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From: KnowHow2GO [news@knowhow2go.org]
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To: Kushlis, Jennifer
Subject: KnowHow2GO Updates for Partners

KnowHow2GO | Insider

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KnowHow2GO Gets "Tough"



As you know, [KnowHow2GO](http://www.KnowHow2GO.org) released its second round of public service advertisements (PSAs) this month. The PSAs encourage students to push themselves by taking the tough classes colleges require. Here are some tips for viewing and downloading the new campaign elements, and posting them to your organization's Web site:

Where to View & Download

All of the new PSAs and online tools can be viewed at www.KnowHow2GO.org. On the homepage, you'll find icons linking to [KnowHow2GO-U](http://www.KnowHow2GO-U.org), our virtual college tour, and to the "tough" [microsite](#). The microsite displays the television PSA and viral videos, and is set to pop up automatically when visitors land on the homepage. You can also view the "tough" TV PSA and viral videos on [YouTube](#) or download them from the [Partners](#) section of our Web site.

The following PSAs can be downloaded from the Partners section and from [Ad Council's PSA Central](#). You can order copies of the TV, radio and outdoor PSAs by calling the Ad Council at 1-800-933-7727.

- Tough TV PSAs (:60, :30 and :15)
- Tough Radio PSAs, English (:60, :30 and :20)
- Tough Radio PSAs, Spanish (:30 and :20)
- Punching Bag Billboard
- Boxing Gloves Bus Shelter/Mall Poster
- Magazine Ads (full, half and quarter-page)
- Newspaper Ads (full, half and quarter-page)
- Punching Bag and Character Posters

How to Link

Do you want to link to [KnowHow2GO-U](http://www.KnowHow2GO-U.org) and the "tough" microsite from your organization's Web site? First, go to the [Partners](#) section and download the icons you see below. Then, post them to your site with embedded links to the tour and microsite. For assistance, please contact the Partner Helpline at 1-888-716-6382 or partnerhelp@KnowHow2GO.org.



Going Viral: Promoting KnowHow2GO Online

[KnowHow2GO](#) just released a supplement to the [On-the-Ground Playbook](#). This guide offers tips for promoting the new PSAs and [KnowHow2GO-U](#) online. [KnowHow2GO](#) partners are encouraged to engage bloggers, students and community partners in their efforts. Since many of you have built large networks of [KnowHow2GO](#) supporters, we've included in the guide a sample letter to partners and a sample newsletter article for print or online communications. You can download a copy of the guide from www.KnowHow2GO.org/partners.

KnowHow2GO and Social Networking

Our partners in Tampa Bay have created a social networking site just for [KnowHow2GO](#) partners. The site – <http://knowhow2go.ning.com> – allows partners to share videos, photos, event dates and best practices across state lines. It also offers you the opportunity to mingle with your counterparts between national meetings. To join, simply click [here](#) and select "Sign Up." See you in cyberspace!

[To unsubscribe from this email, please click here.](#)

[Forward to a Friend](#)

