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Content Dossier and Music Submission Guidelines

2021

About RadioNursery.com

RadioNursery.com was launched in August 2015 and we stream to kids, moms and dads the world over. We are based out of Toronto, Canada.

RadioNursery.com operates 4 mood streams that are 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 aid 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

Our music targets kids between the ages of 3-7 years and parents/guardians.

What We Play

WAKE UP – The Wake Up stream 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 stream plays the best of Disney, Pixar and family safe pop to get your child moving in the morning.

PLAY - This mood stream 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. This mood stream is ideal if you don't want to keep switching streams 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 - 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 stream focuses on colors, numbers and letters; plays nursery rhymes, simple songs and stories all day to enhance your child's listening and learning skills.

SLEEP - 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 stream 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 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. 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.
- 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 re-tweets, and a win win for both the station and you.
- 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.Pinterest.com/RadioNursery

www.instagram.com/radionursery

App Information:

Please download the TuneIN app and search for Radio Nursery.

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 and keep our own kids in mind when we program our music. If it's not right for our kids, we don't think it's right for your kids too.

We run a streaming service where we can truly make a difference in people's lives – our little listeners, parents and kid's music artists who make all of this possible.

Our land might be cold, but our hearts are warm. We are proudly Canadian.

Thank you for your support.