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Matador Serious Self-Publishing



Author Podcast

Bring your book to life with your very own internet radio programme

You've published your book, so you'll want as many people as possible to hear about it and buy a copy! Now you can tell the world about your achievement with an internet radio programme (podcast) dedicated to your book.

Matador has teamed up with www.talkingbookshelf.com (part of www.shortstoryradio.com) to offer you the chance to have your own author podcast. For participating authors, the podcast will be produced and made available from your website (if you have one), your book's page on the Matador website, a dedicated profile page on www.talkingbookshelf.com, and submitted to the top five internet podcast directories, including iTunes.

www.shortstoryradio.com broadcasts professional recordings of stories by emerging and published writers and has collaborated with many writers and writing organisations. Since their first broadcast in 2006 they have had over 100,000 visitors to their website. They are now offering their skills and experience in audio production to self-publishing authors through www.talkingbookshelf.com. These author podcasts are produced using the same technology, creativity and Equity member actors that have made Short Story Radio an international success.

Millions of people in the UK are listening to internet radio and downloading podcasts every week. You can take advantage of this growing phenomenon to raise the profile of your book.

Your podcast can include an extract of your book, read by a professional actor, and an interview with you as the author – conducted by an experienced broadcaster who will put you at your ease and help you get the message about your book out to the public.

We already have our own Matador promotional podcast on www.talkingbookshelf.com, advertising our services as a self-publishing services provider (to hear it, go to <http://matador.talkingbookshelf.com/>).

For an example of an author podcast, produced for Matador author Ron Clooney, go to <http://ronclooney.talkingbookshelf.com/>.

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www.troubador.co.uk/matador

There are three packages to choose from:

Option 1: 20 minute internet radio programme with an extract from the book and author interview

Presenter introduces audience to the writer and their book, with a brief synopsis

(2 mins)

Interview with author (conducted in person at their central London office or on good quality telephone line. Actual recording of interview will take up to 30 minutes)

(8 mins)

Actor reads extract from book

(8 mins)

Presenter gives details of how to buy the book

(2 mins)

Price: £220 inc. central London interview / £190 inc. interview on telephone

Option 2: 10 minute internet radio programme with an extract from the book

Presenter introduces audience to the writer and their book, with a brief synopsis

(2 mins)

Actor reads extract from book

(7 mins)

Presenter gives details of how to buy the book

(1 min)

Price: £170

Option 3: 10 minute internet radio programme with author interview

Presenter introduces audience to the writer and their book, with a brief synopsis

(2 mins)

Interview with the author

(7 mins)

Presenter gives details of how to buy the book

(1 min)

Price: £170 inc. central London interview / £120 inc. interview on telephone

** Illustrated segment times are approximate*

For all options:

- 1 The licence is for 12 months (renewable on request for 50% of original fee)
- 1 Costs include all production services: interview, recording of reading, actor fees, post-production, website hosting
- 1 The music used will be the same as for the demo podcast (above)

If you would like to take advantage of this opportunity, please contact Jane Rowland at marketing@troubador.co.uk. We will provide Short Story Radio with a copy of your book and your contact details. They will then liaise direct with you over the production of your podcast. You will be invoiced by us for the cost of the podcast once you have approved it.

Please note that, whilst we provide this opportunity to you as a Matador author, the contract for the production of internet radio programmes is between Matador and Short Story Radio. They will only be able to provide you with one of the three programme formats as outlined above, using the same music as in the demo podcast. Please do not ask them for anything else.

If you would like more information please contact Jane Rowland by email at marketing@troubador.co.uk or by phone on 0116 279 2299