

All About Audiobooks



Presented by
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Division of Library Services

Timeline

- 1877 Thomas Edison
- 1931 Pratt-Smoot Act
- 1952 Dylan Thomas
- 1952 National Library Service for Blind and Handicapped extended to children
- 1953 Weston Woods
- 1953 Listening Library
- 1987 Audio Publishers Association (APA)

Production

- Selection factors considered
 - Popularity and past success of author
 - Quality of text
 - Strength of characters' voices
 - Flexibility to enhance aural experience
 - Handling transitions
 - Translating bonus material or text

Importance of Narrator

- Integrates both acting and standard reading
- Qualities
 - Pleasing voice
 - Knows proper pronunciation
 - Matches with title characters
- Good sense of pacing
- Requires stamina
- Involves preparation and practice

Narration Styles

- Fully voiced
- Partially voiced
- Unvoiced
- Multivoiced



Sound Elements

Background music

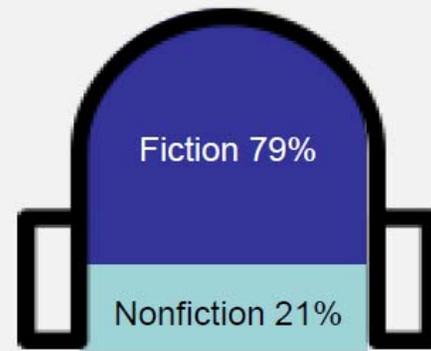
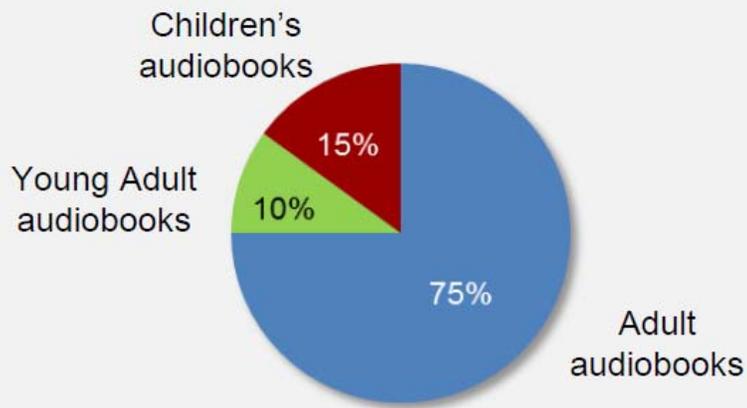
- Enhance feelings and pace
- Amplify mood of level of intensity
- Underscore pacing and action
- Support cultural significance
- Acts as guide through transitions



Indications for Libraries

Average Audiobook Collection Size (based on libraries having that format)	Total	Population Served		
		< 25,000	25,000– 99,000	100,000 +
# Physical audiobooks	6,392	1,256	6,132	21,223
# Downloadable/Streaming audiobooks made available through a district, state, or consortium	5,485	3,970	5,351	8,486
# Downloadable/Streaming audiobooks purchased or licensed independently	4,265	1,495	4,099	8,917

Public Library Audiobook Collections



Collection

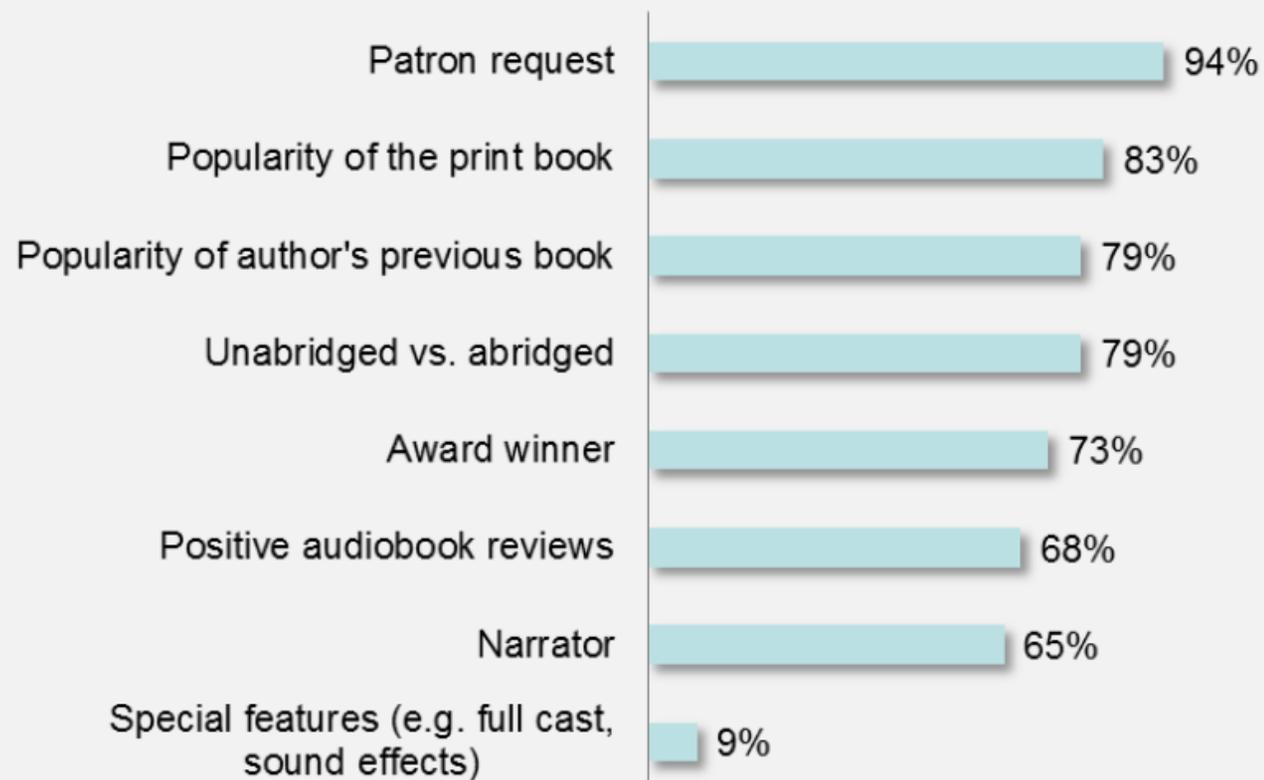
Development and

Management



Audiobook Selection

What are some important factors that influence your audiobook selection decisions?



Selection Factors

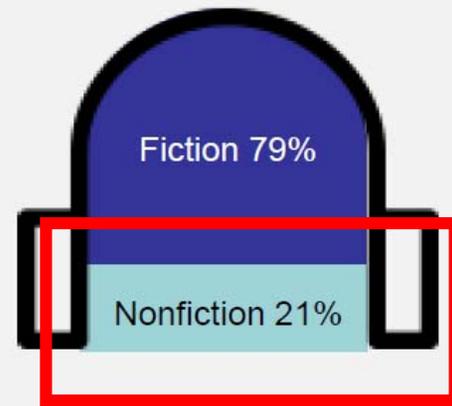
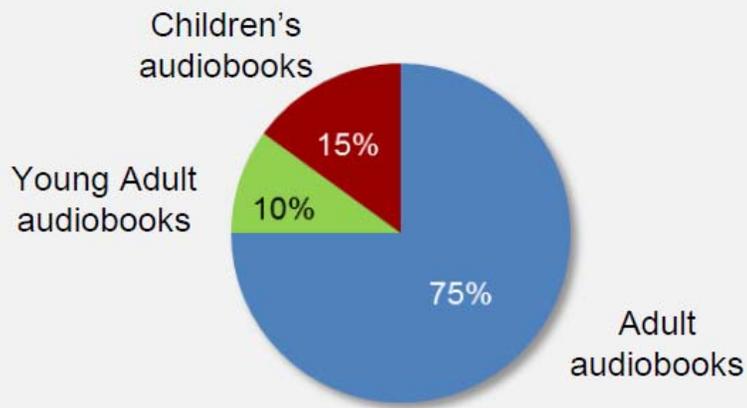
- Sound quality
- Pacing
- Variety
- Cultural authenticity
- Professional readers vs. volunteers
- Computer vs natural voiced audiobooks



Top Resources for Selecting Audiobooks

Professional review publications in print	76%
Word of mouth from patrons	67%
Word of mouth from peers/colleagues	56%
Vendors' newsletters/websites	40%
Publishers' newsletters/websites	34%
Audiobook recommendation databases (e.g. NoveList Plus)	33%

Public Library Audiobook Collections



Nonfiction

- Business
- Personal development
- History
- Biography
- Humor
- Inspirational



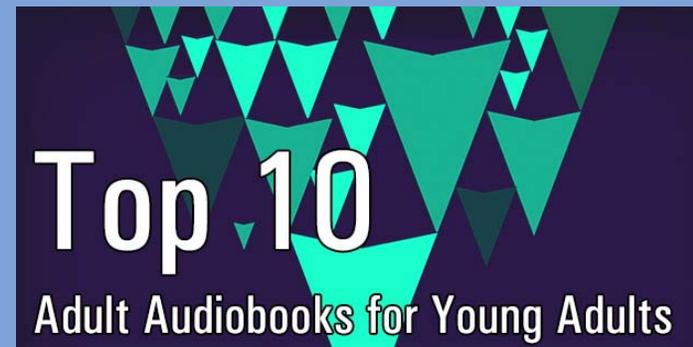
Awards

- Grammy Awards
- Audie Awards
- Odyssey Award
- Golden Earphones
- Listen Up Award



“Best of” Lists

- American Library Association
 - Reference and User Services Association
 - Young Adult Services Association
 - Association for Library Service to Children



Top Review Sources

- AudioFile

<https://www.audiofilemagazine.com/>

- Audiobook Jungle

<http://audiobookjungle.com/>

- Audiobook

<https://www.audiobooks.com/>

- Books for Ears

<http://booksforears.com/>

Review Sources

- BookList Online
- Library Journal Reviews Online
- NoveList Plus
- School Library Journal
- Horn Book
- School Library Connection
- VOYA
- Teacher Librarians

Booklist Online All Things Audio

- E-newsletter 6 newsletters per year, one every other month.
- Designed for audio collection-development librarians and audio lovers everywhere
- Highlights exceptional narrators and industry trends

Includes lists, tips, news, and reviews of current titles from Booklist and Booklist Online

Deselection

Things to consider

- Space
- Circulation
- Audience
- Format
- Narrator
- Wear and tear



Free Audiobooks

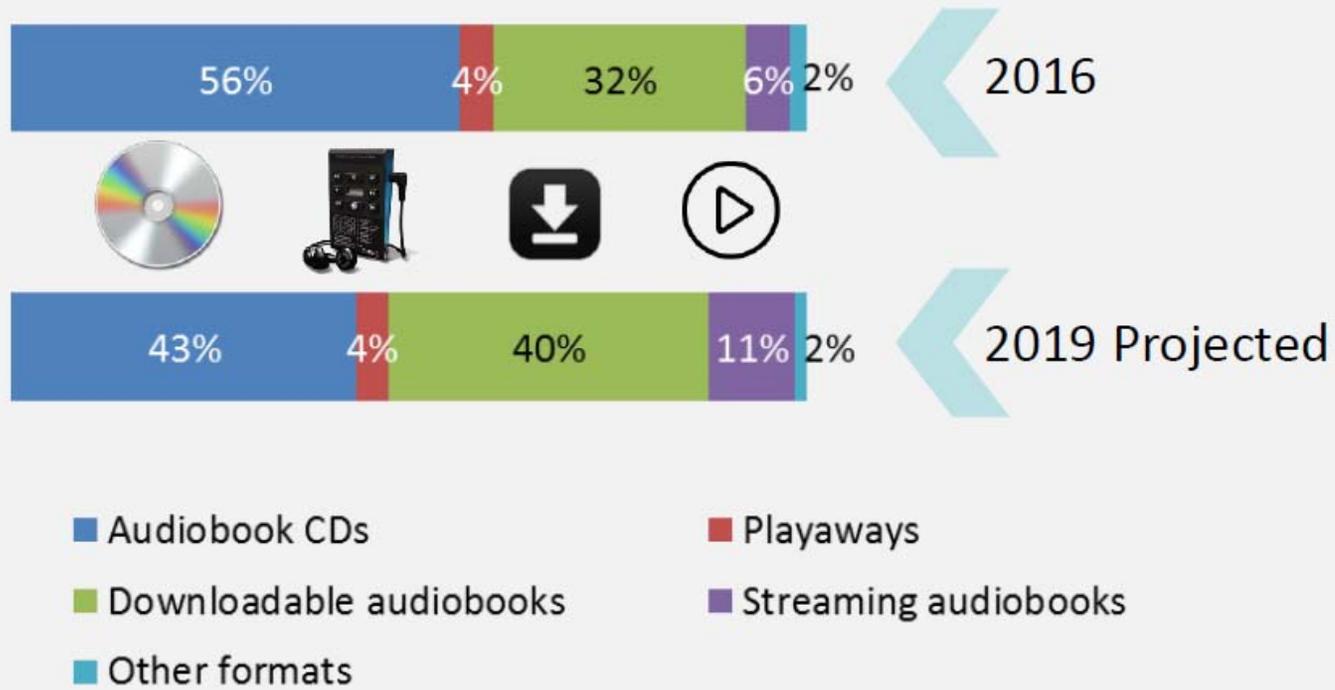
- Librivox
- Lit2Go
- Loyal Books
- Open Culture
- Light Up Your Brain
- Project Gutenberg
- Internet Archive
- Storynory





Find the Right Format

Percent of Audiobook Titles by Format



	Total	Population Served		
		< 25,000	25,000 – 99,000	100,000 +
OverDrive	92%	93%	89%	93%
 OneClickdigital	32%	31%	36%	47%
 hoopla	31%	13%	32%	40%
 3M	11%	3%	13%	9%
 axis360 (write-in) <small>digital media library by Libriver & Taylor</small>	7%	3%	7%	13%
Other	6%	3%	10%	4%
<i>Use only <u>one</u> platform</i>	45%	64%	44%	24%

Nearly half
uses one
platform
exclusively.

1

Easy
Platform



Broad Range
of Titles



Successful
Audiobook Collection

Find the Right Sound

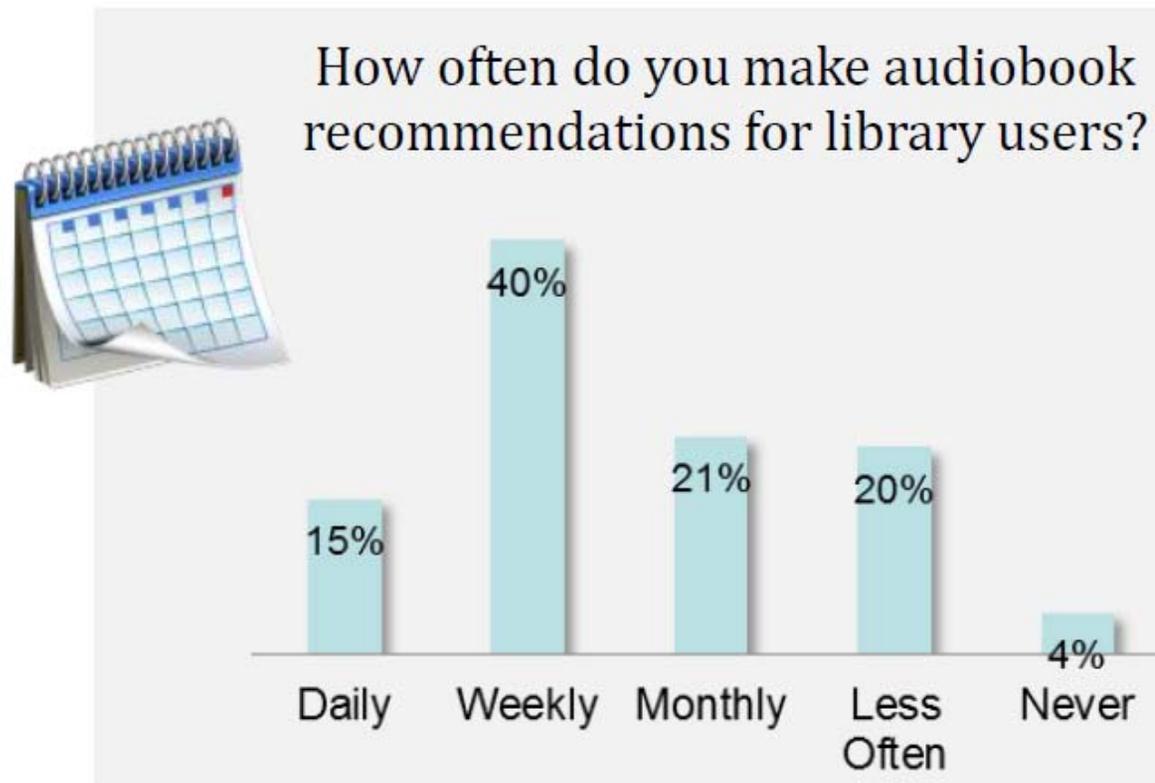
How Listeners Choose

- Look for best sellers
- Follow series
- Follow certain narrator

How do we help someone waiting for the next audiobook or run out titles?

How do we help someone new to audiobooks?

Listening Advisory



Biggest Challenges When Providing Audiobook Listening Advisory:

“Not enough experience as a audiobook listener.”

“Knowing the narrators. Customers are particular about narrators.”

“Finding information specific to an audiobook adaption. We don't have time to read/listen to everything, so having reliable information on the quality/type of narration is key.”

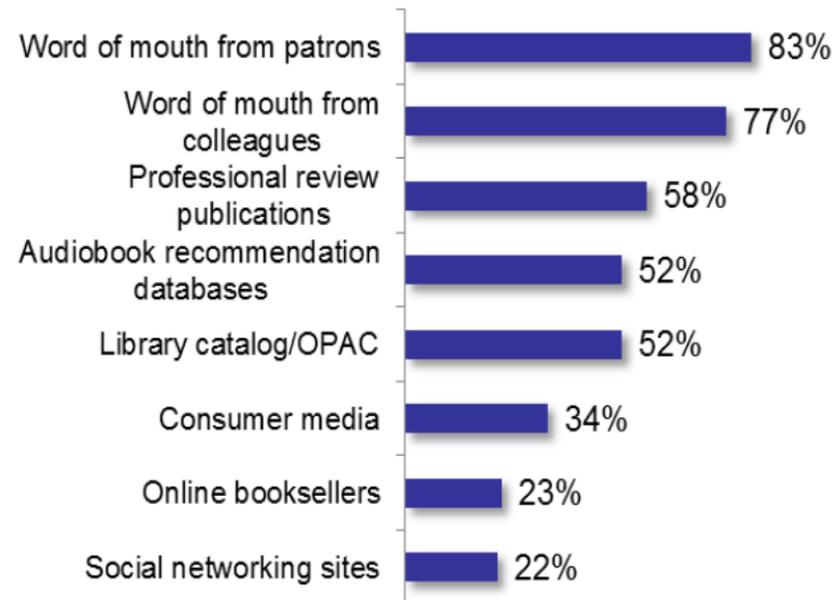
“Telling patrons about all the different formats available and explaining how each works. Advertising all the different formats.”

“Having a good selection in the format they need.”

Does the library have an audiobook “expert” or the go-to person for audiobook information?

NET Yes	43%
Collection development librarian for AV/media	35%
Dedicated audiovisual/ media librarian	6%
Other staff member	7%
No, we have no audiobook expert	57%

What sources are used to provide listening advisory to patrons?



Look to Appeal Factors

- Tone
- Language
- Characterization / Narration
- Frame—background, setting
- Pacing

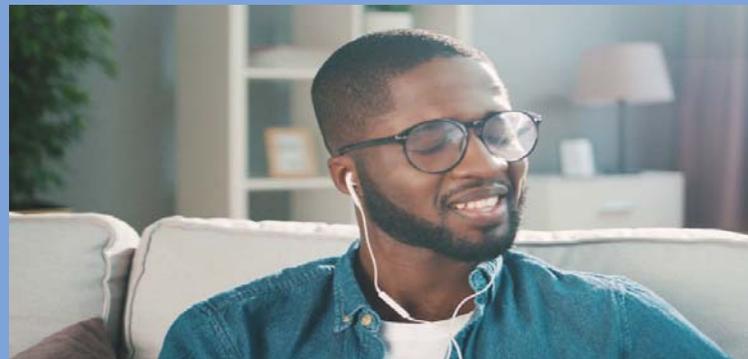




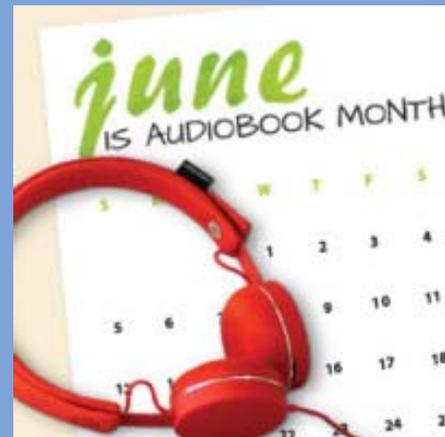
All audio terms apply to all audiobooks at any reading level.

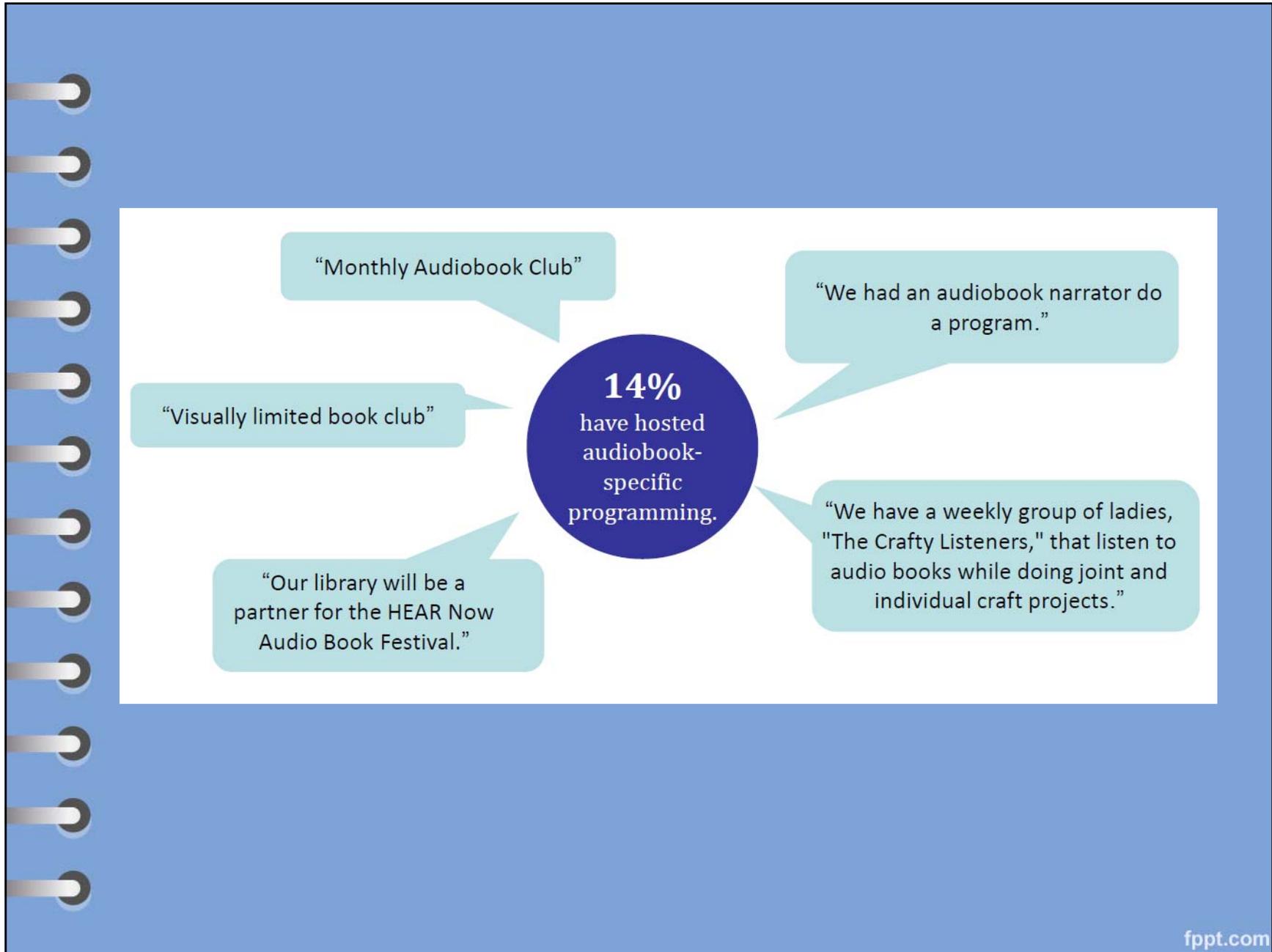
Not sure where to start? *Well-characterized* is always a good choice because it is used when an audiobook is generally outstanding.

All about Narrator	Want lots of extras	Looking for mood or feeling
Character accents	Audio drama	Comedic
Energetic	Full cast	Detached
Folksy	Live audience	Emotionally connected
Multiple narrators	Musically enhanced	Engrossing
Read by author	Sound effects	Intense
Youthful		Somber



Promotion and Marketing





Promote Audiobooks

- Share audiobooks with other types of libraries
- Host a workshop on the value of audiobooks
- Use audiobooks in storytime
- Encourage family listening activities
- Make available recommendations by grade or age level

More Ideas

- Sharpen your audiobook readers' advisory skills
- Target reluctant readers
- Include audiobooks in library book or reading clubs
- Have a "Gadget Petting Zoo" and demonstrate how to download audiobooks
- Make audiobooks important part of Summer Reading Program

And More . . .

- Host a Narrator event
- Highlight audiobooks in newsletters, on website, and in social media
- Use audio clips in booktalks and in social media
- Use marketing materials from publishers and APA



Conclusion

State Library Can Help

- In Frankfort

502-564-8306

- Outside Frankfort

800-928-7000

(choose option #3)

- Email and phone: 8:00 – 4:30 (ET) M-F

- Onsite visits: 9:00 – 4:00 (ET) M-F



Important Reminders

- Follow-up email with training certificate (may take 1-2 weeks to arrive)
- Archived KDLA Webinars
<https://kdla.ky.gov/librarians/staffdevelopment/Pages/KDLAArchivedWebinars.aspx>
- Training Events Calendar
<https://kdla.ky.gov/librarians/staffdevelopment/Pages/ContinuingEducationCalendar.aspx>

Funding for Today's Training Provided by



Final Actions

- Take the Survey
- Download the Presentation
- Click “All about Audiobooks”
 - “Save to my computer”
 - In the pop-up window:
 - “Click to Download”
 - “Save”
 - Choose where to save it
 - “Save”

