

# RADIO case study



## Background

- Lincoln Consolidated Schools (LCS) partnered with Cumulus Radio Station Group in Ann Arbor, MI to drive enrollment to their School of Choice program. [Click Here](#)
- The program was so successful that they chose radio to meet the challenge of finding bus drivers given the shortage that many school districts across the country were experiencing..

## Objective

- Recruit bus drivers for the 2021-2022 school year.

## Strategy

- Efficiently and effectively reach adults 18+ with a current Commercial Drivers License (CDL) within a 45-mile radius of Ypsilanti, MI
- Drive qualified traffic to the LCS employment page on the district's job posting platform.

## Solution

Cumulus Radio Station Group in Ann Arbor, MI partnered with LCS to activate a combined digital and broadcast campaign to drive qualified applications for the school bus driver positions.

Elements included:

- Script development and spot production.
- Schedules on WWWW & WGL broadcasts and streams.
- Targeted Display Ads across the Cumulus Radio Station Group digital assets using geotargeting and niche demographic targeting to reach those with a CDL license or job title of "bus driver."

## Results

- LCS received numerous applications and calls for the bus driver positions that set them on the path of filling all open positions prior to the start of the school year.

