



PRIME TIME FAMILY READING TIME® CALIFORNIA 2005/06

A statistical overview and the resulting outcomes:

Site	Total served	Total number families	# library cards issued Adult/Juvenile	# gift books awarded
Alhambra	66	26	4/6	66
Benicia	59	17	5/9	38
Berkeley	60	24	0	90
Colusa Co.	29	10	2/2	7
Commerce	60	17	9/8	50
Del Norte Co.	80	21	4/16	21
Madera Co.	67	14	6/15	0
Monterey Park	53	22	2/4	18
National City	59	21	0	61
Riverside Co.	66	18	3/2	34
San Jose	62	16	2/4	112
Santa Clara Co.	41	14	2/2	5
Santa Fe Springs	88	31	22/31	120
Stanislaus Co.	55	18	3	98
Stockton/San J	75	22	10/5	9
Tulare	151	42	4/3	30
Ventura Co.	55	15	0	51
TOTAL	1126	348	185	810

After participating in PRIME TIME,

- 63.1% of families could name 3 library services
- 85.5% of families reported that PRIME TIME changed the way they view the library
- 79.6% of families reported that PRIME TIME changed the way they talk about books
- 67.0% of families visited the library after PRIME TIME ended
- 72.0% of families could name a book they had read together after PRIME TIME ended

What the families told us --

“I as an adult have learned reading is great. We used to read a book, close it and that was it. Now we make a complete discussion. It is just great.” -- Stanislaus County

“Now the parent reads to her children and acts out the story like the storyteller did! Also, her daughters are now teaching her to read in English. The parent says she feels she is now more involved in the community and integrated into society now that she knows more English.” -- National City

“Before (Prime Time) thought the library was too cold, now feels the library is more friendly.” - Tulare

“Antes no leia con los niños y ahora leemos todos los dias. (Before we didn’t read with the children and now we read everyday.)” -- Santa Fe Springs

“We . . . talk about themes more deeply. Before we would just tell son to read.” -- Alhambra

Prime Time “made me closer to the girls. We talk about the books more, better relationship – more open” -- San Jose

“My daughter never raises her hand in school. Prime Time gave her the confidence to speak up –that transferred to school!” -- San Jose

“At Prime Time I learned that I could check out the books from the library, I didn’t just need to stay there to read them.” -- Madera County

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