

WMHT Community Advisory Board

June 15, 2016

8:30am

The committee met to discuss the WMHT Brand Enhancement Project

Why Now?

- WMHT is in a relative position of strength
 - Strong audiences
 - Stable finances
 - Talented Staff
 - Engaged Boards
 - No obvious looming crises
-
- WMHT has made changes to focus outward, but our branding has not changed
 - Media usage and delivery in general is evolving
 - We recognize the shift occurring in the market and the need to stay relevant and adapt
 - How do we continue to have an impact as the world changes around us?

Objectives

- Test/Measure Current Awareness and Perception
- Identify Measurable Goals
- Test Those Goals
- Develop Tactics & Strategies

Timeline

- Active Planning Began in 2014
- Conversations with Trustees & CAB
- Interviewed potential partners in early 2015
- Finger Paint Marketing hired May 2015
- Cross Departmental Staff Advisory Group
- Research, Research, Research
- Test, Refine, Test, Refine
- An Entire Year of Work.....

Key Opportunities

- Create a renewed corporate identity: Differentiate from specific broadcast properties and aggrandize the spirit of the organization
- Sharpen the persona by communicating a cohesive brand story
- Define and “own” local
- Become a “destination”
- Enhance the public affairs/news presence
- Fully integrate: Break down the walls between functions, cross pollinate, integrate efforts across platforms/constituents and promote broadly

Positioning Statement

To: under-served, community--minded consumers with an adventurous spirit

WMHT is the: only locally owned, nonprofit, multichannel public communications organization

That: reaches beyond the traditional broadcasting model to act as a leader by convening arts, culture, learning and civic interests

Because: it draws from the shared insights and interests of the community to create and curate highly relevant national and local content

So that: consumers have a comprehensive destination that fulfills their desire for entertainment, enrichment and engagement.

Brand Promise

- Community
- Culture
- Connections