

107TH CONGRESS
1ST SESSION

S. 604

To amend title III of the Elementary and Secondary Education Act of 1965 to provide for digital education partnerships.

IN THE SENATE OF THE UNITED STATES

MARCH 23, 2001

Mr. COCHRAN (for himself, Mr. KENNEDY, and Mr. WARNER) introduced the following bill; which was read twice and referred to the Committee on Health, Education, Labor, and Pensions

A BILL

To amend title III of the Elementary and Secondary Education Act of 1965 to provide for digital education partnerships.

1 *Be it enacted by the Senate and House of Representa-
2 tives of the United States of America in Congress assembled,*

3 SECTION 1. SHORT TITLE.

4 This Act may be cited as the “Ready to Learn, Ready
5 to Teach Act of 2001”.

6 SEC. 2. REVISION OF PART C OF TITLE III.

7 Part C of title III of the Elementary and Secondary
8 Education Act of 1965 (20 U.S.C. 6921 et seq.) is amend-
9 ed to read as follows:

1 **“PART C—READY-TO-LEARN DIGITAL TELEVISION**2 **“SEC. 3301. FINDINGS.**

3 “Congress makes the following findings:

4 “(1) In 1994, Congress and the Department
5 collaborated to make a long-term, meaningful and
6 public investment in the principle that high quality
7 preschool television programming will help children
8 be ready to learn by the time the children entered
9 first grade.10 “(2) The Ready to Learn Television Program
11 through the Public Broadcasting Service (PBS) and
12 local public television stations has proven to be an
13 extremely cost-effective national response to improv-
14 ing early childhood cognitive development and help-
15 ing parents, caregivers, and professional child care
16 providers learn how to use television as a means to
17 help children learn and develop social skills and val-
18 ues.19 “(3) Independent research shows that parents
20 who participate in Ready to Learn workshops are
21 more selective of the programs that they choose for
22 their children, limit the number of hours of tele-
23 vision viewing of their children, and use the tele-
24 vision programs as a catalyst for learning.25 “(4) The Ready to Learn (RTL) Television
26 Program is supporting and creating commercial-free

1 broadcast programs for young children that are of
2 the highest possible educational quality.

3 “(5) Through the Nation’s 350 local public tele-
4 vision stations, these programs and other program-
5 ming elements reach tens of millions of children,
6 their parents, and caregivers without regard to their
7 economic circumstances, location, or access to cable.
8 Public television is a partner with Federal policy to
9 make television an instrument of preschool children’s
10 education and early development.

11 “(6) The Ready to Learn Television Program
12 supports thousands of local workshops organized and
13 run by local public television stations, child care
14 service providers, Head Start Centers, Even Start
15 family literacy centers and schools. These workshops
16 have trained 630,587 parents and professionals who,
17 in turn, serve and support over 6,312,000 children
18 across the Nation.

19 “(7) The Ready to Learn Television Program
20 has published and distributed a periodic magazine
21 entitled ‘PBS Families’ that contains develop-
22 mentally appropriate material to strengthen reading
23 skills and enhance family literacy.

24 “(8) Ready to Learn Television stations also
25 have distributed millions of age-appropriate books in

1 their communities. Each station receives a minimum
2 of 300 books each month for free local distribution.
3 Some stations are now distributing more than 1,000
4 books per month. Nationwide, more than 653,494
5 books have been distributed in low-income and dis-
6 advantaged neighborhoods free of charge.

7 “(9) Demand for Ready To Learn Television
8 Program outreach and training has increased from
9 10 Public Broadcasting Service stations to 133 sta-
10 tions in 5 years. This growth has put a strain on
11 available resources resulting in an inability to meet
12 the demand for the service and to reach all the chil-
13 dren who would benefit from the service.

14 “(10) Federal policy played a crucial role in the
15 evolution of analog television by funding the tele-
16 vision program entitled ‘Sesame Street’ in the
17 1960’s. Federal policy should continue to play an
18 equally crucial role for children in the digital tele-
19 vision age.

20 **“SEC. 3302. READY-TO-LEARN.**

21 “(a) IN GENERAL.—The Secretary is authorized to
22 award grants to eligible entities described in section
23 3303(b) to develop, produce, and distribute educational
24 and instructional video programming for preschool and el-

1 elementary school children and their parents in order to fa-
2 cilitate the achievement of the National Education Goals.

3 “(b) AVAILABILITY.—In making such grants, the
4 Secretary shall ensure that eligible entities make program-
5 ming widely available, with support materials as appro-
6 priate, to young children, their parents, child care work-
7 ers, and Head Start providers to increase the effective use
8 of such programming.

9 **“SEC. 3303. EDUCATIONAL PROGRAMMING.**

10 “(a) AWARDS.—The Secretary shall award grants
11 under section 3302 to eligible entities to—

12 “(1) facilitate the development directly, or
13 through contracts with producers of children and
14 family educational television programming, of—

15 “(A) educational programming for pre-
16 school and elementary school children; and

17 “(B) accompanying support materials and
18 services that promote the effective use of such
19 programming;

20 “(2) facilitate the development of programming
21 and digital content especially designed for nation-
22 wide distribution over public television stations’ digi-
23 tal broadcasting channels and the Internet, con-
24 taining Ready to Learn-based children’s program-
25 ming and resources for parents and caregivers; and

1 “(3) enable eligible entities to contract with en-
2 tities (such as public telecommunications entities) so
3 that programs developed under this section are dis-
4 seminated and distributed—

5 (A) to the widest possible audience appro-
6 priate to be served by the programming; and

7 (B) by the most appropriate distribution
8 technologies.

9 “(b) ELIGIBLE ENTITIES.—To be eligible to receive
10 a grant under subsection (a), an entity shall be—

11 “(1) a public telecommunications entity that is
12 able to demonstrate a capacity for the development
13 and national distribution of educational and instruc-
14 tional television programming of high quality for
15 preschool and elementary school children;

16 “(2) able to demonstrate a capacity to contract
17 with the producers of children’s television program-
18 ming for the purpose of developing educational tele-
19 vision programming of high quality for preschool
20 and elementary school children; and

21 “(3) able to demonstrate a capacity to localize
22 programming and materials to meet specific State
23 and local needs and provide educational outreach at
24 the local level.

1 “(c) CULTURAL EXPERIENCES.—Programming de-
2 veloped under this section shall reflect the recognition of
3 rural/urban cultural and ethnic diversity of the Nation’s
4 children and the needs of both boys and girls in preparing
5 young children for success in school.

6 **“SEC. 3304. DUTIES OF SECRETARY.**

7 “The Secretary is authorized—

8 “(1) to award grants to eligible entities de-
9 scribed in section 3303(b), local public television sta-
10 tions, or such public television stations that are part
11 of a consortium with 1 or more State educational
12 agencies, local educational agencies, local schools, in-
13 stitutions of higher education, or community-based
14 organizations of demonstrated effectiveness, for the
15 purpose of—

16 “(A) addressing the learning needs of
17 young children in limited English proficient
18 households, and developing appropriate edu-
19 cational and television programming to foster
20 the school readiness of such children;

21 “(B) developing programming and support
22 materials to increase family literacy skills
23 among parents to assist parents in teaching
24 their children and utilizing educational tele-

1 vision programming to promote school ready-
2 ness; and

6 “(D) developing and disseminating edu-
7 cation and training materials, including—

16 and

1 “(E) distributing books to low-income individuals to leverage high-quality television programming;

2 “(2) to establish within the Department a clearinghouse to compile and provide information, referrals, and model program materials and programming obtained or developed under this part to parents, child care providers, and other appropriate individuals or entities to assist such individuals and entities in accessing programs and projects under this part; and

3 “(3) to coordinate activities assisted under this part with the Secretary of Health and Human Services in order to—

4 “(A) maximize the utilization of quality educational programming by preschool and elementary school children, and make such programming widely available to federally funded programs serving such populations; and

5 “(B) provide information to recipients of funds under Federal programs that have major training components for early childhood development, including programs under the Head Start Act and Even Start, and State training activities funded under the Child Care Develop-

1 ment Block Grant Act of 1990, regarding the
2 availability and utilization of materials devel-
3 oped under paragraph (1)(D) to enhance parent
4 and child care provider skills in early childhood
5 development and education.

6 **“SEC. 3305. APPLICATIONS.**

7 “Each entity desiring a grant under section 3302 or
8 3304 shall submit an application to the Secretary at such
9 time, in such manner, and accompanied by such informa-
10 tion as the Secretary may reasonably require.

11 **“SEC. 3306. REPORTS AND EVALUATION.**

12 “(a) ANNUAL REPORT TO SECRETARY.—An eligible
13 entity receiving funds under section 3302 shall prepare
14 and submit to the Secretary an annual report which con-
15 tains such information as the Secretary may require. At
16 a minimum, the report shall describe the program activi-
17 ties undertaken with funds received under section 3302,
18 including—

19 “(1) the programming that has been developed
20 directly or indirectly by the eligible entity, and the
21 target population of the programs developed;

22 “(2) the support materials that have been de-
23 veloped to accompany the programming, and the
24 method by which such materials are distributed to
25 consumers and users of the programming;

1 “(3) the means by which programming devel-
2 oped under this section has been distributed, includ-
3 ing the distance learning technologies that have been
4 utilized to make programming available and the geo-
5 graphic distribution achieved through such tech-
6 nologies; and

7 “(4) the initiatives undertaken by the eligible
8 entity to develop public-private partnerships to se-
9 cure non-Federal support for the development, dis-
10 tribution, and broadcast of educational and instruc-
11 tional programming.

12 “(b) REPORT TO CONGRESS.—The Secretary shall
13 prepare and submit to the relevant committees of Con-
14 gress a biannual report which includes—

15 “(1) a summary of activities assisted under sec-
16 tion 3303(a); and

17 “(2) a description of the training materials
18 made available under section 3304(1)(D), the man-
19 ner in which outreach has been conducted to inform
20 parents and child care providers of the availability of
21 such materials, and the manner in which such mate-
22 rials have been distributed in accordance with such
23 section.

1 **“SEC. 3307. ADMINISTRATIVE COSTS.**

2 “With respect to the implementation of section 3303,
3 eligible entities receiving a grant from the Secretary may
4 use not more than 5 percent of the amounts received
5 under such section for the normal and customary expenses
6 of administering the grant.

7 **“SEC. 3308. DEFINITION.**

8 “For the purposes of this part, the term ‘distance
9 learning’ means the transmission of educational or in-
10 structional programming to geographically dispersed indi-
11 viduals and groups via telecommunications.

12 **“SEC. 3309. AUTHORIZATION OF APPROPRIATIONS.**

13 “(a) IN GENERAL.—There are authorized to be ap-
14 propriated to carry out this part, \$50,000,000 for fiscal
15 year 2002, and such sums as may be necessary for each
16 of the 5 succeeding fiscal years.

17 “(b) FUNDING RULE.—Not less than 60 percent of
18 the amounts appropriated under subsection (a) for each
19 fiscal year shall be used to carry out section 3303.”.

20 **SEC. 3. REVISION OF PART D OF TITLE III.**

21 Part D of title III of the Elementary and Secondary
22 Education Act of 1965 (20 U.S.C. 6951 et seq.) is amend-
23 ed to read as follows:

24 **“PART D—THE TEACHERLINE PROGRAM**

25 **“SEC. 3401. FINDINGS.**

26 “Congress makes the following findings:

1 “(1) Since 1995, the Telecommunications Dem-
2 onstration Project for Mathematics (as established
3 under this part pursuant to the Improving America’s
4 Schools Act of 1994) (in this section referred to as
5 ‘MATHLINE’) has allowed the Public Broadcasting
6 Service to pioneer and refine a new model of teacher
7 professional development for kindergarten through
8 grade 12 teachers. MATHLINE uses video modeling
9 of standards-based lessons, combined with profes-
10 sionally facilitated online learning communities of
11 teachers, to help mathematics teachers from elemen-
12 tary school through secondary school adopt and im-
13 plement standards-based practices in their class-
14 rooms. This approach allows teachers to update their
15 skills on their own schedules through video, while
16 providing online interaction with peers and master
17 teachers to reinforce that learning. This integrated,
18 self-paced approach breaks down the isolation of
19 classroom teaching while making standards-based
20 best practices available to all participants.

21 “(2) MATHLINE was developed specifically to
22 disseminate the first national voluntary standards
23 for teaching and learning as developed by the Na-
24 tional Council of Teachers of Mathematics (NCTM).
25 During 3 years of actual deployment, more than

1 5,800 teachers have participated for at least a full
2 year in the demonstration. These teachers, in turn,
3 have taught more than 1,500,000 students cumula-
4 tively.

5 “(3) Independent evaluations indicate that
6 teaching improves and students benefit as a result of
7 the MATHLINE program.

8 “(4) The MATHLINE program is ready to be
9 expanded to reach many more teachers in more sub-
10 ject areas under the broader title of Teacherline.
11 The Teacherline Program will link the digitized pub-
12 lic broadcasting infrastructure with education net-
13 works by working with the program’s digital mem-
14 bership, and Federal and State agencies, to expand
15 and build upon the successful MATHLINE model
16 and take advantage of greatly expanded access to
17 the Internet and technology in schools, including
18 digital television. Tens of thousands of teachers will
19 have access to the Teacherline Program to advance
20 their teaching skills and their ability to integrate
21 technology into teaching and learning. The
22 Teacherline Program also will leverage the Public
23 Broadcasting Service’s historic relationships with
24 higher education to improve preservice teacher train-
25 ing.

1 “(5) The congressionally appointed Web-based
2 Education Commission recently issued a comprehen-
3 sive report on Internet learning that called for pow-
4 erful new Internet resources, especially broadband
5 access, to be made widely and equitably available
6 and affordable for all learners.

7 “(6) The Web-based Education Commission
8 also called for continuous and relevant training and
9 support for educators and administrators at all lev-
10 els.

11 “(7) The National Research Council recently
12 issued a report entitled ‘Adding It Up: Helping Chil-
13 dren Learn Mathematics’ that concluded that profes-
14 sional development in mathematics needs to be sus-
15 tained over years in order to be effective.

16 “(8) Furthermore, the Glenn Commission, ap-
17 pointed by the Secretary of Education to consider
18 ways of improving preparation and professional
19 growth for mathematics and science teachers con-
20 cluded that teacher training ‘depends upon sus-
21 tained, high-quality professional development’. The
22 Commission recommended the establishment of an
23 ongoing system to improve the quality of mathe-
24 matics and science teaching in grades K–12.

1 “(9) Over the past several years tremendous
2 progress has been made in wiring classrooms, equip-
3 ping the classrooms with multimedia computers, and
4 connecting the classrooms to the Internet.

5 “(10) There is a great need for aggregating
6 high quality, curriculum-based digital content for
7 teachers and students to easily access and use in
8 order to meet State and local standards for student
9 performance.

10 “(11) The congressionally appointed Web-based
11 Education Commission called for the development of
12 high quality public-private online educational content
13 that meets the highest standards of educational ex-
14 cellence.

15 “(12) Most local public television stations and
16 State networks provide high-quality video programs,
17 and teacher professional development, as a part of
18 their mission to serve local schools. Programs dis-
19 tributed by public broadcast stations are used by
20 more classroom teachers than any other because of
21 their high quality and relevance to the curriculum.

22 “(13) Digital broadcasting can dramatically in-
23 crease and improve the types of services public
24 broadcasting stations can offer kindergarten through
25 grade 12 schools.

1 “(14) Digital broadcasting can contribute to the
2 improvement of schools and student performance as
3 follows:

4 “(A) Broadcast of multiple video channels
5 and data information simultaneously.

6 “(B) Data can be transmitted along with
7 the video content enabling students to interact,
8 access additional information, communicate
9 with featured experts, and contribute their own
10 knowledge to the subject.

11 “(C) Both the video and data can be
12 stored on servers and made available on de-
13 mand to teachers and students.

14 “(15) Interactive digital education content will
15 be an important component of Federal support for
16 States in setting high standards and increasing stu-
17 dent performance.

18 **“SEC. 3402. PROJECT AUTHORIZED.**

19 “(a) The Secretary is authorized to make grants to
20 a nonprofit telecommunications entity, or partnership of
21 such entities, for the purpose of carrying out a national
22 telecommunications-based program to improve teaching in
23 core curriculum areas. The program shall be designed to
24 assist elementary school and secondary school teachers in

1 preparing all students for achieving State and local con-
2 tent standards in core curriculum areas.

3 “(b) The Secretary is also authorized to award grants
4 to eligible entities described in section 3404(b) to develop,
5 produce, and distribute innovative educational and in-
6 structional video programming that is designed for use by
7 kindergarten through grade 12 schools and based on State
8 and local standards. In making the grants, the Secretary
9 shall ensure that eligible entities enter into multiyear con-
10 tent development collaborative arrangements with State
11 educational agencies, local educational agencies, institu-
12 tions of higher education, businesses, or other agencies
13 and organizations.

14 **“SEC. 3403. APPLICATION REQUIRED.**

15 “(a) Each nonprofit telecommunications entity, or
16 partnership of such entities, desiring a grant under section
17 3402(a) shall submit an application to the Secretary. Each
18 such application shall—

19 “(1) demonstrate that the applicant will use the
20 public broadcasting infrastructure and school digital
21 networks, where available, to deliver video and data
22 in an integrated service to train teachers in the use
23 of standards-based curricula materials and learning
24 technologies;

1 “(2) ensure that the project for which assist-
2 ance is sought will be conducted in cooperation with
3 appropriate State educational agencies, local edu-
4 cational agencies, national, State or local nonprofit
5 public telecommunications entities, and national edu-
6 cation professional associations that have developed
7 content standards in the subject areas;

8 “(3) ensure that a significant portion of the
9 benefits available for elementary schools and sec-
10 ondary schools from the project for which assistance
11 is sought will be available to schools of local edu-
12 cational agencies which have a high percentage of
13 children counted for the purpose of part A of title
14 I; and

15 “(4) contain such additional assurances as the
16 Secretary may reasonably require.

17 “(b) In approving applications under section 3402(a),
18 the Secretary shall ensure that the program authorized by
19 section 3402(a) is conducted at elementary school and sec-
20 ondary school sites across the Nation.

21 “(c) Each eligible entity desiring a grant under sec-
22 tion 3402(b) shall submit an application to the Secretary
23 at such time, in such manner, and accompanied by such
24 information as the Secretary may reasonably require.

1 **“SEC. 3404. REPORTS AND EVALUATION.**

2 “An eligible entity receiving funds under section
3 3402(a) shall prepare and submit to the Secretary an an-
4 nual report which contains such information as the Sec-
5 retary may require. At a minimum, the report shall de-
6 scribed the program activities undertaken with funds re-
7 ceived under section 3402(a), including—

8 “(1) the core curriculum areas for which pro-
9 gram activities have been undertaken and the num-
10 ber of teachers using the program in each core cur-
11 riculum area; and

12 “(2) the States in which teachers using the pro-
13 gram are located.

14 **“SEC. 3405. EDUCATIONAL PROGRAMMING.**

15 “(a) AWARDS.—The Secretary shall award grants
16 under section 3402(b) to eligible entities to—

17 “(1) facilitate the development of educational
18 programming that shall—

19 “(A) include student assessment tools to
20 give feedback on student performance;

21 “(B) include built-in teacher utilization
22 and support components to ensure that teachers
23 understand and can easily use the content of
24 the programming with group instruction or for
25 individual student use;

1 “(C) be created for, or adaptable to, State
2 and local content standards; and

3 “(D) be capable of distribution through
4 digital broadcasting and school digital networks.

5 “(b) ELIGIBLE ENTITIES.—To be eligible to receive
6 a grant under section 3402(b), an entity shall be a local
7 public telecommunications entity as defined by section
8 397(12) of the Communications Act of 1934 that is able
9 to demonstrate a capacity for the development and dis-
10 tribution of educational and instructional television pro-
11 gramming of high quality.

12 “(c) COMPETITIVE BASIS.—Grants under section
13 3402(b) shall be awarded on a competitive basis as deter-
14 mined by the Secretary.

15 “(d) DURATION.—Each grant under section 3402(b)
16 shall be awarded for a period of 3 years in order to allow
17 time for the creation of a substantial body of significant
18 content.

19 **“SEC. 3406. MATCHING REQUIREMENT.**

20 “Each eligible entity desiring a grant under section
21 3402(b) shall contribute to the activities assisted under
22 section 3402(b) non-Federal matching funds equal to not
23 less than 100 percent of the amount of the grant. Match-
24 ing funds may include funds provided for the transition
25 to digital broadcasting, as well as in-kind contributions.

1 **“SEC. 3407. ADMINISTRATIVE COSTS.**

2 “With respect to the implementation of section
3 3402(b), entities receiving a grant from the Secretary may
4 use not more than 5 percent of the amounts received
5 under the grant for the normal and customary expenses
6 of administering the grant.

7 **“SEC. 3408. AUTHORIZATION OF APPROPRIATIONS.**

8 “There are authorized to be appropriated to carry out
9 this part, \$45,000,000 for the fiscal year 2002, and such
10 sums as may be necessary for each of the 5 succeeding
11 fiscal years. However, for any fiscal year in which appro-
12 priations for section 3402 exceeds the amount appro-
13 priated under such section for the preceding fiscal year,
14 the Secretary shall only award the amount of such excess
15 minus at least \$500,000 to applicants under section
16 3402(b).”.

○