St John Bosco reaches Liverpool with Radio Airtime Media

Thursday 21 November, 2013

Liverpool's St John Bosco Arts College is launching a radio advertising campaign with Radio Airtime Media, targeting listeners on the regional station Juice FM for 4 weeks from the 18th November. The initiative will encourage residents in Merseyside to train as a teacher at the St John Bosco Teaching School, promising "first-hand experience" and "progress from lesson to lesson".

Powered by the government's School Direct educational training programme, St John Bosco are able to offer bursaries and scholarships "worth up to £25,000", allowing graduates to develop their teaching career. The advert creative informs audiences that "with School Direct you can train in school with practitioners at the cutting edge of teaching", also supplying a contact number for further information.

Completion of a School Direct training course will lead participants to achieve Qualified Teacher Status, with the Ofsted-graded 'Outstanding' St John Bosco Arts College providing a real-life environment for trainees.

CEO of Radio Airtime Media's parent company Media Agency Group, Lee Dentith, said: "Radio advertising is an extremely effective medium for regional campaigns, allowing proximity listeners to be exclusively targeted and thus avoiding advertising wastage. Aimed primarily at the 15 to 34 age group, Juice FM is an ideal station to reach a relevant demographic."

Media:

St John Bosco Arts College

Related Sectors:

Education & Human Resources :: Media & Marketing ::

Related Keywords:

Liverpool :: Teacher :: Training :: Education :: Advertising :: Radio :: Juice FM ::

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