



Partner Station Program

With a more rigorous new GED[®] test and alternate assessments now required for dropouts to prove high school equivalency proficiency, KET has created *Fast Forward: College and Career Ready*—an innovative, highly effective, multi-platform learning system to help students get ahead.

The *Fast Forward* learning system includes:

- In-depth online courses in language arts (reading, writing, and language), math, science, and social studies – ready now for GED[®] prep, with TASC and HiSET options coming soon
- *Dropping Back In*, a series of half-hour documentary programs that examine the plight of adult learners and successful efforts to get them back on track
- Professional development resources for adult educators
- Interactive eBooks with optional print versions

The simplest way to become a partner is to broadcast or stream the four *Dropping Back In* programs available via block feed from NETA.

The next step would be to provide a link from your website through which learners can purchase a license for KET's Fast Forward online course—and you share in the revenue from the online sales coming from your websites.

At a deeper level of involvement, your station might work with adult learners and educators in your community to provide much-needed services.

Additionally, you would have the opportunity to seek local underwriting for *Dropping Back In* and for any web content and related local events or productions your station might offer in conjunction with the videos. If your station is participating in the American Graduate project, *Fast Forward* can be an integral part of those efforts, too.

KET is proud to be a nationally recognized leader in producing adult education materials for nearly 40 years and an official partner of GED Testing Service®. We invite you to join us in helping to make a difference in our nation and in your community.

Resources KET will provide:

- Free broadcast and streaming rights for *Dropping Back In* programs – coming this September
- *Fast Forward* promotional materials including logos, graphics, video clips, and descriptions for use on your website, and a template page for your website
- A toolkit with resources for community engagement and potential funders, including templates for print, web, and social media
- Webinars with up-to-date information and support for local broadcast and outreach initiatives

Ways for partner stations to participate:

- Broadcast and/or stream the series
- Provide a link to the *Fast Forward* web page with resources for learners from your station's website
- Actively promote *Fast Forward* by providing information for learners through a variety of media platforms
- Seek to develop community partnerships with organizations such as community colleges, United Way agencies, local businesses, and others

Stations choosing to participate in marketing will receive a 5% commission based on the volume of online sales generated from your website through KET's *Fast Forward* website. The more interest you generate in *Fast Forward*, the more revenue your station stands to gain.

For more information about KET's Fast Forward Partner Station Program, please contact Ron Griffin (rgriffin@ket.org or 859.258.7218) at KET 600 Cooper Drive, Lexington, Kentucky 40502.

We look forward to working with you to make all our communities stronger.

