



**eligible applicants:** only public telecommunications entities are eligible to receive awards.

## COMPETITIVE GRANT PROGRAM



**capacity requirements:** applicants must have the capacity to—develop and distribute high-quality educational and instructional television programming that is accessible to disadvantaged preschool and elementary school children; contract with the producers of children’s television programming; negotiate these contracts in a manner that returns to the grantee an appropriate share of income from sales of program-related products; and target programming and materials to meet specific State and local needs, while providing educational outreach at the local level.



**consultation:** grantees are required to consult with the Departments of Education and Health and Human Services on strategies for maximizing the use of quality educational programming for preschool and elementary school children.



**coordination:** grantees must also coordinate activities with other Federal programs that have major training components related to early childhood development.



**use of funds:** at least 60 percent of the funding must be used to—develop educational television programming for preschool and elementary school children and the accompanying support materials and services that can be used to promote the effective use of such programming; develop television programming (and digital content, such as applications and online educational games, containing RTL-based children’s programming) that is specifically designed for nationwide distribution over public television stations’ digital broadcasting channels and the Internet, along with accompanying resources for parents and caregivers; and support contracts with public telecommunications and related entities to ensure that programs are widely distributed. Remaining funds may be used to develop and disseminate education and training materials, including interactive programs that are designed to promote school readiness through the effective use of educational video programs.



**current funding**

**\$27.7 million**  
 FY 2018

**purpose:** to facilitate student academic achievement by supporting the development and distribution of educational video programming for preschool and elementary school children and their parents, caregivers, and teachers.

