



Content Dossier and Music Submission Guidelines

2016

About RadioNursery.com

RadioNursery.com was launched in August 2015 and we stream to kids, moms and dads the world over. We stream out of the Radionomy platform in Brussels, Belgium. Our web servers are based in the United States and we have contact centers in New York City and Dubai in the United Arab Emirates. Our music is covered under all applicable music and artist rights and comply with all streaming laws in the United States.

Vision and Purpose

RadioNursery.com aims to educate, entertain and aide parents to develop and hone their children's emotional and motor skills with music. Our website has a parenting blog with articles and everyday tips including top 5 lists which help parents raise happy healthy kids.

We are a free music service and currently self-funded by our promoter. Though our core audience is in the United States of America, we are one of the few children's stations accessed in developing nations such as Chad, Algeria, Colombia and Nigeria thanks our various platform partnerships including access through to Sonos streaming players. We believe that our music service will benefit children by bringing music and content that will enrich their learning experience. Its radio for kids, moms and dads to listen, learn and grow. Together!

Target Audience

We target kids, moms and dads the world over with a core focus on the United States of America. Our music targets kids between the age range of 3 and 7 years and parents.

What We Play.

- Disney – Oh we love Disney! We play everything from the Mickey Mouse March released in 1955 to the latest hits from Inside Out or Lemonade Mouth!
- Pixar and DreamWorks – If you love an animation tune, the chances are high that we probably play it!
- Classic Movies – Mary Poppins? Check. Sound of Music? Check. My fair lady? Check!
- Rhymes and Learning Songs – We play the ones you grew up to and the new ones that kids are keen to learn!
- Independent Artists – We love local talent and we take pride in promoting and growing the children's music community.

What We Don't Play.

- The Kidz Bop CDs have the highest rankings on Amazon so it is popular. However we cherry pick on what we actually play from Kidz Bop and ensure that we only play tunes with a positive or kid friendly message. We don't play tunes with sexual innuendos or adult topics and our parents love us for that.
- We avoid Justin Bieber. We might make an occasional exception for Justin but his core audience is well over 7 years and best suited for preteens. We prefer to play music that fits our core audience of 3 to 7 years olds. And it doesn't help that our moms can't stand Justin Bieber.
- We avoid Hannah Montana/Miley Cyrus for the same reason as Justin!
- No sex. No rock n Roll. No Drugs. No profanity. No Toilet Functions. No Violence. No Hate.

Independent Artists

We love local talent and we take pride in promoting and growing the children's music community. There are scores of unsigned talented children's musicians and we love to showcase them. We have award winning independent artists, unsigned acts as well as popular musicians on our playlist. If someone has a great tune, we want to play it.

Submission Guidelines

- You need to supply us with a digital download of tunes you want us to play on the radio. All submissions should be sent to admin@radionursery.com. Please send us a copy of your album art to display on the website and app.
- It typically takes between 7 to 14 days for a confirmation on your music play out. We try to do it sooner. However, we tend to have a backlog of artists who want airplay on RadioNursery.com and we work on a first come first served basis. Once you get a confirmation email from us, we will indicate the date from when the music will start playing on the radio. It typically takes a day or two for the music to be on air from the time you get the confirmation email.
- Ultimately we will decide if your music fits our format. Please understand, though, that we do not judge your music and if you are not selected for airplay on RadioNursery.com, it doesn't mean we don't like your music – we love all music! However, please keep our format in mind when you submit music to RadioNursery.com. We target kids between 2 and 7 and their parents.
- RadioNursery.com can be listened through our website or our app available for IOS, Android and Blackberry. We are also available on all major internet directories including TuneIn and Streema.

- While your tracks are playing on the app, if you have an iTunes listing, our app will automatically point to your music store on iTunes for a possible sale. We want you to succeed in selling your music.
- Your music submission carries with it your implicit permission to air the tracks we select on RadioNursery.com as well as your authority to grant such permission. If you have restrictions on which tracks we may or may not play, you must CLEARLY communicate that information to us along with your submission, or anytime thereafter. Your only recourse if we select tracks for airplay that you do not wish played on RadioNursery.com is to inform us you would like your track(s) pulled from the playlist, and we will promptly comply.

Help us help you

- We do not charge a fee for airplay. However we expect you to promote yourself and our station on your social media, website and mailing lists.
- Most successful artists who get constant airplay on RadioNursery.com promote themselves heavily which works for both the artist as well as the station. A simple tweet such as “Tune into my XYZ track on RadioNursery.com” works magic for both the radio station as well as you. Another good idea is to make posters with both logos which help in multiple retweets and a win win for both the station and you.
- We tend to promote artists who are committed in marketing themselves and the station. Internet air time costs money and though we want to promote good music and grow the kids music community, if an artist is ‘lazy’ in promoting themselves and do a “Submit and forget” approach, we eventually weed such artists out. We are committed to what we do and we expect that commitment from you too.
- Artists who actively promote themselves and the radio get added incentives besides simple airplay – We also promote you through interviews. RadioNursery.com gets good traffic and we promote artists through interviews which are posted on our website. This is in turn promoted through social media and backed by a mail shot to over 3000 subscribers who have opted in to get our newsletters. These are listeners who consume kid’s music actively and the perfect platform to sell your music.

Station Information

Website:

www.RadioNursery.com

Social Media:

www.Facebook.com/RadioNursery

www.Twitter.com/RadioNursery

www.YouTube.com/channel/UCP_x5FToG5gF9yE8Gy9UlGA

www.Plus.Google.com/100014742122002569798/posts

www.Pinterest.com/RadioNursery

www.instagram.com/radionursery

Android, iPhone, and Blackberry App Information:

https://play.google.com/store/apps/details?id=com.nobexinc.wls_95643535.rc

<https://itunes.apple.com/us/app/radio-nursery/id1048929027?mt=8>

<https://appworld.blackberry.com/webstore/content/59979422/?countrycode=AE&lang=en>

Thank You for your support

We have been praised for being different. Parents tend to call us a 'classic' for our music mix. We tend to blend the old with the new. We keep our own kids in mind when we program our music and if it's not right for our kids, we don't think OK for your kids too. We take pride in running a radio station that goes beyond complicated algorithms and user generated playlists.

We run a station that goes back to the golden age of radio; when radio was all about the human element. We want to run a station where we can truly make a difference and do our part in changing people's lives – Our little listeners, our parents and musicians who make all of this possible.

Thank you for your support.