

KnowHow2GO | Insider

FEBRUARY 2008

Sneak Peek

Last month, the [Ad Council](#) and [Publicis](#), an international advertising agency, filmed KnowHow2GO's new television public service advertisement (PSA). The PSA will focus on [Step #2 – Push Yourself](#) and the idea that taking "tough" classes is an important part of preparing for college.

The new PSA, which tested very well with our student audience, is set to debut in April 2008. Keep an eye out for important future information about PSA distribution in your community.



In the TV PSA, a middle schooler takes on Algebra II

KnowHow2GO on Flickr

The national KnowHow2GO team has created an account on the popular photo-sharing site, [Flickr.com](#). We encourage our state and national partners to upload photos of local campaign events and activities. We hope your photos will inspire other partners to host creative, [KnowHow2GO events](#).

To upload photos to our Flickr account:

- Go to [www.Flickr.com](#)
- Sign in using our login information: Yahoo! ID – knowhow2gopartner@yahoo.com, Password – college
- Click "Upload Photos" and follow the step-by-step instructions
- When you're prompted to "Describe Your Photos," click "Create a New Set" to create an album named after your state or organization
- Finally, click "Save this Batch" to post your photos

For technical assistance, contact the Partner Helpline at 1-888-716-6382 or e-mail partnerhelp@KnowHow2GO.org.

State News Briefs

KnowHow2GO Connecticut Launch

On Jan. 17, our partners in Connecticut – led by the Departments of Education and Higher Education – launched their local campaign and Web site. Their impressive site, [KnowHow2GOCT.org](#), was modeled after the refreshed national Web site.

Students at five middle and high schools across the state logged into Connecticut's site as part of five separate launch events, which featured speakers from the governor's office and state education agencies. The KnowHow2GOCT team handed out orange t-shirts, print materials and localized flash drives.

Congratulations to Ann Gaulin of the Department of Education and Connie Fraser of the Department of Higher Education on a successful Web site and launch!

GEAR UP Program Teams Up with the Cincinnati Reds

Cincinnati's Gaining Early Awareness and Readiness for Undergraduate Program ([GEAR UP](#)), under the leadership of Stephanie Cappel, scored a partnership with Major League Baseball's [Cincinnati Reds](#) for the 2008 season. The Reds have agreed to air the KnowHow2GO spots on their radio station and jumbotron during games. They've also offered speakers for school events, VIP game tickets, stadium tours and the opportunity to distribute print materials at home games. When Cincinnati's National Football League team, the [Bengals](#), got wind of this partnership, they contacted Cappel about forming a partnership of their own.

Cappel offers this advice to partners interested in approaching their city's sports teams: Come to

the meeting with statistics – and personal anecdotes that back them up. And be sure to explain that the teams will benefit from having a better educated workforce.

For more information about this partnership, or advice on forming partnerships of your own, contact us at 1-888-716-6382 or e-mail partnerhelp@KnowHow2GO.org.

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