(Director Note)

STORY SLUG – VO SOT VO

 Students at the University of Memphis have noticed blue shuttle busses driving around campus, but not many students understand why they are here.

Take VO Runs.. :20

 The University of Memphis began offering the shuttle system called the Blue Line this past June due to the growth in enrollment.

 However, many students are not seen riding the bus and find the shuttles unnecessary.

 Student Government Association President, Russell Born, gives a reason why the shuttles were brought to campus.

Compix Name Super CG#: $$$$

Russell Born /SGA President

Take SOT Runs.. 0:10 “..the Blue Line”

 “Here at the University of Memphis

we do have a transportation fee and

that fee can go for a lot of things but

the University felt that one of the best

ways to use that fee was for the

Blue Line.”

Continue VO Runs.. :15

 The shuttles are also used to take students to home football games.

 Three hundred and sixty seven students rode the Blue Line to the first football game of the season on September first.

 For daily use, students can also download the app TransLoc on their smart phones to know where the shuttles are located on campus and the estimated time of arrival.