

Please do not let children be subjected to advertising even while on their way to and from school! They are bombarded with advertising all day long already, through television and the internet. Why add insult to injury?

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.

BusRadio undermines parental authority. Parents (like myself) 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. What school would endorse such things?