



Sonic Scout Radio — Presenter Information Pack (USA)

Who We Are

Welcome to Sonic Scout Radio (SSR) — the 24/7 global station built for unsigned artists and music discovery.

We're not your typical internet radio. We're a collective of passionate curators, producers, and presenters who showcase the best unsigned independent artists from around the world — across every genre from indie rock and pop to hip-hop, R&B, metal, country, experimental, and beyond.

Our shows air globally across iOS and Android via the Sonic Scout Radio App, and our presenters are the lifeblood of the station — curating, discovering, and connecting directly with artists who are hungry to be heard.

We're a fast-growing, independent station broadcasting globally, 24/7 with a clear mission:

"To give unsigned artists a platform — and give presenters the freedom to build their own brand and community."

About the Presenter Role

As a Presenter, you'll host your own show — a 1-hour curated slot that features unsigned artists in your chosen genre. You'll source, listen to, and feature music that aligns with your show's sound and vibe. Your show goes out twice a day over a 7 day period. Airs globally.

Each presenter's show is unique — you bring your own personality, voice, and style. Some presenters record interviews, others share commentary or stories between tracks — it's all about your creative approach.



Your responsibilities include:

- Curating and producing your show (1 hour weekly minimum)
- Featuring unsigned artists who submit their songs for airplay
- Promoting your show and featured artists via social media
- Engaging with artists, building relationships, and growing your following
- Maintaining consistency — showing up weekly is key to listener growth

How You Earn

Sonic Scout Radio uses a shared-revenue model that rewards presenters directly.

There are 3 main revenue streams:

Artist Submissions (45% Presenter / 55% SSR)

Artists pay a \$10 submission fee to have their track featured on your show.

You earn 45% of every paid artist submission you choose and curate featured in your show.

From Show 4 onward, a minimum of 5 paid artists per show is required

Donations, Sponsorships, and Crowdfunding (65% Presenter / 35% SSR)

You can receive tips, pledges, and sponsorships through Patreon, GoFundMe, or Ko-fi.

You keep 65% of all donations and sponsorships raised.

We encourage presenters to build their brand presence using these tools — some are already receiving show sponsorships and pledges!

Podcast Opportunities (65% Presenter / 35% SSR)

You can also host a branded Sonic Sessions Podcast, distributed on major platforms (Spotify, Apple Podcasts, etc.) — giving you new sponsorship and audience growth opportunities.



To ensure commitment and a smooth onboarding process, we've introduced a **fully refundable \$100 Presenter Deposit**

This helps cover setup costs (Slack license, email account, digital tools, and admin support) and ensures new presenters are serious about joining.

What You Get Immediately:

Sonic Scout Radio email address

Slack access (our private presenter hub)

A digital marketing starter pack (free royalty-free music sources, A&R outreach tools, and social media templates)

3 pilot shows to air and promote your brand

Personalized show graphics and guidance

How It Works:

- You keep 100% of all artist submission fees until you've earned back your \$100 bond. (10 X Artists paying the \$10 submission fee)
- Once reimbursed, you move to the regular SSR revenue share model.
- If you decide to step away before completing your 3 pilot shows, the bond is non-refundable (to cover setup and admin costs).

This small commitment ensures that the presenters joining Sonic Scout are motivated, consistent, and ready to grow their shows professionally.



Social Media Expectations

We've learned that presenters who are active on social media get:

- More artist submissions
- More listeners
- More sponsorship opportunities

Posting 1–2 times a week about your show — even just sharing snippets, screenshots, or artist shoutouts — makes a massive difference in growing your profile.

You'll receive sample post templates and hashtags to help you hit the ground running.

What You'll Need

- A decent microphone or USB audio interface
- Audio recording/editing software (GarageBand, Audacity, or similar)
- Reliable internet connection
- Enthusiasm, curiosity, and a love for unsigned music

Ready to Apply?

If you're excited about joining a growing global radio platform and supporting unsigned talent, we'd love to hear from you!

Please reply with:

1-Minute Audio Demo

Include a short intro, a snippet of a song, and an outro — show us your voice and vibe!



Short Paragraph

Tell us why you'd love to be a presenter for Sonic Scout Radio and what makes you a great fit.

Preferred Genre Focus

Let us know what styles of music you're most passionate about curating (e.g., Indie Rock, Hip Hop, Country, R&B, Pop, Metal, etc.).

Our Promise

Sonic Scout Radio isn't a hobby station. It's a creative platform that rewards passion, consistency, and authenticity. We're building a family of presenters who want to make a mark in unsigned music.

If that sounds like you — welcome aboard.
You're in the right place to make some noise.

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 www.sonicscoutradio.com

 **Discover. Play. Amplify.**

Championing Unsigned Independent Music, One Track at a Time

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