DD&T — WEEKLY REPORT

Digital, Data & Technology

Name: **Jose Carbajal**

Group: Digital ☒ Data ☐ Technology ☐ Creative Pod ☐

Week ending: **November 15, 2026**

1 · This week in one paragraph

This week I completed several outstanding Digital projects and continued supporting our stations with SMS promotions and contest campaigns. I finished updating and verifying the Google Business listings for SBS Puerto Rico, Estereotempo 96.5, Mega 106.9, and Z 93. La Nueva 94 is the only remaining listing awaiting verification. I also configured and scheduled several SMS campaigns for Disneyland, Knott's Merry Farm, Monster Jam, Guatemala Fest, and Casa de Samuel, along with promotional text blasts for Disney and Calibash across multiple markets. On the streaming side, I adjusted the programming schedules for both FAST channels to account for daylight saving time. I also submitted two improvements for the LaMusica website related to podcast availability across platforms and correcting the relationship between podcasts and shows.

2 · Open items

- **Puerto Rico Google Business listings (TPM-119, TPM-124):** Four listings have been completed and verified. La Nueva 94 is still pending Google's verification process.
- **Podcast improvements (TPM-192, TPM-193):** I requested additional listening-platform links for podcasts on LaMusica, including Spotify, Apple Podcasts, and TuneIn. I also submitted a request to correct the relationship between podcasts and their associated shows. Both items are assigned to Yusliel.

3 · Next week

- **YouTube livestream expansion (TPM-149, TPM-150, TPM-151, TPM-152, TPM-203):** I will be working on bringing more radio shows live to our YouTube channels, including Mega Mezcla con DJ Eddie One (KXOL), Z Mañana (WCMQ), El Terrible (KLAX), and El Chikilín (KLAX). The goal is to broadcast selected talk segments, increase show exposure, reach new audiences, and create additional monetization opportunities.
- Follow up on the verification of La Nueva 94 to finish the remaining Puerto Rico Google Business listing.
- Monitor the SMS campaigns scheduled for November 16–20 and make sure the automated reports are being delivered as requested by the markets.
- Follow up with Yusliel on the podcast improvements and their implementation.
- Coordinate with Alberto on the WordPress migration approach and begin identifying what will be required to move the existing sites into the LaMusica CMS.

4 · Open issues

- **WordPress migration (TPM-125):** I spoke with Alberto about migrating our existing WordPress sites to the LaMusica CMS. We are going to coordinate this coming week to review the current sites, determine what needs to be migrated, and establish an approach and timeline with the development team.
- **Airship outstanding invoice — Critical:** The Airship invoice has not been paid, and our SMS service is at risk of suspension if payment is not received by November 15. This would impact our ability to send SMS blasts, run keyword-based contests, and support scheduled promotions across our stations.

5 · Suggestions

- I strongly recommend paying the outstanding Airship invoice and any other overdue critical-service invoices immediately. These services are used daily to support our stations, promotions, and advertising campaigns. A suspension would disrupt active campaigns and could affect commitments made to clients and listeners.

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