



# News from the American School Bus Council

**Volume 1, Issue 1**

**December 2009**

Dear American School Bus Council Partner,

2009 has been a year of progress for the ASBC. More than three years ago, I was part of a small collection of industry veterans who saw the potential and the power of coming together to help address issues our industry was facing with focus on raising awareness and ultimately increasing ridership. I am happy to report that each year since then, the ASBC team has gotten stronger. This year, we were happy to welcome 14 new industry partners, who will help continue to alert the public that the yellow school bus is the safest and most effective way to transport young people to school each day.

From an education perspective, this year marked our third year of active public relations outreach. Beginning with Love the Bus in February and culminating with heavy outreach for Back to School and School Bus Safety Week, our PR team has been very active trying to promote our industry through the media. In fact, as a result of our efforts, we have achieved more than 2,300 media placements, which translates into 265 million "eyes", or impressions, that watched or read something about the ASBC this year. If you would like more information about our PR program, check out the "Spotlight on Success" section of this newsletter.

This year also marked the beginning of a proactive government relations strategy to help secure government funding for a public awareness campaign touting the safety, convenience and environmental benefits of riding the school bus. In December 2009, Council members went to Capitol Hill to educate legislators and policy makers about the school bus and to request support for an awareness campaign.

Representatives of ASBC met in Washington with the Department of Transportation, Environmental Protection Agency and several Members of the House and Senate, including Senators Voinovich (R-OH), Cardin (D-MD) and Inhofe (R-OK), and Congressman Mica (R-FL), McMahan (D-NY), Hare (D-IL), Etheridge (D-NC), Oberstar (D-MN), Costello (D-IL), Coble (R-NC) and Congresswoman Biggert (R-IL). The meetings laid a strong first foundation for building support for the campaign.

As we all begin to celebrate the holiday season and reflect on all that has passed this year, I am especially thankful for all of your support in helping making the goals of this organization a reality. I look forward to a prosperous 2010.

Sincerely,  
Terry Thomas  
NSTA Board of Directors

## In This Issue

- Feature Story: The Year of the Partner
- Council Announcements
- Spotlight on Success



## ASBC Highlight

### In three years, the American School Bus Council has:

1. *United the industry...* trade associations NAPT, NASDPTS, NSTA and manufacturers Blue Bird, IC Bus and Thomas Built;
2. *Become a coalition...* on Capitol Hill, and throughout the country, on issues impacting the industry; and
3. *Developed a clear mission...* to build awareness, increase ridership and obtain federal funding.

## Quick Links

- [More About Us](#)
- [Love the Bus](#)

## Upcoming Events



### LOVE THE BUS 2010:

#### Coming Soon To a School Near You

February will mark the fourth year of our annual Love the Bus Program. Love the Bus is our industry's effort to recognize the valuable

## Feature Story: The Year of the Partner



In August 2009, the ASBC hosted its inaugural ASBC Partner Summit, which brought together many of the leaders of the school bus industry. The ASBC was joined by a number of existing partners and many interested in finding out more about the ASBC and our goals

and strategies. We are so happy to welcome our new partners into the ASBC family. In fact, because we are so pleased to have such a robust group of industry partners, we wanted to mention each of our partners, both new and old:

### Platinum Partners:

**Collins Bus Corp.**, School Bus Manufacturer  
**REI-Radio Engineering**, Audio/Video Entertainment and Surveillance Systems  
**School Bus Fleet**, Industry News  
**STN Media Group**, Industry News

### Gold Partners:

**24/7 Security Inc.**, Audio/Video Entertainment and Surveillance Systems  
**Syntec Seating Solutions**, Bus Seat Manufacturer

### Silver Partners:

**Bus Parts Warehouse**, Distributor of School Bus Parts  
**Synovia, Inc.**, Audio/Video Entertainment and Surveillance Systems

### Bronze Partners:

**Boone Transportation**, School Bus Contractor  
**C.E. White Co.**, Bus Seat Manufacturer  
**Cci**, Association and Event Management  
**Child Check-Mate**, Audio/Video Entertainment and Surveillance Systems  
**Gatekeeper Systems**, Audio/Video Entertainment and Surveillance Systems  
**Heavy Duty Bus Parts, Inc.**, Distributor of School Bus Parts  
**Rolling V Bus Corp.**, School Bus Contractor  
**Safe Guard/IMMI**, Bus Seat Manufacturer  
**Specialty Manufacturing (SMI)**, Bus Part Manufacturer  
**Trans/Air Manufacturing**, Bus Part Manufacturer  
**Unity School Bus Parts**, Bus Part Manufacturer

## Council Announcements

In order to help shape our ongoing strategy entering 2010 and beyond, we facilitated a strategic planning session in early November to help form our path forward.



The Council established ASBC's mission, vision, strategy and some tactics. The Council will have a conference call in December and meet at NSTA's Midwinter Meeting in January to determine additional tactics and the initiatives that will move us towards our vision and to determine the resources needed to accomplish the tactics.

The mission-the definition of what ASBC is designed to do-was determined to be, "We promote school bus ridership."

The vision - the definition of what ASBC will be in the future - was determined to be, "America will embrace the school bus as the smartest choice for transporting students."

contributions of the men and women who transport more than 26 million children to school each day. If you would like to participate, please visit our web site [www.lovethebus.com](http://www.lovethebus.com) for more details.

## LOVE THE BUS WEBINAR: Find Out How to Activate Love the Bus In Your Community

Hosted by our partner School Bus Fleet, join us in January 2010 for a one-hour discussion on bringing Love the Bus to your community. We will have LTB veterans and our PR team available to help provides ideas and guidance on executing the program in your district. Visit [www.lovethebus.com](http://www.lovethebus.com) for more information.

## SAVE THE DATE:

### MARCH 5-10, 2010

Be sure to stop by the ASBC booth at the 19th National Conference & Exhibition on Transporting Students with Disabilities & Preschoolers in Orlando.

Join Our Mailing List!

The strategy that defines how ASBC's vision will be pursued; how ASBC will win the future is - "Reposition the school bus as a vital necessity by effectively communicating, educating and advocating to our stakeholders." Our stakeholders include parents, students, school officials, lawmakers, policy makers, ASBC partners and the school bus community.

The tactics are still a work in progress and we look forward to reporting those to you in a future communication.

---

### **Spotlight on Success: Reaching Millions Through the Media**

In 2009, ASBC's PR efforts were decidedly more focused than that past. Rather than have a steady drumbeat of monthly news releases, we decided to create



larger outreach efforts around fewer milestones, including Love the Bus, Earth Day, Back to School and School Bus Safety Week. As a result, our efforts have garnered more than 265 million media impressions. Highlights of our most recent efforts are included below:

- **400** - number of times our mat release ran in local papers around the country. (A mat release is prepared editorial copy that we draft that is often included verbatim in small and mid-sized papers that don't have the editorial staff to fill their pages)
- **15 million** - number of consumer impressions resulting from our co-op satellite media tour, which featured third party spokesperson, "Mom on the Run" Colleen Burns, to communicate school bus benefits in larger back to school broadcast segments in markets throughout the country.
- **27 million** - number of consumer impressions resulting from our Radio News Release featuring Danielle Abe from NSTA. Our Radio News Release was picked up by stations nationwide and included word for word repetition of our key messages.