

KnowHow2GO | Insider

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Sneak Peek

KnowHow2GO will release its new public service announcement (PSA) for television in the next few months. The PSA encourages teens to [push themselves](#) and take the "tough" classes colleges require.

Look for the PSA on a TV station near you beginning in April. In the meantime, urge your teen to "toughen up" and register for [challenging classes](#).



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

Up for Debate: Your Teen's Future

It's hard to turn on the TV without flipping past coverage of the 2008 presidential election. Your teen may not be old enough to vote, but the outcome of the election *will* shape his or her future. So, pay attention! The candidates often talk about key issues like the importance of getting a college education.

- "Putting a college education within reach of every American; that's the best investment we can make in our future." ([Sen. Barack Obama](#), Democrat)
- "I believe that college shouldn't just be a privilege for the wealthy – but an opportunity for anyone with the talent, determination and ambition to learn." ([Sen. Hillary Clinton](#), Democrat)
- "We're now looking at a minimum of K-14, not the idea of K-12 as a bare minimum to be prepared for the job market today." ([Mike Huckabee](#), Republican)
- "We must be a nation committed to competitiveness and opportunity." ([Sen. John McCain](#), Republican)

Sources: *The Chronicle of Higher Education's Campaign U*, *CBS News*, candidate Web sites

February is Black History Month

Did you know that the 105 Historically Black Colleges and Universities (HBCUs) in the United States graduate a quarter of the African Americans who earn college degrees – and half of African-American professionals (doctors, lawyers, etc.)? They've also graduated a number of celebrities, including:

- Oprah Winfrey, [Tennessee State University](#)
- Randy Jackson, [Southern University A&M - Baton Rouge](#)
- Samuel L. Jackson, [Morehouse College](#)
- Tom Joyner, [Tuskegee University](#)
- Wanda Sykes, [Hampton University](#)

Scholarships given by the [United Negro College Fund](#), a KnowHow2GO partner, often help to make these and other schools affordable. Click [here](#) for a map of some HBCUs.

KnowHow2GO Hits a Homerun

Major League Baseball's [Cincinnati Reds](#) have teamed up with KnowHow2GO partners to promote the importance of preparing for college. Look for our materials and TV ad on game days!

College Myth

No one in my family has gone to college – why should my teen be the first?

To find the answer to this – and debunk more common myths about college – click [here](#).

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