

September 2007 Newsletter



# KnowHow2GO

## New to KnowHow2GO

### *Boys & Girls Clubs of America*

Last month, we led two conference calls for the more than 30 Boys & Girls Clubs across the country that responded to our "call for partners." We told Club directors about KnowHow2GO and agreed to send them materials and suggestions for college prep activities. We look forward to helping these Clubs launch local campaigns in the coming year.

### *National College Advising Corps*

Also last month, we met with Dr. Nicole Hurd and members of her National College Advising Corps. Modeled after the Peace Corps, the College Advising Corps consists of newly minted college graduates who will work in high schools to help underserved students prepare for college. Working in 10 different states, Hurd and her college advisors are eager to share KnowHow2GO messages and materials with the students they serve.

### *New Cities/States*

KnowHow2GO is gaining momentum across the country. Look forward to local launches in our newest partner cities and states: California (Los Angeles), Florida (Tampa), Kentucky and Washington.

## KnowHow2GO Tops the Charts

Last month, we shared our donated media successes for

## On the Air

More and more people are spreading the word about KnowHow2GO and the campaign's work to promote the steps students need to take to go to college. Last month, we heard the radio PSA on 100.3 The Beat in Philadelphia, PA, and saw the TV PSA on Univision in Des Moines, IA, during a primetime showing of *Sabado Gigante*.

If you see or hear a KnowHow2GO PSA, let us know! Send us an e-mail with the date and station name.

TV, outdoor and online PSAs. Now the English and Spanish radio numbers are in. From January to March 2007, KnowHow2GO earned more than \$6 million in donated radio airtime. The most popular PSAs in both languages were the 60-second versions of "Pep Rally" and "Wanna Go." We look forward to seeing the volume of donated media increase in the report for the second quarter.

## Spotlight on KnowHow2GONEbraska

Our partners in Nebraska, led by EducationQuest Foundation, are gearing up for fall. Here's a list of some of the activities they're planning and materials they're developing for the school year:



- **Exploring College** - This eight-page publication about KnowHow2GO's four steps to college will be distributed to all 8th through 10th graders in the state. Click [here](#) to check out this new release.
- **They've Got Spirit, Yes They Do** - EducationQuest is hosting KnowHow2GO pep rallies at five schools across the state in September and October. Participating in the events will be Gov. Dave Heineman, Miss Nebraska Ashley Bauer and hundreds of students in 8th through 10th grade.
- **.Org** - Nebraska is making its [www.KnowHow2GONEbraska.org](http://www.KnowHow2GONEbraska.org) Web site more student-friendly by adding a "guided tour" that will walk students through the four steps and related resources.
- **Extra, Extra** - KnowHow2GO ads will appear in newspapers throughout the state this month, thanks to the persistence of EducationQuest and the generosity of the Nebraska Press Association.

## Iowa's Latino Heritage Festival

Our lead partner in Iowa, the [Iowa Student Loan College Access Network](#), sponsored a booth at the state Latino Heritage Festival on September 8 and 9.



The event was attended by a record-breaking 40,000 people from throughout the state. Thanks to Juan Garcia and Anna Haug, many of those attendees left with KnowHow2GO postcards and brochures in Spanish and English.

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