

WMHT Community Advisory Board

December 8, 2016

8:30am

The committee met to discuss the WMHT Strategic Plan

Agenda

- Mission, Vision and Values
- Highlights from the Environmental Scan
- Reflections on the SWOT Analysis
- Goals for the Future: A Discussion

Working Objectives of Plan

- **Convener to Leader**
 1. Use our seat at the table to become a recognized leader on issues of regional importance
 2. Regional is an important word here
 3. A part of the civic/public affairs space
- **Being Present in our Communities**
 1. Create a destination in our communities
 2. May be one or several, permanent or temporary, real or virtual
- **Expanding the Reach of our Services**
 1. Bring WMHT services to new communities
 2. Build the geographic and temporal reach of our radio signals
 3. Protect our television presence in the mid-Hudson
 4. Explore media partnerships
 5. Utilize new technologies in service of expanded reach
- **Embracing New Technologies**
 1. Fully exploit the emerging technological opportunities (A service and sustainability goal)
 2. ATSC 3.0
 3. Digital Delivery of video and audio
- **Depth and Impact**
 1. Bring Focus to our service offerings
 2. Think themes not programs
 3. Limit to where we can excel
 4. Coordinate with other goals