



PRIME TIME FAMILY READING TIME

Brought to Kentucky by:

Kentucky Humanities
(with funding from other private funders)

**KY Department for
Libraries & Archives**
(with funding from the Institute
of Museum and Library Services)

ADDITION FUNDERS

Hager Foundation
William and Marilyn Young Foundation
Wood and Marie Hannah Foundation
Steele-Reese Foundation

NATIONAL
ENDOWMENT
FOR THE HUMANITIES

 **ALA** American
Library
Association

What is Prime Time?



Kathleen Pool
Project Manager
Kentucky Humanities Council



Overview



PRIME TIME is a humanities-based reading, discussion, and storytelling family literacy program held at public libraries, schools and other public venues.

Mission

The mission of Prime Time is to *create the precondition for future learning among economically and educationally vulnerable families* – historically underserved or never-served populations – through a humanities-centered family literacy program.

Program Basics

- 6 Week Program
- 1 ½ to 2 hours each week
- In the evening
- Targets 6- to 10-year-old reluctant readers and their guardians
- Provide meal
- Professional storyteller and scholar conduct the reading and discussion
- Door prizes
- Transportation
- Translator
- Childcare

Goals

- Deliver quality humanities education experiences
- Increase library use
- Increase family bonding and reading time
- Positively affect attitude and behavior regarding reading
- Improve academic achievement



Target Families

- Low-income and/or low to beginning literacy
- The reluctant reader - children with low reading skills
- English language learners
- Infrequent/non-library users



Humanities-Based Discussion

- Thematically-grouped sessions
- Offers a chance to discuss real-life issues such as:
 - Fairness
 - Greed
 - Individuality
 - Courage
 - Cleverness/Trickery
 - Dreams



Team Members

- Site Coordinator
- Storyteller
- Scholar/Discussion Leader
- Childcare/Preschool Coordinator
- Translator
- Volunteers



Promotional Materials Kit



- PRIME TIME Brochures
- Customized Brochures
- Customized Flyers
- Posters
- Registration Cards
- Certificates of Achievement
- Certificates of Appreciation
- Gift Books
- Book Bags

- **272** six-week programs held in Kentucky in **85** counties since 2002
- **3900** families
- **12876** participants
- **34** Libraries/Schools hosted Prime Time in 2018
- **34** Libraries/Schools to host Prime Time in 2019

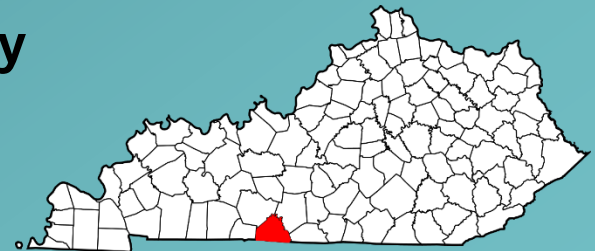


Tips from a Prime Time Library

Shelia Stovall

Director

Allen County Public Library



When You Know You've Been Approved as a Prime Time Sight.

- Secure dates with Story-Teller.
- Secure dates with Academic Discussion Leader.
- Secure dates with Child Care Provider.
- Schedule Planning Meeting.

6-8 Weeks Out



- Promote:
 - School Resource Officers & Primary Classroom Teachers
 - Housing Authority
 - Local Businesses:
 - Nail Salon
 - Restaurants
 - Laundry Mats
 - Social Media: Facebook & Instagram

Four Weeks Out

- Obtain books from the Kentucky Humanities Council and read them.
- Meet with Academic Discussion Leader and Story-Teller and develop weekly plan. If you know you are going to need an interpreter, include this person in the meeting. Our Spanish interpreter was a waiter at the Mexican restaurant and he recruited several families.
- Run an ad in the newspaper and on Facebook if less than 50 are scheduled to attend.

One Week Out

- Call participants and ask if there are any food allergies or special dietary needs.
- Develop weekly menu and estimated costs.
- Buy paper plates, napkins, plastic-forks, cups, and door prizes.
- Assign staff library commercials.
- Call newspaper and schedule feature.
- Meet with child care provider and discuss activities. Make serving dinner part of this person's responsibilities.

Day Before Event

- Call and remind families, tell them the following night's menu and ask for food allergies again.
- Prepare Name Badges for participants and staff.
- Develop Excel Spreadsheet from Registration Forms for attendance.
- Make copies of any forms needed.
- Call restaurant and confirm order delivery or pick-up.

Family Meal Menus

- Week 1: Grilled Chicken Tenders, Mashed Potatoes, Green-Beans, Rolls, Chocolate Cake. Milk/Water.
- Week 2: Subway Sandwiches, Bag-Salad, Chips, Cookies, and Milk/Water.
- Week 3: Pasta Bake, Bagged Salad, Cookies, Milk/Water.
- Week 4: Meatloaf, Mac. & Cheese, Green Beans, Salad, Cookies, Milk & Water
- Week 5: Pizza, Bagged Salad, Ice-Cream Sandwiches.
- Week 6: Grilled Chicken Tenders, Mashed Potatoes, Green-Beans, Rolls, Chocolate Cake.

Lessons Learned

Meal Tips:

- Pizza Night: If there are extra pizzas left over, we use this as an adult door prize.
- Have hand sanitizer available by napkins.
- Serve the food. Wear gloves. Don't let children or adults handle tongs/serving items.
- Don't set out desserts until after the main course is served.
- Hamburgers don't work well as it takes too long for a parent/guardian to dress everyone's hamburgers.
- We used to use lemon-aid mix for drinks as it's cheap, but the kids don't need that much sugar. We stand firm on milk or water.
- Five minutes before you want the families to move to the program room, remind the children to go to the rest-room.

Promoting the Library

- During Dinner – I have the projector on and feature a weekly digital service. It might be National Geographic Magazine or I might play a read-along book from Tumble-Books. (This is in addition to the library commercial).

Prizes:

- Must be present to win the door-prize. If you leave early, or if the child doesn't stay for the Prime-Time reading and discussion (i.e. wants to play in the Child-Care room or on the computers) the child isn't eligible for prize drawings.)
- If you have a local newspaper, ask them to donate a Newspaper for each family to take home each week.
- If family attends all six programs, our local paper gave them a year's subscription to the Citizen-Times weekly newspaper.



Library Commercials

- Who: Library Staff
- What: Create short sketches
- Why: Promote library services
- Make a fool of yourself in the commercials and it makes everyone comfortable. The worse singer you are, the better.

Book Fairy



Gaga Librarian



For more information

The screenshot shows a web browser window displaying the website <https://www.kyhumanities.org/programs/prime-time>. The browser's address bar and tabs are visible at the top. The website has a teal header with navigation links: HOME, ABOUT US, PROGRAMS, CALENDAR, NEWS, CONTACT US, and a search icon. Below the header is a large banner image of a child reading, with the text "Prime Time" overlaid. A sidebar on the left lists various programs: For The Hog Killing 1979, Chautauqua, Kentucky Book Festival, Magazine, Minigrants, Prime Time (highlighted), Prime Time Family Reading Program (highlighted), Speakers Bureau, Prime Time For Schools, Smithsonian Exhibit - Crossroads, Kentucky Final Reports, New Books For New Readers, Book Discussions, Think Humanities Vlog, Think Humanities Podcast, and Think History. Below the sidebar, there are buttons for "PRIME TIME", "PRIME TIME FAMILY READING PROGRAM", and "KENTUCKY FINAL REPORTS". The main content area features a section titled "Would you Family Read school in 20" with a sub-section "PRIME TIME FAMILY READING PROGRAM" and a video player. The video player shows a group of people reading and discussing books, with a play button and a "vimeo" logo. Below the video player, there is a link: "Para oír video en español, haga clic aquí".

HOME ABOUT US PROGRAMS CALENDAR NEWS CONTACT US

Prime Time

Prime Time Family Reading Program

Speakers Bureau

Prime Time For Schools

Smithsonian Exhibit - Crossroads

Kentucky Final Reports

New Books For New Readers

Book Discussions

Think Humanities Vlog

Think Humanities Podcast

Think History

PRIME TIME FAMILY READING PROGRAM

Would you Family Read school in 20

PRIME TIME FAMILY READING PROGRAM

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holar and a storyteller
g and discussion
s. Participants are

What does PRIME TIME do? It reinforces the role of family as a major social and economic unit; it trains parents and children to bond together around the act of reading; it teaches parents and children to read and discuss humanities topics such as fairness, greed, honor, and deceit; it encourages low-literacy, low-income parents to enter or continue their own educational programs; it helps parents and children to select books and become active library users. Prime Time is

PRIME TIME Family Reading Time
from Kentucky Humanities Council, Inc.

07:40

vimeo

Para oír video en español, haga clic aquí

Application is online at the bottom of the page

The screenshot shows a web browser window with the URL <https://www.kyhumanities.org/programs/prime-time>. The page features a teal header with a navigation menu: HOME, ABOUT US, PROGRAMS, CALENDAR, NEWS, CONTACT US, and a search icon. Below the header, there are two prominent buttons: "CLICK HERE TO VIEW FAMILY READING PROGRAM INFORMATION" and "WWW.LEH.ORG/CATEGORY/PRIME-TIME".

The main content area is divided into two columns. The left column is titled "LIBRARY/SCHOOL APPLICATION for PRIME TIME FAMILY READING PROGRAM". It includes a sub-heading: "If selected to sponsor a Prime Time project, my library/school will be able to fulfill the following expectations:" followed by a bulleted list of requirements:

- designate a staff member to be the site coordinator (project manager)
- send site coordinator to training in February 2020
- provide adequate space for approximately 50 participants
- recruit approximately 20 families to participate in the program
- work with community partners to enroll families considered 'at risk' because of low literacy skills, low income, or low educational levels
- provide a simple meal before each discussion
- provide door prizes for participants
- designate a staff member to conduct a story hour program for younger siblings during the discussions
- create and present simple library commercials each week to inform participants about services offered by the library
- register all participating families for library cards
- complete registration forms for participants, evaluations of the program, and simple financial forms

Below the list, there is contact information: "Questions? Please call: Kathleen.pool@uky.edu - (859) 257-5472" and "Submit applications to KH by September 30, 2019". A footer note states: "PRIME TIME FAMILY READING TIME®, a registered trademark, is a project of the Louisiana Endowment for the Humanities. National expansion is in cooperation with the American Library Association Public Programs Office and funded by the National Endowment for the Humanities, dedicated to expanding American..."

The right column is titled "Prime Time Family Reading Time" and contains the text: "This form should be used by libraries or schools wishing to host a Prime Time Family Reading Time Program in 2020. Deadline for public libraries to apply is September 30, 2019." Below this text is a form with the following fields:

- Library/School:
- Address:
- City: Zip Code:
- Library Director/School Principal:
- Library/School Coordinator for PRIME TIME:
- Phone: Fax:
- Email:

Apply by 9/30/19 for programs in 2020 to be completed by 9/30/20.

Questions?

Thank You!

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