



Request for Ready To Learn Station Training & Implementation Applications

Applications Due: Friday, January 31, 2019 at 12:00 PM EST

I.RFA at a Glance

The Corporation for Public Broadcasting (CPB), as part of its 2015-20 Ready To Learn (RTL) initiative funded by the Ready To Learn Television Program of the U.S. Department of Education, intends to fund up to 25 public television stations to receive hands-on training with advanced digital and educational community engagement resources, developed through the RTL initiative, and assistance to develop and implement these resources in low-income communities that they serve, with children ages two to eight, and their families and caregivers (collectively, the target audience). The goal is to strengthen the target audiences' early science and literacy learning through programs designed by the stations, using these resources.

These RTL Station Training & Implementation Grants are funded through the grant project, "CPB-PBS RTL Content, Community, and Collaboration: Advancing Children's Learning through Personalized Media Experiences," which is funded by a grant award from the Ready To Learn Television Program of the U.S. Department of Education (No. U295A100025, CFDA No. 84.295A). The total amount available for up to 25 planning grants is \$375,000 and contingent on CPB's continued receipt of its annual RTL federal appropriation.

Stations selected for funding must use RTL funds to send two staff to an in-person training, conducted by CPB and PBS, in May 2020. The training will include, at a minimum, hands-on instruction in the following RTL engagement resources:

- PBS KIDS Family & Community Learning;
- Playful Learning for Educators; and
- out-of-school time activities and camps.

Following the training, stations will have seven weeks to create a plan to implement at least two engagement resources, selected from those introduced in the May 2020 training, in their communities, subject to CPB's approval. All implementation activities must conclude no later than September 30, 2020. Extensions may be granted only in exceptional circumstances.

Technical support will be made available to the station following the training and through the implementation period, by CPB, PBS and select mentors, i.e. PBS stations that are experienced in developing and using these resources. At the projects' conclusion, stations must submit a final narrative report to CPB describing in detail their implementation experience, project outcomes and their plans for using the resources within their communities beyond September 2020.

To be eligible, applicants must:

- A. be CPB community service grant recipients in good standing;
- B. have recent experience with the target audience; and
- C. if selected for funding, confirm that they are eligible to receive federal funding under the compliance rules set forth in the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards; and,
- D. not currently receive funding under the RTL Community Collaboratives for Early Learning and Media projects.

CPB Background

CPB is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across America. CPB is the largest single source of funding for public television and radio programming, distributing funds via grants, investing in more than 400 local radio and 175 television stations. CPB grants fund activities that include station operations, equipment, development and production of radio and television programming and overall public media support.

II.Objectives & Deliverables

In addition to the work described above, stations selected for funding must:

- send two station staff who will be primarily responsible for the development and implementation of their project plan, to an RTL engagement resources training, held at the 2020 PBS Annual Meeting in Seattle, Washington;
- participate in a virtual community, hosted by CPB, to receive project information, share implementation updates among participating stations, and obtain technical assistance from CPB, PBS and the mentors;
- submit an interim financial report, concurrently with the proposed plan, and a final financial report of project expenses, each certified by an authorized representative of the station; and,
- submit a final narrative report, to include not only the implementation steps and outcomes, but also the impact of stations' activities on the participant and partners, and future plans for using the engagement resources.

III.Application Requirements

Applicants must separate their technical and cost proposals.

A. Technical proposals must include the following in the order specified.

1. Station Capacity and Commitment

Applicants must describe their stations' recent commitments to education and community engagement, especially among low-income families with children between the ages of two to eight. This may be done by highlighting specific initiatives and projects, including outcomes, completed by the stations since 2014.

Applicants must also demonstrate their stations' capacity to carry out this project and to administer a federal grant. This may be done by identifying station staff and their prior work with RTL or in early education, providing biographies of key personnel who will be assigned to the project, and describing how station leadership (executives, board members, etc.) will support this project. Applicants must include a letter of commitment from station leadership (e.g. CEO or General Manager) to demonstrate senior-level support of the project.

2. Project Community and Target Audience

Applicants must describe their stations' service area and identify potential low-income communities that they are considering reaching through this project, and, if possible, providing data points that indicate low achievement of pre-K and early elementary children in science and literacy.

3. Collaborative Engagement

Applicants must describe their station's capacity and willingness to work collaboratively with a network of community partners, especially on projects related to science, literacy, and the target audience. Applicants must describe recent partnerships of any kind that have adopted a collective impact (or similar) approach, with multiple stakeholders contributing to an end goal. Include a description of how the partnerships formed, strengthened, and were maintained over the course of the project, as well as lessons learned.

- B. Applicants' cost proposals for the grant period (April 1, 2020 – September 30, 2020) must be submitted in MS Excel format using the Budget Template with the specified budget categories for staffing, travel, equipment, supplies and contractual expenses, as needed. The Budget Template is available under "RFA Other Documents" within this RFA in CPB's electronic grants management system. Budgets may not include indirect costs.

IV. Selection Criteria

CPB will evaluate applications based on the criteria below with the associated weight.

- A. Quality and experience of station personnel in education, engagement, and early learning and the station leadership's commitment to the project (40%).
- B. Station management's commitment and capacity to support the project and is prior experience working collaborative with community organizations on work that supports early learning, especially science and literacy involving the target audience (35%).
- C. Reasonableness of proposed costs (25%).

V. Deadlines

Applicants must submit their technical and cost applications through CPB's electronic grants management system.

To gain access to the grants management system, please send an email request to Devon Steven (dsteven@cpb.org), no later than Friday, January 24, 2020 at 12:00 PM ET. CPB will provide access to eligible applicants within two business days. Please note that CPB's response will be slower during the period of December 20, 2019 – January 1, 2020 due to federal holidays and related office closures.

Applications are due no later than Friday, January 31, 2020 at 12:00 PM ET. CPB will not consider applications submitted after this time.

All questions must be submitted in writing to Devon Steven, Director, RTL Community Engagement at dsteven@cpb.org no later than Friday, January 24, 2020 at 12:00 PM ET CPB will post the questions and its responses without attribution.

VI. Timeline

The anticipated timeline follows.

Activity	Due Date
RFA Announced	December 18, 2019
Close Access to Grants Management System	12pm EST January 24, 2020
Questions Due	12 pm EST January 24, 2020
Applications Due	12pm EST January 31, 2020
Selections Announced	April 2020

VII. Additional Resources

A. Reports on RTL Research and Best Practices

Applicants may find the following resources useful when responding to this request.

- Ready To Learn portal on PBS Learning Media:
<http://www.pbslearningmedia.org/readytolearn/>;
- CPB: <http://www.cpb.org/rtl/>;
- EDC: <http://cct.edc.org/rtl/>; and
- SRI: <http://ctl.sri.com/projects/displayProject.jsp?Nick=readylearn>

B. RTL Overview

In 2015, CPB and PBS were awarded a Ready To Learn grant from the U.S. Department of Education's Office of Innovation and Improvement. The five-year grant funds CPB and PBS' innovative science and literacy media initiative to support the learning needs of children in low-income communities.

CPB and PBS have been working with experts in early learning to create new science and literacy-based programming, mobile apps and online games. The grant has funded new

content for PBS KIDS series such as *The Cat in the Hat Knows a Lot About That!* and *Ready Jet Go!*, as well as new media properties, *Molly of Denali* and *Elinor Wonders Why*, which focus on scientific inquiry and literacy, respectively.

CPB and PBS are leveraging this content to develop personalized learning experiences for children and provide meaningful data to parents, caregivers and teachers. Key partners include the National Association for the Education of Young Children, the School of Education at Boston University, as well as national advisors from a wide range of organizations dedicated to supporting the early learning needs of children, families and educators.

CPB is also working with the Education Development Center and a consortium of research partners to implement a multi-year research plan. As part of the plan, independent researchers are evaluating the effectiveness of the learning resources developed through this project, and their impact on supporting school readiness for children, families and communities.

The grant also provides resources to PBS stations to establish community-based networks of strategic local and national partnerships devoted to early learning, focused on under-resourced children and families. The first phase of this work started in 11 high-need communities in partnership with PBS stations, including: Austin, TX (KLRU); Boston, MA (WGBH); Cleveland, OH (WVIZ/PBS ideastream); Cookeville, TN (WCTE); Detroit, MI (Detroit Public Television); Jackson, MS (Mississippi Public Broadcasting); Lexington, KY (Kentucky Educational Television); Los Angeles, CA (PBS SoCal); Pittsburgh, PA (WQED); Tacoma, WA (KBTC); and Tallahassee, FL (WFSU).

With the second phase, five additional stations participated, including: WFYI (Indianapolis, IN); Nine Network (St. Louis, MO); Iowa Public Television (Storm Lake, IA); OETA (Oklahoma City, OK); and VegasPBS (Las Vegas, PBS). After a planning grant process in Year 3, a final cohort of 14 stations: Alaska Public Media (Anchorage, AK); Alabama Public Television (Carbon Hill and Oakman, AL); Arizona PBS (Phoenix, AZ); Georgia Public Broadcasting (Forest Park, GA); Louisiana Public Broadcasting (Baton Rouge, LA); Maryland Public Television (Baltimore, MD); UNC-TV (Dudley, NC); WCNY (Syracuse, NY); WHRO (Norfolk, VA); WHUT (Washington, DC); WIPB (Muncie, IN); WLVT (South Bethlehem, PA); WNET (Bronx, NY); Wisconsin PBS (Cashton and Westby, WI). These stations partnered with a variety of organizations, such as schools, public libraries, science centers, health clinics and housing agencies that serve under-resourced populations.

VIII. CPB Terms

Proposals submitted in response to this RFA shall be valid for at least 90 days following the closing date.

Proposals must provide a straightforward, concise description of the applicant (Applicant) will meet the project requirements. Neither multiple nor alternate applications will be accepted. Applicant should clearly identify any portion of its proposal that it considers confidential, proprietary commercial information or trade secrets. In addition, Applicant must identify all subcontractors and advisors and include a description of their roles.

Applicants selected for funding are deemed to have accepted the terms in this RFA. Any exceptions to these terms must be clearly identified in their proposals. CPB, at its sole discretion, may reject proposals that include exceptions.

In reviewing Applicant's proposal, may share materials, data, other information and analyses (collectively, "Information") with the Applicant. As a condition of receiving such Information, Applicant shall be deemed to agree to protect, preserve and maintain all such Information on a strictly confidential basis, and to promptly return to CPB upon its request all tangible copies of such Information in Applicant's possession.

CPB is not responsible for loss or damage to material that Applicant provides to CPB in conjunction with this RFA. Upon submission, said information shall become CPB's property (not including any intellectual property rights contained in such submission), and CPB is not required to return the same to Applicant. Applicant is responsible for any violation of copyright, trademark, patent, trade secret, or other rights related to such material.

This solicitation does not constitute an agreement by CPB to extend funding to any party. CPB may, in its sole discretion, elect not to pursue this project.

By submitting an application, Applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, Applicant guarantees that it has full and complete rights to all of the information and materials included in its proposal. Applicant also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

IX. Conditions of Agreement

CPB is not responsible for any costs incurred by Applicant in preparing and submitting its proposal in response to this RFA, or in performing any other activities relative to this

solicitation. If a proposal is selected for funding, Applicant must sign a binding agreement that meets with CPB's approval. Until the agreement is executed by both parties, no express or implied commitment has been made to provide funding. Applicant is not authorized to commence work until the agreement is fully executed. Applicants that opt to commence work until the agreement is fully executed. If Grantee opts to commence work before signing said agreement, it does so at its own risk.

Because this grant will be a subaward of a federal award, Applicant must comply with federal requirements, which are set forth, in part, in the RFA Other Documents located in the grant portal.

Further, Applicant must guarantee that, among other things, any work it undertakes is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Applicant must also agree to indemnify CPB against any loss resulting from breach of any of the representations and warranties in the agreement. The agreement will contain additional requirements, including but not limited to the following:

1. Applicant must demonstrate that it has adequate financial support to complete the work and to deliver reports and/or other intellectual property set forth in the Agreement;
2. Applicant must maintain, for three years following receipt of CPB funding, all financial records to the project, which shall be accessible to CPB, and to the U.S. Comptroller General or other representatives of each for examination and audit purposes. Applicant will additionally ensure that any subcontractors or consultants engaged for the project also maintain such records for the same period and under the same terms;
3. Applicant must maintain, for three years after CPB's approval of its final financial report, all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to CPB and or its representatives upon request;
4. Applicant must provide CPB with a copy of any U.S. Comptroller General audit report issued in connection with the project;
5. Applicant must comply with all applicable equal employment opportunity and nondiscrimination laws and policies;
6. Applicant must provide CPB with documentation that evidences the actual costs of the project (including timesheets or other relatively contemporaneous record-keeping

documents), and project supporting detail demonstrating that all costs were reasonable, necessary, and incurred for the project;

7. The agreement shall be governed by and construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions;
8. Applicant is strictly prohibited from using any funds provided by CPB:
 - a. for any activity designed to influence legislation or appropriations pending before the United States Congress or any state legislature; or
 - b. to conduct any reception or provide any other entertainment for any officer or employee of the federal government or any state or local government.
9. CPB's primary source of funding is appropriations made by the U.S. Congress. Therefore, if CPB's appropriation is reduced and that reduction materially affects CPB's ability to meet its obligations under the agreement with Applicant, then CPB and Applicant, at CPB's discretion, may agree to enter into good faith negotiations to modify the agreement.
10. All research and materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by CPB as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the Offeror will be required to assign all right, title and interest in and to such research and materials to CPB. Applicant further agrees that neither they, nor any of their subcontractors, will have any copyrights or other intellectual property rights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project.