

August 2007 Newsletter



KnowHow2GO

PSA Airplay

The Ad Council recently reported that KnowHow2GO received more than \$20 million in donated media support from January to March 2007. The majority of the campaign's exposure (worth about \$16 million) came from articles appearing in *USA Today*, *money.cnn.com* and other high-profile news outlets.



Billboard companies ordered KH2G signs in 30 states. Interactive support was generated by banners on high-traffic Web sites such as Google, iVillage and MSN. Banners also appeared on the AOL Instant Messenger program, which is wildly popular with our student target audience. The TV and radio PSAs were also seen and heard across the country in large numbers.

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.

State News Briefs

Miami University Draws 1,000+ Visitors to KnowHow2GO.org

[Miami University of Ohio](#) is helping drive traffic to the KnowHow2GO Web site through a prominent link on its [undergraduate admissions page](#). Thanks to the university

Coming Soon

Wisconsin and Connecticut Build Local KH2G Web Sites

Tennessee Localizes KH2G TV and Radio PSAs

for taking this important step to promote college access.

To create a link to the KH2G site from your Web page, use the logo, background pattern and short paragraph on the campaign included in the [Affiliates section](#).

Nebraska Secures 20 KH2G Billboards

Our lead partner in Nebraska, [EducationQuest Foundation](#), convinced [Lamar Outdoor Advertising](#) to donate an impressive 20 KnowHow2GO billboards in locations throughout the state. Look for billboards in the following locations.



Strive Lands KH2G Ads in Cincinnati Enquirer

The Cincinnati-based college access organization [Strive](#) has succeeded in placing a series of donated KnowHow2GO ads in the [Cincinnati Enquirer](#). The newspaper's 200,000+ circulation will help build awareness for the local campaign.

Iowa Localizes TV and Radio PSAs

The [Iowa Student Loan College Access Network](#) localized TV and radio PSAs for distribution to all stations in the state. We look forward to seeing and hearing the KnowHow2GO PSAs more frequently in Iowa.

KH2G in the Nation's Capital

The KnowHow2GO team found multiple "[Nada, Zip, Zilch](#)" posters on each level of the [Fashion Centre at Pentagon City](#). The popular mall, located in Arlington, Va., is just minutes outside of Washington, DC.



If you see KH2G posters or billboards in your hometown,
send us an email and picture at
partnerhelp@KnowHow2GO.org.

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