

Received & Inspected

JUL 13 2009

DOCKET FILE ROOM
Mail Room



busradio™

July 9, 2009

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
9300 East Hampton Drive
Capitol Heights MD 20743-3813

09-68
RE Docket: 09-013

Ms. Dortch:

RE Docket: 09-013

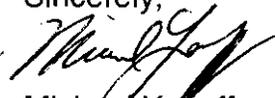
Enclosed please find documentation that we submitted to Raelynn Remy of the FCC. We are submitting this information to the Secretaries office so it can be included as a public document.

Included with these documents are two spreadsheets. One labeled School Revenue and the other labeled Artist Revenue. One is the breakdown of the revenue share we paid schools for the 08/09 school year and the other is the revenue breakdown we received for selling music associated with our exclusive artist. We would like to request confidential treatment for the school revenue share sheet as well as the artist revenue sheet in accordance with Section 0.459 of the Commission's rules. These documents have been redacted for the following reasons.

- 1) The school revenue share sheet lists what each school in our network received. We keep all school information private and would not want schools in one district to be able to see what other school districts have received.
- 2) We consider the artist revue sheet to be confidential for competitive reasons. We do not want other companies in the music industry knowing what our music sales are.

Please let me know if you have any questions.

Sincerely,

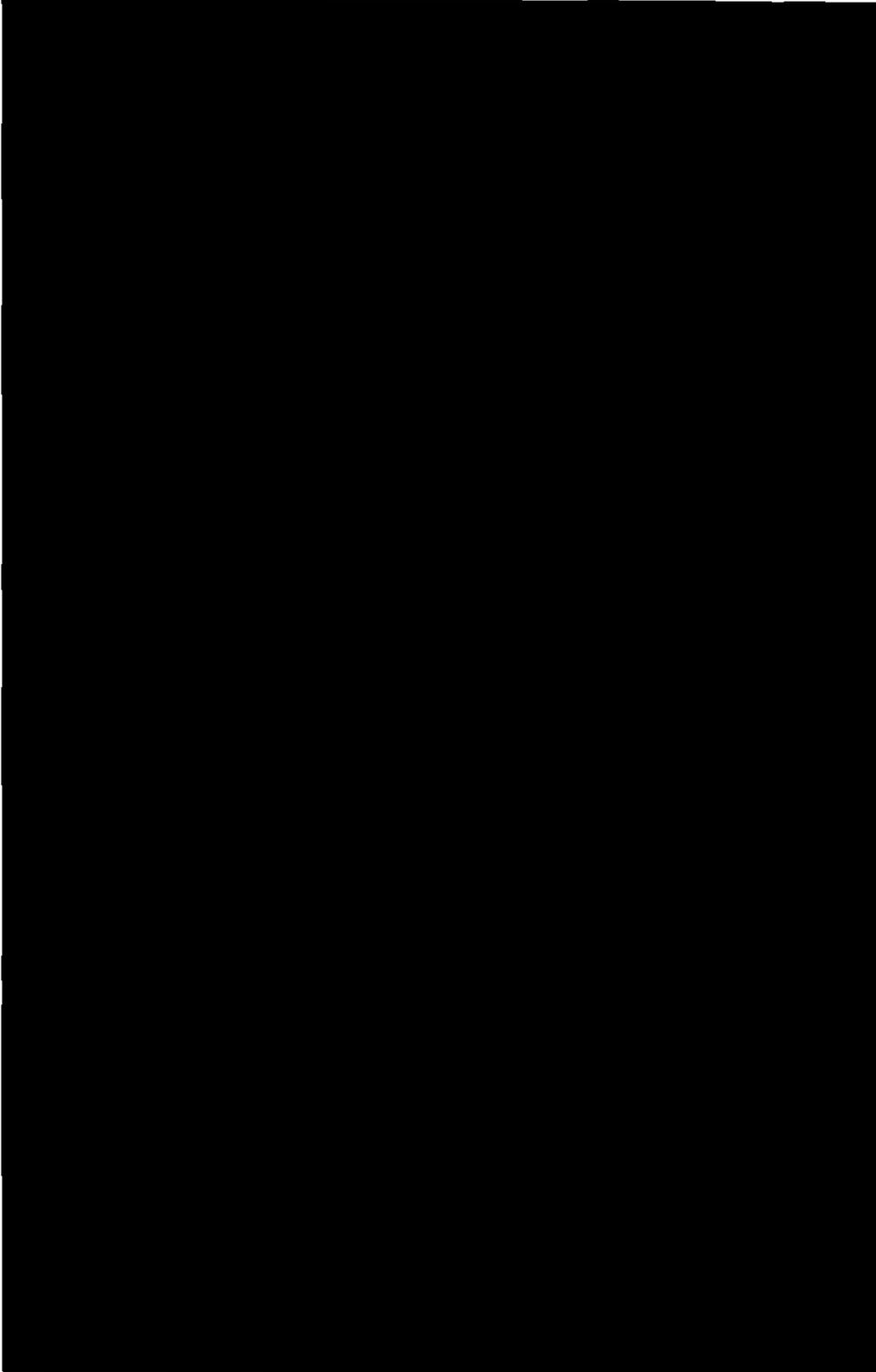

Michael Yanoff
CEO

No. of Copies 0
Listed on _____

School Revenue

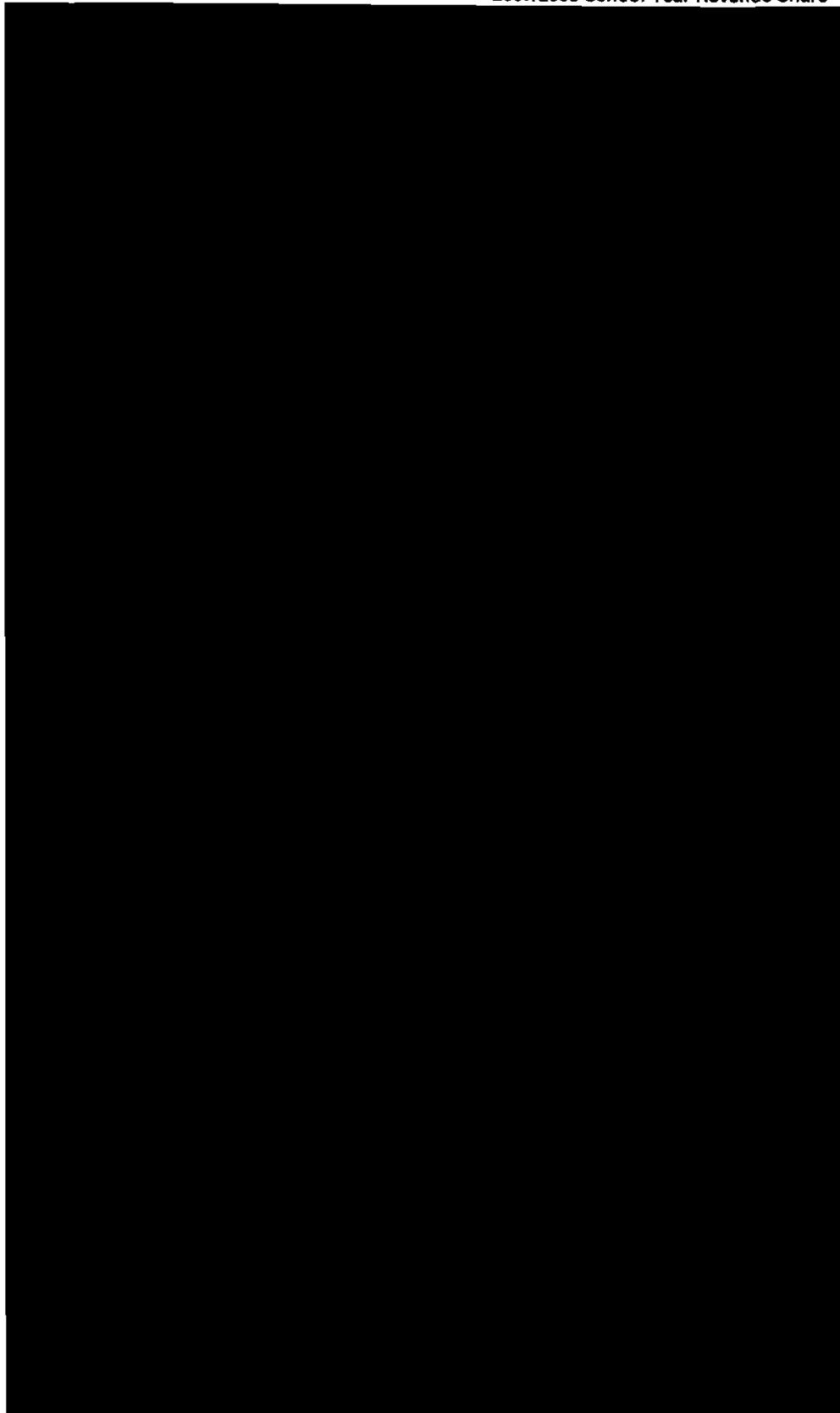
School District

2007/2008 School Year Revenue Share



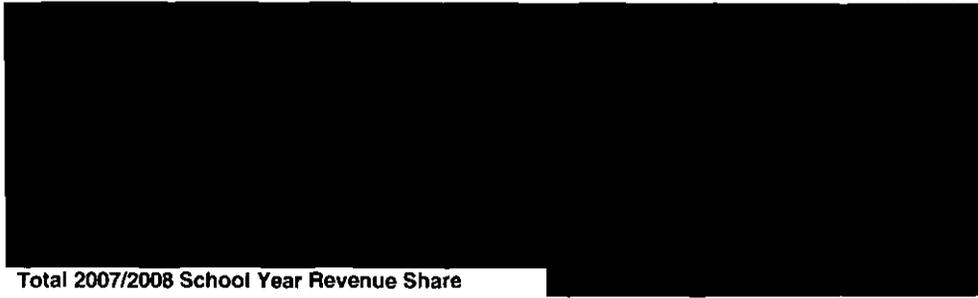
School District

2007/2008 School Year Revenue Share



School District

2007/2008 School Year Revenue Share



School District	2007/2008 School Year Revenue Share
Total 2007/2008 School Year Revenue Share	

BusRadio Music Sales
December 2008 - June 2009

PUBLIC

Artist Revenue

Reporting Month	# Sold	PayRate for one sold	# of Streams	PayRate for one stream	Total Earned	Artist	Song Title	Label	Name of store or service
2008-12						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2008-12						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-01						Bryant James Smith	Cruisin' With My Lady	BusRadio	iTunes U.S.
2009-01						Bryant James Smith	Cruisin' With My Lady	BusRadio	iTunes U.S.
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	iTunes U.S.
2009-02						Bryant James Smith	Cruisin' With My Lady	BusRadio	Napster
2009-03						Bryant James Smith	Cruisin' With My Lady	BusRadio	iTunes U.S.
2009-03						Bryant James	Cruisin' With My Lady	BusRadio	iTunes U.S.
2009-03						Bryant James	Super Love	BusRadio	iTunes U.S.
2009-04						Bryant James	Cruisin' With My Lady	BusRadio	iTunes U.S.
2009-04						Bryant James	Super Love	BusRadio	iTunes U.S.
2009-04						Bryant James Smith	Cruisin' With My Lady	BusRadio	Amie Street
2009-04						Bryant James	Cruisin' With My Lady	BusRadio	Amie Street
2009-04						Bryant James	Super Love	BusRadio	Amie Street
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-05						Bryant James	Cruisin' With My Lady	BusRadio	Napster
2009-05						Bryant James	Cruisin' With My Lady	BusRadio	Napster
2009-05						Bryant James	Cruisin' With My Lady	BusRadio	eMusic
2009-05						Bryant James	Cruisin' With My Lady	BusRadio	Napster
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-05						Bryant James	Cruisin' With My Lady	BusRadio	Napster
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-05						Bryant James	Cruisin' With My Lady	BusRadio	iTunes U.S.
2009-05						Bryant James	Super Love	BusRadio	iTunes U.S.
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-05						Bryant James	Super Love	BusRadio	Lala
2009-05						Bryant James	Super Love	BusRadio	Amie Street
2009-05						Bryant James	Super Love	BusRadio	Amazon MP3
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-05						Bryant James	Super Love	BusRadio	Napster
2009-06						Bryant James	Cruisin' With My Lady	BusRadio	iTunes U.S.
2009-06						Bryant James	Super Love	BusRadio	iTunes U.S.
2009-06						Bryant James	Cruisin' With My Lady	BusRadio	Amazon MP3
2009-06						Bryant James	Super Love	BusRadio	Amazon MP3
Total December 2008 - June 2009									

PUBLIC

From: execdir@nasdpts.org [mailto:execdir@nasdpts.org]

Sent: Tuesday, July 07, 2009 10:03 AM

To: David Briere

Subject: RE: Bus Radios

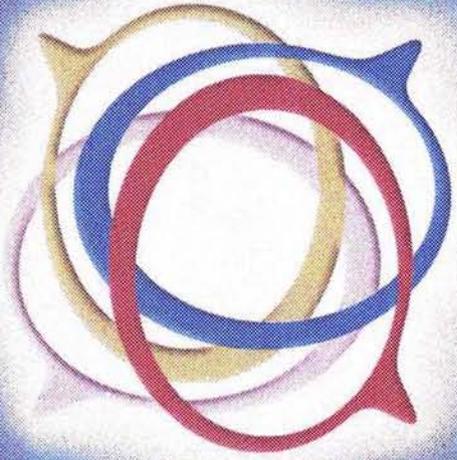
David,

It's my pleasure to comment on the value of AM/FM radios on school buses. It would be my estimate that at least ½ of the school buses purchased in recent years are ordered with an AM/FM radio as standard equipment. The primary rationale for a radio on a school bus is that many bus drivers and transportation administrators feel that an AM/FM radio on the bus is a valuable tool that can assist in positively managing student behavior.

As director of transportation in a large school district (Palm Beach, Florida), I had the responsibility for purchasing 60-80 new school buses annually. The buses were purchased with an AM/FM radio initially, and when AM/FM radios with CD players became an available option, those were purchased.

If I can provide further information, please advise.

Bob



busradio™

Safety Never Sounded So Good

About the Industry



- **School Buses have been equipped with AM/FM, cassette, or CD radio systems since the early 1970's**
- **Approximately 250,000 buses nationwide have AM/FM radios installed**
 - Drivers use music as a calming influence
 - Rowdy students distracting drivers are a major cause of accidents
 - School Buses Moving to Digital Cameras, May 16 2009
Clarksville Leaf Chronicle - Clarksville, TN, USA
"To me the BusRadio has been more effective [than surveillance cameras] as a misbehavior deterrent," said (Transportation Director) Ricky Lumpkin, referring to the radio music system installed in many of the school ...
- **National average ride time is 45 minutes each way and rising due to budget cuts**

(EPA Report)



Programming Options



- **FM Radio:** Programming caters to the 18+ demographic. 
 - Exposes children to Adult Content
 - Sexual References
 - Alcohol & Pharmaceutical ads
 - R - Rated Movies
 - [American Academy of Pediatrics Study](#)
 - [The Center on Alcohol and Youth Study](#)
- **Without BusRadio:** Individual districts have approved FM station lists with no guarantee to parents that their children are not exposed to inappropriate songs, commercials, and DJ banter.
- **With BusRadio:** Schools now have a safe alternative. 



National Studies



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



Committed to the attainment of optimal, physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.



Exposure to Degrading Verses Non-degrading Music Lyrics and Sexual Behavior Among Youth August 2006

- Many national radio stations promote degrading types of music.
- Teens are heavily influenced by the music they listen to and many parents are unable to monitor their exposure.
- Adolescents who listen to degrading lyrics progress more quickly in their sexual behavior, regardless of their race or gender.
- Degrading lyrics focus on casual rather than committed sex.
- Reducing the amount of degrading sexual content in popular music, or reducing young people's exposure to music with this type of content, could delay initiation of intercourse and related activities.

CONCLUSION: Listening to music with degrading sexual lyrics is related to advances in a range of sexual activities among adolescents...

Programming Options



- **FM Radio:** Programming caters to the 18+ demographic. 
 - Exposes children to Adult Content
 - Sexual References
 - Alcohol & Pharmaceutical ads
 - R - Rated Movies
 - [American Academy of Pediatrics Study](#)
 - [The Center on Alcohol and Youth Study](#)
- **Without BusRadio:** Individual districts have approved FM station lists with no guarantee to parents that their children are not exposed to inappropriate songs, commercials, and DJ banter.
- **With BusRadio:** Schools now have a safe alternative. 



National Studies



THE CENTER ON
ALCOHOL MARKETING AND *Youth*
AT GEORGETOWN UNIVERSITY

Youth Exposure to Alcohol Advertising on Radio As Reported by the *Center For Disease Control* September 2006

The findings in this report indicate that approximately half of alcohol advertising on radio aired during programs in which the audience was youth-oriented...

Longitudinal studies have determined that increased exposure to alcohol advertising is associated with an increase in underage drinking...

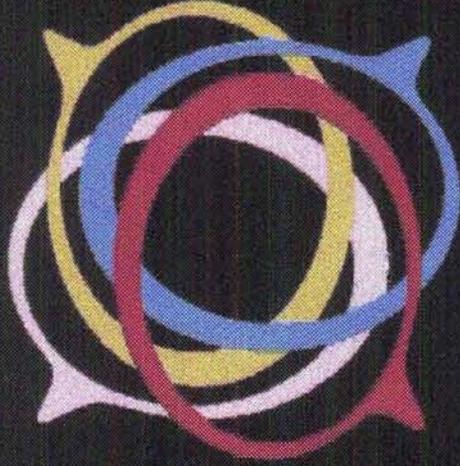
Programming Options



- **FM Radio:** Programming caters to the 18+ demographic. 
 - Exposes children to Adult Content
 - Sexual References
 - Alcohol & Pharmaceutical ads
 - R - Rated Movies
 - [American Academy of Pediatrics Study](#)
 - [The Center on Alcohol and Youth Study](#)
- **Without BusRadio:** Individual districts have approved FM station lists with no guarantee to parents that their children are not exposed to inappropriate songs, commercials, and DJ banter.
- **With BusRadio:** Schools now have a safe alternative. 



What is BusRadio?



busradio[™]

Let's hear it!

Safety and Security Capabilities

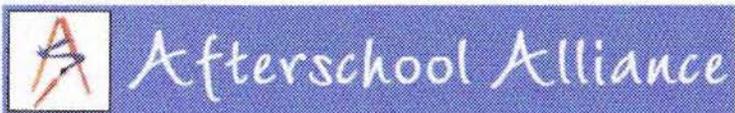


- **Emergency Panic Button**
 - When engaged, calls local 911 emergency services
 - Offers hands-free communication with the police
 - Phase-two compliant
- **Internal and External PA Systems**
 - Drivers can effectively communicate with students through evenly distributed speakers located inside and outside of the bus
- **GPS Capabilities**
 - **Route Management**
 - Speed and miles traveled
 - Stop locations
 - Time stamps and duration of stops
 - **Labor Management**
 - Drivers start and end times
 - Route duration
 - Loading and unloading
 - **Fuel Management**
 - Control idle time
 - Route distance reductions
 - Calculate fuel consumption

Safety and Security Capabilities



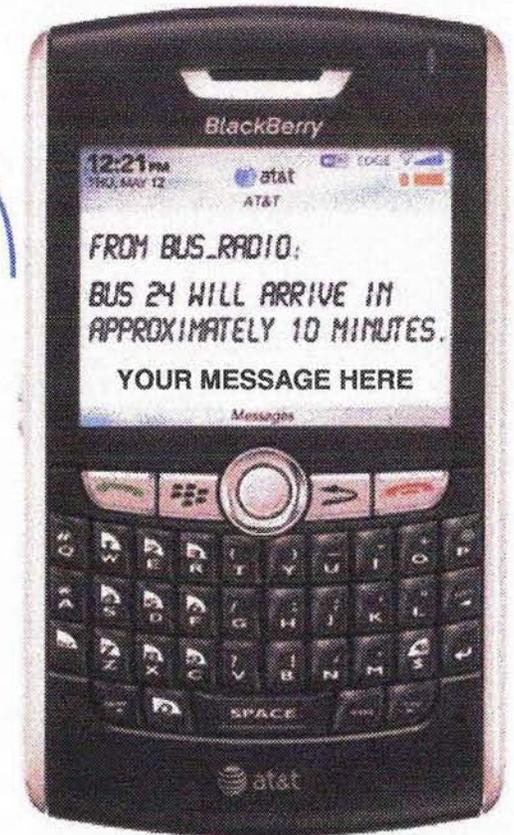
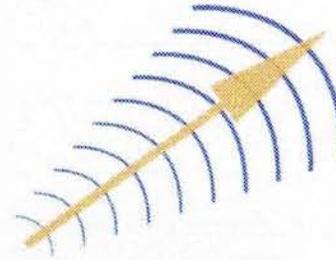
- My BusAlert
- Bus Driver Safety Messages 
- School Bus Safety Messages 
- Public Service Announcements  
- Specific School District Announcements





BusRadio Mobile Alert

- My BusAlert sends text messages to parents displaying approximate arrival times
- School District and Transportation Department may also display messages
 - Statewide testing
 - Sporting events
 - Route adjustments



Signing up Schools

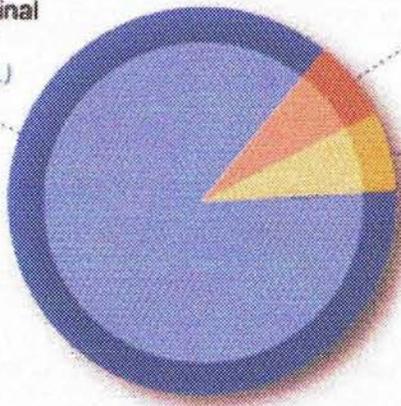


- **Contact Transportation Director**
 - **Presentation to Director, staff and drivers**
 - **Discuss their current radio policy**
 - **Discuss proper way to use the radio and various applications**
- **Schedule meeting with Superintendent and his Executive Committee**
 - **Meet with PTO or PTA**
- **Presentation to School Board**
 - **Meetings are open to the public and attended mostly by parents**
 - **School Boards consist of local professionals who are smart, passionate and care about the students in their communities**
 - **All District policies and procedures are voted on in a democratic manner**
 - **Meeting minutes are made available to the public**
 - **BusRadio agreement presented for legal review**

Programming



Music and Original
Programming *
52 mins/hr (avg.)



PSAs and Safety
Messages
4 mins/hr (avg.)

Sponsorships
4 mins/hr (avg.)

**Two shows for each grade level
Shows just for field trip routes
6 hours of new programming
every day**

* - Includes on-air personalities, contests, listener shout-outs, etc.

Elementary	Middle School	High School
Morning	Morning	Morning
Afternoon	Afternoon	Afternoon

Programming



- **Experienced Staff**
- **Independent Content Review Board**
- **Three-step Review Process**
 - **Listen, Read, Refuse**
 - **Assault and other violence**
 - **Criminal acts**
 - **Gang activity**
 - **Guns and other weapons**
 - **Disrespect**
 - **Drugs, alcohol and smoking**
 - **Swear words**
 - **Sexual innuendo**
 - **Racial, religious and sexual slurs or other prejudice**
- **School districts have the ability to reject content if they consider the subject content inappropriate**

Top 40 List



Most Played Top 40 songs on FM Radio week ending 6/27/2009-source Mediabase

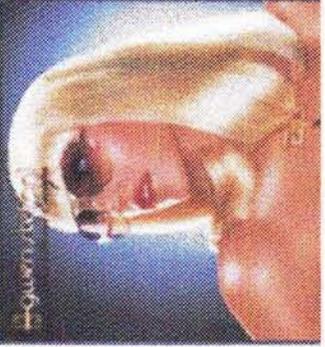
Highlighted songs are songs BusRadio does NOT play

Rank	TW	Artist	Title
1	3	OHIO 3	Don't Trust Me
2		BLACK EYED PEAS	Boom Boom Pow
3		LADY GAGA	Lovegame
4		BEYONCE	Halo
5		PITBULL	I Know You Want Me (Calle Ocho)
6		PERRY, KATY	Waking Up In Vegas
7		SHINEDOWN	Second Chance
8		PINK	Please Don't Leave Me
9		CLARKSON, KELLY	I Do Not Hook Up
10		CYRUS, MILEY	The Climb
11		KINGSTON, SEAN	Fire Burning
12		BLACK EYED PEAS	I Gotta Feeling
13		JEREMIH	Birthday Sex
14		DE BARGE, KRISTINIA	Goodbye
15		LADY GAGA	Poker Face
16		HILSON, KERI	Knock You Down
17		NICKELBACK	If Today Was Your Last Day
18		SWIFT, TAYLOR	You Belong With Me
19		SPARKS, IORIDIN	Battlefield
20		FOXX, JAMIE	Blame It on Alcohol f/T-Pain & Yung Joc
21		THE TING TINGS	That's Not My Name
22		DAUGHTRY	No Surprise
23		JAMES, JESSIE	Wanted
24		SOULJA BOY	Kiss Me Thru The Phone
25		SPEARS, BRITNEY	If U Seek Amy
26		NATHANSON, MATT	Come On Get Higher
27		JONAS BROTHERS	Paranoid
28		THEORY OF A DEADMAN	Not Meant To Be
29		FLO RIDA	Sugar f/Wynter
30		THOMAS, ROB	Her Diamonds
31		FRAY	Never Say Never
32		COBRA STARSHIP	Good Girls Go Bad f/L. Meester
33		KINGS OF LEGN	Use Somebody
34		LMFAO	I'm in Miami Trick
35		GUETTA, DAVID	When Love Takes Over
36		MINE M	Beautiful
37		DRAKE	Best I Ever Had
38		PUSSYCAT DOLLS	Hush f/Hush: Hush Hush
39		RUDOLF, KEVIN	Welcome To The World
40		VERONICAS	Take Me On The Floor

Programming Options



Gwen Stefani

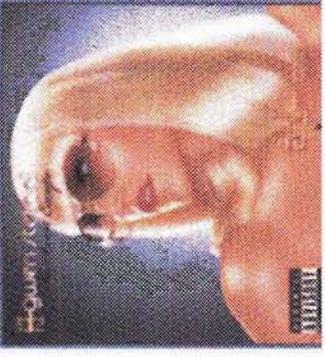


The Sweet Escape
Genre: Pop
Released Dec. 05, 2006
(P) 2006 Interscope Records
+ \$9.99 BUY ALBUM
Get This Music

CLEAN LYRICS

CLEAN LYRICS

Gwen Stefani



The Sweet Escape
Genre: Pop
Released Dec. 05, 2006
(P) 2006 Interscope Records
+ \$9.99 BUY ALBUM
Get This Music

**EXPLICIT CONTENT
ADVISORY**

• **Walmart** Policy
Save money. Live better.



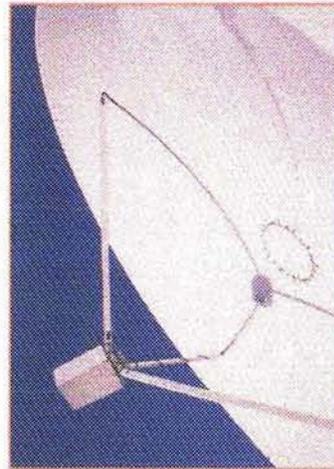
The Sweet Escape (Edited)
by Gwen Stefani
Release Date: 12/05/2006
★★★★★
The Sweet Escape (Edited)

List Price: ~~\$13.99~~
Our Price: \$13.88
You save: \$0.11 (1%)

Availability:

- Online
- In-Store

How Does It Work?

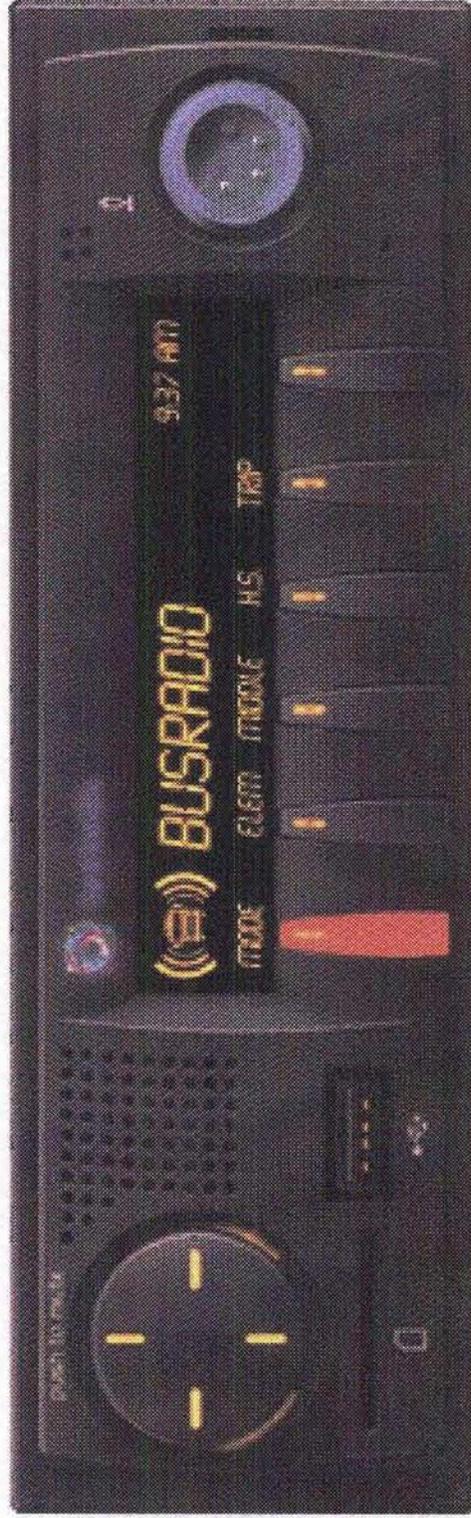


Content is created in a centralized studio

Content is wirelessly delivered to the BusRadio player

Buses can be manned or unmanned during update

Ease of Use



Third Party Research



The objective of the following survey research was to gather bus driver opinions on the BusRadio programming installed on their buses. The survey was given to drivers in the following states: Texas, New Jersey, California, Georgia, Massachusetts, Michigan and Florida.



Edison Media Research Study