

Kushlis, Jennifer

From: KnowHow2GO [news@knowhow2go.org]
Sent: Thursday, June 19, 2008 12:44 PM
To: Kushlis, Jennifer
Subject: KnowHow2GO Updates for Partners

KnowHow2GO | Insider

JUNE 2008

Vote for Your Favorite "Tough" Collateral

At a recent meeting of KnowHow2GO state partners, the national team presented mock-ups of new collateral materials: book covers, cardboard cut-outs and trading cards of the Algebra II, Biology and Foreign Languages characters, t-shirts and temporary tattoos. To vote for your favorites and suggest other materials, click [here](#). If you're not yet a member of the [KnowHow2GO social network](#), the link will prompt you to sign up. We look forward to your feedback!

KnowHow2GO Launches in Kentucky and Washington State

[Kentucky](#) launched its campaign on May 29 at a pep rally on the steps of the state capitol. More than 180 students and teachers and 60 state education leaders came to watch local cheerleaders and steppers perform routines to the "[Wanna Go](#)" PSA. Students participated in a paper airplane throw and collected KnowHow2GOKY-branded pencils, flashlights, folders and t-shirts. After the rally, education leaders participated in a "boot camp" on implementing KnowHow2GO in their communities. The launch was covered by the [Louisville Courier-Journal](#).



One week earlier, [Washington State](#) launched its campaign at a summit attended by 250 college access providers, educators, community leaders, government officials and youth-serving organizations. Attendees got right to work filling out re-grant applications and building regional networks. Later in the day, student panelists shared their personal experiences with the [four steps to college](#). The summit earned coverage in the [Seattle Post-Intelligencer](#).



We're Already Rolling

The "[tough](#)" characters are breaking out of their cage and challenging students across the country. During the month of May, [Los Angeles'](#)



Big Blue Buses were decked with KnowHow2GO ads. Also, over the past few weeks, our partners in [Ohio](#) have secured 265 donated billboard placements.

The "tough" creative has been popular among new media outlets as well. Already, 12 high-profile education bloggers have written about KnowHow2GO, including reporters at [USA Today](#), [Philanthropy News Digest](#) and [Education Week](#). And the [PSAs and viral videos](#) have been viewed more than 7,800 times.

KnowHow2GO looks like it will be "tough" to beat again this year in alternative media placements. One June 7, the Knowles Science Teaching Foundation showed the [Algebra II](#) and [Biology](#) videos as part of its annual conference.

As you have success in placing the "tough" ads, please let us know so we can brag about you in future newsletters. Contact the Partner Helpline at 888-716-6382 or partnerhelp@KnowHow2GO.org.

The 411 on RMDs

The national team has encouraged KnowHow2GO partners to reach out to local Ad Council regional marketing directors (RMDs). But who are these superhuman individuals tasked with promoting not one – but all 55 – Ad Council campaigns? RMDs are responsible for securing donated media in up to nine states through phone calls and in-person visits. The RMDs pay special attention to [KnowHow2GO](#) when a new creative is launched and when they're contacting an outlet that reaches our audience.

Now is the perfect time to get in touch. Tell your RMD that you're leading the local KnowHow2GO campaign and want to be helpful. Locate your RMD by visiting <http://psacentral.adcouncil.org> and selecting your region on the map.

[To unsubscribe from this email, please click here.](#)

[Forward to a Friend](#)

