

## Kushlis, Jennifer

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**From:** KnowHow2GO [news@knowhow2go.org]  
**Sent:** Friday, September 26, 2008 3:33 PM  
**To:** Kushlis, Jennifer  
**Subject:** KnowHow2GO Updates for Partners

# KnowHow2GO | Insider

SEPTEMBER 2008

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### KnowHow2GO on the Tom Joyner Show

This summer, the Tom Joyner Morning Show (TJMS) invited [KnowHow2GO](#) to participate in its [Back2School Campaign](#). On August 8, TJMS broadcast live from six "parties with a purpose" across the country. These events featured entertainment, school-related giveaways and appearances by TJMS personalities. KnowHow2GO partners were on-site at the events in [Nashville, New Haven and Philadelphia](#) to spread the word about the campaign.

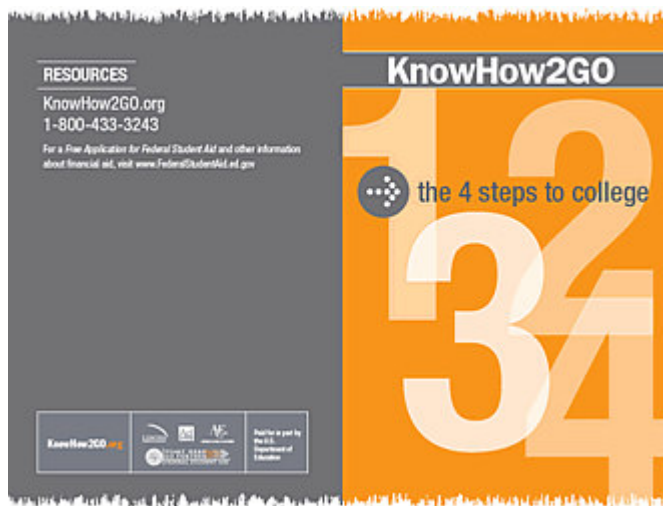


*KnowHow2GOConnecticut's  
Glen Cassis tells a caring  
adult about the campaign.*

Earlier that week, Melanie Corrigan of the American Council on Education was interviewed live by Tom Joyner himself. She talked about the ["four steps to college"](#) and explained that she was the first in her family to pursue higher education. Click [here](#) to listen. Melanie's interview caused a huge spike in traffic to KnowHow2GO.org. In fact, the site received 3,825 unique visits that day – the highest single-day total and triple the average number of daily site visits.

### "Tough" T-Shirts, Postcards and Bracelets – Oh, My!

We know you're all excited to get your hands on some new, "tough" materials. We recently received shipments of "tough" t-shirts, postcards and silicone bracelets, and are ready to take your orders.



*New U.S. Department of Education brochure*

Additionally, the redesigned English brochures have been printed by the U.S. Department of Education and will be available for order Monday, September 29. To order, call 877-433-7827 or visit <http://edpubs.ed.gov/>. Large brochure orders – and orders for all other collateral materials – can be placed through the KnowHow2GO Partner Helpline at 888-716-6382.

### **KnowHow2GO in the News**

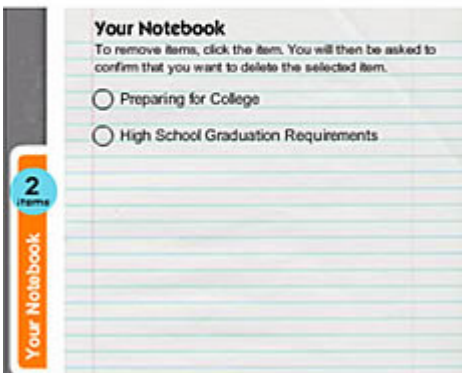
Several of our partners appeared in the news over the summer:

- KnowHow2GOTampaBay's Ahn-Kay Pizano was interviewed on "Your Turn," an hour-long talk show on local FOX 13. She explained the four steps and took questions from viewers. Click here to [download](#) the clip.
- On August 5, Melanie Corrigan of the American Council on Education appeared on Minnesota Public Radio. She was part of a panel discussing the topic, "First-Year College Students – Are They Ready?" Click [here](#) to download the segment.
- Also that week, the Associated Press wrote an [article](#) about Indiana's effort to get local students to take "tough" classes. The article was picked up by *Education Week* and the *Chicago Tribune* online, among other outlets.

### **KnowHow2GO-U Upgrade**

## Preparing for College

A college application says a lot about you. But it's not only about your grades; it's about how you represent your strongest qualities. Now's a good time to start thinking about how you will set yourself apart.



[KnowHow2GO's virtual campus](#) just got easier to navigate. Now, as students go from building to building and find helpful information, they can store it in the "Your Notebook" feature to read, e-mail or print later. This means students can save college prep tips as they're exploring the campus. Plus, they can prove how smart they are by sharing what they've learned with friends and mentors like you.

When students open [KnowHow2GO-U](#), tell them to look for the "Your Notebook" tab on the left-hand side of the screen. Click the tab for more information on adding and deleting content. Remind students to look for the "Your Notebook" icon at the top of every text box!

### Online and On Target

Researchers at the University of Minnesota recently conducted a study on low-income students' use of the Internet. They found that, despite popular belief, 94 percent of these students use the Internet – 82 percent of them at home. Interestingly, 77 percent of these students have a profile on at least one social networking site.

For more information about reaching our student audience online, check out the ["Going Viral"](#) supplement to the [On-the-Ground Playbook](#).

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