

# VINYLTHON

IN VINYL WE TRUST

## Welcome Guide





# CELEBRATING 7 YEARS OF VINYLTHON!



*Vinylthon 2020*

IN VINYL WE TRUST

APRIL 18, 2022  
VINYLTHON.CO



**VINYLTHON 2018**

COMING SATURDAY  
APRIL 21

Official Sponsors:

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**VINYLTHON**  
IN VINYL WE TRUST

**SATURDAY, APRIL 13 2019**



**VINYLTHON 2017**

LOVE MUSIC. LOVE LIFE.

**VINYLTHON 2021**



Welcome to



## A Guide to Participating in Vinylthon

### *What is Vinylthon?*

Vinylthon is the radio industry's celebration of vinyl, and the event coincides with the celebrated and hugely successful annual Record Store Day. We invite all radio stations, AM, FM or online, either non-commercial or commercial, to join this fun event that resonates with listeners and broadcasters alike. Plus, it's for a good cause!

### *What do radio stations do?*

Many radio stations play at least an hour of vinyl on the day, but some go for the full 24 hours! Special programming is also made available for participating radio stations to play on the air if they wish, as part of their Vinylthon celebrations. Some stations have special guests on the air, live studio performances, and deluges of listener requests! Many stations find their audiences are very passionate about vinyl and engagement is high for the event.

### *What's the reason for the event?*

By participating, stations are not only demonstrating their love of vinyl, but are supporting the next generation of broadcasters, Vinylthon is a fundraising event to raise crucial Vinylthon Scholarships to support those students that want to work in the radio industry after graduation. You are supporting their dream to be a radio professional. The event is organized by the College Radio Foundation, a non-profit based in New Jersey.

### *Who organizes it?*

The event is organized by the College Radio Foundation, that also organizes the annual World College Radio Day event every October. CRF unites hundreds of college radio stations around the world (over 1,000 in 50+ countries) and has been recognized and supported by such public figures and artists as President Biden, President Obama, Moby, Coldplay, Wilco, Andrew WK, The Lumineers, Joan Jett, Wyclef Jean, and many others (the Queen of England!) TIME called CRF "a nationwide movement illuminating the cultural significance of student-run radio." Vinylthon is all about giving the next generation of broadcasters a chance to get into the radio industry.





## What Can My Station Do To Celebrate Vinylthon?

Participating radio stations celebrate Vinylthon in a variety of ways. In the past we have asked stations to commit to playing a minimum of one hour of vinyl on the day, but really it's up to you. Here are some ideas, bearing in mind that only pre-recorded music should be played from vinyl during the event.

- Live remote from a venue, club or highly visible public location
  - Live remote from a local record store
- Top 10 themed vinyl playlists and vote/poll for favorite records
  - Live artists perform in studio
  - Special guests from the community
- Listener requests / "Do you remember when?" stories
- Vinyl competitions and giveaways, especially with local record stores
  - Return of ex-DJs and station alumni and staff
  - Livestreaming from the studios over social media
  - "Battle of the DJs" using the turntables

*Also...*

*Order some Vinylthon merch to get your team into the spirit of Vinylthon!*



Order from [www.vinylthon.com/shop](http://www.vinylthon.com/shop)



# We did it! SO CAN YOU!

By Anabella Poland, GM of WMSC 90.3 FM, Montclair State University, NJ

"In the beginning there was vinyl, and it was good!" Amidst the sound of thunder, ominous bells and celestial score music a deep male voice drew you in. It was almost as if a divine voice commanded you to stop what you were doing and pay attention. The visuals Vinylthon's first promo evoked was a vivid imagery of God himself creating vinyl records as part of the six days of Creation. WMSC had no turntables in-studio, and in my short five months at the radio station as general manager, I was not aware if we even owned the equipment! The former music director, Ivan Arevalo, and I, looked at each other upon listening to the promo, and agreed instantly that we would join this celebration even if we had to play vinyl records with a Bic pen! This was a naughty reference to the later iteration of music distribution, cassettes, which by the way offered significantly less quality and a number of technical issues. There is no experience quite like the desperation of your favorite cassette tape being eaten by your Walkman, and the amount of love and care in removing it and reeling it back in!

Vinylthon was less than three weeks away and we worked diligently with broadcast and media operations to dust-up two sets of turntables owned by the radio station and kept in the radio rack room. Parts had to be ordered, lines had to be tested, DJs had to be trained. Perhaps the most fun was to watch our initial programming effort grow from one hour of vinyl-only music to 11 hours with DJs and alumni duking it out to get a spot to spin their records.



I remember reaching out to Record Store Day ambassadors for the year, Metallica, and asking for liners or interviews and management kindly provided me with a number of song intros to their brand-new remastered *Kill 'Em All* and *Ride The Lightning*. Our first vinyl song of the day matched the intensity of that first Vinylthon promo, with the bells from *For Whom the Bells Toll* taking us to church to worship vinyl the way it was meant to, by playing a heck-ton of it, and as loud as possible.

Quickly into the set, we realized that one of the turntables had a problem. It just so happened that the left turntable tonearm was not properly resting on the records and it had tried to run off and scratch our precious gems. Our student engineer who was due to take a shift was at hand and had to remove the turntable from the studio and immediately work on fixing this problem. On the way out of the studio and into the hallway leading to the engineering office where he would fix it, he stumbled on Rob Quicke, founder of Vinylthon, who asked, "How's it going?" The turntable was then 'pseudo' fixed and allowed us to finish the 11 straight hours of vinyl, but not without failing to remind us all that this is college radio and things will go wrong, and when the going gets tough, the music gets louder!

For more information about WMSC 90.3 please visit [www.wmscradio.com](http://www.wmscradio.com).

For more information about the College Radio Foundation, who organizes the annual Vinylthon event, please visit [collegeradio.org](http://collegeradio.org).



[www.vinylthon.com](http://www.vinylthon.com)







For radio stations that play at least 12 hours of vinyl during the day...



...we present each station with the GOLDEN SLIPMAT AWARD!



**GLOW**  
TRONICS

The only exception to having to play music from vinyl is live talk, interviews with guests and live music from bands and artists, as well as playing the Vinylthon Radio Special that is typically an hour in duration.

“Go the distance.....”





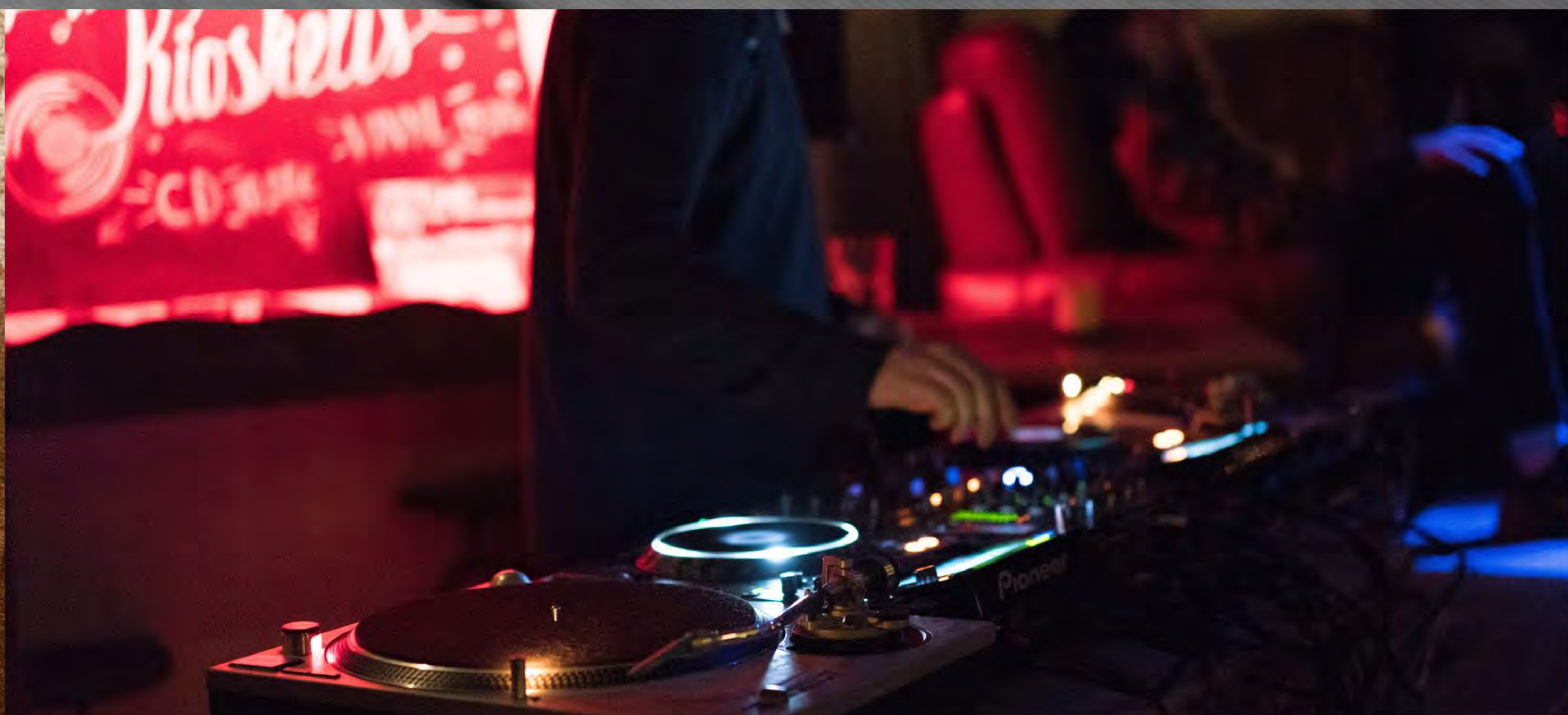
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“If I was forced to pick my top three vinyl albums, I would probably pick some old classics, because of the tonality of the instruments back then and a lot of the analog amplifiers, as well as the analog consoles and analog recording devices. Same thing with the analog microphones. So, probably ‘The White Album’ from THE BEATLES. Probably ‘Wish You Were Here’ from PINK FLOYD, or ‘The Dark Side Of The Moon’, which is another great album for sounds like that. And most definitely, because it’s very personal to me, AC/DC ‘Let There Be Rock’. And, like I said, to me, all of the analog equipment had a really warm sound. And, of course, you needed to have a great stereo and playback system to make it all come together. But if you were that critical about all those parts in the series, then you already had a great-sounding stereo.”



MEGADETH'S Dave Mustaine  
talking to VINYLTHON 2019







[vinylthon.com](http://vinylthon.com)

  
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## Support the Next Generation of Radio Stars

We're on a mission to help college students aspiring to a career in radio. We're getting behind the Vinylthon event presented by the College Radio Foundation to provide financial assistance in the form of scholarships.

Last year, over 100 radio stations around the world supported the College Radio Foundation's mission to help college radio broadcasters pursue professional careers. This year for a minimum of \$99, any radio station can join the effort to cultivate the next generation of radio broadcasters.

When: Saturday, April 23rd, 2022

Who Can Participate: Any radio station (commercial, public, Christian)

### 6 Ways to Participate:

1. **Go The Distance:** Grab two turntables and play a full day's music from vinyl records. We guarantee your listeners will love it and it'll get people talking.
2. **Top of the Hour:** If you've only got one turntable, play a vinyl track at the top of every hour.
3. **Broadcast Live:** Vinylthon also conveniently falls on Record Store Day. Partner with a local record store. Most have turntables and plenty of vinyl. Do a live broadcast and play music live from the store.
4. **Write a Check:** If Vinylthon were a 5k race to benefit future broadcasters, the vinyl is the fun part, the donation is what matters. If you don't have access to records or turntables, at least help support the next generation of broadcasters with a minimum \$99 donation.
5. **Pay for Play:** If you have the vinyl, you can play your entire scheduled playlist for Vinylthon. OR you could offer a pay-for-play feature where listeners pledge a set minimum (your call) to have their favorites played on your air.
6. **My Favorite Album:** On your website and key social pages, invite your audience to post a selfie holding up their favorite vinyl album. Include a similar photo of each member of your airstaff.





COMING APRIL 23



Order your merch from [Vinylthon.com](https://Vinylthon.com)!