



# PRIME TIME FAMILY READING TIME™



NATIONAL  
ENDOWMENT  
FOR THE  
HUMANITIES

LOUISIANA  
ENDOWMENT  
FOR THE  
HUMANITIES

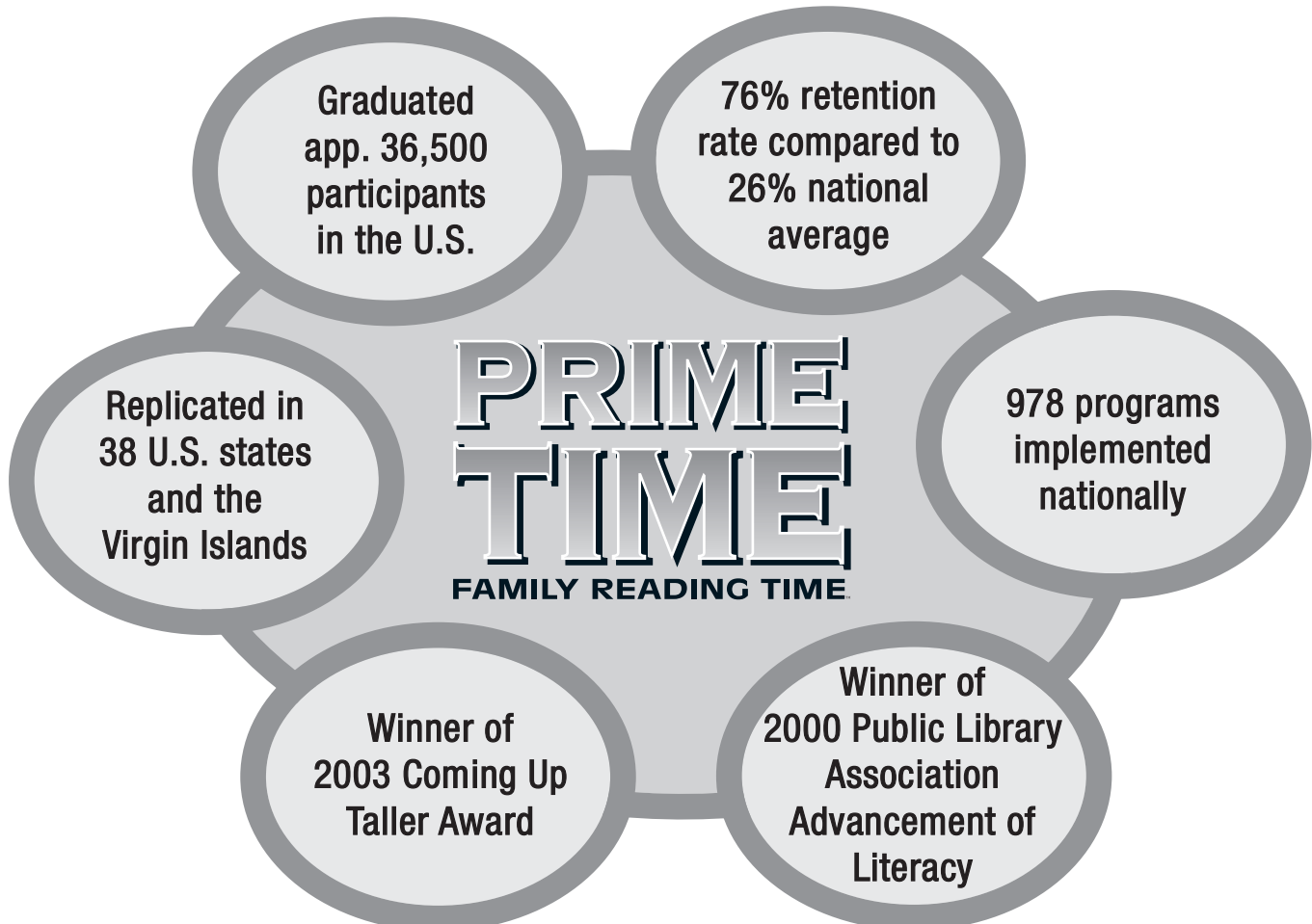


ALA  
American  
Library  
Association

## Family Literacy Program Grants Available

- Would you like to help reinforce the role of the family in educating children?
- Would you like to help enable parents/guardians and children to bond around the act of reading and learning together?
- Would you like to help foster expectations for high academic achievement for children in low-literacy, low-income and/or non-English speaking families and to encourage their parents/guardians to enter or continue their own educational or ESL program?
- Would you like to help transform families into active library users and lifelong learners?

If you answered “YES” to any of the questions above, PRIME TIME FAMILY READING TIME® and its 2010 – 2011 phase of national expansion program grants may be ideal for your agency. Additional details are included in the guidelines that follow.



# 2010-11 PRIME TIME National Expansion Grant Proposal Guidelines

\*Visit <http://www.leh.org/html/primetime.html> to access application and supporting documents.

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Awards Available:	4
Application Receipt Deadline:	May 28, 2010
Notification by:	June 9, 2010
State Project Director Meeting:	July 22, 2010 (New Orleans)
Training Workshop:	July 23 - 25, 2010 (New Orleans)

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## WHAT IS PRIME TIME?

**PRIME TIME**, a unique 6 week humanities-based program of reading, discussion, and storytelling at public libraries and other venues, emphasizes the importance of families reading together to discuss significant cultural and ethical themes. Created in 1991 by the Louisiana Endowment for the Humanities, this statewide family literacy program with national affiliates creates the precondition for future learning by empowering parents/guardians with low literacy skills and/or limited English language abilities to help their children, ages 6 -10, enjoy reading and improve their reading abilities.

The goals of **PRIME TIME** are to:

- ♦ deliver quality humanities education experiences to low-literacy families;
- ♦ increase public library use among low-literacy families and/or increase parental involvement among low-literacy families in schools;
- ♦ increase family bonding and reading time of low-literacy families;
- ♦ positively affect attitudes and behaviors of low-literacy families about reading.

National expansion is made possible through a grant from the National Endowment for the Humanities (NEH), which has also supported expansion programs in Louisiana and in 37 other states and territories. This project 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 and act as managing fiscal agent.

## WHY SHOULD YOUR AGENCY APPLY?

**PRIME TIME** is an award-winning program that has become a critical part of programming for many libraries which are working diligently to reach out to underserved populations. According to testimonials, librarians like **PRIME TIME** because it is a turnkey program using existing library resources. With training, discussion

leaders, books, publicity materials, etc. all provided by the grant; the program is one that can be offered in all sizes of libraries (which are often understaffed) and communities (including rural and urban). It is also proven as an effective outreach program that targets audiences who are presently not using the resources and services of public libraries. Additionally, **PRIME TIME**'s highly successful methodology, which combines children's literature, humanities content/focus with a humanities scholar and trained storyteller as the discussion leaders, and involvement of the whole family, provides an opportunity for underserved families to participate in in-depth humanistic study.

**PRIME TIME**, a proven community outreach model, has reached and graduated more than 36,500 underserved participants across the United States since 1991. *Common Ground*, **PRIME TIME**'s newest syllabus, offers a proven vehicle for libraries to engage a multicultural audience including non-English speakers who want to improve their English language skills. Visit <http://www.leh.org/html/primetime.html> for additional details on the program model.

Furthermore, **PRIME TIME** is a recognized national model that has a successful track record spanning 19 years. The program's methodology and resources have been tested, and are proven vehicles for achieving the stated goals.

## WHAT DOES THE PRIME TIME GRANT PROVIDE?

Successful applicants will receive the following:

- ♦ Travel, lodging, and most meals for **1** designated project director to attend a **mandatory** meeting of state project directors in New Orleans on July 22, 2010;
- ♦ Travel, lodging, and most meals for **17** qualified team members (1 project director, 4 local library coordinators, 4 community organizers/translators, 4 scholars, and 4 storytellers) to attend the **mandatory** training workshop in New Orleans July 23 – 25, 2010. Pre-school coordinators are not required to attend;

- ♦ Stipends for each library's scholar (\$750 each), storyteller (\$750 each), community organizer/translator (\$500) and preschool coordinator (\$300 each) upon program completion;
- ♦ 1 Project Directors' Resource Guide for use in overseeing and implementing multiple sites;
- ♦ 16 Site Support Manuals; a comprehensive guide to implementing the **PRIME TIME** program which includes evaluation instruments and forms on CD-ROM for 4 library (or program) coordinators, 4 community organizers/ translators, 4 scholars, and 4 storytellers;
- ♦ 4 Preschool Coordinator's Handbooks with story planners for each session;
- ♦ 4 customized promotional materials kit including posters, brochures, fliers and registration forms;
- ♦ 1 set of reusable books (customized *Common Ground* syllabus; libraries will share the set) and book bags to accommodate up to 25 families;
- ♦ 25 gift books and certificates of completion per library for all participants; and
- ♦ Up to \$100 per session, per library to offset transportation costs for participants in need.

#### **HOW DOES IT WORK?**

**PRIME TIME** program grants will be awarded to 4 state-level organizations (humanities council, state library or state library association) and/or library systems based on proposals made in response to this Request for Proposals (RFP). The selected organizations and/or library systems will implement the 2010-2011 phase of **PRIME TIME's** national expansion which will fund 16 (4 programs in each of the 4 selected states) programs total. Each of the 4 selected agencies will receive most of the resources necessary to implement 4 **PRIME TIME** programs. See "*What does the PRIME TIME grant provide?*" for details.

Each agency will ensure that a total of 4 programs are completed at 4 different libraries within its state or system between Fall 2010 and Spring 2011; 2 programs in Fall 2010 and 2 programs in Spring 2011. Applicants should follow these steps which are necessary to develop a successful proposal:

1. Applicant agency designates a project director to complete grant application and oversee the project according to these guidelines. Project Director also submits a **signed applicant agency agreement** (embedded within online application) to indicate willingness to perform administrative duties. (see *Team Member Qualifications and Responsibilities; embedded within the online application*)
2. Project director recruits 4 libraries and a program coordinator for each; secures commitments from each to implement a program during the 2010 – 2011 grant cycle; ensures that a library application,

proposal narrative, and **signed library agreement** (embedded within online application) are completed for each recruited library; and submits each as part of the online proposal. (see *Library Application Section of Online Grant application*)

3. Project director works with each library's program coordinator to identify and recruit an eligible scholar and storyteller team for each library. (see *Team Member Qualifications and Responsibilities; embedded within the online application*)
4. Program coordinator identifies and recruits an eligible community organizer/translator and preschool coordinator. (see *Team Member Qualifications and Responsibilities; embedded within the online application*)
5. Project director and program coordinator work together to obtain **résumés and signed consultant agreements** (embedded in online application) from recruited team members (not including preschool coordinator) indicating their willingness to attend the required training in New Orleans and commit to the program for the full 6 weeks.
6. Build a customized *Common Ground* syllabus by identifying the 2 books desired for each session. (see *Annotated Bibliography and Common Ground Syllabus Customization form; embedded within the online application*) Recruited libraries will share the set of books.
7. Follow the application instructions (below) and consult the application checklist (embedded within the online application) before submitting.

In the proposal narrative, successful applicants will:

- ♦ Document the need for **PRIME TIME** within the state and selected communities or city/region via relevant demographic data and literacy statistics. If applicable, also provide relevant demographic data on the ethnic and/or linguistic minorities that will be targeted throughout the state or system.
- ♦ Outline experience with **PRIME TIME** and/or other family literacy programs, other reading and discussion programs, and bilingual and/or multicultural programs.
- ♦ Identify partnerships for recruitment as well as information on any additional resources being devoted to the project (i.e. additional funding, cost share, volunteer hours, etc.).

\*Additional consideration will be given to proposals that:

- ♦ Include plans to serve **PRIME TIME's** target audience, preferably with a bilingual and/or multicultural audience. (see *description on page 1*)
- ♦ Include detailed plans and evidence of capacity to sustain **PRIME TIME** programming within the state or library system beyond the grant period. (\*See *bottom of page for the definition of "affiliate"*)

### **WHO'S ELIGIBLE FOR THIS OPPORTUNITY?**

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 which are past/current **PRIME TIME** NEH award recipients and/or affiliates\*. **In cases where more than one eligible and interested agency exists within one state, those agencies should consider submitting joint proposals. (Example: state humanities council and state library). Agencies within Louisiana are not eligible for this opportunity.** Preference will be given to proposals that outline plans to implement the program with ethnic and/or linguistic minorities, and provide details on how **PRIME TIME** will be sustained beyond the grant period.

To be eligible for this award, applicant agencies must develop a **complete PRIME TIME** team for each of the 4 participating libraries. Before selecting team members please consult the website for "Team Member Qualifications and Responsibilities" for details on each role. **A complete team for each library consists of the following:** a project director; (to oversee the entire project within a single state or library system), a program coordinator (librarian); a humanities scholar; a storyteller; a community organizer/translator; and a preschool coordinator (not required to attend training workshop).

### **APPLICATION INSTRUCTIONS**

Proposals made in response to this opportunity will be accepted through an online process. **Please review the proposal guidelines before attempting to complete the online application form.** Proposal guidelines, access to the online application, application attachments, and other supporting information can be found on the LEH web site at <http://www.leh.org/html/primetime.html> and the ALA Public Programs web site at [www.ala.org/publicprograms](http://www.ala.org/publicprograms). Some supporting documents and forms are also embedded in the online application. **Applications and attachments must be received no later than Friday, May 28, 2010.**

The online application must be completed by a representative of the applicant agency (state humanities council, state library, state library association or library system). The individual designated as project director must work with program coordinators at each of the 4 recruited libraries to complete the library sections of the application. Program coordinators must have an opportunity to review and approve of all language pertaining to their libraries prior to proposal submission.

Please visit <https://www.grantinterface.com/leh/common/logon.aspx>? to begin completing your electronic proposal.

**You must create a username and password in order to access the online application.** The application questions can be reviewed, printed, and saved as PDF documents. Completing your responses to the application narratives in a word processing program such as Microsoft Word, and cutting and pasting into the online application may be helpful.

Applications can be saved as drafts, completed, and submitted at a later date. Completed applications can also be reviewed, printed, and saved as PDF documents prior to, and after submission. **Changes cannot be made once an application has been submitted.**

All requested attachments should be attached to the application. If electronic versions of attachments (i.e. signed agreements, community support letters, etc.) are not available, please use the [Fax to File](#) feature on the website to convert paper documents to electronic files.

**Supplementary materials (or attachments) include:** 1 signed applicant agency agreement, 4 signed library application agreements, consultant résumés (program coordinator, community organizer/translator, scholar, storyteller), signed consultant agreements, a minimum of 1 community support letter per library, and 1 completed *Common Ground* syllabus customization form.

**Questions relating specifically to the online application and submission process should be directed to Shantrell Adams at 504-620-2625 or [adams@leh.org](mailto:adams@leh.org).**

**If you have questions about the proposal guidelines, contact Miranda Restovic at 504-620-2486, email [restovic@leh.org](mailto:restovic@leh.org); Faye Flanagan at 504-439-0569, email [flanagan@leh.org](mailto:flanagan@leh.org); or Shantrell Adams at 504-620-2625, email [adams@leh.org](mailto:adams@leh.org).**

### **ADDITIONAL INFORMATION ON THE WEB**

Visit <http://www.leh.org/html/primetime.html> and the ALA Public Programs web site at [www.ala.org/publicprograms](http://www.ala.org/publicprograms) to gain access to the 2010 – 2011 **PRIME TIME** National Expansion Grant online application as well as the PDF version of these guidelines. Supporting documents such as the Team Member Qualifications and Responsibilities, the Common Ground annotated bibliography, and the Common Ground syllabus customization forms are also available on the **PRIME TIME** webpage.

*\*A **PRIME TIME** affiliate is a statewide or regional organization (state humanities council, state library, library system, or state library association) or an individual library or other 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.*