

All About Rotation

TL;DR: Rotation is a system used where DJs choose from pre-selected music to be played on air. Rotation allows WQFS to remain a center for new, interesting, and fresh music. **Rotation is required to be played by all DJs who do not have an approved specialty show.** See below about how to get a specialty show.

Rotation Requirements:

Rotation Hours (6am-10pm) PER 2 HOUR SHOW: 3 songs from A 3 songs from B 1 song from C 1 NC song*	Fringe Hours (10pm-6am) PER 2 HOUR SHOW: 1 song from A 1 song from B 1 song from C 1 NC song*
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Q: What is Rotation?

A: Rotation refers to a system used by WQFS, and countless other college radio stations, where a collection of releases, whether they be albums, singles, or EPs, are curated to be played from on air by the station's DJs. While every station's system is slightly different, practically all college stations have it in some form.

Q: What goes into Rotation?

A: Rotation is made up from albums, singles, and EPs released typically within the last year (most often released in the last couple weeks). Almost all releases in rotation are sent to us by labels, PR organizations, or artists themselves. Occasionally, a manager may self-select a release they really believe in to put into rotation. It's important to note that there is **no payola in this system-** meaning that **no money is exchanged for radio play.** We also take rotation suggestions from any DJ, more on

that later. Any genre is considered for rotation, and we try to keep it as varied as possible.

Q: How is rotation selected? What makes an album/ep/single worthy to be placed in rotation.

A: There's not a lot of criteria that make a release rotation eligible, but there's a few questions we consider when selecting a release. Aside from considering it's release date within the last year as mentioned above, here's a few things we look for:

- **Does the release have a sound that is new, fresh, or interesting?** (This is probably the most important)
- **Is it independently released?** (Meaning is it NOT released by one the major labels- EMI, Sony, Universal, Warner, or their affiliate sub-labels. Being released by a major does not disqualify a release from being included rotation however)
- **Would this release get played on commercial radio?** (If it sounds like, or is getting played on Top Forty or major other radio formats, it's likely not going into rotation)
- **Where is the music coming from?** (We consider all music, but locally released music gets a slight preference)
- **Is music clean according to FCC standards?** (This is pretty self explanatory, and we also make sure any music we play also adheres to Guilford's values!)

Q: How can I get involved with rotation selection?

A: First, you can suggest an album using this form. If you have a good ear for music, we're always recruiting new music managers! Feel free to email us at WQFSmusic@guilford.edu!

Q: How is rotation organized?

A: Rotation releases are organized into three categories:

- A. Highest Priority Albums/EPs
- B. High Priority Albums/EPs
- C. Singles

Q: How often is rotation updated?

A: We aim for an update at least every-two weeks.

Q: Who plays rotation? How do I get a speciality show?

A: **Rotation is required to be played by all DJs who do not have an approved speciality show.** We've been quite lax on granting speciality shows the last few semesters as the rotation system was being rebuilt. If you've had a specialty show in the past, *for now* you can continue as such. If you're a new DJ and would like a specialty show please email us at WQFSmusic@guilford.edu, the email subject should be "(Your Real Name) Specialty Show Request", in the body of the email answer the following questions:

1. What is your name and DJ name if you use one.

2. Are you a Guilford student, practicum student, or Community DJ?
3. How many semesters have you been DJing? (Specialty shows can only be granted for those DJs who have been with WQFS for at least one semester)
4. What type of music will you be playing? Why do you feel it's important to have a specialty show?

Q: What are the rotation requirements?

A:

Rotation Hours (6am-10pm) PER 2 HOUR SHOW: 3 songs from A 3 songs from B 1 song from C 1 NC song*	Fringe Hours (10pm-6am) PER 2 HOUR SHOW: 1 song from A 1 song from B 1 song from C 1 NC song*
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*You are also **required to play at least 1 North Carolina (NC) artist**, this can double count as an A, B, or C artist, or be someone not in rotation.

Please mark all rotation in Spintron as well.

Q: Where can I find what's in rotation?

A: Check your inbox to find the most recent rotation update! Included in each update is a description of each new release, along with what tracks are recommended for radio play. Everything in rotation is available to play in the Imedia computer in the MCR, in categories RTA, RTB, & RTC. We have some CDs and occasionally vinyl copies

of the albums as well. It's recommended to play rotation from the Imedia PC, because there may be some radio edits not available elsewhere on the computer. But you can always play rotation releases from your preferred format.

Q: Why should I play rotation?

A: College radio stations are one of the few places for music play and discovery free from corporate influence. The rotation system really **helps keep WQFS a center for new, fresh, and independent music, as it has been over 50 years now.** Our slogan after all is You're Only Alternative. Rotation helps draw in and keep listeners by offering them new music for their listening ears. The Number of radio listeners is hard to estimate, but we typically reach about 1000 radio listeners, and a couple hundred online listeners. Listeners come to WQFS to hear music they can't hear on the radio elsewhere! Many college stations don't give their DJs choice on what to play, and we use rotation as a system that still gives freedom to DJs to choose which songs to play. We really believe in all the releases placed in rotation, and we hope you can see what we see in each and every song placed into rotation. **We don't want to be punitive in the enforcement of rotation plays, we'd like to think everyone can use the honor system in adhering to this system.**

Thanks a million!

-Music Mangers