From the Director

I Don’t Want To Talk about Money

But I must.

What you’ll see as you read the following document is really a tale of two organizations. The organization that you know as AIM (Arlington Independent Media and WERA 96.7 FM) is thriving. Workshops, programs, producers, volunteers, community events, organizations served—it’s all here, as usual. AIM continues to serve Arlington and the surrounding communities in the DMV just as it always has.

Our members’ creativity, hard work, dedication, and spirit are all on display in this year’s annual report, and we want to be sure that we acknowledge and thank them for what they bring to AIM and to the Arlington community. But, perhaps more importantly, we need to make sure that they continue to have a place to produce, the training to help them do it, and the media distribution channels to share their voice and vision.

That’s where the money comes in.

It’s also, coincidentally, the other tale, one that is told by the financial statements that accompany this report. The financial tale of the Arlington Community Access Corporation (the official name for AIM) isn’t quite as happy. Our audited financial statements show an organization that is getting squeezed at both ends. Our revenue is down due to cuts in the amount of support that Arlington County provides, and our expenses are up due to the new burden of paying monthly rent. The result is an organization that is struggling, to say the least.

AIM’s staff, board, and members have stepped up to try to meet the challenges presented by a new cable franchise that eliminates fundamental supports, such as a guaranteed source of operating funds and a free place for our classrooms and studios. In fact, together we have raised more than $70,000 in donations, up more than 10% percent over last year, and we set a record in the amount of money earned from our workshops, camps, and master classes. We’ve also cut expenses as much as we can, including reducing our staff by 40%. Nevertheless, our audit shows that the challenge remains.

We’re working on crafting a solution that will ensure we remain at our current location, and we’re confident that we’ll be able to serve the Arlington community for many years to come. But, without the help of every member, without continued increases in viewer and listener donations, and without increased underwriting and sponsorship from the business community, we can’t guarantee what form that AIM will take.

I’m confident that together we’ll meet the challenge and that next year’s annual report will show the same—or greater—level of service to our members and the community. And it will be a single tale of success—both programmatically and financially.

That will be great, because I really don’t want to talk about money.
Arlington Independent Media
Annual Report FY2019

Membership 2
Training for members 3
Building skills in the community 3
2019 training summary 5
Programming that builds community 6
Volunteers help make it happen 7
Reaching out to the community 8
Community groups and organizations served 9
Facilities and equipment use 11
Membership

... in AIM—America’s number one local media organization—gives individuals and organizations

- access to affordable training and low-cost equipment and facility rentals,
- hands-on media production experience,
- access to an extensive pool of volunteer (free!) crew,
- a role in helping raise voices and build community in a diverse, creative environment.

Those who join the AIM family join hundreds of talented, dedicated volunteers who work together to bring independent news, information, entertainment, and art to area viewers and listeners.

AIM is internationally recognized as a leader in community-based, independent media training and production.

<table>
<thead>
<tr>
<th>Membership type</th>
<th>Cost/benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>$25/yr</td>
</tr>
<tr>
<td>FAIM (friend of AIM)</td>
<td>$50/yr Incl “Speakeasy” events + 25 volunteer hours Starting at $125/yr, which covers membership and a 25% discount on basic workshop fees for 3 designees of the organization</td>
</tr>
<tr>
<td>Organizational</td>
<td>Starting at $125/yr, which covers membership and a 25% discount on basic workshop fees for 3 designees of the organization</td>
</tr>
</tbody>
</table>

Training for members

Certification workshops are basic classes giving members the knowledge and skills to become certified in using AIM and WERA facilities and equipment. Basic courses provide hands-on experience from the first session, and students quickly develop the ability to write, shoot or record, and edit radio or 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 let students build on skills learned in basic classes. AIM offers an array of in-depth classes taught by some of the leading producers and directors in the region. Advanced camera technique, location lighting, documentary production, writing for the screen, and digital imaging and darkroom techniques were just some of AIM’s FY2019 master workshops.

Building skills in the community

Throughout the year, AIM reaches out to the public with media literacy and skills training through youth camps and other projects to meet specific needs.

iPad Movie Camps, held during spring break and in the summer, introduced students to moviemaking using tablets. After learning how to write and shoot a narrative film and how to create stop-motion animation, youths worked together to develop their dramatic concepts and rotated in crew roles to realize the final products, Sleep (spring break) and Klutz and The Necklace (summer session).

Summer Media Camps included three ten-day sessions on moviemaking.
Crews of campers ages 9–13 learned all aspects of video production while creating short films. This year’s video productions—demonstrating imagination, creativity, skill with the technology, and team effort—include *The Dope Diamond*, *Silly Outrageous Spies* (SOS), and *Socky*. Youth productions are premiered for family and friends in the AIM TV studio and available for streaming on AIM’s YouTube channel.

AIM’s week-long summer radio production camp, using AIM’s popular audio production suite and radio booth, culminated in the original play, *Breached*.

**Document Historic Arlington.** a cooperative project with Arlington County’s Historic Preservation Program, allows a team of high school interns to learn to manage a documentary project creating a film on a topic chosen by the County. *The Ball-Sellers House Documentary* focuses on the oldest house in Arlington (built 1740 by farmer John Ball), exploring later residents and changes to the structure and using original animations. Previewed for the Arlington Historic Society and the Historic Affairs Commission to rave reviews, the film will air on AIM TV, YouTube, and in other settings with a local history focus.

**Communication Technology for Older Adults** included relaxed and fun short-form classes on Internet Literacy, Smartphone Basics, Smartphone Photography, and Social Media.

**Small Business Media Toolkit** classes explored using tablets to create great videos and getting the most from the photographic capabilities of a smartphone. These classes are offered in cooperation with Arlington Economic Development.

<table>
<thead>
<tr>
<th>2019 training</th>
<th>Classes offered</th>
<th>Total students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Video</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prerequisite</td>
<td>Introduction to community media</td>
<td>25</td>
</tr>
<tr>
<td>Certification</td>
<td>Studio production</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Field production</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Basic editing</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td><em>Premiere Pro</em> video editing</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Camera grip</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Digital cinema production</td>
<td>2</td>
</tr>
<tr>
<td><strong>Master</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advanced camera technique</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Location lighting</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td><em>After Effects</em> video editing</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Documentary</td>
<td>2</td>
</tr>
<tr>
<td><strong>Youth</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spring break media camp</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Summer media camps</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Special documentary production</td>
<td>1</td>
</tr>
<tr>
<td><strong>Audio</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Certification</td>
<td>On-air radio broadcast</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Basic audio production</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Location audio</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><em>Pro Tools</em> editing</td>
<td>6</td>
</tr>
<tr>
<td><strong>Special topics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Master</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Digital still photography</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Digital darkroom</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Method and madness</td>
<td>1</td>
</tr>
<tr>
<td><strong>Other audiences</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Small business media toolkit</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Smartphone: Photography, video</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Older adults: Internet literacy, smartphone basics, social media</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Intro and certification classes</td>
<td>94</td>
</tr>
<tr>
<td></td>
<td>Master classes</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Youth classes</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Other audiences</td>
<td>9</td>
</tr>
<tr>
<td><strong>2019 totals</strong></td>
<td>123</td>
<td>875</td>
</tr>
</tbody>
</table>
Programming that builds community

Raise Your Voice! is the AIM motto. Whenever an AIM volunteer producer raises their voice, whether over AIM TV or WERA 96.7 FM, the Arlington community is enriched, informed, and expanded.

In FY2019, AIM producers covered a multitude of community events—from candidate debates to speaker panels and conferences to school sports and regional art, music, and theatre. They also interviewed prominent guests, talking to County Board officials and representatives of businesses and nonprofits about issues of local concern—from housing and homelessness to workforce opportunity and entrepreneurship, from economic development and investing to environmental and sustainability issues, cybersecurity, and resources for older residents.

They talked to authors about their books and drew out experts on a wide range of topics—from curiosity to personal growth and overcoming, from science fiction and fantasy, from gospel, belief, and grace to metaphysical studies. They engaged artists, actors, and musicians about their work—and played global, local, and some very personal music. They explored some of the many cultures and communities that make up Arlington. And they reflected on policy and politics and on how youth can change the world.

Volunteers help make it happen

While AIM/WERA programming may start out as a gleam in a new producer’s eye, it is realized by teams of AIM-trained volunteers.

AIM volunteers contribute thousands of hours annually—
- as engineers, crew, editors, and talent on radio and TV programs produced by fellow AIM producers,
- helping staff with everything from social media and administrative tasks to engineering the radio studio, and
- as AIM ambassadors at community events—the Arlington County Fair, Clarendon Day, Rosslyn Jazz Fest, Columbia Pike Blues Festival, and farmers’ markets across the County.

Volunteering as studio crew lets newly certified members practice their skills while learning from and networking with other members—their potential future crews. However earned, volunteer hours can be used to offset the cost of equipment and facility rentals.

<table>
<thead>
<tr>
<th>2019 programming</th>
<th>WERA 96.7 FM**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New in 2019</strong></td>
<td><strong>11 shows</strong></td>
</tr>
<tr>
<td>396 programs</td>
<td>487 hrs</td>
</tr>
<tr>
<td>680.5 hrs</td>
<td></td>
</tr>
<tr>
<td>Individual programs</td>
<td></td>
</tr>
<tr>
<td>56 inhouse, 4 outside</td>
<td>80 hrs</td>
</tr>
<tr>
<td>Series programs</td>
<td>593.5 hrs</td>
</tr>
<tr>
<td>95 inhouse, 117 outside</td>
<td></td>
</tr>
<tr>
<td>Shorts/promos/PSAs</td>
<td>7 hrs</td>
</tr>
<tr>
<td>89 inhouse, 35 outside</td>
<td></td>
</tr>
<tr>
<td><strong>Total hours aired</strong></td>
<td><strong>5100+</strong></td>
</tr>
<tr>
<td>8760</td>
<td></td>
</tr>
</tbody>
</table>

*Live stream at arlingtonmedia.org  **Live stream at WERA.FM

Explore!
AIM TV program listing @ arlingtonmedia.org/programming/video-programs
WERA program listing @ wera.fm/programming/current-programs

Looking for something more? Become an AIM member/producer and create it!
Reaching out to the community

Arlington Independent Media regularly activates its street team of volunteers to attend events around Arlington, where they introduce the station, talk to people about the importance of local independent media in building community, and let folks know about the resources that AIM/WERA can offer them. Some of the events the teams attended this year included:

- Arlington County Fair
- Arlington Farmers’ Markets
- Clarendon Day
- Columbia Pike Blues Festival
- DC Music Rocks Festival
- Feel the Heritage Day
- Lubber Run Amphitheatre
- Rosslyn Jazz Festival
- This Is Not a Show, live at Black Cat

AIM opened its doors more than 8,600 times in FY2019—to AIM producers and volunteer crew members, program guests, organizations, family and friends, and new and potential members.

In addition to ongoing training and production, AIM staff have organized partner and fundraising events, launch events, and special presentations for members in the facility, including a 2019 panel on the First Amendment panel and Program Promotion seminar.

Staff offer informal tours of the AIM facility on Mondays at 5 (call ahead) or by appointment. To schedule a tour, inquire about an AIM/WERA speaker for a community event, or arrange for a tour/talk/reception for your organization or business at the AIM facility, contact Jackie Steven, 703.524.2388.

Community groups and organizations served

AIM producers help build community by highlighting the work of area nonprofits, the workings of local government, the richness of local arts, the variety of neighborhoods and cultures, and many other aspects of life in this area. The following is only a sampling of organizations and local leaders featured or acknowledged on AIM TV or WERA.FM programs in FY2019.

We could not include all of the area performers featured or musical venues noted in WERA.FM’s programming, nor could we begin to list the many businesses, educational institutions, and government entities whose representatives have provided insights—on entrepreneurship, careers, security, investment, education, personal and spiritual growth, local history and culture, resources for seniors, and so many other areas explored in AIM TV and WERA programming.

55+ Expo
The Arc of Northern Virginia
AHC, Inc.
Alliance for Community Media
Alliance for Housing Solutions
Animal Welfare League of Arlington
Arlington Artists Alliance
Arlington Arts Center
Arlington Chamber of Commerce
Arlington Civic Federation
Arlington Commission on Aging
Arlington Committee of 100
Arlington Community Engagement Forum on Aging
Arlington Community Federal Credit Union
Arlington Community Foundation
Arlington Complete Count Committee
Arlington County—Community Services
Cultural Affairs
Economic Development
Historic Preservation
Parks and Recreation
Public Library
Arlington County Fair
Arlington Farmer’s Market
Arlington Food Assistance Center
Arlington Free Clinic
Arlington Partnership for Affordable Housing (APAH)
Arlington Partnership for Children, Youth, and Families
Arlington Philharmonic
Arlington Public Schools, including Key Elementary and Wakefield, HB Woodlawn, and Washington–Liberty High Schools
Arlington Special Education Advisory Committee
Arlington Student Film Festival
Arlington Thrive
Arlington Turkey Trot
Arm & Arm
A-SPAN
Ballston BID
Better Business Bureau National Programs
Bird (scooters)
Black Heritage Museum of Arlington
Bowen McCauley Dance
Bridges to Independence
Build Yourself
Capital Caring
CASA Virginia
Facilities and equipment

AIM’s production suites, classrooms, and public areas are in use throughout the week. Equipment is also available for use in the field.

To support community media production, AIM offers onsite—
- TV studio and “green room” ($20/2½-hr session)
- Radio studio ($8/1-hr session)
- Acoustically perfect audio production suite ($20/2½-hr session)
- Video editing suites
- Classrooms and meeting spaces

Portable video and audio production equipment for field recording includes—
- Cinema-quality portable cameras and lights ($20/half day)
- Steadicam, jib arm, camera dolly and tracks
- Handheld audio recorders
- Microphones—wireless, wired, and boom

Rates shown are for AIM members who have completed their certification classes. AIM offers very affordable facility and equipment rates for commercial projects. Contact Jackie Steven, 703.524.2388.

### 2019 Facility and equipment use

#### Onsite production
- TV studio 458
- Video editing suite 158
- On-air radio studio 1283
- Audio production suite 940

#### Field equipment
- Portable cameras 337
- Support equipment 102
- Mobile switcher package 12
- Location audio equipment 45

#### Content ingest 838

#### Classrooms
- Electronic classroom 75
- Large meeting room 301
- Small meeting room 131

#### Total uses 4611