

Arizona Humanities Council

Sharing cultures. Enriching communities.

PRESS RELEASE
June 23, 2010

Contact:
Julie Gavin
602-257-0335 x25
jgavin@azhumanities.org

Arizona selected for national expansion of PRIME TIME family reading program



(Phoenix, AZ) - PRIME TIME Inc., an affiliate of the Louisiana Endowment for the Humanities (LEH), in cooperation with the American Library Association (ALA) Public Programs Office, selected public libraries in Arizona, Florida, Georgia and Michigan to participate in the national expansion of the LEH's award-winning family reading and discussion program, PRIME TIME FAMILY READING TIME®. National expansion of PRIME TIME is made possible through a \$250,000 grant from the National Endowment for the Humanities (NEH), which also supported earlier grants for implementation in Louisiana and initial national expansion.

In Arizona, the **Arizona Humanities Council** will direct the partnership with the Pima County Public Library system. The four libraries in the Pima County Public Library system selected to participate are: **Valencia Branch Library, Quincie Douglas Branch Library, Southwest Branch Library, and Mission Branch Library**. All sites are located in Tucson.

Based on illustrated children's books, PRIME TIME--now in its 19th year-- is designed to help low-income, low-literate families bond around the act of reading and talking about books. It models and encourages family reading and discussion of humanities topics, and aids parents and children in selecting books and becoming active public library users. PRIME TIME received the 2003 Advancement of Literacy Award from the Public Library Association (PLA), a division of the ALA, and the Coming Up Taller Award from the President's Committee on the Arts and the Humanities in 2000. Nearly 1,000 PRIME TIME programs in 38 states have been completed, graduating more than 36,000 children and their parents/guardians.

The **Arizona Humanities Council** will receive grant funding and materials to work with library staff to present the PRIME TIME series at the participating library sites. Each series will meet once a week for six weeks at participating libraries. Common Ground, PRIME TIME's newest syllabus, offers a proven vehicle for libraries to engage a multicultural audience including non-English speakers. Through a

discussion leader and a storyteller, children ages 6 to 10 years and their parents or guardians will hear classic children's stories; watch reading aloud demonstrations; discuss humanities themes in each book; and learn about library resources and services. Translators will be available where bilingual or multilingual audiences will be recruited. Younger siblings, ages 3 to 5 years, will participate in separate pre-reading activities.

PRIME TIME is based on a successful series of the same name that was created by the Louisiana Endowment for the Humanities in 1991 at the East Baton Rouge (La.) Parish Library and has spread nationally with funding from NEH. To date, over 1,000 programs have been implemented in 38 states graduating over 38,000 participants. To date, the LEH has invested \$6.7 million in development and expansion of PRIME TIME, including \$2.2 million in NEH grants.



About the Arizona Humanities Council

www.azhumanities.org

Stories convey our histories, traditions, social mores, beliefs and insights about what it means to be human. The Arizona Humanities Council creates opportunities for sharing these diverse stories through critical thinking and public discussion, to better understand and appreciate one another, so that we can make informed decisions about our collective future.

Founded in 1973, AHC is a 501(c)3 non-profit organization and the Arizona affiliate of the National Endowment for the Humanities. AHC is not a state agency.

AHC supports public programming in the humanities that promotes understanding of human thoughts, actions, creations, and values. AHC works with museums, libraries, and other cultural and educational organizations to bring humanities programs to residents throughout Arizona. All AHC-supported activities must involve the humanities disciplines-history, literature, philosophy, and other studies that examine the human condition.

###

[Forward email](#)

 [SafeUnsubscribe®](#)

This email was sent to info@azhumanities.org by info@azhumanities.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



AZ Humanities Council | The Ellis-Shackelford House | 1242 N. Central Avenue | Phoenix | AZ | 85004