

WMHT Community Advisory Board
September 25, 2015
8:30am

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?