

Part I –Ready To Learn – Proposed Contract and Requested Board Action

- **CONTRACT WITH PBS.**

Content development and distribution (on air, online, and/or digital); national and local Ready To Learn awareness campaigns

CPB's proposal to the U.S. Department of Education anticipated that PBS would direct and execute these Ready To Learn areas of work because of PBS' nationally recognized expertise and experience in these fields. Members of the panel expressed their high regard for www.pbskids.org, for example, and for the quality and intelligence of PBS' recent branding campaigns. PBS staff will work with producers of on-air programs and web content on the development of these properties. PBS staff will also plan and execute a five-year national marketing campaign and smaller marketing initiatives in each target market. In addition, PBS will deliver all Ready To Learn content on the air and online.

To expedite the flow of funding and of the work itself, PBS will receive two contracts over the five-year period of the grant. You have approved the first contract of approximately \$2,200,000, which covers initial activities such as recruiting and hiring staff, working with series producers, and producing on-air spots for Year One of the RTL National Awareness Campaign.

You are considering approval of the second contract with PBS. This second contract, for approximately \$12,000,000, covers the remainder of PBS' Ready To Learn work through the end of the grant in September 2010. The work scope for this contract includes coordinating and distributing all Ready To Learn content on all platforms, four National Awareness Campaigns, and community outreach in 20 local markets.

CPB Oversight of these and all RTL Contracts:

CPB has hired an executive director for Ready To Learn who will actively manage and monitor the work of contractors engaged for Ready To Learn activities. These contractors include research entities, producers, and PBS. In addition to specific deliverables required by each contract, the executive director monitors work progress through weekly meetings and frequent communication with the various entities.

A. PBS

PBS' Role – From the first thoughts on proposal submission, both CPB and PBS conceived of the Ready To Learn project as a partnership, with each entity contributing its appropriate strengths to the work of the whole. PBS' Director of Children's Programming, the Director of www.pbskids.org and www.pbsparents.org, and the entire marketing staff played major roles in designing the proposal, and the staffs of these departments will bring their expertise to this work during the length of the project. PBS worked with the selected producers, devised online content plans, marketing plans, and wrote these sections of the proposals.

Procurement Process – PBS is seen as an essential part of the Ready To Learn partnership, by U.S. Department of Education and by the review panel, PBS has a unique role as a distributor of noncommercial, educational, free content to all children, and www.pbskids.org is always in the top five most visited children's websites in the world.

Project Worksopce – Ready To Learn is designed as a joint project between CPB and PBS. The Ready To Learn executive director reports regularly to an oversight board consisting of the CEOs, COOs, and senior education officers of both PBS and CPB. The work of the project itself is divided along the lines of expertise and experience. Through the full project (2006-2010), PBS will lead in the areas of:

- Content development (on-line and on air), content coordination and content distribution – on television, online, and on handheld devices. These are strategically and tactically key project areas. PBS is developing and coordinating four series: Martha Speaks, Super Reader to the Rescue, The New Electric Company, and Word World (produced by WTTW).
- National public awareness. PBS will create and mount one national marketing campaign in each of four years. These campaigns will focus on Ready To Learn, and mention individual series as part of this larger effort and its goals. PBS will create spots and use paid advertising.
- Local awareness. PBS will work with local stations and with the Ready To Learn community marketing group to create local marketing strategies designed to draw audience members in the 20 targeted communities to Ready To Learn activities.

CPB's Ready To Learn arrangement with PBS will consist of work in two phases, and therefore two contracts. The contract under consideration covers Phase Two. In this phase, PBS will implement the marketing, media relations, and promotion strategies developed in the national awareness and outreach campaign; coordinate content development with producers; and serve as the primary web site manager for the development and dissemination

of Ready To Learn activities. CPB and PBS will continue to work closely together on these activities, and will include key researchers and producers in the implementation process.

The total amount for the Phase One and Phase Two contracts is estimated at \$14,229,129.

Projected Cost: \$11,986,803 (for Phase Two)

B. Requested Board Action

CPB Management's Recommendation:

The work described above is required if we are to meet key Ready To Learn grant requirements. The deliverables have been vetted in all respects, and favorably, by U.S. Department of Education, outside reviewers, and CPB staffs. We recommend board approval to allow us to move forward on this highly anticipated work that will benefit both the public broadcasting and education communities.

REQUESTED BOARD ACTION:

CPB management is negotiating this agreement with PBS and requests authorization from the Board to conclude negotiations and enter into this second Ready To Learn contract. Attached is a resolution for the Board's consideration.

Part II - Ready To Learn - Reference Materials

A. Ready To Learn — Six Key Facts:

1. Ready To Learn is a U.S. Department of Education funded project focused on improving the reading skills of low income children aged 2-8.
2. The U.S. Department of Education divided its Ready To Learn funds into two parts – **one part for programming and one part for outreach**. The Department issued two RFPs, one in each area. CPB submitted two proposals, one in each of the two areas.
3. The U.S. Department of Education awarded approximately **\$72 million** to CPB in Ready To Learn funds, **\$52 million under programming** and **\$20 million under outreach**.
4. To ensure a successful Ready To Learn program, CPB enlisted PBS as a partner in its proposal to the U.S. Department of Education. With the approval of the U.S. Department of Education, **PBS has a major role in Ready To Learn activities**.
5. **Grant conditions** – In each RFP, the U.S. Department of Education noted “*absolute priorities*” for proposals. These priorities, tantamount to requirements, include:
 - a. **Rigorous research. The U.S. Department of Education specified that 25%-30% of all grant funds be spent on research.** This is in keeping with the U.S. Department of Education’s priority on assessment and accountability. This also ensures **measurable results. Research must demonstrate that content is effective in teaching children to read English.** The U.S. Department of Education requires this kind of research and assessment of every project that it funds.
 - b. Development and production of **highly educational and entertaining content created specifically to teach reading** to low income children aged 2-8.
 - c. **Distribution of this content on many platforms:** TV, the Web, and handheld devices
 - d. **Greater citizen awareness of the Ready To Learn program** – among parents, teachers, caregivers, and children themselves
 - e. **Concentrated outreach to low-income parents and caregivers** – so that low-income children will use Ready To Learn’s content and activities. Some outreach materials in Spanish are required so that non-English speaking parents will become aware of Ready To Learn and encourage their children to learn use the content to read English well.
6. The proposal that CPB submitted included activities and projected expenditures consistent with the aforementioned priorities. **CPB must carry out these activities and expenditures, and cannot significantly change them without prior permission from the U.S. Department of Education.**

B. Ready to Learn – Content Overview

Super Reader To The Rescue. This series targets 2-5 year olds and will feature the adventures of a pre-school, cartoon super hero with the power to read. The series producers (Out of the Blue Enterprises, which produces the very successful Blues Clues series) will create 65 half-hour television episodes as well as interactive online content. The educational goals of the series include letter recognition, as well as recognition of the sounds and symbols of words. It is expected to launch in Spring 2007.

- RTL Funding: \$9,221,253 over five years

Martha Speaks. This series is the television and online adaptation of the popular *Martha Speaks* children's books by Susan Meddaugh. The seven books in the series – chronicling the life of a family dog whose cravings for alphabet soup lead to her ability to speak – have sold nearly a million copies and have earned the acclaim of parents and teachers. The series is targeted to 3-6 year olds; its primary educational goal is to bolster children's vocabulary development and reading comprehension. The series will be produced by the children's educational programming team at WGBH, and will delivery 70 episodes. It is expected to launch in Spring 2008.

- RTL Funding: \$8,650,000 over five years

The New Electric Company. This is a multi-screen learning experience targeted to today's 6-9 year olds. The content will appear online, in game consoles, on handhelds, and on television. The educational goals of the project are to reinforce the wonder and creativity of the written and spoken word by giving kids lots of ways to acquire vocabulary, to play with words, and to practice reading. This project includes a fully- interactive web site and an energized national partnership with Boys and Girls Clubs.

- RTL Funding: \$5,977,297 over five years

C. Ready to Learn – Research Overview

University of Pennsylvania – for working with groups of real kids aged 2-8 to research and test elements of the new RTL series to be certain that they are highly educational as well as entertaining and compelling for kids.

- RTL Funding: \$5,133,086

University of Michigan – for creating and testing a pre-K and K reading curriculum using segments of Sesame Street and Between The Lions; for teaching a broad range of low income kids using these tools, and for testing the effect of all this on their reading scores.

- RTL Funding: \$5,306,355

American Institutes for Research – for demographic research and environmental scans in 20 RTL markets; for creating and testing messaging that will motivate communities to help their children read; for individual outreach plans for each RTL community.

- RTL Funding: \$4,573,000

Education Development Center – Proposed Contract for summative research – See description in Part I of this report.

D. Ready to Learn – Outreach Overview

CPB and PBS formed a partnership to create an innovative and effective outreach plan to provide children with *Literacy 360*—that is, to surround children, teachers, and parents with the resources that will be developed in the Ready To Learn project.

PBS will use the network of member stations as a tool in delivering a national campaign for Ready to Learn and will leverage the website they have created with PBS Kids. PBSkids.org is viewed by over 17 million parents, teachers and kids each month. The contract with PBS provides for the development and delivery of this campaign over the five-year lifetime of the grant. In addition, PBS will work closely with American Institutes for Research to develop individual outreach plans for each RTL community. The first five RTL communities are Baltimore, Oakland, CA, Jackson, MS, Toledo, and San Antonio.

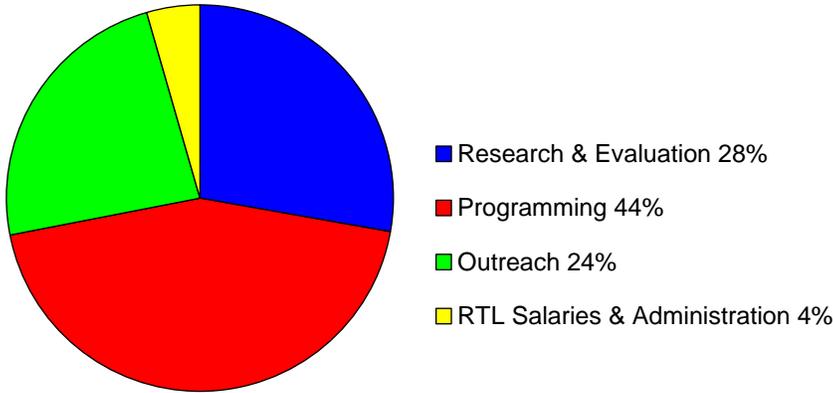
CPB is responsible for developing an overall outreach plan to support all RTL programs and activities.

PBS – Proposed Contract – See description in Part I of this report. A significant amount of the outreach work will be done by PBS.

E. Ready To Learn – Budget Overview

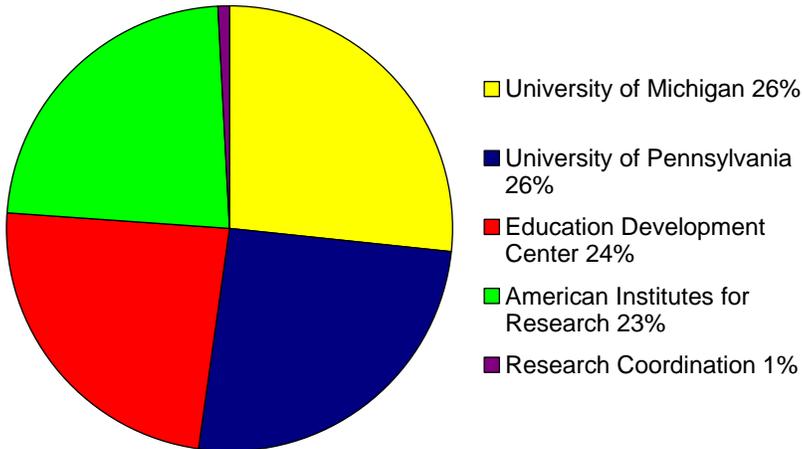
Ready To Learn budget categories:

Research & Evaluation	\$ 19,960,162.00
Programming	\$ 31,929,377.00
Outreach	\$ 16,934,956.00
RTL Salaries & Administration	\$ 3,175,505.00
Total	\$ 72,000,000.00



Ready To Learn research contracts:

University of Michigan	\$ 5,306,355.00
University of Pennsylvania	\$ 5,133,086.00
Education Development Center	\$ 4,754,521.00
American Institutes for Research	\$ 4,573,000.00
Research Coordination	\$ 193,200.00
Total	\$ 19,960,162.00



F. Ready To Learn--Project Timeline

	<u>Research</u>	<u>Programming</u>	<u>Outreach</u>
Year One 2005-2006	Research begins on all fronts with capstone activity, the National Ready to Learn Reading Summit at the University of Michigan	New production development begins: Super Reader To The Rescue <hr/> Martha Speaks <hr/> New Electric Company	Determine and meet with first five target communities and test messages in each community Conduct environmental scan of communities.

<p>Year Two 2006-2007</p>	<p>Reading research is built into programs/materials in development</p> <p>EDC begins implementation studies and begins research in order to choose communities for rigorous year 4 research— a key evaluation on children’s reading scores</p>	<p>Super Reader to the Rescue launches— Spring 2007</p> <p>New Electric Co. in development,-iPod project and test. Incorporates what is learned from RTL research</p>	<p>Expand to eight Communities.</p> <p>Use new materials to connect kids, families, and new content.</p>
<p>Year Three 2007-2008</p>	<p>EDC tests effectiveness of content and materials; and completes implementation studies to choose communities for the evaluation of children’s reading scores</p>	<p>Martha Speaks launches— Spring 2008</p>	<p>Expand to 12 markets</p> <p>Map and develop community relationships</p>
<p>Year Four 2008-2009</p>	<p>EDC conducts key evaluation on children’s reading scores</p>	<p>The New Electric Company launch – TV, online and on handhelds— Spring 2009</p>	<p>Expand to 15 markets</p> <p>Use new materials to connect kids, families, and new content.</p>
<p>Year Five 2009-2010</p>	<p>EDC conducts analysis of ALL RTL research, distributes findings to all stakeholders.</p>	<p>PBS schedule includes 6 reading series, each with hard research data that proves its success at teaching reading.</p>	<p>Expand to 20 markets communities</p>

G. Ready To Learn—Frequently Asked Questions

Q: Why isn't all RTL money being spent for the creation of programming and materials for kids?

A: The Department of Education established “absolute priorities” for RTL grantees, including the expectation that 25%-30% of the award would go toward research and evaluation in order to solidly assess the content and materials development. CPB/PBS doesn't have the flexibility to depart from those priorities.

Q: Why does the U.S. Department of Education require Ready To Learn to spend so much money on research?

A: Secretary of Education Margaret Spellings' priority — and that of Secretary Paige before her — is evaluation and accountability. All of the Department's work is researched and evaluated so that its educational value is understood and undisputed. All U.S. Department of Education- funded projects must undertake this level of research.

Q: What other benefits will this research bring?

A: This research will bring benefit to large and influential audiences in three ways:

- It will enable public broadcasters to say that their Ready To Learn work has taught kids how to read.
- It will be a valued commodity by the U.S. Department of Education and by the national academic community, and will add to the general body of national research.
- The research will inform the way that future children's programming is developed, experienced, and tested, and will itself, generate new research models.

Q: What are the Ready To Learn series and when do they launch?

A:

Spring 2007	Spring 2008	Spring 2009
Super Reader to the Rescue	Martha Speaks!	
	The New Electric Company - Sesame Workshop Staggered release on Web & iPod or Game Consoles	The New Electric Company - Sesame Workshop Staggered release on Web & iPod or Game Consoles

Q: Is content being produced in any language besides English?

A: The goal of Ready To Learn is to improve children’s ability to read English because mastering literacy in English is essential for young children in order to gain further academic and career success in the United States. Some outreach materials for parents will be produced in Spanish in an effort to encourage them to connect with resources that can help their children learn to read English at an early age.

Q: Why does the CPB Board of Directors approve some Ready To Learn contracts and not others?

A: The CPB Board of Directors’ authorization is required in order for management to enter into contracts and grants which exceed \$1 million in total contemplated payments for non “program-funding or program-related” materials. Only six of the many Ready To Learn contracts fall into this category,

Q: Why are RTL funds being spent to make the nation more aware of Ready to Learn?

A: The U.S. Department of Education has made national awareness of Ready To Learn an absolute priority of the outreach award for Ready To Learn. The U.S. Department of Education wants more people across the nation to be aware of the initiative and of the results.