

Bus-Ed-Safe-TV

Making kids Safer & Smarter... by the bus load!

Adopt-A-Bus Program

www.schoolbus-TV.com

877-275-7694

There are 440,000 school buses nationwide & 26 million kids ride on them daily.

We have 5 sponsor slots available per bus

Each slot costs only \$399 per bus per year

Your organization will enjoy the following recognition & benefits.

- Your company's logo will be prominently displayed every school day in the bottom right corner of the screen.
- A plaque prominently mounted on the school bus will list all the sponsors names .
- Your organization will be listed on the B-E-S-T press releases / newsletters as a sponsor.
- Your organization will be viewed by the community as a sponsor of a program that helps kids and makes them safer and smarter and changes their lives.
- B-E-S-T is a new initiative that is getting a lot of positive press and we hope that you would want to be part of it.

Bus-Ed-Safe-TV (BEST)

www.schoolbus-TV.com

“ Making kids safer & smarter... by the bus-load “



26" LCD
mounted securely
playing multimedia
content

Non-Commercial
“Edu-Taining”
Content
NASA
Teen Kids News
Discovery
National Geographic

Addressing: Education, Safety, Discipline, Bullying, Health, Fitness, Substance abuse, Social issues...

AdComp Systems Group

www.adcompsystems.com

877-275-7694

Your logo prominently displayed in the bottom right corner of the screen.

NOTICE
This Bus Equipped
With a Video/Audio
Monitoring System



The Dallas Morning News

dallasnews.com

Newspaper

\$1.00

Dallas, Texas, Saturday, June 19, 2010

Fair Park, Dallas cancel July 4 fireworks show

(From Page 1B)

said.

The \$40,000 fireworks show drew tens of thousands of spectators.

Abbett said he couldn't bear more of a July 4 show this year's budget.

He didn't think it was worth the cost they're struggling to keep the city's coffers open and the council members open, he said. "I don't think it's worth that," Holcomb

During last year's lean times, some cities, such as Carrollton and Garland, canceled Independence Day celebrations while others scaled back their events. But the festivities continued at Fair Park, marking the event's third annual celebration.

The decision, made earlier this week, to cancel this year's event at Fair Park is a great disappointment, Holcomb

said.

"I tried everything I knew to find the money," he said. "I'm already working with some people on a plan to make sure we can raise some money next year."

Fair-Park general manager Daniel Huerta said city officials also are disappointed.

"We hate that it didn't work out this year, but it was just a bad economy," he said. "We hope it'll be back next year."

City council wavers over arts hall

(From Page 1B)

The council at a time frame on those capital pro-

authorized in 2002 was rejected because it didn't meet the city's charter requirements.

"If we put this to a vote, that has long-term ramifications,"

a hit over this," Maso said. "We need to make a decision. It's not helping this city right now."

John Keating, who's fresh from the campaign trail and will be sworn into office later

GARLAND ISD

School bus discipline idea: Sit down, watch the video

By KAREL HOLLOWAY
Staff Writer
kholloway@dallasnews.com

Television can be a ready baby sitter in the living room, but will it work on school buses?

The Garland school district is experimenting with playing educational videos on a school bus to help cut discipline problems.

For \$1,500 per bus, Carrollton-based AdComp Systems installs a 26-inch flat screen TV at the front of the bus. The screen plays videos supplied by NASA, the Discovery network, History Channel and others. Between the videos are brief safety messages.

There are no commercials. Garland transportation director Brian Abbett said it's a good thing anytime that stu-

dents' attention on the bus can be focused on something other than picking on each other.

The district has one bus equipped with the screen and videos and used it briefly at the end of the school year, Abbett said. The equipment was free for the pilot. Abbett said the district doesn't have any data yet on whether the videos reduce discipline problems, but he's hopeful.

"It's an intriguing concept," he said. "The kids like it."

John Johnson, AdComp's marketing director, said a brief study in another school district found a 70 percent drop in bus discipline problems.

"The rowdy boys and the rowdy girls come from the back of the bus to the front of the bus," Johnson said. "They

want to watch the videos."

The videos can be updated daily while the buses are parked during down time, so there are not a lot of repeats, Johnson said.

The system has been available for three months, and only a handful of districts have tried the program.

Garland's bus is being displayed at the Texas Association of Pupil Transport conference in Arlington today. With more than 200 buses to equip and no definitive proof that a bus is safer because of the videos, the district has not committed to follow up on the pilot.

"It's a very fascinating product," Abbett said. "Unless it's going to have an impact on improving student safety, I don't know that it would be a wise investment."



News – Comal ISD, TX



by Jason Gordon ~

Students in Comal ISD are learning just how much fun a bus ride can be when accompanied by a NASA rocket launch or a panda and her newborn cub on the Discovery Channel.

The school district now has two Bus-Ed-Safe-TV (BEST) monitors, which are 26-inch LCD televisions placed securely at the front of the bus. The BEST monitors are easy to remove and place onto different buses so more Comal ISD students can experience the new technology.

The Comal Education Foundation paid for one of the monitors through a grant, and executive director Margaret Tenorio and members of the Foundation board Dan Krueger, Nancy Pappas and Colinda Grochett recently received a demonstration of exactly how it benefits our children and bus drivers from transportation director Gus Rodriguez and area supervisor Christina Masterson.

“We started out looking at putting the monitors on the routes with some of the behavior problems,” Masterson said. “Right away, the kids started paying attention to what was on the television and we had far fewer discipline problems.”

The BEST monitor runs through the radio system, so the sound is heard over six speakers placed throughout the bus. Some of the featured programs are from the History Channel, The Learning Channel, NASA Space Center, the Discovery Channel, and a quiz show channel. Programs also can include school district curriculum and lessons on bus safety.

“The content is geared toward everybody on the bus,” said Comal ISD driver Violet Syers. “They would much rather watch the television than get in trouble for not doing what they are supposed to.”

Tenorio was sold pretty quickly when she boarded one of the buses that included a BEST monitor. “I know for a fact it’s working because my 13-year-old daughter rides a bus to Smithson Valley Middle School that had the monitor on it,” Tenorio said. “She told me all the kids loved it.”

Krueger, a former 16-year member of the Comal ISD school board, agreed. “I think it’s an awesome program,” Krueger said. “I used to like to say this when I was on the school board, anything like this that’s win-win you can’t go wrong with. It benefits the drivers and it’s also an educational tool. Who knows how many students might be inspired by something they see on the bus monitor and then head to the library to learn more about it.”

Rodriguez said he would eventually like to have five BEST monitors for buses at each of Comal ISD’s three high school feeder patterns and Tenorio said she would like to help make that happen.

“We would love to help with the funding if we can, and this would be an excellent opportunity for PTAs and local businesses to get involved as well,” Tenorio said. “This has the potential to reach all the students in the district that ride buses and that would be a great thing.”

In the News – Palestine ISD, TX

January 27, 2011

[PISD pilot program reducing discipline issues on bus routes](#)

By PAUL STONE [Palestine Herald-Press](#)

PALESTINE — Now in its second year of a pilot program, Palestine school officials say “School Bus TV” has produced positive results in reducing disciplinary problems on selected bus routes.

The School Bus TV system is comprised of a 26-inch LCD television mounted in the front of a bus that plays commercial-free, multimedia content provided by partners such as NASA, TeenKidsNews and others.

Palestine is one of less than a dozen school districts in the state piloting the program, according to Mansur Plumber, who lives in the Dallas area and developed the unique program.

Other Texas school districts showing School Bus TV on some of their buses include Comal, Commerce, Crandall, Garland, Greenville and Splendor.

Jeffrey Hatfield, operations director for the Palestine Independent School District, said two buses were outfitted with the equipment last spring. Three buses used to transport the district’s special education students are currently having the equipment installed and should be operational by sometime next week, bringing the PISD’s total to five buses.

Hatfield explained the system has many applications, adding that a student project, such as a podcast or videocast, could potentially be shown on the equipped buses. Suitable material could also be downloaded from the internet and shown to the riders, he added.

Plumber, the CEO of AdComp Systems, said all of the clips shown on School Bus TV are five minutes or less. The programming draws students to sit in the front or middle of the bus which helps alleviate some potential discipline problems, he added.

“It’s much better for the kids to be sitting towards the front of the bus,” Mansur told the Herald-Press. “Some of these have been (placed by other districts) on the worst routes with the worst discipline problems. We have hundreds and hundreds of videos provided by companies like NASA and the Dairy Foundation.”

Mansur said the videos address numerous topics, including obesity, bullying, exercising and other social issues.

“It’s not the regular stuff kids would go home and voluntarily watch like Disney Channel,” Mansur stated.

The initial two PISD buses with the TV system includes a rural route and an in-town route, according to J.



Bus-Ed-Safe-TV (BEST) or Schoolbus-TV

Corporate sponsor examples by industry category

Only socially responsible **“EDU-TAINING”** content that helps kids is allowed

Kids will appreciate it and sponsor’s logo will be proudly displayed in the bottom right corner of the screen.

NO ADVERTISEMENTS

Categories	Example sponsors
Communications	AT&T, Sprint, MetroPCS, Verizon, Cricket, Ericson...
Technology	Microsoft, IBM, Dell, Cisco, Sony, Motorola...
Medical	Baylor, THR, Bayer, Pfizer...
Health & Fitness	Nike, NFL, NBA, Mavs, Adidas...
Travel	Marriott, Ford, Southwest, Allstate, American Airlines, Boeing...
Environment	Home Depot, Loews...
Internet	Google, Yahoo, Amazon...
Safety	Walmart, GE, Michelin, Ford, Mercedes, Texas Instruments...
Energy	Exxon, Shell, Texaco, TXU, Atmos...
Finance	Chase, Wells Fargo, Fidelity, NYSE, Banks...
Education	Scholastic books, Universities, Rosetta Stone, Texas Instruments. Marines, History Channel
Geography	National Geographic, Discover, Weather Channel,
News	CNN, Fox, ABC, NBC, CBS, Dallas Morning News, New York Times, TIME magazine, Newsweek...

Schoolbus-TV order confirmation form

Please Fill / Print & Fax to 877-767-9747

Organization Name:

Contact Person:

Billing Address:

Tel:

Email:

No. of buses (minimum 10 suggested)	No. of 36 minute slots / day	Price / slot / bus	Total
		\$399	

Job Title: _____

Remarks: _____

Signature:

Thank you for your order. We will notify you as soon as your company's logo / content is displayed on the buses. Your annual contract starts from the first day that the logo gets displayed.

Note: If the school district for any reason disqualifies your company from participating in this program, we will refund your sponsorship dollars back to you.

AdComp Systems Group

www.adcompsystems.com 877-275-7694 sales@adcompsystems.com

534 S. Edmonds Lane, Lewisville, TX 75067