

SMITH BARNEY CREATIVELY COLLEGE BOUND PROGRAM

Smith Barney's mission is to support a college essay writing skills program for high school seniors residing in underserved communities and/or attending Title 1 public schools in the NYC/Metro area. It is our intention that the program will provide opportunities for participants to be better prepared for applying to higher education institutions and, a single program participant will be awarded a full-tuition scholarship by the University of Wisconsin.

Approximately 40 students will be given the opportunity to take part in a 12-week course dedicated to helping them get into college. The course, designed and run by Urban Word NYC, will aim to prepare high school juniors and seniors for the college application process. The main focus of the workshop will be on writing creative and powerful essays that can be used for college applications and also for scholarships, grants and other awards. The course will also offer advice concerning SAT and application fee waivers, creating professional resumes for grants and scholarships, preparation and practice for the college interview, and ways for students to academically and artistically mold themselves into the optimum candidates for college acceptance.

The Smith Barney Creatively College Bound "Reason I Write" Essay Competition

The contest is open to all high school seniors who have credentials acceptable for admission to the University of Wisconsin. Credentials of interested candidates will be screened by the University prior to the start of the Contest program. The deadline for submitting an application to the University of Wisconsin through this program is November 30th. Once confirmation of eligibility for acceptance is received, those qualifying candidates will participate in a 4 session essay-writing workshop and must submit their final essays to the contest by January 21st. Urban Word NYC, Smith Barney and the Knicks representatives will review the essays and identify the top 3 candidates to go through a final round of judging. The final panel of judges (including a representative from Univ. of Wisconsin) will select a winner based on Essay Quality, Community & Extra-curricular Activities and Interview along with an alternate (in the event the winner ultimately declines Univ. of Wisc. Scholarship). The University of Wisconsin Scholarship will be awarded to the winner at the Final Knicks Poetry Slam on February 26th.

SMITH BARNEY CREATIVELY COLLEGE BOUND ESSAY COMPETITION FORMAT

To enter this Competition, you must be a high school senior who has applied to and been accepted by the University of Wisconsin (the "Qualified Entrants"). The deadline for application to the University of Wisconsin is November 30, 2007. Applicants will be notified of their acceptance status by December 30, 2007.

Competition representatives will interview Qualified Entrants in an effort to better appreciate their personal stories and to counsel them on how to best craft their essays. Interviews will be conducted between January 21, 2008 and February 26, 2008, at (a) location(s) to be determined. Check www.knickspoetryslam.com for more details.

Qualified Entrants will compose an essay of five-hundred (500) words or less describing the "Reason I Write". The deadline to submit an essay for the Competition is January 21, 2008.

Competition judges will read the essays and select the top three (3) submissions (the "Competition Finalists"). The Competition Finalists will go to the Knicks Poetry Slam Finals on February 26, 2007 to perform their essays for the opportunity to win the Essay Competition Prize ("Competition Winner").

Competition Winner will be announced at the Contest Finals and honored on-court at half time during the February 27, 2008 NY Knicks game (vs. the Charlotte Bobcats).

Essay assessments will be strictly confidential and will not be shared with Competition participants or their parents or guardians. Scores will be determined by the Competition judges in their sole discretion.

In exchange for the chance to enter the Competition, prospective participants, entrants and winners grant to MSG the right to use verbiage from, and audio and/or audiovisual footage of, all essays delivered during the Competition in any and all media now in existence or hereafter devised in all territories throughout the world in perpetuity.