



PSBA RECRUITMENT WEEK

Radio Scripts – :60 and :30

Station-read :60 Radio

“A Rewarding Opportunity Awaits”

(Upbeat music underneath)

ANNOUNCER: Looking for an exciting new career direction that’s in demand? Think yellow. A rewarding opportunity awaits you behind the wheel as a professional school bus driver.

Ready to feel the love? Imagine yourself surrounded by smiling young faces every morning as you take them safely to and from school.

That’ll make you a safety champion in the eyes of their parents and one of the most valued individuals in your community.

As if that’s not rewarding enough, there’s free training to earn your school bus CDL, flexible schedules and incentives like performance rewards. And because school bus drivers are in such great demand, there are plenty of driving opportunities beyond just morning and afternoon routes.

To find out what driver positions are available in your backyard, and to locate a hiring event during Pennsylvania’s School Bus Driver Recruitment Week from May 6 – May 13, 2023, visit You-Behind-The-Wheel-dot-com. That’s You-Behind-The-Wheel-dot-com.

Note: The closing line for the :60 station-read spot is about 10 seconds. Anyone within the state should be able to find openings near them through the search function on the portal. This is also a better option than putting in a phone number – people will not be able to remember a series of numbers unless they spell out something, i.e., 1-800-BUSDRIVER.

Here’s an example of how brief info can be used to call out a specific operator and, in this case, a region of PA:

ANNOUNCER: See what positions are available in the Capital Region at Rohrer-Bus-dot-com, under “careers.”

Station-read :30 Radio
"Exciting New Career Direction"

(Upbeat music underneath)

ANNOUNCER: Looking for an exciting new career direction? A rewarding opportunity awaits you behind the wheel as a professional school bus driver.

Imagine yourself surrounded by smiling young faces every morning as you take them safely to and from school.

Plus, there's free CDL training, flexible schedules and driver incentives like performance rewards.

To find out what driver positions are available in your backyard, and to locate a hiring event during Pennsylvania's School Bus Driver Recruitment Week from May 6 – May 13, 2023, visit You-Behind-The-Wheel-dot-com. That's You-Behind-The-Wheel-dot-com.

Note: The closing line for the :30 station-read spot is about 6 seconds. Anyone within the state should be able to find openings near them through the search function on the portal. This is also a better option than putting in a phone number – people will not be able to remember a series of numbers unless they spell out something, i.e., 1-800-BUSDRIVER.

Here's an example of how brief info can be used to call out a specific operator and, in this case, a region of PA:

ANNOUNCER: See what positions are available in the Capital Region at Rohrer-Bus-dot-com, under "careers."