The committee met to discuss the local productions and the brand enhancement project.

**WMHT Local Productions**
- Jay Bobbin: Your Movie Companion
- The Dragon Lives Here: Heroin in the Capital Region
- Echoes of the Neighborhood That Disappeared
- The Great Ledge: Exploring Thacher
- Charles R. Wood documentary
- Olana documentary
- Companion documentary to Ken Burns’s JACKIE ROBINSON documentary

**WMHT Brand Enhancement Project**

**Discovery Phase**

*What changes are happening in the world around WMHT that the organization must pay attention to and adapt to as it moves forward?*

*If you were to think regionally or even nationally for a moment, are there institutions that are really doing things right and that WMHT should emulate?*
  - Who are they and what are they doing?
  - How could WMHT do that here?

*As you think about the purpose of WMHT as a whole, is there a clarity of focus to the whole organization?*
  - What is that focus? How would you describe it?
  - How does that differ from what the organization should be or could be?
  - Would you describe WMHT mainly as a broadcaster, an educator, a program or service provider, a convener of community conversation...?*

*How much recognition or inherent value is there in the name “WMHT” in this marketplace?*

*Who do you think is the target audience or constituency for WMHT?*
  - Describe them in terms of their demographic characteristics.
  - What are their tastes and preferences?
  - What do they like to do in their leisure time?
• What are their expectations for WMHT?
• What do they want that they are not getting from WMHT today?

What is WMHT for this constituency?
• A companion?
• A navigator or guide?
• A teacher?
• A storyteller?
• An activist?
• An entertainer?
• A provider/nurturer?

Tell me who else could WMHT could be reaching.
• Describe them
• How do we reach them?

If we were to fast-forward you 10 years into the future, and WMHT has done everything right...
• What does the organization look like?
• What is its unique role?
• What is it contributing to this community and the broader market?