



PRIME TIME FAMILY READING TIME® **Guidelines and Application**

Application Receipt Deadline:	November 1, 2007
Notification by:	November 16, 2007
State Project Director Meeting:	January 17, 2008 (New Orleans)
Training Workshop:	January 18-20, 2008 (New Orleans)

ABOUT PRIME TIME FAMILY READING TIME®

PRIME TIME FAMILY READING TIME®, created by the Louisiana Endowment for the Humanities (LEH) in 1991, is a reading, discussion, and storytelling series based on illustrated children's books. National expansion is made possible through a grant from the National Endowment for the Humanities (NEH), which also supported earlier grants for implementation in Louisiana and initial national expansion, and is a cooperative endeavor with the American Library Association (ALA) Public Programs Office. **PRIME TIME**, Inc. was established in 2004 to aid in national expansion efforts.

PRIME TIME is designed specifically for under-served families with children aged 6 to 10. Pre-reading activities are also available for preschool siblings. The program helps low-income, low-literacy families bond around the act of reading and talking about books. It models and encourages family reading and discussion of humanities topics, and it aids parents and children in selecting books and becoming active public library users.

PRIME TIME won the Public Library Association's 2003 *Advancement of Literacy* award for making a significant contribution to adult literacy. In 2000, **PRIME TIME** was one of only ten arts and humanities programs nationwide to receive the prestigious *Coming Up Taller* award from the President's Committee on the Arts and the Humanities.

HOW PRIME TIME WORKS

PRIME TIME grants will be awarded to state-level organizations and library systems. Three states will be selected to implement four programs each and two library systems will be selected to implement three programs each, with preference being given to those offering bilingual programs and providing evidence of sustainability beyond the grant. A state or library system project director will attend the training workshops; oversee implementation of the project including recruitment of libraries, scholars and storytellers; and act as liaison between the team and the project staff members (representatives from **PRIME TIME**, Inc. and ALA). Each program will be conducted by a team that consists of the local library coordinator, a humanities scholar, a storyteller, a community organizer/translator, and a preschool coordinator.

Each **PRIME TIME** series will meet once a week for six weeks. Reading and discussion leaders will conduct 90-minute meetings at public libraries for parents or guardians and their children. Using award-winning children's illustrated books, a storyteller will model storytelling and read-aloud techniques, and a humanities scholar will stimulate discussion of core humanities themes. A library representative will introduce families to library resources and services. Younger siblings will participate in separate pre-reading activities. Grant funding will provide transportation for participants if needed.

Each state entity/library system will receive one set of **PRIME TIME** books (*Onward and Upward* series) to lend to participating libraries. At the conclusion of the programs, the books will be returned to the state entity/library system for future **PRIME TIME FAMILY READING TIME®** programming. PRIME TIME, Inc. will temporarily lend additional sets to libraries as needed. Bilingual titles will be used for libraries serving Latino audiences.

ELIGIBILITY

Applications may be submitted by a state humanities council, state library, state library association or library system in the United States or its territories, including states or territories where **PRIME TIME** has been previously piloted.

Applicants must designate a professional staff member to attend the project directors' meeting and the training workshop to act as liaison between the team and the project staff members (representatives from PRIME TIME, Inc. and ALA). Each application must have a commitment from each of the libraries implementing the program. The libraries must also designate a professional staff member to attend the training workshop and to build the program on a local level.

SELECTION CRITERIA

Three states and two library systems will be selected to participate in the national bilingual expansion. Each state will conduct two programs in Spring/Summer 2008 and two in Fall 2008. Library systems will conduct at least one in Spring/Summer 2008 and the remainder in Fall 2008. Successful applications will:

- ◆ Document the need for **PRIME TIME** in the state and selected communities or city/region.
- ◆ Demonstrate experience with **PRIME TIME** and/or any of the following: other family literacy programs, bilingual programs, and humanities-based reading and discussion programs.
- ◆ Identify partnerships and resources, including additional funding or cost share.
- ◆ Recruit and submit applications from libraries to implement **PRIME TIME** programs in 2008. (See application form.)
- ◆ Describe plans or commitments to sustain or expand the program as a **PRIME TIME FAMILY READING TIME®** affiliate.* (*See bottom of page 4 of the Guidelines for the definition of "affiliate."*)
- ◆ Include letters of commitment from the state project director/library system director, local library coordinators, scholars, and storytellers to attend the January training and implement **PRIME TIME**.

WHAT THE GRANT PROVIDES

Successful applicants will receive the following:

- ◆ Travel, lodging, and most meals to attend a *mandatory* meeting of state project directors in New Orleans on January 17, 2008.
- ◆ Travel, lodging, and most meals to attend the *mandatory* training workshop in New Orleans January 18-20, 2008, for the project directors (from the state council, state library, state library association, library system), and the scholars, storytellers, and local library coordinators. (Pre-school coordinators and community organizers are not required to attend the training.)
- ◆ Twenty-two sets of reusable books (*Onward and Upward* series) and book bags. For those libraries choosing to offer two series, one in the spring/summer and another in the fall, PRIME TIME, Inc. will lend sets of books from the *Favorites* series.
- ◆ Stipends for each site's scholar, (\$125 per session for a total of \$750 per program), storyteller, (\$125 per session for a total of \$750 per program), community organizer/translator (\$350), and preschool coordinator (\$50 per session for a total of \$300, per program).
- ◆ Multiple promotional materials including posters, brochures, fliers and registration forms.
- ◆ Site Support Manuals, an introduction to the project and humanities themes, discussion guides for scholars and storytellers, instructions for publicizing the series, recommendations on recruiting families, sample publicity materials, evaluation instruments, and forms on CD's.

- ◆ Project Directors' Manuals for use in overseeing and implementing multiple sites.
- ◆ Preschool Coordinator's Handbook with story planners for each session.
- ◆ Gift books and certificates of completion for participants.
- ◆ Up to \$100 per session per program for transporting participants.

TEAMS

Each **PRIME TIME FAMILY READING TIME®** team will include the following:

- ◆ a project director from a state humanities council, state library, state library association, library system;
- ◆ a library coordinator;
- ◆ a humanities scholar;
- ◆ a storyteller;
- ◆ a community organizer/translator; and
- ◆ a preschool coordinator (training is not mandatory; training costs not covered by grant)

RESPONSIBILITIES OF STATE PROJECT DIRECTOR

The state entity or library system will designate a professional staff member, experienced with public programs for non-traditional audiences and committed to the role of the humanities in literacy programs to serve as the project director, who will:

- ◆ **Attend the January Project Directors meeting and Training Workshop.**
- ◆ Recruit library sites with a strong record of outreach and programming experience.
- ◆ Develop required teams.
- ◆ Monitor sites, field questions, and conduct site visits.
- ◆ Submit a final report, site visit reports, and final reports for all team members to PRIME TIME, Inc.
- ◆ Act as liaison between the team and representatives from PRIME TIME, Inc. and the ALA.

RESPONSIBILITIES OF THE LIBRARY COORDINATOR

A professional staff member will serve as the library coordinator who will:

- ◆ **Attend the January training workshop.**
- ◆ Work with the project director to select a local scholar and storyteller (See selection criteria for each under "Responsibilities..." on page 4.)
- ◆ Select both a preschool coordinator and a community organizer/translator (See selection criteria under "Responsibilities..." on page 4.)
- ◆ Publicize the program.
- ◆ Work with community organizer to register at least 20 families to participate.
- ◆ Identify and coordinate transportation for families, if needed.
- ◆ Handle books properly by storing them before the program, distributing and collecting sets of books, and shipping them to the next site.
- ◆ Serve as the program host by welcoming families to the library.
- ◆ Introduce the program, as well as the scholar and storyteller, and present an introduction to library services and resources at each session.
- ◆ Provide nutritious snacks and door prizes.
- ◆ Administer and submit all **PRIME TIME** assessment forms, including entry and completion surveys.
- ◆ Submit a final report to the state or library system project director.

RESPONSIBILITIES OF THE HUMANITIES SCHOLAR

The project director will work with the library coordinator to select the local scholar. To ensure appropriate discussion of the selected stories' humanities content, *the scholar should have a doctorate in a humanities discipline* (literature, history, philosophy, and related areas listed at www.leh.org) *with university teaching experience*. Scholars with a *master's degree in a humanities discipline with university teaching experience* will be considered. In addition, the scholar should transmit a love of reading and talking about books to an audience (parents/guardians and their children) that primarily thinks of reading as a school activity. The scholar must be comfortable working with participants who have limited reading skills and do not have experience talking about books. The ideal candidate will have experience in outreach through professional activities or volunteer services and, at bilingual sites, be fluent in Spanish. Each scholar will:

- ◆ **Attend the January training workshop.**
- ◆ Serve as a discussion leader for each session facilitating discussion of humanities themes found in books and modeling techniques for initiating and encouraging discussions for parents.
- ◆ Submit a final report to the project director.

RESPONSIBILITIES OF THE STORYTELLER

The project director will work with the library coordinator to select the local storyteller for his/her knowledge of children's literature and ability to work with non-traditional audiences. The best storytellers will demonstrate the interrelatedness of the oral and literary traditions. They will also understand that their role is more than a performance; it includes demonstrating storytelling and reading aloud techniques that are accessible and replicable for the parents/guardians. The storyteller must be comfortable working with participants with limited reading skills and in participating fully in the discussion. Ideally, storytellers at bilingual sites will be fluent in Spanish. Each storyteller will:

- ◆ **Attend the January training workshop.**
- ◆ Present stories, model storytelling and read-aloud techniques, and participate in the discussion at each session.
- ◆ Submit a final report to the project director.

RESPONSIBILITIES OF THE COMMUNITY ORGANIZER / BILINGUAL TRANSLATOR

The community organizer/bilingual translator should have experience in working with the targeted families and agencies/organizations serving them. Each community organizer/ translator will:

- ◆ Assist the library coordinator in recruitment and implementation of the program.
- ◆ Serve as the translator for each session at bilingual programs.
- ◆ Submit a final report to the project director.

RESPONSIBILITIES OF THE PRESCHOOL COORDINATOR

The preschool coordinator will attend to the needs of younger siblings and present pre-reading activities while parents and older siblings are in the reading and discussion program. The preschool coordinator should have a background in early childhood education and be prepared to "prime the younger siblings for **PRIME TIME**" by creatively presenting stimulating stories, books, activities, songs, and crafts. Each preschool coordinator will:

- ◆ Use the *Preschool Handbook* to present stories and activities.
- ◆ Serve refreshments and assist in both the room set-up and clean up.
- ◆ Submit a final report to the project director.

*A ***PRIME TIME affiliate*** is a statewide or regional organization (state humanities council, state library, library system, or state library association) or an individual site that has adopted **PRIME TIME FAMILY READING TIME®** as a family literacy model. A **PRIME TIME** partnership involves future training, licensing, and associated fees to maintain **PRIME TIME** quality and sustain future development. Contact staff for additional information.



PRIME TIME FAMILY READING TIME® APPLICATION

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APPLICATION INSTRUCTIONS

Applications can also be downloaded from the LEH web site at www.leh.org and the ALA Public Programs web site at www.ala.org/publicprograms. Applications must be received no later than Thursday, November 1, 2007.

If you have questions about the application, contact Miranda Restovic at 504-620-2486, email restovic@leh.org; Faye Flanagan at 504-620-2485, email flanagan@leh.org; or Dianne Brady at 318-728-0026, email bountifulw@aol.com.

Each applicant must complete the following form and send 7 copies along with 7 copies of support materials, to:

**Attn: Miranda Restovic, Assistant Director
PRIME TIME FAMILY READING TIME®
Louisiana Endowment for the Humanities
938 Lafayette St., Suite 300
New Orleans, LA 70113**

CHECKLIST

Each completed application will consist of the following:

- ____ 7 copies of the completed Grant Application Form (one copy must have original signatures).
- ____ 7 copies of the narrative.
- ____ 7 copies of each Library Application Form, narrative, and attachments.
- ____ 7 copies of resumes for the project director (state or library system), library coordinator, scholar and storyteller.

GRANT APPLICATION FORM

Please print or type the following information. Submit 7 copies to the address indicated on the previous page. Please compile 7 complete applications; do not send each section separately.

PART I. STATE HUMANITIES COUNCIL DIRECTOR / STATE LIBRARIAN / STATE LIBRARY ASSOCIATION PRESIDENT / LIBRARY SYSTEM DIRECTOR

Name: _____

Title: _____

Place of Employment: _____

Mailing Address: _____

City, State, Zip: _____

Work Phone: _____ Home Phone: _____

Cell Phone: _____ FAX: _____

Email: _____ Number of years in present position: _____

ALA member # (if applicable): _____ ALA organization # (if applicable): _____

PART II. PROJECT DIRECTOR (STATE OR LIBRARY SYSTEM)

Name: _____

Title: _____

Place of Employment: _____

Mailing Address: _____

City, State, Zip: _____

Work Phone: _____ Home Phone: _____

Cell Phone: _____ FAX: _____

Email: _____ Number of years in present position: _____

ALA member # (if applicable): _____ ALA organization # (if applicable): _____

PART III. NARRATIVE (To be completed by State or Library System Project Director)

Please submit a typed statement (in duplicates of 7) of no more than 5 pages addressing the following:

Narrative Part A

1. What is the need for **PRIME TIME** and its benefit to your state or city/region?
2. What is your experience with **PRIME TIME** and/or other family literacy programs and other humanities-based reading and discussion programs?
3. What is the scope of your current family literacy programming?
4. What is your history of working with the public libraries that you have included in this application?
5. What agencies/organizations, in addition to the public libraries, have been identified as potential partners for implementing and sustaining **PRIME TIME** in your state or city/region?
6. What plans do you have for sustaining **PRIME TIME** in your state or city/region (including potential funding sources)?

Narrative Part B

1. Attach a resume for the project director (state or library system).
2. Attach Library Application Form, including letters of commitment and resumes of the library coordinator, scholar, and storyteller for the libraries selected to pilot the project.

Your signature below indicates you are prepared to fulfill all the stated requirements for the successful coordination of a PRIME TIME series and will abide by the trademark agreement.

*State Humanities Council Director/State Librarian/
State Library Assn. President/Library System Director (signature)*

Date

State or Library System Project Director (signature)

Date

LIBRARY APPLICATION FORM

(To be completed by library coordinators at each site. Project Directors: Please duplicate pages 3 and 4 as needed. If libraries offer two series, they need only complete one application.)

Please type or print the following information.

Library: _____

Address: _____

City, State, Zip: _____

Library Director: _____

Library Coordinator for **PRIME TIME**: _____

Work Phone: (_____) _____

Home Phone: (_____) _____

Cell Phone: (_____) _____

FAX: (_____) _____

E-mail: _____

Number of years in present position: _____

ALA member # (if applicable): _____

ALA organization # (if applicable): _____

HUMANITIES SCHOLAR

Name: _____

Title: _____

Place of Employment: _____

Mailing Address: _____

City, State, Zip: _____

The address above is my: (check one) _____ WORK ADDRESS _____ HOME ADDRESS

Work Phone: (_____) _____

Home Phone: (_____) _____

Cell Phone: (_____) _____

FAX: (_____) _____

E-mail: _____

STORYTELLER

Name: _____

Title: _____

Place of Employment: _____

Mailing Address: _____

City, State, Zip: _____

The address above is my: (check one) _____ WORK ADDRESS _____ HOME ADDRESS

Work Phone: (_____) _____

Home Phone: (_____) _____

Cell Phone: (_____) _____

FAX: (_____) _____

E-mail: _____

LIBRARY APPLICATION FORM (continued)

Part A: Library Application Narrative

Please submit a typed statement (no more than 5 pages) addressing the following.

1. What is the need for PRIME TIME and its benefit to your community? Describe the size and demographics of your community (e.g. rural, urban, suburban, socio-economic statistics).
2. What is your library's commitment to and history of working with PRIME TIME and/or other family literacy programs and public humanities programming? What is the scope of your current family literacy programming?
3. What is the history of your library's relationship with the state entity (state humanities council, state library, or state library association)? N/A for libraries applying through their library system.
4. Describe what audience you will target and how you plan to publicize the program to that audience. Please provide examples of past outreach efforts.
5. Describe the space your library has to host the program, which will require both an area for the reading and discussion part of the program and an area for the preschool component.

Part B: Library Application Attachments

1. Letters of support from partnering agencies committed to assist in recruiting families such as: local literacy organizations, adult basic education and ESL providers, Title I school principals and teachers, social service agencies, and churches.
2. Resumes for library coordinator, scholar, and storyteller.
3. Letters of commitment from library coordinator, scholar, and storyteller to attend the January training workshop in New Orleans and fulfill their roles in implementing the program.
4. Examples of publicity or programming mentioned in Part A.

Each state must conduct two programs in Spring/Summer (between Feb. 18 – Jul. 31) and two in Fall (between Aug. 1 – Nov. 30). Each library system must conduct at least one program in Spring/Summer and the remainder in the Fall. Please check below to indicate your preference for 2008 program dates.

_____ Spring _____ Summer _____ Fall _____ No preference

Your signature below indicates you are prepared to fulfill all the stated requirements for the successful coordination of a PRIME TIME series and will abide by the trademark agreement.

Library Coordinator

Date

Library Director or Supervisor

Date

PRIME TIME FAMILY READING TIME®, a registered trademark, is a project of the Louisiana Endowment for the Humanities. National expansion is in cooperation with the American Library Association Public Programs Office and funded by the National Endowment for the Humanities, which is dedicated to expanding American understanding of history and culture.