

Commercial radio broadcasts designed for school buses are not in the public interest. I do not want my child – or any child – to be forced to listen to student-targeted advertising on their way to and from school. Services such as BusRadio undermine my ability to monitor my child's exposure to media and marketing messages. I am particularly troubled that BusRadio routinely plays songs from albums that come with parental warnings and advertises products that undermine children's wellbeing and education.

BusRadio exploits a captive audience of schoolchildren and makes exposure to advertising a compulsory part of the school day for students who ride the bus. Below are specific points of concern:

- * BusRadio undermines parental authority. Parents who wish to shield their children from commercial media and marketing messages are unable to do so if their school districts signs up for BusRadio.

- * BusRadio undermines children's wellbeing. On its website for children as young six, BusRadio has promoted extremely violent video games and and television shows like 90210, that glamorizes teen sex and alcohol use.

- * BusRadio undermines education. Products advertised on a school bus carry the school's implicit endorsement even when the products advertised may run counter to lessons schools want to teach. For instance, a BusRadio advertisement for Answers.com, tells students to do their home work by looking up their answers on the Internet. The ad even includes one student making fun of another student who is carrying around books.

- * BusRadio pitches itself to school districts as an age-appropriate alternative to regular FM radio, but it plays many of the same controversial artists such as Nickelback, Timbaland and Seether.

- * BusRadio violates FCC rules for children's broadcasting by failing to maintain a clear separation between programming and content. BusRadio DJ's regularly promote the company's sponsors without ever identifying their promotions as advertising.

- * BusRadio has a web site for parents, but refuses to list their playlists and advertisers. Instead, they tell parents to listen to recordings of the broadcasts themselves. Each day's broadcast is more than two hours. No parent should have to put in that kind of time each day in order to find out what's being played on their child's school bus.

Please carefully consider these (and other) concerns. Effectively forcing schoolchildren to listen to BusRadio ads on their way to and from school is not in the public interest. Thank you for your consideration.