

# BUS RADIO

# PROGRAMMING

**Bus Radio** provides a dynamic, interactive radio show for students to listen to as they travel to and from school. Our show hosts, Mat and Lucia, maintain a fast-paced morning show feel with content that engages the students directly and allows them to be a part of the program. Weekly Contests, Promotions and student shout-outs keep listeners engrossed in the show for the entire ride. In addition, Mat and Lucia drive listeners to **BusRadio.Com**, an Interactive Website, adding a visual element that results in a comprehensive multimedia outlet.



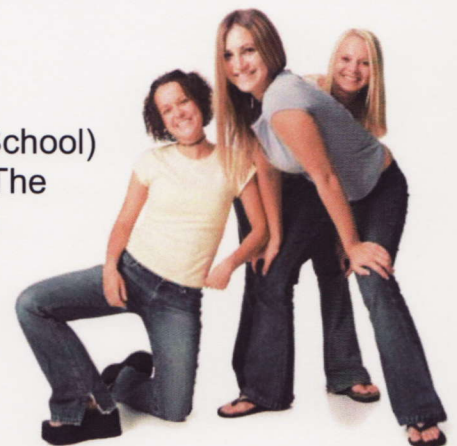
*A little bit of something for everyone.*

10 Hours of Programming per day:

	Elementary	Middle School	High School
1 Hour	Morning	Morning	Morning
1 Hour	Afternoon	Afternoon	Afternoon
1 Hour	N/A	After School (To Event)	After School (To Event)
1 Hour	N/A	After School (From Event)	After School (From Event)

## Age Appropriate Programming

By producing three shows (Elementary, Middle and High School) **Bus Radio** is able to appeal to each age group individually. The music, DJ content, contests and promotions are all geared toward the specific age group listening on the bus. This makes the **Bus Radio** program more engaging as each show contains topics and music that are relevant to the respective audiences.



# GET ON BOARD...