

LIVE WEBINAR



**AUDIOFILE+**  
**OVERDRIVE**  
present:



2020



# OUR PRESENTERS



**MICHELE COBB**  
**SYNC**



**FRANCISCA GOLDSMITH**  
**SOUND LEARNING LIBRARIAN**



**SYDNEY KALNAY**  
**OVERDRIVE**

# WHAT IS SYNC?



- Two free audiobooks per week
- Thematically paired
- Starts April 30
- 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."*

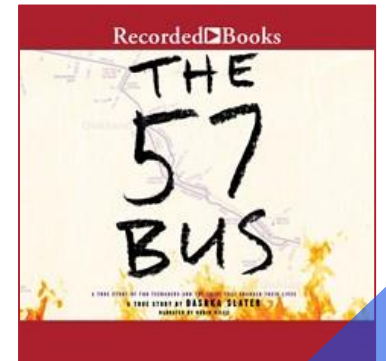
– 7th Grader



# HOW ARE TITLES

## CHOSEN?

SYNC audiobook titles are  
Given away in thematic pairs.



[audiobooksync.com](http://audiobooksync.com)

## REGISTER for SYNC 2020 and follow the instructions

Register

Register to access SYNC titles in the Sora app.

## GET Email Alerts

Sign Up

SYNC news, updates, information and new title alerts.

## TEXT US!

Text syncYA to 25827 to receive Title Alerts

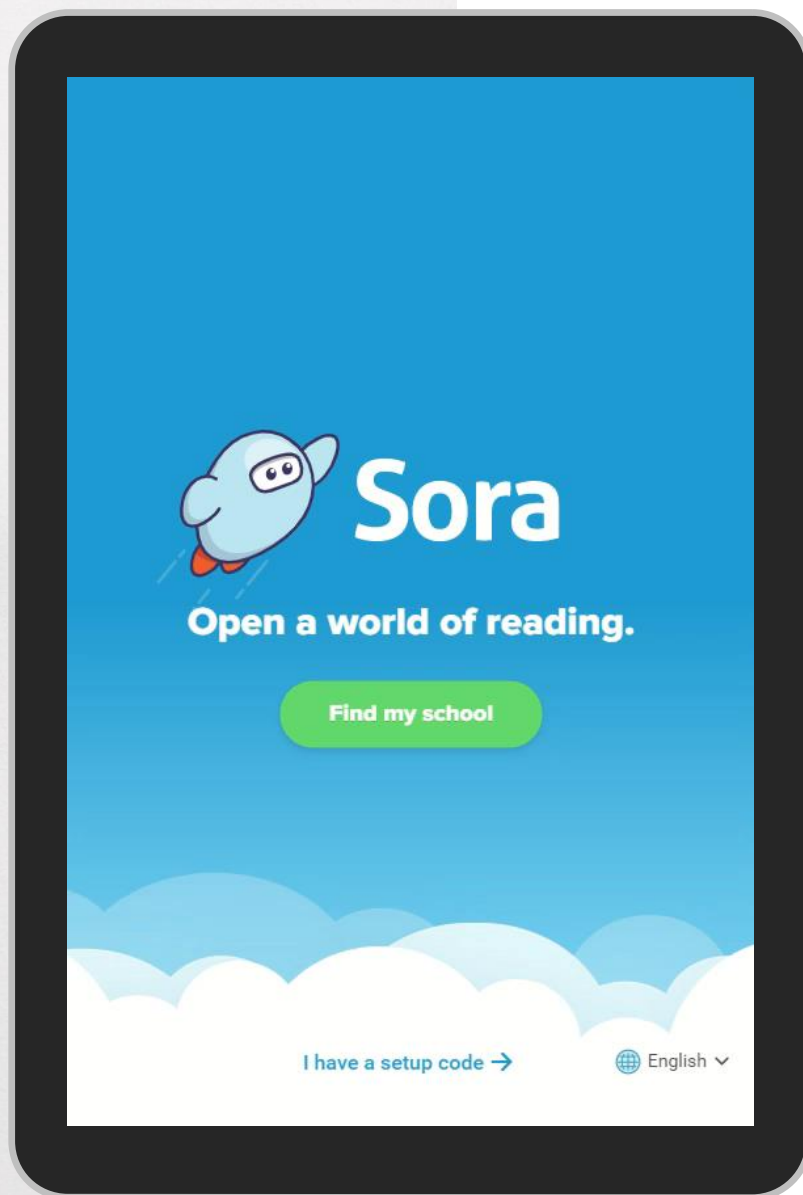


*You will only be contacted in regards to SYNC promotions, your privacy will be protected and your information will not be shared. Up to 5 msg/mo. Reply HELP for help or STOP to cancel. Msg & data rates may apply. [Terms of service](#).*

OVERDRIVE

HOW DO I SIGN UP?





# WHAT DO I NEED?

1. Register for SYNC 2020
2. Set up Sora
  - Download Sora\*.



- Open Sora and tap *I have a setup code* (at bottom of the screen).
- Enter setup code: **audiobooksync**.
- Enter email address you used to sign up for SYNC.

You can also listen in the browser! Go to [soraapp.com](https://soraapp.com) & use the same setup code and email address as the app.



# DEMONSTRATION

1. Each week, log in to Sora.
2. Tap to borrow audiobooks.
3. Books do not expire.
4. Log in to listen anytime!

You can also listen in the browser! Go to [soraapp.com](http://soraapp.com) & use the same setup code and email address as the app.



# HOW CAN I PROMOTE SYNC?

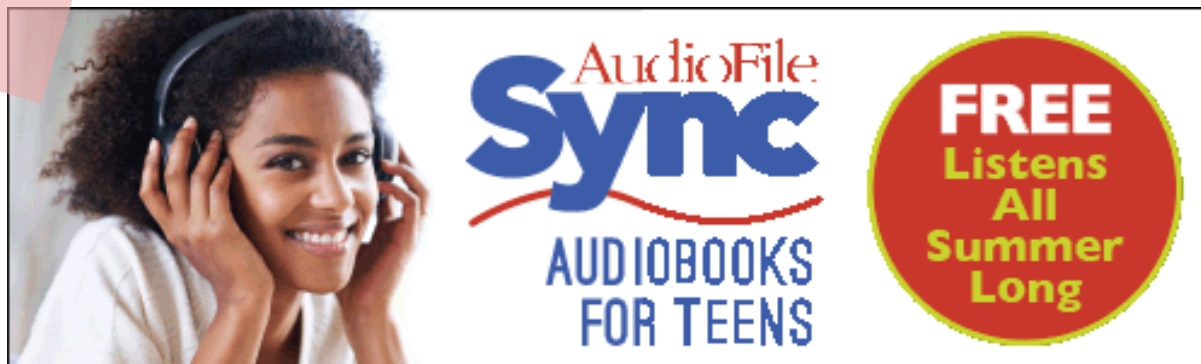
[Visit the SYNC toolkit.](#)

Use the toolkit to introduce SYNC.

Encourage teen readers to text **syncya** to **25827** to receive text alerts about all the featured titles.

Sign-up to “Join the SYNC Newsletter” for title alerts.

Encourage teens to download Sora, the student reading app from OverDrive, in advance of the program.





# WHY ARE AUDIOBOOKS GREAT?

- 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.

# TEENS INTERESTED IN AUDIOBOOKS?

## HOW DO I GET



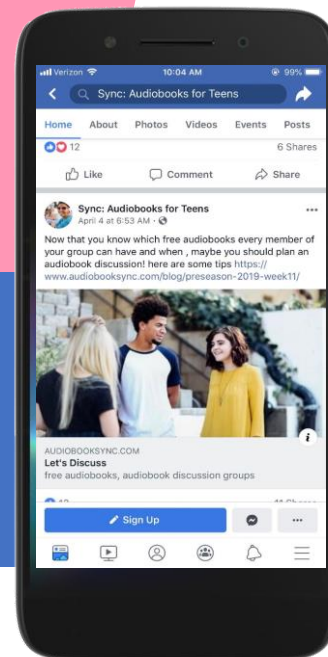
- Include sample clips from audiobook versions when talking titles with classes.
- Invite teen audiobook fans to share their enthusiasm in book discussion groups.
- Encourage teen readers to diversify their reading diets by enjoying some books with their ears, and some with their eyes.
- Connect with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

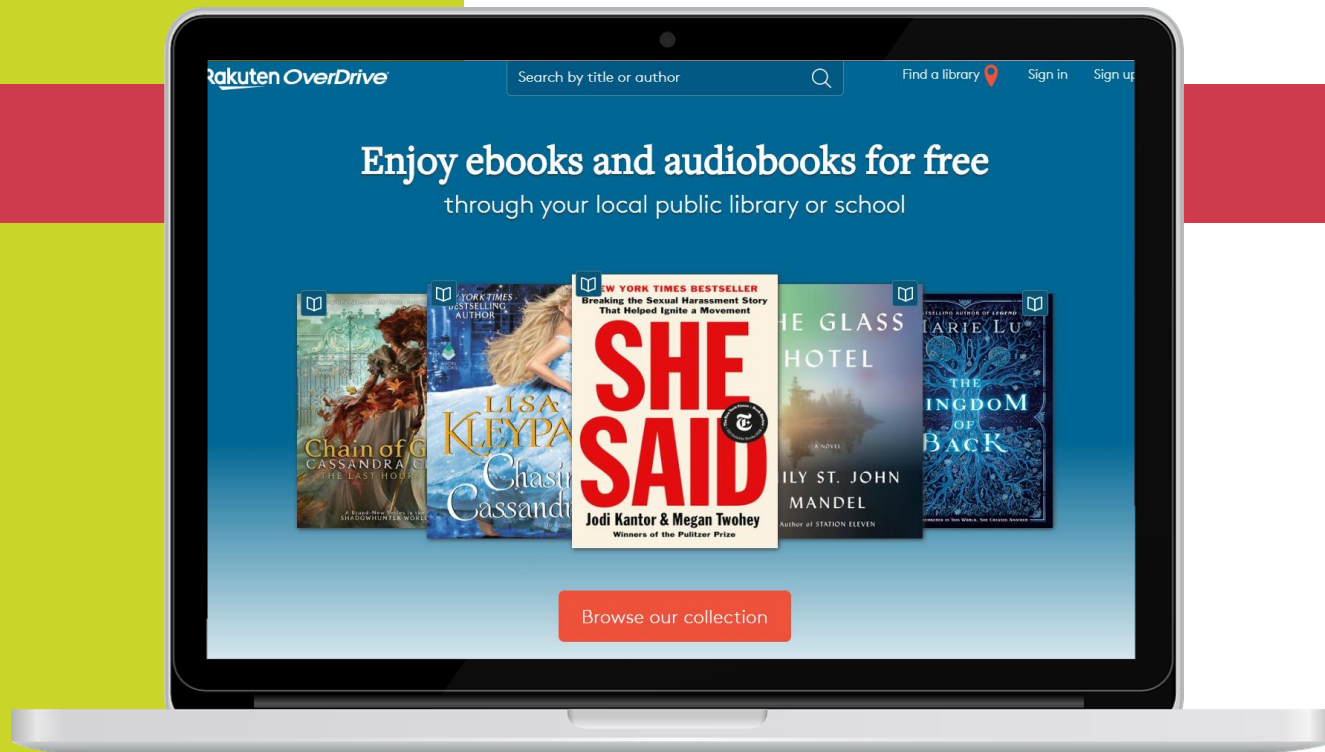
# KEEP TEENS INTERESTED AFTER SYNC

[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!

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

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





# KEEP TEENS

# INTERESTED

# AFTER SYNC

Use OverDrive to get free audiobooks all year round.

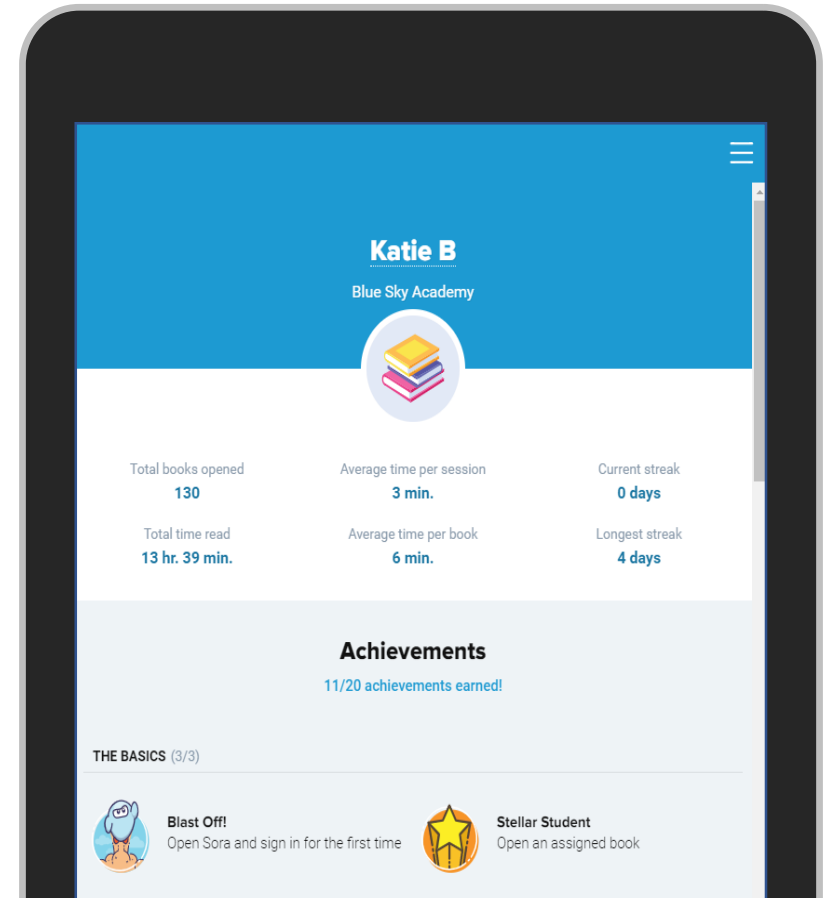
Libraries and schools can provide a free, extensive, in-demand audiobook collection to teen patrons and students all year round.

# DON'T HAVE AN OVERDRIVE COLLECTION YET?

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

## KEEP TEENS INTERESTED AFTER SYNC

- Industry-leading ease of use.
- Compatible with every major device.
- Over 2 million audiobooks and ebooks
- On-staff librarians to help build your collection.
- Free training and marketing materials.



## 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](#)



LIKE WHAT YOU HEAR?

**visit:**

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

**email:**

- 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).