



# 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 Dubai in the United Arab Emirates. Our music is covered under all applicable music and artist rights and comply with all local laws of the UAE.

RadioNursery.com operates 4 mood streams that's curated on the basis of a toddler's typical daily routine: - Wake up, Play, Learn and Sleep.

## 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 to help parents raise happy healthy kids.

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. Our music targets kids between the age range of 3 - 7 years and parents.

## Channel Descriptors

- **WAKE UP CHANNEL** – The Wake Up channel is perfect to start the day! This channel plays curated tunes to enhance your child's mood every morning. What happens during the morning hours often sets the tone for the rest of the day and this mood channel can be used as a wake up alarm or for play during breakfast. This high energy channel plays the best of Disney, Pixar and family safe pop to get your child moving in the morning.
- **PLAY CHANNEL** - Your original Radio Nursery Channel has be re-christened PLAY. This mood channel is designed to play a little bit of this, a little bit of that and everything in between! From Disney hits to ABC songs, nursery rhymes to movie classics, Macarena to Gangnam style, we play the best of the Radio Nursery Network on one juiced up channel This mood channel is ideal if you don't want to keep switching channels or for general play areas where kids can be exposed to a wide variety of music that aims to find the perfect balance between education and entertainment.
- **LEARN CHANNEL** - The world really is one big classroom for toddlers. They love to master new concepts, so this is the perfect channel to lay the foundation for future skills

like reading and counting. Listening skills become extremely important when the child enters a learning environment such as a preschool. They are equally important to their social development as they attend and participate in conversations. The Learn channel focusses on colors, numbers and letters; plays nursery rhymes, simple songs and stories all day to enhance your child's listening and learning skills.

- **SLEEP CHANNEL** - For generations, people throughout the world have sung lullabies to their babies as they cuddled them to sleep. Hearing soft songs brings a sense of calmness and security to a child. Our Sleep mood channel plays soft soothing tunes, lullabies and western classical music to create the perfect setting for kids to sleep. This mood channel also plays Mozart to enhance spatial-temporal reasoning.

## 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.

- 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](mailto: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 3 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 5000 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](http://www.RadioNursery.com)

### Social Media:

[www.Facebook.com/RadioNursery](http://www.Facebook.com/RadioNursery)

[www.Twitter.com/RadioNursery](http://www.Twitter.com/RadioNursery)

[www.YouTube.com/channel/UCP\\_x5FToG5gF9yE8Gy9UlGA](http://www.YouTube.com/channel/UCP_x5FToG5gF9yE8Gy9UlGA)

[www.Plus.Google.com/100014742122002569798/posts](http://www.Plus.Google.com/100014742122002569798/posts)

[www.Pinterest.com/RadioNursery](http://www.Pinterest.com/RadioNursery)

[www.instagram.com/radionursery](http://www.instagram.com/radionursery)

### Android, iPhone, and Blackberry App Information:

[https://play.google.com/store/apps/details?id=com.nobexinc.wls\\_95643535.rc](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. 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.