

# THE CHRONICLE OF HIGHER EDUCATION

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## *News Blog*

Higher-education news from around the Web

**May 14, 2008**

### **New Ads Encourage High-School Students to Sign Up for Tough Courses**

A series of public-service announcements aimed at encouraging low-income high-school students to sign up for challenging courses began airing today, courtesy of the Advertising Council, the Lumina Foundation for Education, and the American Council on Education.

The advertisements, which target students who would be the first in their families to attend college, are part of a multimedia campaign designed to raise public awareness of the steps required to prepare for college. The ads feature warrior characters personifying algebra II, biology, and foreign languages. A companion [Web site](#) has “biographies” of the warriors as well as videos that take a humorous look at the subject areas. Both the ads and the videos will be featured on YouTube.

The campaign, dubbed KnowHow2Go, [began](#) in January 2007. In its [first year](#), donated media support totaled \$69.6-million, ranking KnowHow2Go among the Ad Council’s top-supported campaigns. —*Kelly Field*