

Arlington Independent Media Producers Meeting
August 3, 2017

Agenda

I. State of the Organization and the Future of AIM and WERA

- A. New Radio Coordinator
- B. Ken Presents Survey Results
- C. Facilities Update
- D. Budget Pressures
- E. AIM Staffing and Hours
- F. Fee Adjustments
- G. Fundraising
- H. Underwriting and Sponsorship
 - 1. New Policies and Procedures
 - 2. Rate Cards
- I. Reliance on Volunteer Help

II. Volunteer Opportunities

- A. New Volunteer Teams
 - 1. Social Media Team
 - 2. Blog Team
 - 3. Street Team
 - 4. Design and Distribution
- B. Technical Volunteers
- C. Desk Duty
- D. Board and Committee Work
- E. Super Volunteers

III. Producer Grants

IV. Producer of the Year

- A. Hammond Award
- B. Radio Producer of the Year

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Agenda (cont.)

V. Volunteer of the Year

VI. Board Elections

A. Call for Board of Directors Nominations

B. Call for Producers' Representative Nominations

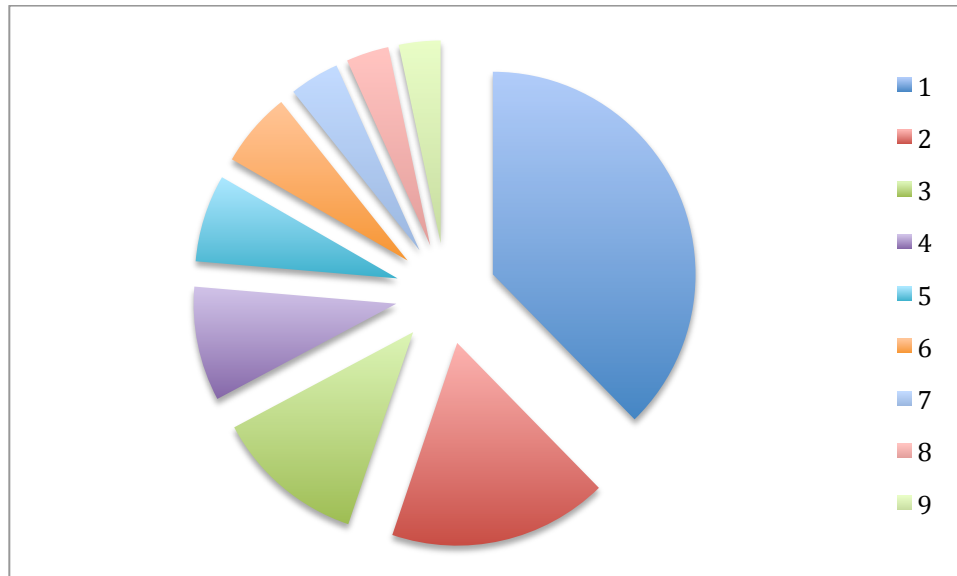
VII. Programming and Production News

A. New Production Initiatives

B. Demonstration of the New Website Content Capabilities

VIII. Questions, Comments, and Items of Interest

AIM Sources of Revenue



- 1. Arlington County Operating Support**
- 2. In-Kind Labor Contribution**
- 3. Training**
- 4. Arlington County Rent Support**
- 5. Underwriting, Fundraising, Sponsorship, Events**
- 6. Contract and Commercial Production**
- 7. Other Sources**
- 8. Equipment and Facilities Rentals**
- 9. Membership**

WERA Underwriting

- Underwriting is defined as money, goods, or services that are provided by businesses or nonprofit organizations in general support of WERA. Consistent with FCC rules, all such gifts must be acknowledged on air using specially phrased, pre-recorded announcements. WERA staff will produce these underwriting tags. DJs may be required to play tags at specific times.

Program Sponsorships

- WERA program producers may seek sponsorship for their program(s). Sponsorships may take the form of in-kind donations of products or services or cash contributions to help offset the cost of production. In exchange for this support the business may receive up to a 30-second sponsorship tag at both the beginning and the end of the program. The tag may include the name, address, telephone number, and web information of the business or organization as well as value neutral descriptions of a product line or service. The credit may not contain any mention of charges or prices or contain an inducement to buy, sell, rent, or lease or a call to action.
- Producers may elect to produce the sponsorship tag. In this event, WERA staff must approve copy before production and the final acknowledgement before it is scheduled to air.
- Staff members will produce if the program producer elects not to and must be given at least two weeks notice before the scheduled air date in order to produce the sponsorship tag.
- Sponsorship contributions may be used to offset the costs of production including equipment fees, training, food for talent and crew, necessary production supplies (equipment, drives, software), or transportation costs only and may not provide a salary for the producer.
- Sponsors are limited on a per-program basis to the rates outlined on the Selective Sponsorship Rate Card.
- Sponsorships will be coordinated by the producer seeking sponsorship. Any sponsorship facilitated by AIM staff will be for underwriting for WERA and not for specific programs.
- AIM will act as a fiscal agent for all program sponsorship. All program sponsorship funds must be paid to AIM and will be disbursed to the program producer.
- All promotional materials donated by a sponsoring business must be distributed and not hoarded by the producer.
- All solicitations for program sponsorship must be coordinated through WERA staff.



ARLINGTON INDEPENDENT MEDIA

Show your support for community television in Arlington County! Arlington Independent Media has served the Arlington community with independent television news, information, and entertainment for over 30 years. We aspire to continue transcending the community's needs in the digital age, but we cannot do it without your support.

AIM Underwriting Rates

Level A - 5 prime-time underwriting acknowledgements daily (5am – 9am or 6pm – 10pm)

1 year \$5,000.00 (1,825 total acknowledgements = \$2.74 per)
90 Days \$1,375.00 (450 total acknowledgements = \$3.06 per)
30 Days \$ 500.00 (150 total acknowledgements = \$3.33 per)

Level B – 3 mid-day or evening acknowledgements daily (12pm – 4pm or 8pm – 12mid)

1 year \$4,000.00 (1,095 total acknowledgements = \$3.65 per)
90 days \$1,100.00 (270 total acknowledgements = \$4.07 per)
30 days \$ 400.00 (90 total acknowledgements = \$4.44 per)

Level C – 3 late night acknowledgements daily (12mid – 5am)

1 year \$3,200.00 (1,095 total acknowledgements = \$2.92 per)
90 days \$ 880.00 (270 total acknowledgements = \$3.26 per)
30 days \$ 320.00 (90 total acknowledgements = \$3.56 per)

AIM Program Specific Sponsorship Rates

Arlington Independent Media also offers the opportunity for individuals, businesses, and organizations to sponsor specific programs, or groups of programs, on its channels, Comcast 69 and Verizon 38. In exchange for tax-deductible contributions, program sponsors receive customized, professionally produced, on-air acknowledgements, broadcast two times during each specified program.

	1 Program	5 Programs	10 Programs
1/4 Year 13 weeks	\$130.00 (26 acknowledgements/ \$5.00 each)	\$585.00 (130 acknowledgements/ \$4.50 each)	\$1,040.00 (260 acknowledgements/ \$4.00 each)
1/2 Year 26 weeks	\$234.00 (52 acknowledgements/ \$4.50 each)	\$1,040.00 (260 acknowledgements/ \$4.00 each)	\$1,820.00 (520 acknowledgements/ \$3.50 each)
1 year 52 weeks	\$416.00 (104 acknowledgements/ \$4.00 each)	\$1,820.00 (520 acknowledgements/ \$3.50 each)	\$3,120.00 (1,040 acknowledgements/ \$3.00 each)

Arlington Independent Media broadcasts through all of Arlington County on Comcast channel 69 and Verizon channel 38. In addition, the station is streamed live on www.arlingtonmedia.org.

For more information about promotional opportunities, contact Executive Director Paul LeValley at 703-524-2388.



Show your support for community based radio in Arlington! WERA offers a unique opportunity for individuals, businesses, and organizations to elevate their community profile by supporting this dynamic, popular, and truly local radio station. In exchange for tax-deductible contributions, WERA underwriters receive customized, professionally produced, on-air acknowledgements broadcast during specified time frames on 96.7FM.

WERA Underwriting Rates

Level A – 5 prime-time underwriting acknowledgements daily (7am – 10am or 4pm – 7pm)

1 year \$5,000.00 (1,825 total acknowledgements = \$2.74 per)
 90 Days \$1,375.00 (450 total acknowledgements = \$3.06 per)
 30 Days \$ 500.00 (150 total acknowledgements = \$3.33 per)

Level B – 3 mid-day or evening acknowledgements daily (10am – 4pm or 7pm – 12mid)

1 year \$4,000.00 (1,095 total acknowledgements = \$3.65 per)
 90 days \$1,100.00 (270 total acknowledgements = \$4.07 per)
 30 days \$ 400.00 (90 total acknowledgements = \$4.44 per)

Level C – 3 late night acknowledgements daily (12mid – 7am)

1 year \$3,200.00 (1,095 total acknowledgements = \$2.92 per)
 90 days \$ 880.00 (270 total acknowledgements = \$3.26 per)
 30 days \$ 320.00 (90 total acknowledgements = \$3.56 per)

WERA Program Specific Sponsorship Rates

WERA also offers the opportunity for individuals, businesses, and organizations to sponsor individual programs, or groups of programs, through program-specific sponsorships. In exchange for tax-deductible contributions, program sponsors receive customized, professionally produced, on-air acknowledgements broadcast two times during each specified program.

	1 Program	5 Programs	10 programs
¼ Year 13 weeks	\$130.00 (26 acknowledgements/ \$5.00 each)	\$585.00 (130 acknowledgements/ \$4.50 each)	\$1,040.00 (260 acknowledgements/ \$4.00 each)
½ Year 26 weeks	\$234.00 (52 acknowledgements/ \$4.50 each)	\$1,040.00 (260 acknowledgements/ \$4.00 each)	\$1,820.00 (520 acknowledgements/ \$3.50 each)
1 year 52 weeks	\$416.00 (104 acknowledgements/ \$4.00 each)	\$1,820.00 (520 acknowledgements/ \$3.50 each)	\$3,120.00 (1,040 acknowledgements/ \$3.00 each)

The WERA broadcast area reaches all of Arlington, as well as much of DC, Falls Church, and Alexandria. WERA’s broadcast signal reaches more than 700,000 area residents. In addition, the station is streamed live on www.wera.fm and is available on the TuneIn radio app.

For more information about promotional opportunities on WERA, contact Executive Director Paul LeValley at 703-524-2388.



Express your support for both community television and radio in Arlington County! Arlington Independent Media and WERA-LP 96.7FM serve the local region by providing unique opportunities for individuals, businesses, and organizations to elevate their community profile. By supporting our dynamic and popular stations through an exclusive combination-underwriting package, you can show your support of the Arlington community and beyond.

In exchange for tax-deductible contributions, underwriters receive customized, professionally produced, on-air acknowledgements broadcast on 96.7FM and Comcast channel 69/Verizon channel 38 in Arlington County during selected time frames throughout the day.

Combination Underwriting Rates

Level A - 5 prime-time underwriting acknowledgements daily (7am – 10am or 4pm – 7pm)

1 year	\$7,500.00 (1,825 total acknowledgements = \$4.11 per)
90 Days	\$2,000.00 (450 total acknowledgements = \$4.44 per)
30 Days	\$750.00 (150 total acknowledgements = \$5.00 per)

Level B – 3 mid-day or evening acknowledgements daily (10am – 4pm or 7pm – 12mid)

1 year	\$6,000.00 (1,095 total acknowledgements = \$5.48 per)
90 days	\$1,650.00 (270 total acknowledgements = \$6.11 per)
30 days	\$600.00 (90 total acknowledgements = \$6.67 per)

Level C – 3 late night acknowledgements daily (12mid – 7am)

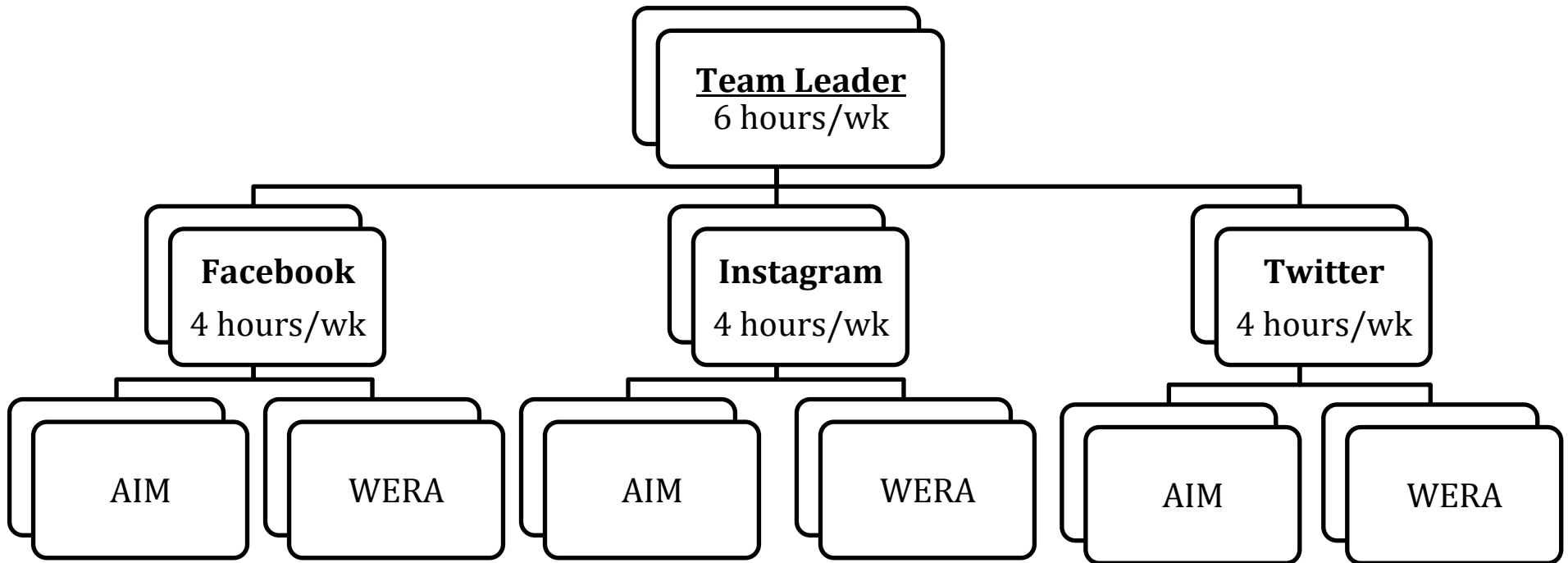
1 year	\$4,800.00 (1,095 total acknowledgements = \$4.38 per)
90 days	\$1,320.00 (270 total acknowledgements = \$4.89 per)
30 days	\$480.00 (90 total acknowledgements = \$5.33 per)

Arlington Independent Media broadcasts through all of Arlington County on Comcast channel 69 and Verizon channel 38. In addition, the station is streamed live on arlingtonmedia.org.

The WERA broadcast area reaches all of Arlington, as well as much of DC, Falls Church, and Alexandria. WERA's broadcast signal reaches over 700,000 area residents. In addition, the station is streamed live on www.wera.fm and is available on the TuneIn radio app.

For more information about combined promotional opportunities for both Arlington Independent Media and WERA, contact Executive Director Paul LeValley at 703-524-2388.

SOCIAL MEDIA TEAM



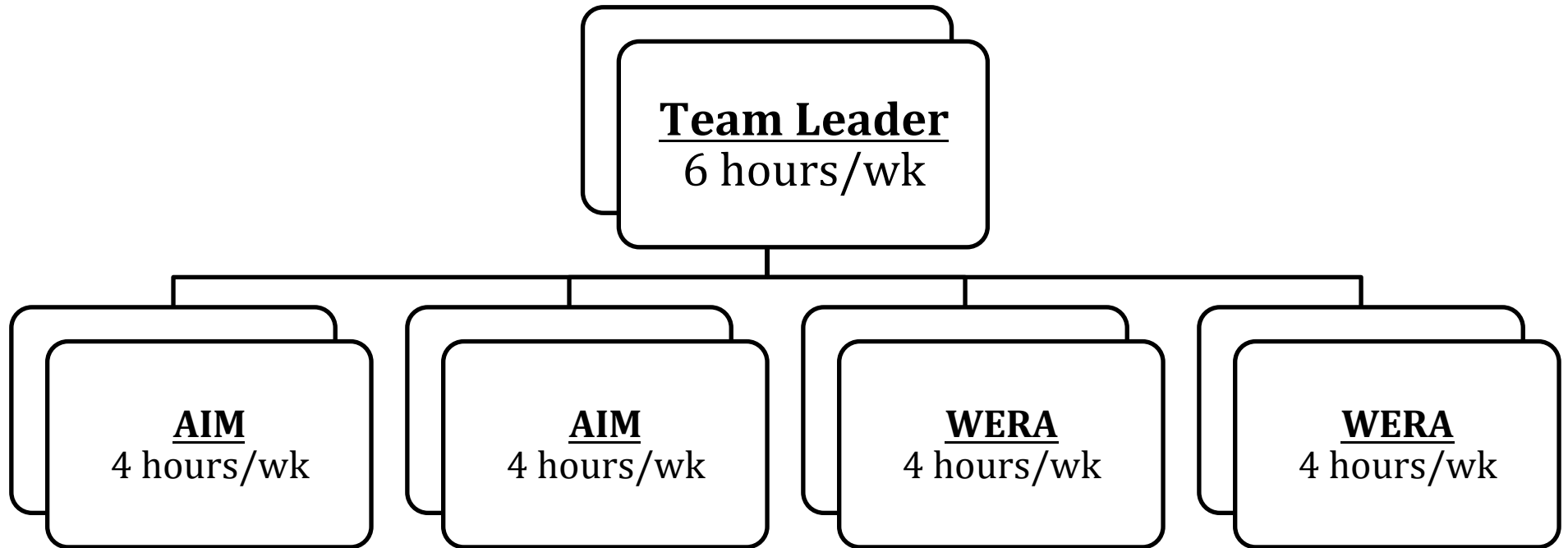
Objective:

To promote Arlington Independent Media and WERA through established social media platforms and expand awareness of programming, events, and engagement from both facilities.

Positions:

- Team Leader: oversees the general function, organization, and logistics of the group.
- Facebook: post announcements, promote programming, embed links, etc.
- Twitter: post announcements, promote programming, embed links, etc.
- Instagram: post images relevant to recent community events.

BLOG TEAM



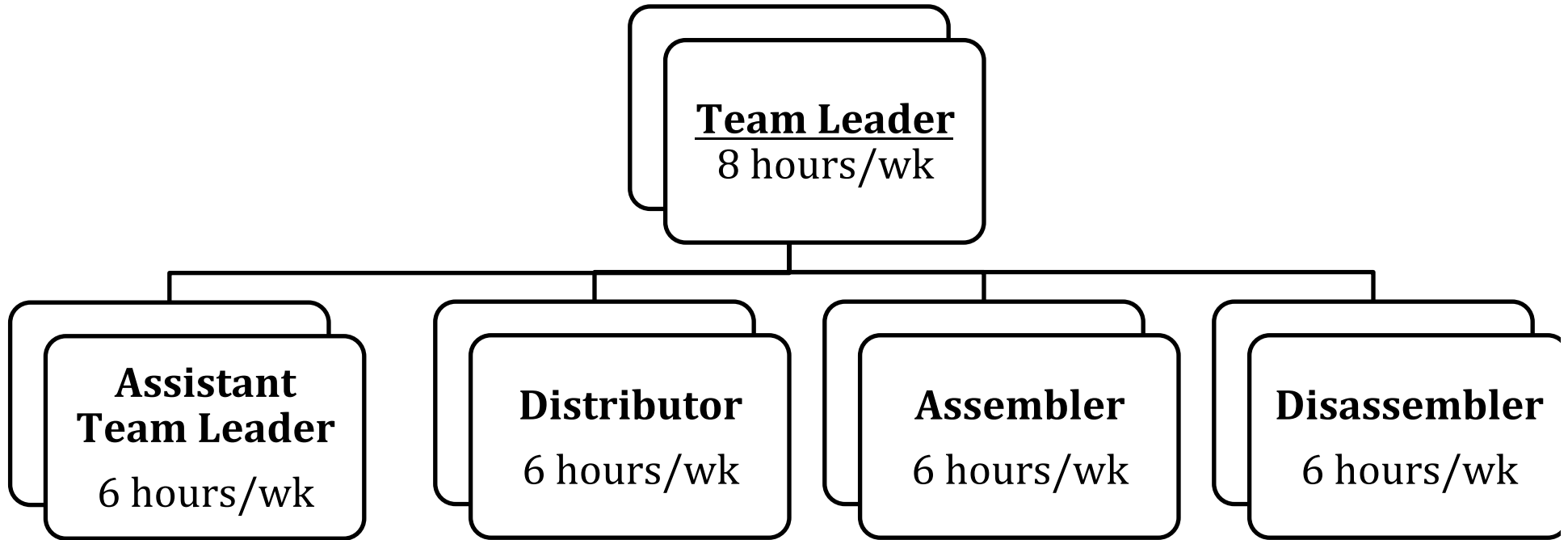
Objective:

To promote Arlington Independent Media and WERA through the publishing of blog articles pertaining to subjects relevant to both.

Positions:

- Team Leader: oversees the general function, organization, and logistics of the group. Editor of submitted content
- AIM: compose an article relevant to subjects about television and media.
- WERA: compose an article relevant to subjects about radio and media.

STREET TEAM



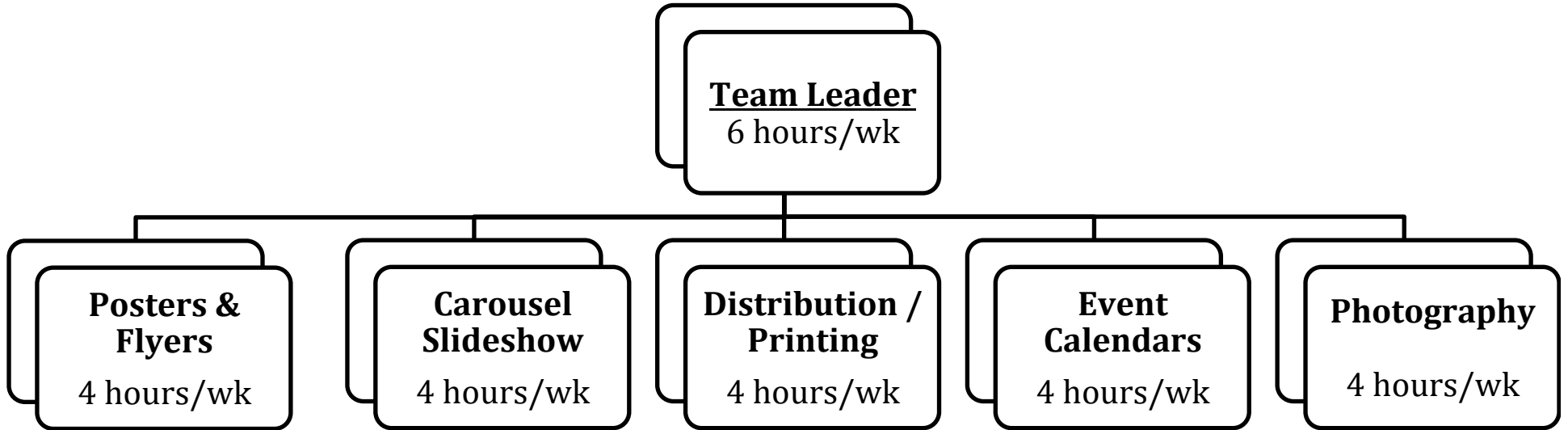
Objective:

To promote Arlington Independent Media and WERA at public events and pursue underwriting for programs and facilities.

Positions:

- Team Leader = oversees the general function, organization, and logistics of the team.
- Assistant Team Leader = assists Team Leader with group logistics and functions.
- Distributor = distributes promotional materials for the organization.
- Assembler = takes care of setting up necessary equipment and gear for specified occasion.
- Disassembler = takes care of closing out and tearing down all equipment prepared for specified occasion.

MATERIALS TEAM



Objective:

To promote Arlington Independent Media and WERA through provision and disbursement of informational materials pertaining to both facilities.

Positions:

- Team Leader: oversees the general function, organization, and logistics of the group.
- Posters & Flyers: design, compose, and create materials for announcements, events, etc.
- Carousel Slideshow: design and create slides for content related to both facilities.
- Distribution/Printing: print out produced materials and distribute them to necessary parties.
- Event Calendars: seek online calendars and publicize organization events.
- Photography: cover organization events and functions and compile photographic archive.

Arlington Community Access Corporation

August 2, 2017

Board of Directors Call for Nominations

The Arlington Community Access Corporation (the official corporate name for AIM) will hold its annual election for seats on the board of directors on **Sunday, September 24, 2017**, at the annual meeting of members. The ACAC board of directors guides the actions of Arlington Independent Media, sets long term policy direction, and establishes strategic goals and objectives. A strong and capable board of directors is critical to the success of the organization.

In addition to the election for members of the board of directors, an election will also be held at the annual meeting for a new producers' representative. The producers' representative brings issues of interest to the board and reports their actions back to the producers. Anyone wishing to run for a seat on the board of directors must submit a nomination by **Friday, August 18, 2017**. Nominations for the producers' representative will continue to be taken until voting begins on the evening of September 24th.

Nominations, including a short candidate's statement and a brief biographical sketch (together no more than one page) should be sent to:

Charles Smith
Secretary
Arlington Independent Media
2701-C Wilson Boulevard
Arlington, VA 22201

All persons submitting a nomination will be sent information about AIM and the role of the board of directors. An information packet including nominations and candidate statements will be sent to the Corporation's membership at least twenty days in advance of the election.

The Arlington Community Access Corporation board of directors oversees the fiscal affairs and management of Arlington Independent Media. The board represents the members of AIM, the Arlington County Board, and Comcast. The board ensures that AIM's resources are directed toward the purposes of ACAC, which briefly stated are to:

1. Provide the public with training and access to the media in order that they may express themselves;
2. Promote and facilitate the production, distribution, and viewing of television programs for public access channel 69 on the Comcast cable television network and channel 38 on the Verizon cable system;

3. Promote and facilitate the production and distribution of programming for consumption live and on-demand on the AIM website;
4. Promote and facilitate the production and distribution of radio programming for consumption live on WERA 96.7 FM and live and on demand on WERA.fm.

The composition of the board consists of eleven directors elected by AIM members, three directors appointed by the Arlington County Board, and one representative of Comcast. This year, there are five seats up for election plus the producers' representative seat. Board terms last for three years and board members are limited to two consecutive terms. The board is divided into three groups so that not all board members are up for election on the same year. This year, four members of group 3 plus one vacant seat are up for election, making a total of five seats.

The producers' representative is elected for one year. There is no limit to the number of consecutive terms a producers' representative can serve. The producers' representative serves as a non-voting member of the board. The ACAC is seeking candidates with experience in one or more of the following general categories:

Organization Management: Fiscal affairs, budget analysis and oversight; personnel affairs, including position description and staff compensation; and administrative affairs.

Media Production/Distribution: Knowledge of television and radio production and distribution equipment; knowledge of computer hardware or software; knowledge of new media such as digital imaging, Web development, etc.

Contacts with Other Organizations and Deep Ties to the Community: Business or volunteer work for non-profits, service organizations, or other Arlington institutions; board service for other organizations.

Fundraising: Knowledge and experience in designing and conducting fundraising campaigns and events; extensive contacts within the community or ties to potential funding individuals and organizations; ability and experience in public speaking and presenting.

ACAC Directors must join the organization by paying a twenty dollar annual membership fee and be residents of Arlington County or be a sole designated representative of an Arlington business or organization. Directors are also asked to make a significant annual financial contribution as part of their service. Service to the Arlington Community Access Corporation is on a non-paid, volunteer basis. The board of directors meets at least quarterly with board committees meeting as needed. Board members are also required to attend the annual board retreat. The producers' representative attends the regular quarterly board meeting and meets with producers as needed.

Please feel free to pass this along to anyone who you think might be interested in serving. For more information about AIM or board service, please call Paul LeValley, the AIM executive director, at (703) 524-2388 or email him at paul@arlingtonmedia.org. Be sure to check our website for more information about AIM and its many programs, classes, services, and events at www.arlingtonmedia.org or the WERA website at www.wera.fm.