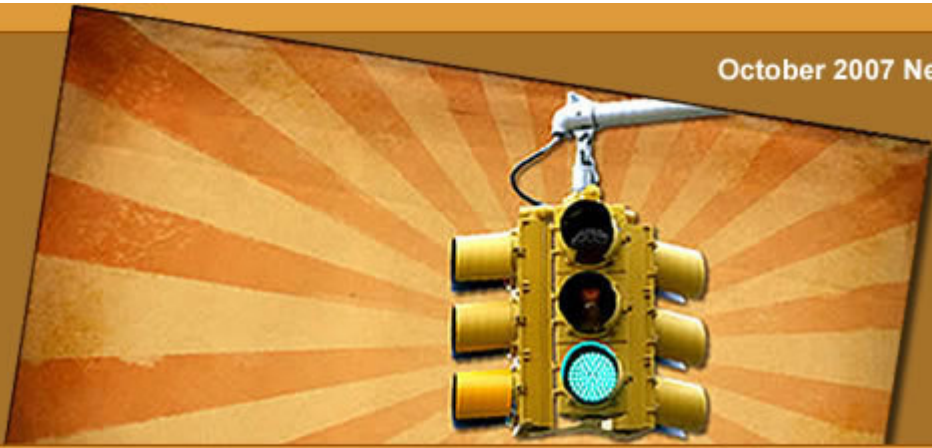


October 2007 Newsletter



# KnowHow2GO

## You Say You Wanna Go to College...?

You best listen to this knowledge:

[Fonzworth Bentley](#), the hip-hop artist and [Morehouse](#)

[College](#) grad who brought you the "Wanna Go" PSA, has recorded an official KnowHow2GO ringtone. Encourage the teens in your life to visit [KnowHow2GO.org](#) and download the ringtone today.

*Fonzworth Bentley puts the cool in college.*

## KnowHow2GO.org Gets a Makeover



## PSA Airplay

The donated media reports for April to June 2007 are in. KnowHow2GO earned another \$19 million, bringing the total to \$39 million since the national campaign launch in January! Donated radio airtime accounted for the bulk of donated media this quarter (57 percent). The "Wanna Go" radio PSAs, which were sent to stations in April, received strong exposure on urban, adult contemporary, news and country formats. In May, Cinemedia Theaters, a national movie theater chain, aired the "Pep Rally" radio PSA before movie previews.

PSA airplay on broadcast television doubled this quarter with nearly 20,000 airings. Outdoor ads were also popular this

Next month, KnowHow2GO will launch an upgraded Web site, which features brighter colors and more interactivity. The homepage and grade-level pages will be introduced by virtual hosts, who are active members of the National College Advising Corps. The site will also feature a college readiness quiz and a clickable map that directs students to college access organizations near them.

## KnowHow2GO.org/Partners



quarter - billboards were posted in 15 states and 300 mall posters were ordered and displayed. Congratulations to our state partners who helped garner these impressive media placements! We are expecting to see even higher numbers for placements over the summer.

The upgraded site will also feature a redesigned Partners section. The redesign was based on feedback from many of our partners who expressed an interest in being more connected with the national campaign and with other partners. KnowHow2GO.org/Partners will host the content of the *On-the-Ground Playbook*, a calendar of partner events, newsletter archives and information on best practices. We hope to also include a forum where partners can discuss their challenges and successes in implementing the campaign.

## Ohio Hosts KnowHow2GO - Themed Conference

On September 16-18, our partners in Ohio hosted their annual College Access and Success Conference and Student Summit. They planned the events around KnowHow2GO and created orange brochures, save-the-date postcards, t-shirts and tote bags that fit the theme. While adult attendees learned about helping students succeed in education and life, their student counterparts learned to help themselves.

Student attendees engaged in college prep activities that they'll bring back to their middle and high schools. One activity, modeled after KnowHow2GO's radio PSA contest, asked students to create their own PSAs telling their classmates how to go to college.



*Students perform their PSAs  
for an audience of their peers.*

Congratulations to Kimberly Gormley of the Ohio College Access Network and everyone else dedicated to ensuring that Ohioans are college-ready.

## Lumina Focus Articles

The fall issue of *Lumina Foundation Focus* features articles on two new KnowHow2GO partners - Kick Start Maine and the National College Advising Corps. Both groups are breathing new life into the campaign thanks to their creativity and closeness to our student audience. Click [here](#) to read the magazine articles.

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