DD&T — WEEKLY REPORT
Digital, Data & Technology · Friday submission · Draft for management review
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Group: Digital ☐ Data ☐ Technology ☐ Creative Pod ☐
Week ending: Oct 31 - Nov 6, 2026 (Saturday–Friday)

1 · This week in one paragraph:
This week I advanced several digital contest initiatives: launched the Christmas Wonderland landing page and contest form, created and scheduled the Oro Sólido giveaway page and form, and created and scheduled Fortuna Bakery's Dando Gracias giveaway. I also created and adjusted the Winter Wonderland by Metro by T-Mobile landing page and corrected a prize-selection date in its rules. I coordinated multiple newsletters for Cubatonazo sponsors, including Metro by T-Mobile, Fix Up Roofing, Potamkin Hyundai, Coditos, Risa Travel and Wilian Diaz Jewelry and processed Ford La Caravana and Christmas Wonderland newsletter placements across stations. I completed the Ford La Caravana Episode 3 assets upload and updated the Tropical VIP playlist. I launched Ford Episode 2 and 3 on the LaMusica homepage and coordinated Episode 1 placements in the November 5 station newsletters. I redesigned Metro by T-Mobile/Cubatonazo banners, updated landing-page copy, and scheduled the associated newsletter for a send. I also clarified the separate streaming-ticket requirement for a Potamkin Hyundai order and followed up on winner selection for two FNU Cubatonazo contests. I reviewed the LA Kings vs. Anaheim Ducks contest request for inconsistent dates, supplied its contest embed code, and closed the Gente de Zona newsletter ticket after its event was postponed. Under HappyFox management, I completed a bulk reassignment of Neisha's tickets to Mercedes to maintain ownership and follow-up continuity. HappyFox form/CSS issues raised in the previous report, were resolved. Mega Estación contesting rules page CSS/deployment went live. My work calendar also included Meetings and call with several AEs and Carolina from Aire over the Ford Promotion. As Well as Wednesday's Weekly Development Call and a HappyFox meeting; a meeting with Carlos about HappyFox streamlining and workflows was scheduled for Friday, 10:00 AM–2:00 PM ET.

2 · Open items
- Confirm the current status and remaining deliverables for the Ford video campaign (carried forward from last week) Follow up on final artwork for Winter Wonderland by Metro by T-Mobile; the landing page was created, but artwork was pending in the ticket.

3. Next Week

- Next week is our Cubatonazo Concert so we are expecting last minute orders and adjustments or requests before the event.
- Prepare and process upcoming station newsletters and new campaign orders.
- Confirm remaining Ford video campaign newsletter work and follow up on the separate Jira/integration questions from the prior report.
- Attend the upcoming department meeting and document related action items.

- Review pending show and DJ schedule/branding updates across platforms
- Update Reggaeton VIP Playlists and a few others.
- Continue reviewing incoming campaign and contest requests for complete instructions and valid dates before launch.
- Remove Brianna and Dara from Happy fox and fix all the workflows to just go straight to Mercedes in order to open up 2 more seats.

4. Open Issues
    - LA Kings vs. Anaheim Ducks contest request contained conflicting dates; clarification was requested before finalizing the setup. This was fixed.
    - Winter Wonderland landing page still awaited finalized artwork when the ticket was updated. Artwork being finalized in NY.
    - Continue audience email-notification cleanup.
    - Continue the Newsletter promotion of the next episode for Ford Series La Caravana

5. Suggestions
    - Explore connecting HappyFox and Jira to reduce duplicate documentation, while preserving clear ticket ownership and audit history. (up for discussion and streamline happyfox with wide orbit. Started some talks about this with carlos)
    - Continue evaluating CMS-generated HTML newsletter templates as a longer-term improvement requiring development resources. (future feature)