

Libro.fm Podcast - Episode 28

Introducing the Libro.fm Podcast Extravaganza!

Intro Song:

Independent Bookstore Day Extravaganza with Craig and Karen supporting local bookstores, audiobooks, and more. Join the world of stories. Libro.fm podcast.

Karen Farmer:

Love it. Oh, welcome everyone to the first ever Libro.fm Podcast extravaganza.

Craig Silva:

Yes. This is crazy, Karen. So for folks who don't know about this jingle and extravaganza is all about, would you like to lay it on us?

Karen Farmer:

I would be delighted to explain this. So as I mentioned at the end of our last episode, which was with S.A. Cosby, we've decided to release one episode per day leading up to the big event, which is Independent Bookstore Day.

Craig Silva:

Yes, people are going to be so excited for so much Craig and Karen content and also the authors, I guess.

Karen Farmer:

I think we should probably explain what Independent Bookstore Day is, just in case people have not learned of this glorious, most wonderful, greatest day of the year.

Craig Silva:

I feel like if you listen to this podcast, this has probably been circled on your calendar for a while, but if not, Independent Bookstore Day is a one day, national event that takes place at indie bookstores all across the country on the last Saturday in April, which this year falls on April 27th. Every bookstore does their own thing. Mine has balloons outside and author events and all sorts of sales and et cetera, et cetera, et cetera. It's an amazing fun day.

Karen Farmer:

I can't wait. I, as you said, have this circled on my calendar. Every year I go to BookSweet and Literati and it's just so wonderful. I smile all day long. Here at Libro.fm, we also have really great events lined up to celebrate this as well. So the podcast extravaganza is obviously the most important, but starting today, we are running a really cool independent bookshop appreciation sale. You can learn more about this on our website at Libro.fm/IBD or Libro.fm/sale, and we have so many bestselling, very popular audio books at a steep discount for you.

Craig Silva:

I love it. Then on Wednesday the 24th, we are doing a merch giveaway on our Instagram. So make sure you follow [@Librofm](#) on Instagram and you could win all sorts of cool Libro swag, but the big day itself, drum roll please, Karen, lay it on us.

Karen Farmer:

We are doing our Golden Ticket Giveaway again, which means that 500 independent bookstores will have hidden somewhere in their store a golden ticket. If you should be so lucky as to find it, you get a year of audiobooks. You get 12 audiobook credits. We did this for the first time last year and it was so fun. People loved it. So we are doing it again. We've expanded it to more bookstores. You can learn more about it on our website to see if a store near you is going to be doing that giveaway. If they are, I highly recommend showing up early. Apparently, last year, there were lines out the door of people waiting to come in and search for this, so get ready.

Craig Silva:

What a week. I love Independent Bookstore Day. Should we announce... We've talked a lot about what this extravaganza is, but we actually haven't really said what it is. So Karen, what is the podcast extravaganza?

Karen Farmer:

Oh, thank you for letting me say it. That's very nice of you. So tomorrow we have one of our favorite authors, Hanif Abdurraqib. Then we have Andrew Sean Greer, Pulitzer Prize Award-winning author of the book, *Less*. You may have heard of it. Next, we have Darcie Little Badger. This was one of my favorite interviews ever. Such a cool conversation. Love Darcie's books. Then finally, we'll wrap up with Steven Rowley, who you might know as the bestselling author of the book, *The Guncle*. All of these were recorded live either in Texas or Ohio, and I think I speak for both of us that it's been killing us that we haven't gotten to release them yet. So I'm so glad they're going out into the world and into all of your ears.

Craig Silva:

Yes, what an insane week. I feel like once a month is our typical cadence. So to do four in a week, hopefully people don't get sick of us.

Karen Farmer:

I'm sick of us already. Just kidding.

Craig Silva:

Oh, my god.

Karen Farmer:

I feel like I've been talking so long.

Craig Silva:

Yes. No, these were some of my favorite interviews ever. I love the in-person ones and getting to do these and finally getting to release them. Some of these were recorded quite a while ago, so now that I am finally done editing them, it feels like a big sigh of relief to finally get to release them.

Karen Farmer:

You got to go on vacation now. Just max out at the beach.

Craig Silva:

Okay, bye.

Karen Farmer:

No, before you go on vacation, you are responsible for hooking us up with the amazing jingle that we're using for the extravaganza.

Craig Silva:

Yes, I did this as a surprise. I was like, "Karen, I have to send you something."

Karen Farmer:

Can you tell our audience a little bit more about the origins of the jingle?

Craig Silva:

Yeah, I don't know. We were talking about doing this podcast extravaganza, and I was like, "I don't want to just use our normal song. I think it would be fun to have a little..." How often do you do a podcast a day? It deserved a jingle. So I reached out-

Karen Farmer:

True that.

Craig Silva:

What'd you say?

Karen Farmer:

I said true that.

Craig Silva:

Yeah, of course, obviously. I mean, how else are you going to do a podcast extravaganza? So I reached out to Jenna Getty at jennagetty.com who made this for us in record time. I was like, "Hi, I need this thing." It was like 24 hours later, we had it. So thank you, Jenna! You're the best.

Karen Farmer:

It's so catchy. It is permanently in my head.

Craig Silva:

Oh yeah. I sing it all the time now.

Karen Farmer:

We're sorry in advance if you can't stop thinking about this jingle soon.

Craig Silva:

Yes. I'll probably play it again at the end of the episode. So that's it. This is our little intro episode, just to let you know what this week is going to be all about. So turn your alerts on and get ready for Hanif's interview tomorrow.

Karen Farmer:

Awesome. We look forward to doing this with you all. And as always, thanks for listening.

Outro Song:

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