

BusRadio will DISTRACT DRIVERS.

BR claims their radio show will improve bus safety.

Common sense says the addition of a BLARING RADIO to a school bus will not improve safety.

BusRadio's programming is not only aimed at children but also at drivers. BR has to keep the loyalty of drivers or their show and ads won't be heard. In Jan. and Feb. 2008, BR offered drivers a chance to win one of 18 American Express gift cards valued up to \$500. Driver could only win if they heard their name mentioned sometime during the bus ride.

BusRadio wants the attention of drivers. Bus Radio wants to offer drivers financial benefits that are not disclosed in the contract boards sign. Your district doesn't need this complication. Drivers should be focused only on delivering children safely to and from school.

BR also encourages riders to call the DJs and request a "shout out." Children will want to leave their seats to gather and yell into a cell phone.



Call, Listen and WIN!
Drivers can \$100 a day!
[Click here for past winners, and details on how to enter.](#)

School boards don't want drivers to accepting ANYTHING from a school vendor. It may violate ethics law.

Below: BusRadio hands a \$500 gift card to a winning school bus driver. Imagine teachers and central office staff receiving "prizes" from school vendors.



Your bus safety



is in their hands???

Mat and Lucia are the two "crazy, insane" DJs for BusRadio. The company refuses to disclose their last names.

Parents have a right to know who is talking to their children. Mat is Matthew Blades, a drive-time DJ in Milwaukee. Lucia Nazzaro recently told BusRadio's captive audience that America's Next Top Model was her favorite TV show. That would disgust many parents. Her endorsement carries a lot of weight with impressionable children down to age six.

These will be the invisible influencers of schoolchildren. They will occasionally read bus safety tips, but parents might prefer their child listen only to the real life bus driver who is not trying to sell anything.

The Ugly Truth About BusRadio



Obligation, Inc.

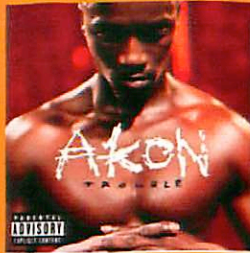
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Promoting what helps children, changing what harms them.

BusRadio is AGE-INAPPROPRIATE.

BR's biggest calling card is that it is "age-appropriate music." No longer will the board deal with upset parents whose children have heard an offensive song on their bus.



While it is true that there are no apparent "bad words" heard on Bus Radio's show, they are not telling the whole story.

BR considers a song "age-appropriate" if the profanity is bleeped out. That is moronic. A dirty song with bleeped out words still communicates the words to kids. BR played Fergie's "Glamorous" with the f-word cut out. You can picture some kids filling it in as they sing along.



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BR routinely features artists known for their explicit lyrics. Few parents want their young children exposed to Akon, Fergie, will.i.am, Nickelback,



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Andre3000, Kanye West, and My Chemical Romance.



Cleaned up songs by these artists have filled the ears of young riders forced to listen to BusRadio. Playing the "clean" version of a vile song is not "age-appropriate."

In order to win one BR contest children had to sing a "clean" song by explicit artist Fergie.

Timbaland's "The Way I Are" ("I'm about to strip and I want it quick") was approved for play on BusRadio. BR would argue that they are promoting the "clean" version of the CD "Shock Value" not the explicit version. That makes sense only to BusRadio investors.



Explicit artist will.i.am was interviewed on BusRadio. The DJ helps promote the CD (right) to kids. The DJ urges kids to "Grab it! Grab it!"



Hear the interview: busradioarticle.php?recordID=894

BusRadio misrepresents how much of their show is devoted to advertising.

Ex. The BR DJ interviews the star of the raunchy CW Network sitcom "Aliens in America." This program gets the worst rating possible from the Parents Television Council. In the first minutes of the first show, a boy is urged to have sex with his sister. The series gets cruder after that. If you had BusRadio your elementary students would have heard "Lucia" the BR DJ gush about this show and that children should "check out" "Aliens in America."



BR does not consider this interview or the one with will.i.am as ads, but they are. It is extremely difficult for schools to monitor BusRadio's content. A district cannot rely on sales claims by BusRadio's sales reps. This is a company that will require constant monitoring. Schools don't need this headache.



Many parents do not allow Bratz products in their home. The American Psychological Assn has singled out the dolls for contributing to the sexualization of young girls. BusRadio has approved Bratz DVD ads on its elementary school program. Cell phone service has been pitched to the same audience.

Parents have enough concerns about their first grader on the bus without a school adding to their concern.

BusRadio boasts that a "content board" reviews all of the programming, but no names of members have been made public. So far they appear to be ineffective.

Full documentation at: obligation.org/busradioallarticles.php

The story behind BusRadio

BusRadio is a start-up company out of Needham, MA. They loan schools special radio equipment for buses. There is no out-of-pocket expense for schools, but – surprise – there is a catch. Schools have to agree to play BusRadio's program as much as possible. The advertisers – picked by Bus Radio – will pay for all expenses.

The attention of a child has economic value. Companies are willing to pay for that attention. It's a barter - young ears for equipment and a promise of nice music. BR however refuses to give title of any equipment to schools. It is merely a loan. It's a great business arrangement – only for BusRadio.

Bus safety experts did not create Bus Radio. It was the idea of two marketing executives behind Cover Concepts. (Remember hearing about McDonald's ads on book covers?)

BusRadio promises "cash back" for school districts, but that promise is vague.

To overcome opposition, BR has added features like GPS tracking, but most schools would not turn over something that important to a marketing company.

Meet Bob Davoli. He is a big-time venture capitalist for Sigma Partners in Boston. He has invested millions in BusRadio. Why? The profit potential is enormous. Sigma and another VC firm Charles River Ventures are banking your board will sell your students for chump change.



It makes no financial or common sense for a district to risk experimenting with school buses. BusRadio is a very controversial company. If you sign up with Bus Radio, your district is doing a very unusual thing.

What organizations endorse the use of BusRadio? We know of none.