

LIGHT NATION RADIO

Online Radio For the Lighting Industry

ABOUT US

We're More Than Just Great Music:

Special Guests	Unique Advertising Opportunity
Industry Interviews	Tradeshow Special Reports
Contests & Swag Bag Prizes	Industry Related Advertisements
Light Nation Radio Shopping	Live On-Location Broadcasts
Vendor Giveaways and Specials	Tech Tips and Tricks
New Product Releases	News and Product Reviews

The Benefits of Online Radio Advertising: Why Light Nation?

Light Nation Radio is operated with the Entertainment Technician, Business Owner and Industry Professional in mind. Despite the number of available marketing opportunities out there, this one is completely unique, fresh and ready for the digital age. Advertising works by repetition. You may need to be exposed to a commercial or ad three or four times before you take action. To reach this goal, radio advertising is often a better solution than other media as far as dollars are concerned. Sound is stored in the memory more effectively than the written word. Sound, the spoken word offers emotion and encourages the listeners' imagination to produce their own desirable image of a product.

Radio is the theatre of the mind, and we know both.

Who's In Charge Around Here?

Light Nation Radio is managed and operated by Blue Planet Lighting, Inc of Hollister, Missouri.
This station operates independently of Blue Planet and related companies.

Our Target Audience.... And Yours.

Light Nation Radio is committed to bringing the largest amount of listeners to our station via aggressive marketing and saturation throughout all available channels. We are also committed to supplying a professional and entertaining experience for our sponsors, advertisers and listeners. Light Nation provides multiple ways to access our station including standard online browsers, Mobile Solutions such as iPhone, Blackberry as well as Windows Media Player making it an easy click away on any potential listener's computer. We target the entire industry from the manager specifying the equipment all the way to the end user.

Music Licensing and Royalties FAQ

Every song that you play on your station contains two separate copyrighted works. The first work is called the "musical composition," which consists of the song's music and lyrics. The second work, made while the band played the song in a recording studio or at a concert, is called the "sound recording." U.S. law requires a Webcaster to obtain permission from the copyright owner of a musical composition before the Webcaster plays the song. To do so, a Webcaster can request a "public performance license" from a copyright owner in exchange for payment of a license fee or royalty. ASCAP, BMI and SESAC are the performing rights organizations that issue those licenses.

Licenses for "sound recordings" are issued and administered by the performing rights organization SoundExchange.

Light Nation Radio is proud to be fully licensed by all performing rights organizations and will continue to do so as required by law.



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