



Request for Ready To Learn Mentor Stations Applications

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

I.RFA at a Glance

The Corporation for Public Broadcasting (CPB), as part of its 2015-20 Ready To Learn initiative (“RTL”) funded by the Ready to Learn Television Program of the U.S. Department of Education, intends to contract with up to six public television stations to act as mentors to 25 stations that will be funded by CPB as RTL Station Training & Implementation funds starting in spring 2020. The mentors must have experience creating advanced digital and educational community engagement resources, through the RTL initiative, and must provide assistance to the stations as they implement these resources in low-income communities with children ages two to eight, and their families and caregivers (“the target audience”).

The mentors will work with CPB and PBS to design and facilitate a hands-on training session for the 25 stations. The training will feature key engagement resources, including but not limited to, PBS KIDS Family & Community Learning, Playful Learning for Educators, and out-of-school time camps. After the training, the mentors will assist CPB and PBS in reviewing the stations’ implementation plans and provide them technical support as needed, via email, phone, message boards, or in-person consultation. The mentors’ role is to support CPB and PBS in their goal of improving the stations’ capacities to strengthen early science and literacy learning among the target audience.

The mentors will be funded by the “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 six mentors is \$72,000 and contingent on CPB’s continued receipt of its annual federal appropriations for RTL.

To be eligible, applicants must be contracted by CPB as Community Collaborative for Early Learning & Media (“CC-ELM”) and have extensive experience in the development of any of the following RTL resources:

- PBS KIDS Family & Community Learning;
- Out-of-school-time camps (e.g. *Odd Squad* Be The Agent Camps, Ruff Ruffman Science Camps, *Ready Jet Go* Space Camp);
- Playful Learning for Educators; or,
- PBS TeacherLine Courses.

II.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 approximately 400 local radio and 160 television stations. CPB grants fund activities that include station operations, equipment, development and production of radio and television programming and overall public media support.

III.Objectives & Deliverables

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

- collaborate with CPB and PBS to design, produce, and facilitate the training for stations on RTL resources with CPB, PBS, and key RTL partners at the 2020 PBS Annual Meeting in Seattle, WA;
- send at least one staff member to participate in this training;
- analyze up to five stations' plans to implement RTL resources and provide constructive feedback, in writing;
- participate in a virtual community, hosted by CPB, to receive project information from and provide technical assistance to the stations through September 30, 2020;
- provide mentorship to the stations via phone calls, emails, or in-person consultation as appropriate through September 30, 2020; and,
- submit quarterly detailed financial reports of the mentor's project expenses to CPB, with certification of accounting.

These deliverables and related funding will be incorporated into Mentor Station's existing CC-ELM agreements with CPB via amendment.

IV.Application Requirements

Applicants must separate their technical and cost proposals.

A. Their technical proposals must include the following in the order specified.

1. Station Capacity and Commitment

Applicants must describe their ability to carry out the mentorship work in balance with their existing RTL obligations.

2. Training and Mentorship Experience

Applicants must describe their recent experiences (within the last five years) designing and facilitating training or professional development, particularly within the fields of public media, non-profits, and education.

- B. Applicants' costs proposals for the seven-month project period (March 1, 2020 – September 30, 2020) must be submitted using the budget template, which includes a detailed line-item budget and narrative, in MS Excel format. The template is available under "Related Documents" on the RFA listing at <https://www.cpb.org/grants>.

V. Selection Criteria

Applications will be evaluated using the criteria below with the associated weight.

- A. The station's experience training public media colleagues, educators, or community organizations to use education and engagement resources. (40%)
- B. The station's experience producing and piloting any of the following resources with the target audience:
- a. PBS KIDS Family & Community Learning;
 - b. Out-of-school-time camps (e.g. Odd Squad Be The Agent Camps, Ruff Ruffman Science Camps, Ready Jet Go Space Camp);
 - c. Playful Learning for Educators; or,
 - d. PBS TeacherLine Courses. (35%)
- C. Reasonableness of proposed budget costs. (25%)

VI. Deadlines

To gain access to the CPB's grants management system, please send an email request to Devon Steven, Director, RTL Community Engagement, dsteven@cpb.org, no later than Friday, January 24, 2020 at 12:00 PM ET. CPB will provide access within two business days.

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, at the email address above. CPB will post all questions, without attribution, and its response on CPB's website. The deadline for submitting questions is Friday, January 24, 2020 at 12:00 PM ET.

VII. Application Timeline

The anticipated timeline follows.

Activity	Due Date
RFA Announced	January 9, 2020
Close Access to Grants Management System	12pm EST January 24, 2020
Applications Due	12pm EST January 31, 2020
Selections Announced	March 2020

VIII. 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 (Austin PBS, KLRU-TV); 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 PBS (Storm Lake, IA); OETA (Oklahoma City, OK); and VegasPBS (Las Vegas, PBS). After a planning grant process in Year 3, these 14 stations were selected for funding: 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); and PBS Wisconsin (Cashton and Westby, WI). They partnered with a variety of organizations, such as schools, public libraries, science centers, health clinics and housing agencies that serve under-resourced populations.

IX.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 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 Applicant 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.