

Cellular Radio Program Designed to Improve School Bus Safety with Age-Appropriate Content

Ryan Gray | Senior Editor

...“It’s a great concept,” said Sandy Gifford, the transportation director for Cape Cod’s Barnstable Public Schools, which piloted the program. She said bus driver feedback has so far been positive, as they now are unfettered in concentrating solely on driving and child safety duties....

How Bus Radio Works



Bus Radio’s Web site, www.BusRadio.com, states the average hour of programming consists of approximately 44 minutes of news and music devoid of explicit lyrics or DJ chatter, six minutes of PSAs and other school bus safety related messages and two minutes of special contests. It also includes eight minutes of advertisements that pitch health food, age-appropriate movie and television titles and children’s apparel, said company co-founder Steven Shulman, And those ads could also directly benefit the school district. Participating schools receive custom designed, installed and automated radio equipment free-of-charge, and a profit share from 5 percent of Bus Radio’s total ad revenue based on the number of buses equipped, the length of service and frequency of program use.

“The most important responsibility for Bus Radio is obviously we don’t want to inundate the kids with advertising, but we have to generate revenue to pay for the equipment,” he said. “Bus Radio is a behavioral tool. What we’re doing really is replacing the inappropriate music that is currently played on FM radio stations, the gangster rap and the provocative songs elementary kids shouldn’t be hearing.” The jukebox music is programmed and distributed via