



**Rod Bradbury is from  
Lovesongs247.com ....**

**What inspired you to come up with the station?**

I saw there was an opportunity for an online radio station that would transcend generations, play exceptional music from a variety of genres such as rock, blues, jazz, and pop and also not be formatted as many stations are. The station has been listened to in every single country in the world – all 196 of them -and the listening figures just keep snowballing.

**Was there anything else around at the time of a similar ilk?**

Most radio stations tend to stick to one particular listening format. In comparison, Lovesongs247 plays any type of good song regardless of length or music type.

**How did you envisage promoting the station to acquire new listeners?**

The station has really had no active promotion at all. It has not been advertised anywhere but has instead grown organically.

**How did you set about bringing the concept to life?**

I sat down with a blank sheet and wanted to create a station that was creative and wasn't constricted or bogged down by adverts. The adverts for Older Dating Online which are played in between the music are so short that they don't intrude and the main focus is always the music itself.

**How do you select the music to be played?**

I work closely with a few people to select the songs to be played. I listen to a lot of music, it may be a classical piece or even a piece of music that is used on an advert anything that sounds good which catches my ear. The beauty of Lovesongs247 is that airplay isn't as limited as on other stations.

**Where do you see the station in a year's time?**

Lovesongs247 is one of the best things I've ever done. The station is just snowballing and in a year's time who knows - I would envisage it being much, much bigger than it already is now.

**Did you anticipate the station's success?**

To a certain extent, yes, as there is nothing else like it out there.

**What are you most proud of when it comes to the success of Lovesongs247?**

That people really like the station and that we are giving new artists a platform to showcase their talent.

## Calling new Artists...

Here at Lovesongs247.com, we want to be the station to help you launch your career.

This month, we introduced a new platform for 'new music'.

We're all about great music and we know that good cool music is not always by signed artists.

We encourage new artists or bands who want some airplay to get in touch with us, and send us their mp3s. We then will have a listen, and if we like it and you fit in with our playlist (it would be hard not to, as we have many genres!) then we could be playing you on Lovesongs247.com. We play new tracks all the time.

The email you need is [contact@lovesongs247.com](mailto:contact@lovesongs247.com) - we're waiting to hear from you...

Some artists that have already contacted us and we have featured this month include:

**Deer** - a Mexican Trip Hop duo based in Hong Kong. They play and tour their music throughout Asia and have played to audiences in China, Taiwan, Japan, Korea and throughout SE Asia.



**Zoe Zac** - a singer songwriter based in Hobart, Tasmania and has been recording for the past decade.

**Matthew Edwards (and the unfortunates)** - a singer songwriter from Birmingham who spent many years in the USA before returning home.

**Swoop Swoop** - based in Fremantle, Western Australia and is by day an Architect and Surfer and by night plays music with friends in the clubs of Perth and up and down the West Australian coast.

**Ashley Reaks** - originally from Yorkshire and is now based in London. Last year he recorded 2 albums and this year he plans to release 3. At one stage in life he worked as a session musician for Take That!!

**Aaron Norton** - a singer/songwriter from London he's been singing and writing music for as long as he can remember. He says 'Music's my way of communicating emotions that I just can't express any other way and, of course, I'd be lost without it.' He has a unique voice and frequently gigs throughout London.

**Melinda Ortner** - Melinda is a singer songwriter from Northern California and is currently working with many producers.

## Competition Time..

Win the chance to have a year's free membership to OlderDatingOnline.com

To enter just answer the following question:  
How many countries in the world has Lovesongs247.com been listened to?

A: Every

B: Half

C: Three quarters

Send your answer to  
[contact@lovesongs247.com](mailto:contact@lovesongs247.com)

If you 'love songs' try Lovesongs247.com

