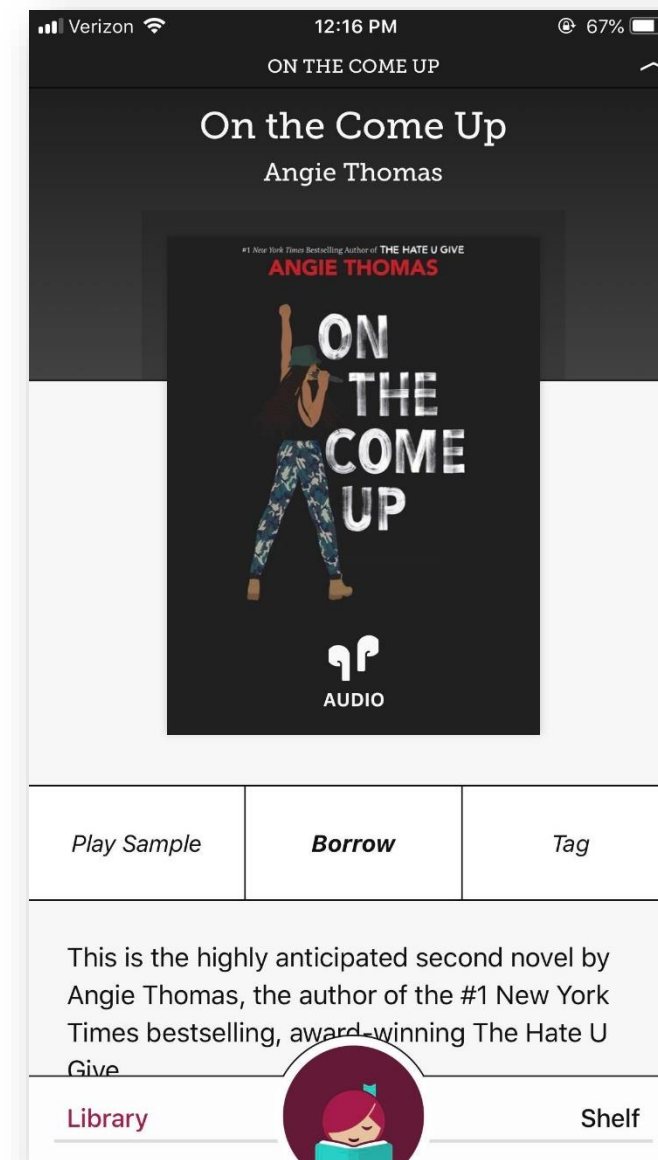


# Keeps teens interested after the SYNC season ends

## Don't have an OverDrive collection yet?

Visit [company.overdrive.com](http://company.overdrive.com) to learn more about creating one.

- Industry-leading ease of use.
- Compatible with every major device.
- Over 5 million audiobooks, ebooks, magazines, and videos.
- On-staff librarians to help 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
- Audio Publisher's Association [Sound Learning](#)
- Books on Tape's [Audiobooks and Literacy Toolbox](#)
- [\*Heard Any Good Books Lately? The Case for Audiobooks in the Secondary Classroom\*](#) by Barbara H. Baskin and Karen Harris
- [The Literacy Benefits of Listening](#)



# I like what I hear!



Visit:

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

# Questions?

Email us!

Questions about SYNC or AudioFile? Email us at [sync@audiofilemagazine.com](mailto:sync@audiofilemagazine.com).

Questions about OverDrive? Email us at [training@overdrive.com](mailto:training@overdrive.com).

