

July 2007 Newsletter



# KnowHow2GO

## KnowHow2GO Launches in Cincinnati

Our partners in Ohio certainly KnowHow2...throw a party! On June 16 in downtown Cincinnati, [Strive](#) and the [YMCA of Greater Cincinnati](#) teamed up to host an outdoor college fair at Fountain Square.

The event was emceed by Jade West of local hip-hop station, [WIZF-FM](#), and attended by two elected officials, 14 universities and technical schools, local step troops and mascots from [Northern Kentucky University](#) and the [University of Cincinnati](#). In between their information-gathering, students competed in airplane-throwing contests, raffles and a scholarship giveaway.



Cincinnati teens launched paper airplanes to symbolize the work they're willing to do now to prepare for college.

Congratulations to Rhonda Hart of Strive and Toni Miles of the YMCA of Greater Cincinnati for planning and executing this student- and community-friendly event.

## From the Governor's Desk

Nebraska's [Gov. Dave Heineman](#) has quickly become a major advocate for KnowHow2GO. Just days after the

## Survey Says

Nine out of 10 (92 percent) middle school students want to go to college - but seven out of 10 (68 percent) say they don't have enough information to get there. For many students, a big problem is not having help in choosing the high school classes that will prepare them for college.

These figures are from *A Voice from the Middle*, a Harris Interactive survey released by the National Association of Secondary School Principals and Phi Delta Kappa International. The survey findings are a testament to the importance of Step #2 - Push Yourself. Students must find an adult mentor who can help them choose the courses they need to take for college. Then,

state campaign launch on June 13, an editorial signed by the governor was published in two newspapers - [Southwest Nebraska News](#) and the [York News-Times](#).

Gov. Heineman said he hopes [KnowHow2GONEbraska](#) will help improve the state's college-going rate. If the current rate of 59.7 percent increases by five percent, Nebraska would boast one of the top five college attendance rates in the country, he said.

## How-To: Localize KH2G Materials

As you know, we can help partners localize TV and radio PSAs, print and outdoor ads, postcards, bookmarks, paper airplane flyers and tickets in accordance with the [KnowHow2GO Style Guide](#). But did you know that we have also created...

- "Lost" postcards for KnowHow2GOIndiana?
- T-shirts for Strive and YMCA of Greater Cincinnati?
- Hand fans for KnowHow2GOIllinois?

If you have an idea for new - or a twist on current - collateral material, contact the partner helpline at 1-888-716-6382 or [partnerhelp@KnowHow2GO.org](mailto:partnerhelp@KnowHow2GO.org). We're happy to design the art file that you can print and distribute through local vendors.

## "Hey You, Listen Up..."

[Listen Up](#), the second-place radio public service advertisement (PSA) created by students at the [YMCA of Greater Boston](#), has already convinced local kids to pursue college.

"I told my friends about the contest and how to get to college," said Kristen Cockrell, a member of the team. "And that if you set your heart on college, it's not hard to get there. Now lots of them want to go."

Kristen, who'll be a sophomore next year, teamed up with Avaloi Atkinson (10th grade), Jazmyn Malcolm (11th grade) and Malcolm Grant (9th grade) to produce the winning PSA. The team brushed up on the [four steps to college](#), picked a catchy beat and recorded the PSA in an [Emerson College](#) studio, where Avaloi laid down a track about the [Black Achievers](#) program.

Both girls plan to study criminal justice at top universities, and they have high expectations for their talented teammates.

they must commit to taking those courses at the highest level they can manage.

For more survey findings, including an executive summary and the complete report, [click here](#).

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