

Payson Roundup newspaper uses book festival to engage readers



“Community newspapers are always looking for innovative ways to engage readers. The Payson Book Festival brings a variety of noted Arizona authors to our town in July and gets people of all ages excited about reading and writing,” says Brian Kramer, publisher of the Payson Roundup. Last year’s one-day event attracted more than 600 visitors.

He adds, “It is important to support community literacy projects that encourage young readers to seek information and entertainment from newspapers, magazines and books.” Research shows that children who can read well by third grade generally perform better in school, develop a healthy self-image, and enjoy more success in their careers.

Unfortunately, many Arizona children lack motivation to read. Often there are no books, magazines or newspapers in their home. Education studies reveal that children are more apt to engage in voluntary reading when they see their parents or older siblings reading at home. Family literacy increases when parents and children share comics, discuss movie reviews or research vacation spots together by reading articles.

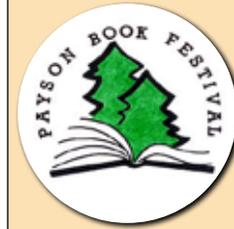
Recognized in 2016 by ANA as the best non-daily newspaper in Arizona, and named as the national Local Media Association newspaper of the year

among non-dailies with less than 10,000 circulation, the Payson Roundup supplies local schools with 150 papers per edition. Studies show that newspapers, read at home or used as a learning tool at schools, help readers of all ages improve language skills.

For the third year, the Roundup is the primary media sponsor of the Payson Book Festival, a free family-friendly event that will take place on July 22, 2017 in the ballroom of the Mazatzal Hotel and Casino. This literacy project is presented by Arizona Professional Writers with partial funding from Arizona Humanities. It features more than 70 Arizona authors including: Marshal Trimble, Stella Pope Duarte, Roger Naylor and Jan Cleere.

Connie Cockrell, festival director, says “Our goal is to promote literacy and showcase Arizona Authors. We want to foster a love of reading by providing a friendly environment that encourages interaction between authors and readers of all ages. Kids can enjoy story time sessions, meet authors and participate in a “Young People’s Writing Workshop.” More information is available at the website: www.paysonbookfestival.org. Proceeds will benefit local scholarship funds.

Kramer adds, “We believe programs such as this book festival have long-term benefits of improving community literacy, thus increasing our future base of subscribers via print, digital and mobile platforms.”



Payson Book Festival

- Meet 70 Arizona authors
- Enjoy free presentations
- Entertainment
- Story time with The Cat in the Hat
- Story Monster
- Food & door prizes

July 22, 2017
FREE
 Family-friendly Event
9 a.m. – 3:30 p.m.
 Mazatzal Hotel & Casino,
 HWY 87, mile marker 251
 Payson, Arizona

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www.paysonbookfestival.org

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