

Read

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get parents involved. “How do we build a program that gets the community and parents excited about getting our kids to read and gets kids motivated to read, so it’s not like beating the dead

horse, because we know that’s useful either,” Moore explained. “We talked about this for a while, and honestly, with the world we’re in, it was easier to try to come up with something that we could attach to something that had a little bit of nostalgia for parents, and so that’s how we kind of landed on that Book It.” According to bookit-program.com, the Pizza

Hut Book It! program was established in 1984 as a reading incentive program designed to encourage children aged PreK through sixth grade to love reading. Once students completed their tasks, they were incentivized with one free personal pan pizza a month. The free program is still available today. Moore explained that although he and countless

others loved the Pizza Hut Book It! program, it was not founded on research. According to Moore, research suggests that 20 minutes of reading per day allows students to encounter nearly 1.8 million more words per year than students who do not. Those 20 minutes can help participating students make nearly \$500,000 extra in lifetime earnings.

Moore made a plea on social media encouraging the community to participate in this project. “We want Mason Reads to be a movement that we all own, not just something the school district runs,” he stated.

During his interview, Moore stated that his original post has received over 30,000 views, adding that the response has been “overwhelming in a positive way.” Hopefully, using the Pizza Hut Book It! program as an example for parents will ignite their nostalgia and fuel the fire for reading in students’ lives.

“We wanted to try and find a plan that would tap into that nostalgia,” Moore explained, “so from a parent’s standpoint it doesn’t feel like a whole brand-new

thing, and they can connect to it and they feel like they have some value and understanding on it versus a whole new program where they’re like, ‘Ah, that doesn’t make any sense,’ which is one of the things we battle with Common Core and different things over the last several years.”

He noted that this program is not limited to children’s books but accepts any reading material, from comic books to an instruction manual.

“We want them just reading. If the kid is reading the IKEA directions thing, we’re all in. We just want them reading and interacting with vocabulary and text on a regular and consistent basis,” explained Moore. “Find that niche for your kid, whatever it is. We just want them reading and talking to you about what they’re reading and things like that.”

The goal is simple: Read for 20 minutes a day, five days a week for the entire school year.

“That 20 minutes a day builds that habit of a consistent reader. We’ve kind of evolved it a lot so we’ve got community input and community sponsors,” Moore expressed.

Several area businesses

and organizations have joined the fun by offering goods or services as incentives. For example, Moore stated that Dairy Queen will offer free cones one month, and that Hippy Burger has agreed to offer free kid’s meals for another. The Russell Theatre, Cummins Nature Preserve, Mason County Sheriff’s Office and Maysville Police Department have also agreed to participate.

“Part of the difference maker on this is where we’ve tapped into so many different entities,” said Moore.

He added that the Mason County Public Library will also utilize its book bike and other tools monthly.

Moore stated that each month will have a theme for kids to dive into as well. During the first week of school, the program will kick off with each student receiving a free book.

He further expressed that individuals or businesses interested in sponsoring or partnering with Mason Reads are encouraged to reach out to Mason County Schools.

“I think it’ll be really good all around,” Moore concluded.

HELP WANTED



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HOUSING AUTHORITY OF MAYSVILLE



Public

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the main water distribution line beginning in the Garrison, Ky. area and traveling along Route 8 towards Quincy, Ky. The old line contains aged asbestos clay and will be replaced with a larger PVC line.

The purpose of the hearing is stated as identical to Mount Olivet’s. The hearing will be held

at 5 p.m. in the Lewis County Fiscal Court Room on the third floor of the Old Courthouse at 514 Second Street in Vanceburg, Ky.

The BTADD further expressed that the following information on the CDBG program will be available for public inspection:

The funds available and the range of activities that may be undertaken;

The estimated amount of funds proposed for activities benefitting persons of low and moderate income;

Plans for minimizing the displacement of people as a result of activities associated with CDBG funds;

Plans for providing assistance to those actually displaced;

Records regarding previous usage of CDBG funds; and

A summary of other program requirements.

This information will be available at the BTADD at Suite 300, 301 Government Street in Maysville, Ky. from 8 a.m. to 4:30

p.m., Mount Olivet City Hall at 54 East Walnut Street in Mt. Olivet from 9 a.m. to 4:30 p.m. and the Lewis County Judge Executive’s office at 514 Second Street in Vanceburg from 8 a.m. to 4:30 p.m.

A copy of the CDBG application material will be on file at these locations for Robertson County citizens’ review between Aug. 12-28, and Vanceburg citizens’ review between Aug. 11-27.

Comments may be submitted to Mount Olivet’s mayor Jennifer Whalen at Mount Olivet City Hall and Lewis County Judge Executive George Sparks at his office in Vanceburg.

The BTADD later added that the City of Augusta will also hold a public hearing for the CDBG application for its WTP Improvement Project on Aug. 24 at 10:30 a.m. The hearing will be held at the Augusta City Office Building at 219 Main Street in Augusta.

For more information, visit www.btadd.com.



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