

## **WERA-LP FM 96.7 Programming Application**

WERA is a non-profit, non-commercial, FCC-licensed low power FM station, and a project of Arlington Independent Media (AIM).

Our station's official mission is *"to enlighten, enrich, and entertain Arlington's diverse community by promoting and facilitating independent radio production."*

We are currently accepting applications to create programs of local interest to the community of Arlington by those who live and work in the area. WERA's Programming and Review Council (PARC) will begin reviewing proposals November 1, 2015 and initial programming begins December 6, 2015 when the station signs on the air.

### ***Program Content***

We are looking for programs that will fulfill our ideals of:

- Service
- Enrichment
- Localism
- Diversity
- Innovation
- Community

We are seeking proposals for news, arts and culture, music, and interview and talk shows. They can be live in-studio, live on-site, or pre-recorded programs.

Our preference is for weekly re-occurring half-hour to two-hour programs, but we also want to encourage some longer or shorter series, limited duration series, and one-off documentaries and features. AIM's audio production studio can accommodate small musical, comedic, and dramatic performances as well as four-person panel discussions or interviews. The WERA on-air control room is large enough to conduct one-on-one interviews, phone-in talk shows, DJ shows, and the like.

### ***Program Producers***

Program producers will control the content of their programs and will not have to adhere to a centralized format.

Only non-commercial programming is permitted. Underwriting the production costs of your program may be proposed, but must follow strict AIM guidelines (contact WERA staff for more information).

Program producers must be or become AIM members and will be required to take appropriate AIM training in Community Media for Radio and, if using WERA or AIM facilities, certification classes for operating the audio production suite and/or the WERA studio. Workshops, schedules, and fees are found under "Classes" on the AIM web site ([www.arlingtonmedia.org](http://www.arlingtonmedia.org)) or by calling 703-524-2388.

As a producer, you will also be responsible for knowing about relevant Federal Communications Commission (FCC) regulations and music licensing requirements. (This will be included in training sessions once your initial proposal is accepted.)

## ***Application Process***

Complete the application and submit it by email to [wera@arlingtonmedia.org](mailto:wera@arlingtonmedia.org) with "WERA Program Application" in the subject line. Or you may mail or deliver your application to:

Arlington Independent Media  
2701-C Wilson Blvd.  
Arlington, VA 22201

The PARC will review your application based on the values and requirements discussed above. You may be contacted to arrange a phone or in-person conversation with the PARC or station staff.

Optional, but helpful: Submit an audio sample of your program or idea (five minutes maximum).

Applications will be accepted on a rolling basis. The PARC meets frequently to consider applications. We will make every effort to notify you of your proposal status in a timely manner.

## ***Accepted Programming***

If your program is accepted, WERA staff will work with you to finalize details of your show's duration, time slot, and production needs.

An agreement will be created detailing expectations and responsibilities. For all content providers, a signed negotiated agreement will set the minimum expectation for number and length of your programs. (For example: one hour weekly for six months; a six-episode limited series; one-time-only show, etc.)

*Please understand that these procedures and rules may be subject to change as we gain experience in operating the station. We will publicize changes on our web pages, social media, and mailing list. We are open to your suggestions and comments. Email us using the subject line "WERA Comments" at [wera@arlingtonmedia.org](mailto:wera@arlingtonmedia.org).*

Thank you for your interest and participation.

# WERA Programming Application Form

Name(s)<sup>1</sup>: \_\_\_\_\_

Date: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Information About Your Show**  
(Please attach additional sheets as needed.)

Proposed title of your show: \_\_\_\_\_

Description of your show:

Program Format (check all applicable):

- Pre-recorded                       Live                                       Live call-in
- Weekly                                       Limited series                       One-time-only special or documentary
- Other (please describe): \_\_\_\_\_

If approved by WERA, when do you think you can have your program ready for air? \_\_\_\_\_

How many episodes can you commit to and what is the anticipated length of each? \_\_\_\_\_

Do you need to use the station’s equipment/studio to produce your show?<sup>2</sup>  Yes  No

What help from station volunteers (e.g. audio engineers, production mentors, etc.) might you need to get your program started?

How would you describe your intended audience?

How does your program specifically relate to Arlington? How will your program fulfill our ideals of service, enrichment, localism, diversity, innovation, and community? How do you plan to involve those who live, work, or serve in Arlington in your program?

What is your program intended to accomplish? Will your program do the following: entertain, engage, educate, assist, celebrate, provide a discussion forum, or provide information about a specific situation, group, or event?

Are you an Arlington Independent Media (AIM) member?<sup>3</sup>  Yes  No

<sup>1</sup> If your show will have multiple hosts, list all names.

<sup>2</sup> All producers are required to take a Community Media for Radio class. If you plan to use the station’s equipment/facilities to produce your program, please be aware that there are additional requirements related to facilities training. The classes, fees, and schedules can be found on the AIM website under “Classes”.

<sup>3</sup> If not, you must join AIM before your show can begin. If your application is approved, you will receive information on training required to begin WERA programming at a cost of \$45, which includes the AIM membership fee. Visit the AIM web site at [www.arlingtonmedia.org/membership](http://www.arlingtonmedia.org/membership) for information.