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

- Expending 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