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**GET SCHOOLED COLLABORATES WITH DJ KHALED,  
KING OF SNAPCHAT, AND BET NETWORKS FOR  
UNPRECEDENTED SNAPCHAT COLLEGE TOUR PROGRAM**

*Snapchat Tour is part of Get Schooled's College Application Campaign that also includes  
personal statement coaching and text-based college advice*



**Seattle, WA–November 2<sup>nd</sup>, 2016** – Snapchat king and media mogul DJ Khaled, BET Networks and Get Schooled, a national non-profit focused on boosting student achievement, have partnered to launch an unprecedented program using Snapchat to engage students as part of its College Application Campaign. Just in time for [National College Application Month](#), this innovative four part campaign is the first ever to utilize technology and social media in order to give high school seniors extra support during the college application process. Through accessible channels and technology, including Snapchat and text messaging, the program will address the lack of support made available to low-income students.

In a survey of high school seniors, Get Schooled found that while 93% expect to go to college after high school, one in five have never been to a college campus. Only about half of all high school seniors have a close relationship with their guidance counselor and many are managing the college application process on their own.

As a Get Schooled advisor, DJ Khaled has helped to shape the Snapchat College Tours to leverage the platform to connect more young people with an up close and personal college experience.

"Snapchat removes barriers and gives young people a front row seat at life's experiences, I am excited that I can advise college students on how to give the best Snapchat college tours so

students can share college life with high school kids who are eager to know more about campuses when deciding where to apply. This is a major KEY so the youth can make the right choices and succeed.” said DJ Khaled.

With the support of BET Networks, as part of its Next Level education campaign, and Get Schooled alumni, Get Schooled will host more than 20 college tours on its Snapchat account through 2016, including University of Pennsylvania, Howard University, UCLA, University of Kansas and Spelman College. Prospective college students will be able to view tours of popular college campuses from the perspective of a current college student. High school students [can ask questions before the tour](#) to ensure the tour answers any questions they have about a specific campus or college life generally.

“More high school seniors than ever before recognize the importance of getting an education beyond high school, but many are lacking the information and know-how to successfully earn a postsecondary degree”, said Marie Groark, Executive Director of Get Schooled. “The College Application Campaign is designed to close that gap by offering support and resources we know they need.”

In addition to Snapchat College Tours, the Get Schooled College Application Campaign includes:

- **[Personal Statement Coaching](#)**: Led by an experienced writing coach, Get Schooled will offer students feedback on the structure, tone and effectiveness of their personal statement. This is the second year Get Schooled has offered this service. Last year, it helped more than 250 students with their personal statements.
- **[College Advisor Text Sessions](#)**: With support from AT&T, Get Schooled offers college guidance and financial aid advice to prospective college students and their parents. Led by a college counselor with more than a decade of experience advising low-income students how to apply and pay for college, students will receive a personalized response to their most pressing college questions. Since January 1, Get Schooled has exchanged more than 150,000 college-related text messages with students and parents.
- **[College Knowledge Information](#)**: Get Schooled has developed twelve College Knowledge badges that address the obstacles of access and affordability while giving students the tools they need to complete a college education.

The Get Schooled College Application Campaign is expected to help 100,000 high school seniors this year. For more information, visit <http://www.getschooled.com>.

### **About Get Schooled**

Get Schooled is a non-profit organization that directly engages and motivates students to graduate from high school and succeed in college. Get Schooled has developed a track record of success because it engages with young Americans using the media, technology and popular culture that is an integral part of their lives. Get Schooled's work is boosted by partners like Viacom, the Bill & Melinda Gates Foundation. Get Schooled works in close partnership with college access organizations across the United States in an effort to encourage students to access the financial aid they need to attend college.

### **About BET Networks**

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

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