Annual Report

Fiscal Year 2018
From the Director

2018: A Pivotal Year of Passion, Projects, Programming and Progress

(Alliteration aside, AIM advances as awesome attitudes among associates ameliorate adverse allocations)

Yet, 2018 was not without its challenges and the future is not as certain as we would like. The organization is in a period of transition and, as with all transformations, there are opportunities as well as problems. Our members seemed to take this to heart as they rose to the occasion and proved their commitment to the organization when we were faced with a budget crisis. They responded by sending hundreds of messages to Arlington County officials and by showing up in person by the dozens at open forums and by the hundreds at the budget hearing. They also produced a record amount of media content that covered every genre and style and was breathtaking in its diversity of subjects and subject matter and spent more than four thousand hours of their “spare time” volunteering to help others produce.

In the face of the ever-tightening budget and the organization’s inability to fill vacant staff positions, they organized themselves into teams of volunteers that now provide direct service to the organization. For example, a new membership team began analyzing data and drafting strategies for retaining and attracting more members. The sponsorship and underwriting team began identifying likely targets in the Arlington market for pitching the opportunities for exposure that are available on WERA and AIM-TV to local business and industry. The street team started putting AIM and WERA ambassadors at local farmers’ markets and community events and extolling the virtues of what the organization has to offer to all.

Without the help of our members we simply could not provide the level of service that Arlington has come to expect from AIM and WERA. And while that has always been true, it is truer today than it’s ever been. We now enjoy regular volunteer support from our members at the front desk where they help producers check in and out, answer the phone and the door, answer questions and provide help, and perform critical administrative tasks. And programmatically, AIM and WERA continue to excel. We saw high levels of activity in all of our normal areas; including basic and advanced classes, audio and video production, content distribution across multiple media platforms, and, of course, enormous amounts of help contributed by our volunteer network. The organization continued its outreach to the community by covering local events, teaching special classes and camps for youth, hosting gatherings of local interest groups at our facility, offering classes to the small business community and ran the region’s best film festival. We also added some important new initiatives, including a fall gala held in conjunction with Embracing Arlington Arts, a winter on-air fundraising campaign, and WERA staff participation in the National Federation of Community Broadcaster’s annual conference. In most respects, AIM and WERA have never been stronger or more active in the community.

As I write this there is a live radio program happening in the radio studio, a recording session in the happening in the audio production suite, a radio producer having a pre-production meeting in the large conference room down the hall, and a video editor working on a TV program for seniors in the video editing suite. Tonight we’ll have live radio, live-to-drive TV in the studio, two different classes and both audio and video editors in the facility. Today is by no means unusual. In fact, over the course of the fiscal year, more than 8,500 people used the AIM facility to produce 5,096 radio programs, take one of the 106 classes that were offered, produce 71.2 hours of television, or volunteer for 3,946 hours. As I said, AIM and WERA have never been more active. But the financial pressure is real and will consume more and more of our energy. But with the continued help of our amazing members and volunteers we’ll not only meet the challenge but continue to grow and thrive. After all, awesome attitude ameliorates adversity!
Community Projects

Throughout the year, AIM builds relationships with community leaders, local organizations, country schools, and regional producers to strengthen local outreach. Such partnerships generate ties for video and radio programming, educational development, creative recognition, and local events. These community projects help provide opportunities for media literacy and productions across all age levels and skill sets. The final production of each project can be found on our TV channel, on-demand on our website, and on our YouTube channel.

Spring Break Media Camp

For a group of talented and enthusiastic campers, AIM offered an iPad movie and stop-motion class during their spring break. The camp provides them a weeklong learning and production experience that showcases their skills and amazing creativity.

Video and Radio Production Camp

AIM held three ten-day camps during the summer of FY 2018. Campers aged nine to thirteen learned all aspects of video production. Participants then created a short film working as a team. This year’s films included Bottled Up; Ga Ga Madness; and N.O.T.H.I.N.G. Each class had a “world premiere” at AIM at the end of the camp for friends and family.

In FY 2018, AIM offered the iPad Moviemaking class that teaches kids both how to write and shoot a narrative film using their tablets and how to create stop-motion animation. The resulting Stop Motion Madness 2018 is an amazing demonstration of their imagination, creativity and skill with the technology. And, for the first time ever, AIM offered a radio production camp in the summer for kids that resulted in a radio play called Breach.
Community Projects

Document Historic Arlington

Document Historic Arlington is a cooperative project between AIM and the county’s Historic Preservation Program. Using a generous grant from the Historic Preservation Program, AIM pays a group of high school students to learn the art and science of documentary film production.

The documentary film from this year’s class was Arlington’s Heroes, about the significant contributions made by the citizens of Arlington County to the war effort during the First World War. The film was shown at the Arlington Public Library as part of the centennial commemoration of the war.

The documentary has received significant praise from viewers in Arlington County and in France, where it was screened as part of their centennial.

The Rosebud Film Festival

The distinguished Rosebud Film Festival strengthens ties between AIM and film and video artists of the DC, Maryland and Virginia region every year. Each year, filmmakers from around the region submit their innovative, unusual, experimental and deeply personal film for review by a panel of the region’s top producers, directors and members of the film industry. This year more than 100 films were submitted. 20 were chosen for the showcase of films, which was held at the Miracle Theater in Washington DC, January 26th through the 28th. In addition to the showcase screenings, there were also Q & A sessions with the filmmakers and a special panel discussions hosted by the Virginia Film Office at AIM on Sunday, January 28th. Later that evening the five winning films were honored at the awards ceremony, held at the Clarendon Ballroom in Arlington.

<table>
<thead>
<tr>
<th>Festival Winners</th>
<th>by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game</td>
<td>Jeannie Donohoe</td>
</tr>
<tr>
<td>The Importance of Finding the Other</td>
<td>Marcey Frutchey</td>
</tr>
<tr>
<td>The Sandman</td>
<td>Lauren Knapp</td>
</tr>
<tr>
<td>Rumination</td>
<td>Chad Eric Smith</td>
</tr>
<tr>
<td>Corridor Four</td>
<td>Stephen Tringali</td>
</tr>
</tbody>
</table>
In the Community

Community Groups and Individuals Served by AIM and WERA

Advanced Health Center
American Institute of Architects
Anacostia Watershed Society
Arlington Artist Alliance
Arlington Career Center
Arlington Central Library
Arlington Cinema & Draft House
Arlington Commons
Arlington County Commission on Aging
Arlington County First Responders
Arlington County Public Safety Communications and Emergency Management
Arlington Independent Media
Arlington Magazine
Arlington Neighborhood Village
Arlington Players
Arlington Public Schools Career Center
Arlington Sister City Association
Arlington Turkey Trot
Arlington Women's History
Artstream
Association for Career and Technical Education (ACTE)
Ballston BID
Barry-Wehmiller
Bike Arlington
Black Cat
Boys Town D.C.
CD Cellar
Center for Parents and Teens
Center for Universal Education
Charles McCullough, ACB Candidate
CHPAS Conference
Church of the Brethren
Clarendon Alliance
Clarendon Gallery
Columbia Pike Revitalization Organization
Commonwealth Joe
Community Engagement Forum on Aging
Compassionate Airlift
Crystal City BID
Crystal City Sports Pub
D.C. Dream Center
DC Metro Theater Arts
DC Podfest
Discover Arlington
Dominion Stage
Doorways for Women and Families
Dream Project
Educational Theater Company
EF Block, Arizona
Fairfax County Economic Development Authority
Fitzgerald Financial Group
George Mason University
Georgetown University Center on Education and Workforce
Girls Rock! DC
Go Global, Inc.
Hill Country BBQ
Innovators Box
J.W. Ayers Variety Store
Jazz in the Sculpture Garden
Joe's Pizza
Leaders in Energy
Leadership Center for Excellence
Lee Highway Alliance
Lubber Run Amphitheater
Make Music Day
Meals on Wheels NOVA
Melwood
Meridian Hill Pictures
Metro 29 Diner
Museum of the Bible
National Cancer Institute
National Chamber Ensemble
National Conservatory of the Dramatic Arts
National Endowment for the Arts
Nature Club Kids
New District Brewing
Northern Virginia Community College
Northern Virginia Community College
Northern Virginia Senior Olympics
Off the Pike
OneJourneyFestival
Opera NOVA
Organizations served
Our Revolution
PACE
Pearl Street Warehouse
Plant NOVA Natives
Prison Fellowship
RISE Industries
Roslyn BID
Run for Cover
Second City
SOAR Community Network
Songbyrd Music House
South Block Juice
Straw Free Arlington
Sugar Shack
Sushi Zen
Sushi-Zen Restaurant
Taqueria et Poblano
The Arlington
The Beacon Newspapers
The Fenwick Foundation
The Hamilton Live
The Mission Kitchen
The P3 Solution
Trade Roots
Trullioo
Union of Concerned Scientists
UNLEASH Group
UrbanArias
Virginia Hospital Center
Virginia Insurance Counseling and Assistance Program
Vivek Patil, ACB Candidate
Vote. Lead. Impact
W&OD Bike Trail
Walcoft Hill Group LLC
Women on Course
Membership

Individuals and organizations from our area become members in order to take advantage of the opportunities that AIM offers to the community. Workshops, low-cost equipment and facility rentals, hands-on media production experience, and the opportunity to help raise voices in cooperation and in the spirit of community building are just a few of the reasons why people join America’s number one local media organization. When they join the AIM family they join hundreds of talented, dedicated volunteers who work together to bring independent news, information, art and entertainment to our viewers and listeners. They also join an organization that is internationally recognized as a leader in community based, independent media training and production.

<table>
<thead>
<tr>
<th>Basic Members</th>
<th>FAIM Members</th>
<th>Organizational Members</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>421</td>
<td>145</td>
<td>17</td>
<td>583</td>
</tr>
</tbody>
</table>

Membership Team

A group of AIM volunteers have organized a “membership team” for the purpose of recruiting and retaining AIM members. Through data analysis of past membership trends and careful market targeting, the group hopes to be able to identify potential new members and develop plans for keeping them past the initial training stage so that they become active producers and volunteers for years to come.
AIM and WERA Events

Each year AIM and WERA open the studio facility to our members and the public for a series of events that help spread the message that local, independent media is a wonderful way to build community. AIM and WERA also venture out into the community to spread the word about the opportunities that the organization makes available to the public and to enjoy good times with our members. Below is a list of the events that AIM and WERA sponsored over the course of FY 2018.

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Camp Movie Premier</td>
<td>AIM Studio</td>
<td>July 7, 2017</td>
</tr>
<tr>
<td>Summer Camp Movie Premier</td>
<td>AIM Studio</td>
<td>July 21, 2017</td>
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<tr>
<td>AIM Producer Meeting</td>
<td>AIM Studio</td>
<td>August 3, 2017</td>
</tr>
<tr>
<td>Summer Camp Movie Premier</td>
<td>AIM Studio</td>
<td>August 4, 2017</td>
</tr>
<tr>
<td>Document Historic Arlington Premiere</td>
<td>AIM Studio</td>
<td>August 16, 2017</td>
</tr>
<tr>
<td>AIM Booth at the Arlington County Fair</td>
<td>T. J. Middle School</td>
<td>August 16-20, 2017</td>
</tr>
<tr>
<td>Document Arlington Premier</td>
<td>AIM Lobby and Studio</td>
<td>August 25, 2017</td>
</tr>
<tr>
<td>Booth at Clarendon Day</td>
<td>Clarendon</td>
<td>September 23, 2017</td>
</tr>
<tr>
<td>Annual Meeting of Members</td>
<td>AIM Studio</td>
<td>September 24, 2017</td>
</tr>
<tr>
<td>Embracing Arlington Arts Fundraiser</td>
<td>NRECA</td>
<td>October 5, 2017</td>
</tr>
<tr>
<td>Awesome Women Entrepreneurs Event</td>
<td>AIM Lobby and Studio</td>
<td>October 12, 2017</td>
</tr>
<tr>
<td>WERA Promo Day</td>
<td>AIM Audio Suite</td>
<td>October 14, 2017</td>
</tr>
<tr>
<td>Volunteer Network Event</td>
<td>AIM Classroom</td>
<td>October 19, 2017</td>
</tr>
<tr>
<td>AIM Board Retreat</td>
<td>AIM Classroom</td>
<td>November 12, 2017</td>
</tr>
<tr>
<td>WERA Fund Drive Training</td>
<td>AIM Studio</td>
<td>November 13, 2017</td>
</tr>
<tr>
<td>Document Historic Arlington Showing</td>
<td>Arlington Central Library</td>
<td>November 20, 2017</td>
</tr>
<tr>
<td>Volunteer Network Event</td>
<td>AIM Classroom</td>
<td>November 21, 2017</td>
</tr>
<tr>
<td>WERA Fund Drive</td>
<td>WERA Radio Studio</td>
<td>December 4 - 10, 2017</td>
</tr>
<tr>
<td>AIM Annual Holiday Pot Luck Party</td>
<td>AIM Studio</td>
<td>December 10, 2017</td>
</tr>
<tr>
<td>Rosebud Film Festival Showcase</td>
<td>Miracle Theater</td>
<td>January 26 &amp; 27, 2018</td>
</tr>
<tr>
<td>Rosebud Film Festival Awards Ceremony</td>
<td>Clarendon Ballroom</td>
<td>January 28, 2018</td>
</tr>
<tr>
<td>Volunteer Network Event</td>
<td>AIM Classroom</td>
<td>February 8, 2018</td>
</tr>
<tr>
<td>Cub Scout Tour and Activity</td>
<td>AIM Studio</td>
<td>March 1, 2018</td>
</tr>
<tr>
<td>AIM Producer Meeting on Budget Cuts</td>
<td>AIM Studio</td>
<td>March 8, 2018</td>
</tr>
<tr>
<td>County Board “Open Door” Budget Meetings</td>
<td>Arlington Locations</td>
<td>March 5, 12, 19, 26, April 2, 2018</td>
</tr>
<tr>
<td>Spring Break Media Camp Premier</td>
<td>AIM Studio</td>
<td>March 30, 2018</td>
</tr>
<tr>
<td>County Budget Meeting</td>
<td>County Board Room</td>
<td>April 3, 2018</td>
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<tr>
<td>iPad Movie Club Premier</td>
<td>AIM Studio</td>
<td>April 13, 2018</td>
</tr>
<tr>
<td>AIM Happy Hour Thank You to Members</td>
<td>AIM Lobby and Studio</td>
<td>May 21, 2018</td>
</tr>
<tr>
<td>AIM Annual Picnic</td>
<td>Bluemont Park</td>
<td>June 10, 2018</td>
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<tr>
<td>WERA Promo Day</td>
<td>AIM Audio Production</td>
<td>June 17, 2018</td>
</tr>
<tr>
<td>Sushi Zen Fundraiser</td>
<td>Sushi Zen</td>
<td>June 27, 2018</td>
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</tbody>
</table>
Volunteers

Volunteers are what make AIM and WERA possible. Each year they contribute thousands of hours of their time to help produce both radio and television programs, assist the staff with everything from administrative tasks to engineering the radio studio, and act as ambassadors for the organization at the Arlington County Fair, Clarendon Day, the Roslyn Jazz Fest, the Columbia Pike Blues Festival and farmers’ markets across the county. There is no adequate to thank them for what they do. The truth is that they take their satisfaction from knowing that they are helping local people raise their voice.

**Total Volunteer Hours**

**FY 2018**

3,946

**Top Volunteers:**

More Than 150 Hours

Lynn Borton
Heff Munson

More Than 100 Hours

Jamie Cordes
Kate Dorrell
Mary Fantucchio
Joseph Gueron
Paul Mahood
Cam Pippitt
Rusty Roberts

*Thank You Volunteers!*
We’re all enriched when our volunteer producers raise their voices – whether on AIM-TV or on WERA 96.7 FM. A diverse collection of viewpoints presented in engaging, high-quality programs makes AIM-TV and WERA the choice for viewers and listeners seeking dynamic local content.

Community events such as the Civic Federation Candidate Debates, Clarendon Day, the Roslyn Jazz Festival, the Columbia Pike Blues Festival, the Spirit of Community Awards, and much more were covered in FY 2018.

The quality, quantity and diversity of the radio and television programming created by our volunteer producers is nothing short of astounding. Arlington is fortunate to have such dedicated producers helping to build our community on a daily basis. They deserve our gratitude and our praise.

**AIM-TV Programming**
- 352 New Programs Produced in FY 2018
- 712 Hours of New Programming Produced in FY 2018
- 18 Regularly Produced Series Programs Run on AIM-TV in FY 2018
- AIM Staff Produced 75 Programs and 21 Shorts and Promos for a Total of 46 Hours of Programming = 6.5% of Total Program Hours
- AIM-TV Programmed for a Total of 8,760 Hours in FY 2018

**WERA 96.7 FM Programming**
- 4,940 New Programs Aired in FY 2018
- 5,564 Total Hours of New Programming in FY 2018
- 48 Weekly Talk Programs
- 47 Weekly Music Programs
Training

Certification Workshops

Our basic courses are designed to give students the knowledge and skills that they need to get certified to use the AIM and WERA facilities and equipment. Students get hands-on experience from the first class and quickly develop the ability to write, shoot, record and edit both radio and TV content. The AIM philosophy is that no one is too young, too old or too inexperienced to be a producer, not just a consumer of media content.

Master Workshops

For those students who want to learn more advanced skills, AIM offers a series of in-depth classes taught by some of the leading practitioners in the region. Advanced camera operation, directing, documentary production, writing for the screen, advanced audio production and digital imaging and darkroom techniques are just some of the course that AIM offers. The instructors are drawn from the top ranks of the area’s producers and directors. Graduates of AIM’s master classes have learned their skills from the best and are able to use put them to use on their own productions and in their careers.

Youth Workshops

AIM offers training for people between the ages of 8 and 18 in programs such as the iPad after school movie club for elementary school students, the spring break, holiday break and summer camps for those between 9 and 12 and Document Arlington and Document Historic Arlington for high school students looking for a paid internship. AIM now has many graduates who have gone on to study media production at college and then work in the industry.

Small Business Classes

FY 2018 marked the beginning of a new initiative to offer small businesses training designed especially for them. Classes in how to use tablets and phones to create great video or how to get the most out of the photographic capabilities of a smartphone are just two of the courses that AIM is offering in cooperation with Arlington Economic Development.
<table>
<thead>
<tr>
<th>Certification Classes</th>
<th>Master Classes</th>
<th>Youth Classes</th>
<th>Small Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro to Community Media: 24 classes; 285 students</td>
<td>Advanced Audio: 1 class; 3 students</td>
<td>iPad Movie Club: 6 classes; 50 students</td>
<td>Small Biz Media Toolkit: 1 class; 9 students</td>
</tr>
<tr>
<td>Location Production: 9 classes; 73 students</td>
<td>Advanced Camera: 1 class; 7 students</td>
<td>Video Production Camp: 3 classes; 26 students</td>
<td>Smartphone Photography: 2 classes; 8 students</td>
</tr>
<tr>
<td>Studio Production: 8 classes; 60 students</td>
<td>AfterEffects: 1 class; 3 students</td>
<td>Spring Break Media Camp: 1 class; 5 students</td>
<td>Video for Smartphones: 2 classes; 17 students</td>
</tr>
<tr>
<td>On-Air Radio Production: 8 workshops; 35 students</td>
<td>Digital Still Photography: 1 class; 7 students</td>
<td>Document Arlington: 1 class; 6 students</td>
<td></td>
</tr>
<tr>
<td>Basic Editing: 10 classes; 58 students</td>
<td>Location Lighting: 1 class; 9 students</td>
<td>Document Historic Arl.: 1 class; 6 students</td>
<td></td>
</tr>
<tr>
<td>Basic Audio: 14 classes; 71 students</td>
<td>Writing for Media: 1 class; 10 students</td>
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<tr>
<td>Location Audio: 4 classes; 16 students</td>
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<tr>
<td>Pro Tools for Audio: 4 classes; 13 students</td>
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<tr>
<td>Mobile Flypack: 1 class; 5 students</td>
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<tr>
<td>Premier Pro Video Editing: 10 classes; 45 students</td>
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</tbody>
</table>

**Totals**

- **92 classes; 661 students**
- **6 classes; 39 students**
- **12 classes; 93 students**
- **5 classes; 34 students**

**Totals**

- **115 classes**
- **827 students**
**Equipment and Facilities**

Raising your voice is easy when you have access to the finest audio and video facilities and equipment. A TV studio, a radio studio, an acoustically perfect audio production suite, video editing suites, classrooms and meeting spaces and a pile of portable audio and video production gear that includes a Steadicam, a jib arm, a camera dolly and tracks, hand held audio recorders, microphones, lights and cinema-quality portable cameras give AIM and WERA producers all the tools they need to share their voice and vision with our community.

AIM members who are making community-based programs simply make a reservation and then pay approximately $8 per hour to use production facilities at the AIM and WERA studios or $20 per half day for portable equipment.

For those wishing to use equipment and facilities to produce commercial projects, AIM offers very affordable commercial rates.

*The AIM and WERA facilities were reserved, used, visited or made use of in some way by 8,712 members of the public in FY 2018!*

<table>
<thead>
<tr>
<th>Equipment/Facility</th>
<th>Reservations</th>
<th>Uses</th>
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<tbody>
<tr>
<td>Television Studio</td>
<td>460</td>
<td>433</td>
</tr>
<tr>
<td>Audio Production Suite</td>
<td>1124</td>
<td>1036</td>
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<tr>
<td>On-Air Radio Studio</td>
<td>1382</td>
<td>1382</td>
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<tr>
<td>Video Editing Suites</td>
<td>171</td>
<td>162</td>
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<tr>
<td>Portable Cameras</td>
<td>506</td>
<td>475</td>
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<tr>
<td>Support Equipment</td>
<td>102</td>
<td>102</td>
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<tr>
<td>Mobile Switcher Package</td>
<td>42</td>
<td>42</td>
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<tr>
<td>Location Audio Equipment</td>
<td>56</td>
<td>56</td>
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<tr>
<td>Content Ingest</td>
<td>446</td>
<td>446</td>
</tr>
<tr>
<td>Large Meeting Room</td>
<td>367</td>
<td>365</td>
</tr>
<tr>
<td>Small Meeting Room</td>
<td>184</td>
<td>181</td>
</tr>
<tr>
<td>Electronic Classroom</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>4,910</strong></td>
<td><strong>4,750</strong></td>
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