

April 2007 Newsletter

## Welcome to KnowHow2GO

### Governor Ted Strickland Launches KnowHow2GOOhio

**THE PLAIN DEALER**  
Opinion: A New Degree of Effort

**AP The Associated Press**  
Ohio Launches Effort to Increase College Graduates

**The Columbus Dispatch**  
Ads to Push Kids Toward College;  
Campaign focuses on low-income youths

**DAILY NEWS**

Third Time's a Charm for Schools?

On March 28, [Gov. Strickland](#) launched [KnowHow2GOOhio](#) in Columbus and sparked a statewide debate about college graduation rates. The launch, coordinated by the [Ohio College Access Network](#), resulted in two Associated Press stories that were picked up by all major Ohio newspapers, and a flattering editorial in the state's largest paper, the [Cleveland Plain Dealer](#). KnowHow2GOOhio also received airplay on seven TV stations in four markets – Cleveland, Columbus, Dayton and Toledo.

*"Ohio is a great state and there is no justification for us to be where we are educationally," Strickland said. "My obligation as Governor is to solve this problem." Yesterday, Strickland stuck to his obligation with the kick-off of his KnowHow2Go campaign on campus.*

– [Bowling Green News](#)

### On the Air, Off to Orlando Launches in Louisville & Raleigh

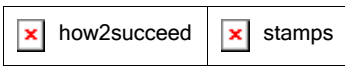
In March, 425 YMCA teens representing seven states kicked off [On the Air, Off to Orlando](#), a contest sponsored by KnowHow2GO and the [YMCA of the USA](#). The teens, who were gathered at YMCA Black/Hispanic Achievers Teen Leadership Summits in Louisville, KY and Raleigh, NC, were also introduced to the [KnowHow2GO](#) campaign. After viewing the TV and radio PSAs, they launched hundreds of paper airplanes—replicating the TV PSA— to show their enthusiasm



YMCA teens gathered at the Teen Leadership Summit in Louisville to learn the steps to college.

for turning their college dreams into a reality.

*On the Air, Off to Orlando* challenges students affiliated with the YMCA to write, perform and produce PSAs encouraging their peers to prepare for college. For more contest information, check out our [Web site](#).



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