# AUTHOR MEDIA KIT

Pj Escobedo | Author of *Little Scrooge and the Technologies of Christmas*

**Covered on AP News & Major News Outlets**

> *Pj Escobedo is a thoughtful author and family storyteller, bringing a timely and heartfelt perspective to holiday literature with his modern reimagining of a beloved Christmas classic.*

Pj Escobedo · littlescrooge@yahoo.com · Verified by BrightKey PR



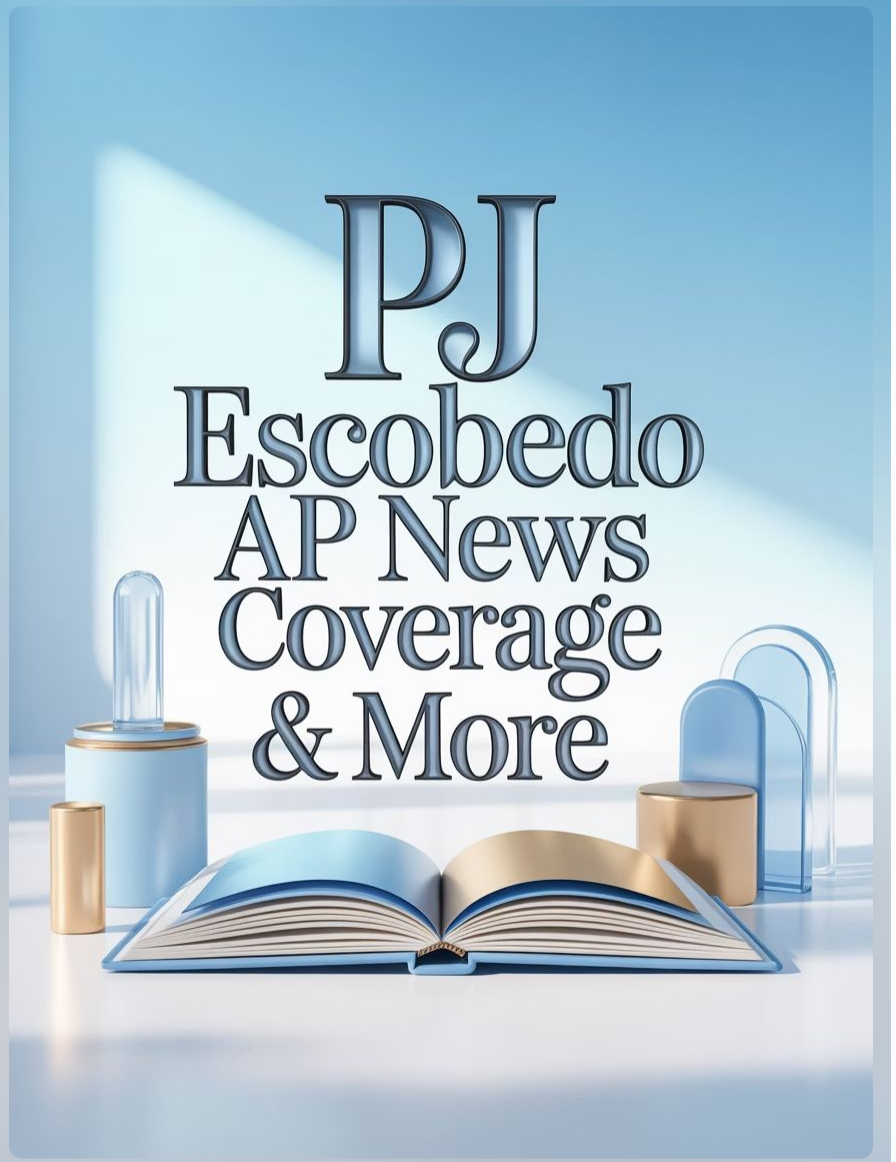

# About Pj Escobedo

Pj Escobedo is a family-focused author and storyteller who draws on deeply personal experiences to craft a holiday tale for the digital age. His story grew from real observations — watching his five-year-old son's growing fixation on video games during holiday gatherings, and seeing children and adults alike absorbed by screens instead of each other.

Drawing inspiration from Charles Dickens' timeless morality tale, Escobedo reimagines Scrooge as a child of the modern world, surrounded by devices and digital entertainment. His goal is to spark conversation between parents and children about balance, togetherness, and what the holidays are truly about.

## Behind the Book

Little Scrooge and the Technologies of Christmas began as a copyrighted play concept in 2012, growing from Escobedo's own family experiences into a fully realized holiday story featuring AI-assisted illustrations and originally written songs.




# Media Coverage & Recognition

## AP News Coverage

National press release: "Little Scrooge and the Technologies of Christmas Turns a Holiday Classic Into a Warning About Life Behind Screens"

**View AP News Coverage**

## Covered Across Major News & Media Outlets

Featured across news networks, introducing families and readers to a timely holiday story about technology, togetherness, and preserving human connection

Verified by BrightKey PR | Published September 2026

# Interview Topics & Talking Points

Let's Talk About...

1

### Technology & Family Connection

How growing screen time during holiday gatherings inspired the story, and what families can do to reclaim shared moments from digital distraction

2

### A Modern Dickens for Kids

How Escobedo reimagines the classic A Christmas Carol for a technology-saturated generation, transforming familiar supernatural warnings into encounters kids recognize

3

### Personal Family Inspiration

The real experiences from 2010 — including his mother's Alzheimer's and his son's video game fixation — that sparked the story's concept and emotional core

4

### AI as a Storytelling Tool

How Escobedo used AI-assisted illustrations and originally written AI-assisted songs to tell a cautionary story about technology — demonstrating balance rather than rejection

5

### The Message for Parents & Children

Why the book's core idea — that technology should remain a tool, not a way of life — resonates across generations and holiday traditions

6

### The Future of Family Storytelling

Escobedo's approach to using humor, fantasy, and song to deliver a playful but meaningful Christmas message about balance, attention, and genuine togetherness

**Available for podcasts, radio, TV, print interviews, and event appearances.** Pj is a warm and engaging speaker who connects with audiences interested in family life, children's literacy, the impact of technology on relationships, and holiday traditions.

# Booking & Media Requests




## Pj Escobedo

**Author & Family Storyteller**

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*Schedule a 15-minute intro call to discuss coverage, guest features, or speaking opportunities.*

### Book & Audiobook Availability

**Little Scrooge and the Technologies of Christmas** is available now as both a book and audiobook. A modern, heartfelt holiday story for families of all ages.

Order on Amazon | Also available as an audiobook on Audible

# Impact & Recognition

**2012**

### Concept Copyrighted

Escobedo developed and copyrighted the story concept as a play, years before the screen-time conversation became mainstream

**400+**

### News & Media Outlets

Featured across major news networks, introducing this timely holiday story to families nationwide

## What Readers Are Saying

> "A modern twist to an old classic — the ironic nature of this story is meant for all ages who have to deal with changing technology that affects everyday life. The idea for parents is to understand that technology is becoming overwhelming. Make the time by putting technology down and listening to what our kids really need — their parents."

**For children, parents, families, and anyone who has watched technology reshape holiday traditions across generations**, *Little Scrooge and the Technologies of Christmas* offers a playful, heartfelt reminder that no screen or device can substitute for the relationships that give the holidays their lasting meaning.