PBS DIGITAL STUDIOS

Ready to Learn Grant: Digital Video
Request for Proposals
January 2016

Purpose
This document calls for proposals for digital video to be supported in 2016 from the CPB PBS Ready to Learn Grant, developed by PBS KIDS and PBS Digital Studios. It outlines criteria, how we will assess your application and timeline.

Timeline
> January 29, 2016 --- Request for Proposals issued
>
> April 30, 2016 --- Application deadline

Overview

- *The Ready To Learn Initiative is a cooperative agreement funded and managed by the U.S. Department of Education's Office of Innovation and Improvement. It supports the development of innovative educational television and digital media targeted at preschool and early elementary school children and their families. Its general goal is to promote early learning and school readiness, with a particular interest in reaching low-income children. In addition to creating television and other media products, the program supports activities intended to promote national distribution of the programming, effective educational uses of the programming, community-based outreach and research on educational effectiveness, PBS Digital Studios and PBS KIDS will produce a set of digital videos as part of the grant award.*
- *Content must focus on **science OR literacy** and can be for parents or co-viewing parents with kids*
- *Audience is parents of **children two to eight years old** in low income households*
- *Production budget is $100,000 with potential for a second year to follow*
- *The platforms for distribution should match the target audience*
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Eligibility
Eligibility for this project rests on the overall idea and strength of the concept(s), but of equal importance is the production team's ability to provide a sound plan for promotion and marketing to a distinct audience on specific platforms. A **demonstrated understanding of the intended audience** and how to reach them is crucial to a successful project.

Audience
As outlined above the focus of this project is to target special interest audiences: **parents** of children between two and eight years of age who come from low-income families. These audiences are not always well served by mainstream media and we see digital channels as a way to deliver quality educational content outside a broadcast context.

All proposals will need to **clearly identify the target audience** and outline a clear plan for how to reach them on specific platforms. Content could target parents specifically or be a co-viewing experience for parents and their kids.

Content criteria
We will consider web series that meet the following requirements:

• A series of six or more episodes

• Total duration of all episodes **no less** than 30 minutes

• Episodes must focus on either STEM or literacy topics

- Production quality should be appropriate to the platform and intended audience

What you need to include in your application (max 5-7 pages)

1. A coversheet for your application with all relevant contact and key project details

2. A budget summary

3. A detailed budget for your production and associated costs

4. Any referenced or links to related previous series or sample episodes that demonstrate tone and style. If you have a previous series, please also provide details of the numbers of views and reviews of the series so far.

5. A creative proposal including:

    - Episode outline

    - Format, tone and style description

    - Visual identity

6. Production details including:

    - Key talent and crew --- confirmed (if possible) key roles in the production

    - Audience --- clarification of the audience, their characteristics and why your series is beneficial to them

    - Marketing plan --- a breakdown of your proposed approach to marketing and publicity --- not just at launch but throughout the series

    - Distribution --- a description of your website or digital distribution channel, including your plan for design and development (if relevant)

Evaluation

Our team will evaluate your proposal based on the following criteria:

Production Team
- Experience of producer and key team members

Series Concept
- Story is compelling / interesting

Audience
- Audience is clearly identified
- Audience benefits are outlined
- Cultural and/or social value of the project

Budget and Production Plan
- Budget is suitable
- Plan is appropriate
- Opportunity for other sources of funding

Promotion
- Marketing and promotion plan
- Understanding how to reach intended audience

Please address any enquiries or send your proposals by April 30, 2016 to:

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