BUS RADIO

Bus Radio Com

BusRadio.com

BusRadio.com works as an extension to our daily show and provides a fun interactive website where our listeners can go to find the latest in entertainment, sports, games and pop culture news. Students can go online to vote for songs they want to hear the next day, participate in contests, hear full interviews with celebrities and more. Daily updates keep the site fresh, new

and exciting.



Much like the radio program, we encourage our members to become a part of the site. Whether it be writing an article, recording a BusCast or participating in our polls and surveys...students are driving the content of the site and are rewarded for their efforts. Through this reward system, students earn tokens that can be redeemed for various prizes and merchandise. This allows for **Bus Radio** to drive students to desired areas of the site at any given time.

In order to give all age groups a great web experience, we have created two separate age-appropriate sites - One for teens and one for tweens. Each site has its own look and feel and the content is created specifically for each respective age group. User generated content is a big part each site.

