



School Buses Tune in to Radio Service

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By JULIA GLICK The Press-Enterprise

The middle school children on LaTanya Abner's bus used to clamor for their favorite radio stations, but now she plays just one program, one designed for kids and without raunchy riffs or shock jocks.



Rodrigo Peña / The Press-Enterprise

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The Coachella Valley Unified School District is the first in the Inland region to adopt Bus Radio, which provides daily programming, free to districts, that includes age-appropriate, top-40 music on school buses. The programming supports itself with several minutes of commercials each hour.

The 13,000-student district installed and began using Bus Radio on most of its 101 school buses over the last several weeks, said district transportation director Raul Lopez. "I have had a lot of complaints from parents in the past about the music drivers are subjecting kids to listening to. I have had no complaints about Bus Radio," Lopez said. "Now we have control over what's on the radio."