

117TH CONGRESS
1ST SESSION

H. R. 3199

To establish a competitive grant program at the U.S. Department of Education to support the development, production, and distribution of public media programming designed to prepare Americans for in-demand occupations that address the needs of State and local economies.

IN THE HOUSE OF REPRESENTATIVES

MAY 13, 2021

Mr. KRISHNAMOORTHY (for himself and Mr. MEUSER) introduced the following bill; which was referred to the Committee on Education and Labor

A BILL

To establish a competitive grant program at the U.S. Department of Education to support the development, production, and distribution of public media programming designed to prepare Americans for in-demand occupations that address the needs of State and local economies.

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 “Partnerships for Amer-
5 ican Jobs Act”.

6 **SEC. 2. DEFINITIONS.**

7 In this Act:

1 (1) The terms “career pathway”, “State
2 board”, and “local board” have the meanings given
3 the terms in section 3 of the Workforce Innovation
4 and Opportunity Act (29 U.S.C. 3102).

5 (2) The term “digital media programming”
6 means video and audio programming that may be
7 delivered through a variety of media platforms, in-
8 cluding broadcast television and radio, the internet,
9 mobile devices, and other platforms.

10 (3) The term “in-demand industry sector or oc-
11 cupation” has the meaning given in section 3 of the
12 Workforce Innovation and Opportunity Act (29
13 U.S.C. 3102).

14 (4) The term “institutions of higher education”
15 has the meaning given in section 102 of the Higher
16 Education Act (20 U.S.C. 1001).

17 (5) The terms “local educational agency” and
18 “State educational agency” have the meanings given
19 such terms in section 8101 of the Elementary and
20 Secondary Education Act of 1965 (20 U.S.C. 7801).

21 (6) The terms “public broadcast station” and
22 “public telecommunications entity” have the mean-
23 ings given such terms in section 397 of the Commu-
24 nications Act of 1934 (47 U.S.C. 397).

1 (7) The term “Secretary” means the Secretary
2 of Education.

3 **SEC. 3. PURPOSE.**

4 The purpose of this Act is to support the development
5 and distribution of digital media programming that—

6 (1) promotes middle school, high school, and
7 postsecondary student entrance into in-demand occu-
8 pations;

9 (2) promotes student entrance into career path-
10 way programs that provide such preparation; and

11 (3) assists in meeting the needs of State and
12 local economies through increased workers in in-de-
13 mand industry sectors or occupations.

14 **SEC. 4. PROGRAM AUTHORIZED.**

15 (a) IN GENERAL.—The Secretary of Education, in
16 consultation with the Secretary of Labor, may award com-
17 petitive grants to, or enter into contracts or cooperative
18 agreements with, eligible entities described in subsection
19 (c) to enable such entities—

20 (1) to develop, produce, and distribute edu-
21 cational and promotional digital media programming
22 that is designed—

23 (A) to illustrate the value of career path-
24 ways in in-demand industry sectors and occupa-
25 tions;

1 (B) to encourage secondary and postsec-
2 ondary graduation and demonstrate successful
3 student outcomes;

4 (C) to inform young Americans, particu-
5 larly those who live in communities not cur-
6 rently served by career pathway programs, of a
7 full range of secondary or postsecondary edu-
8 cation options which align with the skill needs
9 of industries in the economy of the State or a
10 locality as specified in subparagraph (D); and

11 (D) to address the economic needs of a
12 State as specified in the unified State plan that
13 such State established under section 102 of the
14 Workforce Innovation and Opportunity Act (29
15 U.S.C. 3112) or locality as specified in a local
16 plan established under section 108 of such Act
17 (29 U.S.C. 3123) through encouragement of
18 students and workers to enter professions and
19 occupations related to in-demand industries or
20 occupations;

21 (2) to facilitate the development, directly or
22 through contracts with producers of educational tele-
23 vision and audio programming, of educational pro-
24 gramming for middle school, high school, and post-
25 secondary learners, and accompanying support mate-

1 rials and services that promote the effective use of
2 such programming;

3 (3) to facilitate the development of program-
4 ming, digital content, and support materials, for
5 parents, educators, specialized instructional support
6 personnel, and employers, that is designed for dis-
7 tribution over the broadcast channels of television
8 and radio public broadcast stations and the internet;
9 and

10 (4) to contract with entities (such as public
11 telecommunications entities) to disseminate and dis-
12 tribute programming developed under this Act to the
13 widest possible audience through the most appro-
14 priate distribution technologies, including broadcast
15 and online platforms.

16 (b) AVAILABILITY.—In awarding grants, contracts,
17 or cooperative agreements under this section, the Sec-
18 retary shall ensure that eligible entities make program-
19 ming widely available, with support materials as appro-
20 priate, to local educational agencies, institutions of higher
21 education, workforce development systems, and employers
22 in relevant industries.

23 (c) ELIGIBLE ENTITIES.—To be eligible to receive a
24 grant, contract or cooperative agreement under this sec-

1 tion an entity shall be a public telecommunications entity
2 that is able to demonstrate each of the following:

3 (1) A capacity to contract for the development
4 and national distribution of educational and pro-
5 motional video, audio, and other media programming
6 that is accessible by middle school, high school, and
7 postsecondary learners.

8 (2) A capacity to distribute programming, dig-
9 ital content, and support materials, for parents, edu-
10 cators, specialized instructional support personnel,
11 and employers, that is designed for distribution over
12 the broadcast channels of television and radio public
13 broadcast stations and the internet.

14 (3) A capacity, consistent with the entity's mis-
15 sion and nonprofit nature, to negotiate the contracts
16 described in paragraphs (2) and (4) of subsection
17 (a) in a manner that returns to the entity an appro-
18 priate share of any ancillary income from sales of
19 any program-related products.

20 (4) A capacity to localize programming and ma-
21 terials to meet specific State and local needs and to
22 provide educational outreach at the local level.

23 **SEC. 5. COORDINATION OF ACTIVITIES.**

24 (a) CONSULTATION WITH THE SECRETARY.—An eli-
25 gible entity receiving a grant, contract, or cooperative

1 agreement under this Act shall consult with the Sec-
2 retary—

3 (1) to maximize the utilization of educational
4 programming by secondary and postsecondary learn-
5 ers, and make such programming widely available to
6 federally funded programs serving such populations;
7 and

8 (2) to coordinate activities with Federal, State,
9 and local programs that support workforce develop-
10 ment and career and technical education, including
11 programs under the Carl D. Perkins Career and
12 Technical Education Act of 2006 (29 U.S.C. 2301
13 et seq.), the Elementary and Secondary Education
14 Act of 1965 (20 U.S.C. 6301 et seq.), the Higher
15 Education Act of 1965 (20 U.S.C. 1001 et seq.),
16 and the Workforce Innovation and Opportunity Act
17 (29 U.S.C. 3101 et seq.).

18 (b) COORDINATION WITH OTHER ENTITIES.—To the
19 extent feasible, an eligible entity receiving a grant, con-
20 tract, or cooperative agreement shall also coordinate its
21 activity under such award with the activities of one or
22 more of the following entities:

23 (1) Employers.

24 (2) Workforce development professionals and
25 agencies.

1 (3) Educators.

2 (4) Labor organizations.

3 (5) Joint labor-management partnerships.

4 (6) State educational agencies and local edu-
5 cational agencies.

6 (7) State boards and local boards.

7 (8) Institutions of higher education.

8 (9) Business councils.

9 **SEC. 6. APPLICATIONS.**

10 An eligible entity desiring to receive a grant, contract,
11 or cooperative agreement under this Act shall submit to
12 the Secretary in consultation with the Secretary of Labor
13 an application at such time, in such manner, and con-
14 taining such information as the Secretary may reasonably
15 require. This application must include—

16 (1) the full scale and content of the program-
17 ming to be produced;

18 (2) the population and geographic area to be
19 targeted by the programming;

20 (3) the economic need of the State or locality
21 that the programming is designed to meet through
22 increased participation in in-demand industries and
23 occupations; and

24 (4) the initiatives to be undertaken by the eligi-
25 ble entity to develop public-private partnerships to

1 secure non-Federal support for the development, dis-
2 tribution, and broadcast of the programming.

3 **SEC. 7. REPORTS AND EVALUATIONS.**

4 (a) BIENNIAL REPORT TO THE SECRETARY.—An eli-
5 gible entity receiving a grant, contract, or cooperative
6 agreement under this Act shall prepare and submit to the
7 Secretary a biennial report that contains such information
8 as the Secretary may require. At a minimum, the report
9 shall describe the activities undertaken with funds received
10 under the grant, contract, or cooperative agreement, in-
11 cluding each of the following:

12 (1) The programming that has been developed,
13 directly or indirectly, by the eligible entity.

14 (2) The target population for this program-
15 ming.

16 (3) The economic needs of the State or locality
17 (as identified in the application of the eligible entity
18 under section 6(3)) that this programming was at-
19 tempting to meet through the encouragement of new
20 workers in in-demand sectors and occupations.

21 (4) The degree to which the number of workers
22 working in such in-demand sectors and occupations
23 has increased since the programming was distrib-
24 uted.

1 (5) The means by which programming devel-
2 oped under this section has been distributed, and the
3 geographic distribution achieved.

4 (6) The initiatives undertaken by the eligible
5 entity to develop public-private partnerships to se-
6 cure non-Federal support for the development, dis-
7 tribution, and broadcast of educational and pro-
8 motional programming.

9 (b) REPORT TO CONGRESS.—The Secretary shall pre-
10 pare and submit to the relevant committees of Congress
11 a biennial report that includes the following:

12 (1) A summary of the activities assisted under
13 this Act.

14 (2) A description of the educational and pro-
15 motional materials made available under section
16 4(a)(4), and the manner in which such materials
17 have been distributed in accordance with such sec-
18 tion.

19 **SEC. 8. ADMINISTRATIVE COSTS.**

20 An eligible entity that receives a grant, contract, or
21 cooperative agreement under this Act may use up to 5 per-
22 cent of the amount received under the grant, contract, or
23 agreement for the normal and customary expenses of ad-
24 ministering the grant, contract, or agreement.

1 **SEC. 9. SUBJECT TO APPROPRIATIONS.**

2 The authority provided by section 4 may be exercised
3 only to such extent and in such amounts as are provided
4 in advance in appropriations Acts.

