

# RADIO case study

## *RADIO DRIVES RECRUITMENT EFFORTS FOR K-12 SCHOOLS*

### Background

- A local school district had used radio to drive enrollment.
- 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 the school district area.
- Drive qualified traffic to the school's employment page on the district's job posting platform.

### Solution

- The school district partnered with a local radio station group 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 the radio stations' broadcasts and streams.
  - Targeted Display Ads across the radio station groups digital assets using geotargeting and niche demographic targeting to reach those with a CDL license or job title of "bus driver."

### Results

- The school district 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.