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African American Couple Pens Diachronic Contract with American Psychological Association Audiobooks to Finally Be Made Available

Signatures complete and ink dried, the American Psychological Association (APA) and BG Records (BGR) have perhaps just signed the most eye-opening business contract chronicled. Today, not only has APA signed with BGR to a publishing agreement, but it is the first audio publishing contract within the history of APA's 125 years of existence. Moreover, BGR is an African American, woman owned company. In existence since 1997, BGR is owned by Leslie Green and Co-operated by husband, Army veteran, Lionel Green. The duo have been recording audio books for themselves as well as hundreds of others since the inception of the audiobook craze.

It is mind-blowing to fathom that the largest scientific and professional organization representing psychology, has not *already been a major player in the audiobook marketplace*. *APA's membership is extensive, with a massive 133,000 members to include* researchers, educators, clinicians, consultants and students. Furthermore, we certainly cannot discount that almost anyone attending a high school, college or university utilizes the APA standard format for submission of papers. Many readers, especially in this millennial time would simply prefer to listen to a book.

Thanks to the introduction of the Subsidiary Rights Specialist of the Office of Publication & Database at APA, Kimberly C. Williams to the CEO of BG Records, Lionel Green, wheels began to turn about the possibilities of publishing audiobooks with APA. With the support and tremendous advocacy of Senior Director of Sales, George Kowal at APA and his team, negotiations were underway. It is noteworthy to mention again, that this has never been done before in the history of APA's 125 years and therefore, tireless efforts were made by Williams to ensure that this not only could be but would be done.

One of the first audiobooks scheduled to be released by 2019, is 25 Lessons in Mindfulness: Now Time for Healthy Living by Rezvan Ameli, PhD. This book is a part of APA's vast Life Tools Database which is available to APA members and the general public. This newly formed partnership shall prove to be one of the smartest and most lucrative deals in many years. Countless audiobook lovers and novices will benefit from this historical deal. Upon completion of the days' astonishing events, the team even receives kudos from APA's CEO & Executive Vice President Arthur Evans Jr., PhD.

Leslie Green, is a proud member of APA who will soon be completing a Master's degree in Health Psychology while Lionel holds a Master's in Sports Administration.

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