DD&T — WEEKLY REPORT

Digital, Data & Technology

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Group: Digital ☒ Data ☐ Technology ☐ Creative Pod ☐

Week ending: November 8, 2026

1 · This week in one paragraph

This week I was able to close out several items that were still pending from last week while handling a new round of Digital promotions. I completed the TuneIn station and podcast updates, including missing shows, RSS feeds and artwork, and finished the November Mega.TV grids and station schedule cleanup. I also completed the Amor en Vivo and Megabash lower-third banners, added a new Cubatonazo banner for WRMA, and finished the livestream setup for El Vacilón's Premios HEAT coverage. The MegaEstación contest-rules page and uploads are now complete as well. On the promotions side, I set up several SMS campaigns for Disney, Disneyland, Universal Studios and Pollo Campero, along with the Calibash text blast and app notification. I also reconnected station Instagram profiles in Sprout Social, flagged a LaMusica video-page spacing issue that Yusliel fixed, and began moving forward on the Puerto Rico Google Business listings.

2 · Open items

- **Puerto Rico Google Business listings (TPM-119, TPM-120, TPM-121, TPM-122, TPM-123, TPM-124):** I've started working through the listings for SBS Puerto Rico, Estereotempo 96.5, Mega 106.9, Z 93 and La Nueva 94. These still need to be completed.
- **StreamCentral media improvements (TPM-167, TPM-168):** I requested a way to re-export existing media into additional formats without having to clip the recording again. That work is in progress. I also requested the ability to restream a live schedule to an outside RTMP destination; that item is still pending.
- **WordPress follow-up (TPM-112, TPM-125):** The broader WordPress work remains open while we determine the next steps for the existing sites and their move into the LaMusica CMS.

3 · Next week

- Continue updating the Puerto Rico Google Business listings and work through the remaining stations. (TPM-119, TPM-120, TPM-121, TPM-122, TPM-123, TPM-124)

- Monitor the upcoming holiday SMS promotions and their scheduled reports, including the Disney/Disneyland campaigns and Pollo Campero. The campaign setups are already complete.
- Follow up with Yusliel on the media re-export feature and confirm the requirements for external RTMP restreaming. (TPM-167, TPM-168)
- Coordinate with the development team on the scope and approach for moving the WordPress sites into the LaMusica CMS. (TPM-125)

4 · Open issues

- The migration from our existing WordPress sites to the LaMusica CMS still needs a clear plan. We need to review the current site structure, identify what functionality and content must carry over, and agree on responsibilities and timing with the development team. (TPM-125)

5 · Suggestions

- I would like automatic alerts when a live video stream loses its connection or remains offline beyond a set period of time. I would also like similar alerts when active SCTE-35 markers stop coming through for a defined period. This would help us catch stream and ad-marker problems before they go unnoticed. The current livestream-monitoring task covers stream health; the SCTE-35 alert requirement still needs to be added or scoped separately. (WC-175)

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