DD&T — First Meeting — Intelligence Briefing October 26, 2026

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DD&T FIRST MEETING

Intelligence Briefing

DD&T Transition, "The Dash" Platform, Legacy-System Replacement, and Digital Experience Priorities

26 October 2026 · 09:31–10:22
Strategic / Kick-off · Virtual meeting · 46 minutes

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Date / Time	26/10/2026 · 09:31–10:22
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SPANISH BROADCASTING SYSTEM

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1 Executive Flash (15 Seconds)

BLUF (Bottom Line Up Front): Leadership announced a top-down consolidation into Digital, Data and Technology (DD&T), with "The Dash" positioned as the future internal platform and replacement for legacy systems; however, ownership, requirements, migration safeguards, and user adoption remain insufficiently defined, during this meeting, will be defined in the Ops meeting on Tuesday.

Immediate action: Triage and assign owners to the critical La Musica audit findings before expanding features or committing to a launch plan.

Meeting score: **6/10** — The strategic direction and meeting cadence were made clearer, but major operational, technical, and change-management questions were deferred, and several commitments lack named owners or acceptance criteria, will be defined in the Ops meeting on Tuesday.

2 Executive Summary

Context: The meeting introduced a consolidation of three departments into Digital, Data and Technology (DD&T), explained the rationale for removing departmental "fences," and previewed a company-wide platform called The Dash. The discussion also set expectations for documentation, weekly reporting, team meetings, legacy-system replacement, and urgent digital-experience changes.

Main Discussions

• Leadership announced DD&T consolidation and a shift toward shared ownership, documented work, and cross-functional delivery.

• The Dash was presented as a multi-agent AI orchestrator and unified portal intended to support sales pipelines, ordering, calendars, documentation, department workflows, messaging, and external agency access.

• Wide Orbit, Counterpoint, and Happy Fox were identified for replacement or incorporation into The Dash; the board was cited as having directed replacement, while user requirements and migration details remain to be worked out.

• La Musica's slow and outdated experience, its audit findings, advertising splash screen, podcast freshness, and possible future product extensions were debated.

• Weekly written reports, recurring Tuesday DD&T meetings, Thursday sprint meetings, and separate social-media discussions were announced.

Overall result: Our first meeting established a clear direction and several operating expectations. It also served as the team's first introduction to The Dash, so it did not produce a complete implementation plan. The Dash remains in the sandbox/discovery phase, and a named operational owner and support model have not yet been confirmed. At our next meeting, we will begin defining the methodology stages and the project management approach. We will also clarify the status of the legacy systems, as the discussion included seemingly inconsistent references to products that had already been removed and to those same products being replaced in the future.

Sentiment: Mixed — Leadership was confident and change-oriented; contributors were generally constructive but raised unresolved concerns about technical continuity, affiliate needs, workload, monetization, and post-transition ownership.

3 Decisions

3.1 Decisions Made

Decision #1: Consolidate three departments into DD&T

Description: Combine three departments under the name Digital, Data and Technology (DD&T); titles have been changed to reduce organizational boundaries and finger-pointing.

Decided by: Frank Yglesias

Type: Scope Change / Direction

Reversible: Yes with effort

Impact: Changes reporting and collaboration expectations; the exact department roster, reporting lines, and title mapping remain unconfirmed.

Affected areas: Digital, Data, Technology, Social Media, and related business functions

Decision #2: Replace legacy systems through a requirements-led methodology

Description: Replace Wide Orbit and Counterpoint with The Dash, according to Frank Yglesias's account of a Top Management directive. User requirements are to be gathered before architecture, coding, QA, and launch. Happy Fox was also named as a legacy system to eliminate or incorporate, but its scope was not separately resolved.

Type: Direction / Go-No-Go

Reversible: Hardly, once migration and decommissioning begin

Impact: Potentially changes internal and affiliate workflows, system interfaces, data custody, licensing costs, and operational support.

Affected areas: Sales, affiliates, traffic, production, IT, finance, and system users

Decision #3: Use a documented delivery process

Description: Document requirements and architecture before coding; return requirements to end users for confirmation; then build, QA, and launch. The team is expected to document work in the wiki and use Jira for roadmap/task visibility.

Impact: Establishes a common delivery and documentation expectation.

Affected areas: DD&T and participating business stakeholders

Decision #4: Introduce weekly reports

Description: Submit a simple weekly report no later than Sunday at 4:00 p.m. The report should cover the week's work, open items, next week's focus, open issues, and suggestions.

Impact: Creates a recurring accountability and work-history record.

Affected areas: Team members covered by the reporting process; exact scope not confirmed

Decision #5: Maintain recurring team meetings

Description: Keep DD&T meetings on Tuesdays at 4:00 p.m.; hold department-specific sprint meetings on Thursdays, limited to 20 minutes; create separate social-media discussions. Frank Yglesias said schedules would be sent.

Impact: Establishes a recurring coordination cadence; Thursday schedule and attendee lists remain to be confirmed.

Affected areas: DD&T, Social Media, and related departments

Decision #6: Limit external contractor work

Description: Frank Yglesias said external contractor Charlie Apps should focus only on Apple- and Android-requested bug fixes; other work is intended to remain internal.

Impact: Restricts contractor access and work scope; contract, security, and access details were not discussed.

Affected areas: DD&T, mobile development, contractor management

Decision #7: Keep current work moving during the transition

Description: Team members were told to continue their existing work; Frank Yglesias said "nothing changes" immediately. La Musica 1.0 is to be kept alive while remediation and later planning proceed.

Impact: Avoids an immediate broad work stoppage but leaves prioritization and capacity trade-offs unresolved.

Affected areas: DD&T, product, mobile, social and creative teams

3.2 Postponed Decisions

Detailed Dash architecture, system boundaries, and platform coexistence/migration

Reason: Frank Yglesias said this would be addressed through discovery and follow-up meetings.

Next step: Map current systems, interfaces, owners, and target-state responsibilities; publish an architecture decision record.

Responsible: DD&T / technical leads [named owner not confirmed]

When: Follow-up discussion scheduled for 27/10/2026; specific decision date not stated.

Counterpoint requirements, affiliate participation, compatibility, and migration approach

Reason: Prior user resistance and affiliate reliance were raised, but no user or affiliate requirements were validated in this meeting.

Next step: Conduct structured discovery with Counterpoint users and affiliates; define acceptance criteria and migration/data-retention needs.

Responsible: DD&T with Sales/Operations and affiliate representatives.

When: WIP (work in progress).

La Musica advertising splash screen versus speed and user-experience goals

Reason: Carlos Micheal explained its potential advertising value; Alberto D. noted that it had previously been sold but was not currently being sold for other reasons. No current revenue or usage data was presented.

Next step: Compare revenue, load-time, conversion, retention, and exit data; decide whether to retain, shorten, or make the experience optional.

Responsible: Product, Social/Creative, and commercial stakeholders [owners not confirmed]

When: Not specified.

La Musica sports and other possible extensions

Reason: Leadership said foundational remediation should come first; La Musica 2.0 discussion is intended for Q2 after end-of-Q1 priorities.

Next step: Confirm the product roadmap, dependencies, and whether "La Musica sports" remains approved.

Responsible: Product leadership / relevant team [owner not confirmed]

When: Q2, year not explicitly stated for this reference; context suggests 2027.

Final team roster, organization chart, account access, and contractor access to The Dash

Reason: Missing names were identified, and external access was deferred for a separate discussion.

Next step: Reconcile the roster, role-based permissions, onboarding list, and contractor access policy.

Responsible: DD&T transition lead and team coordinators [owners not confirmed]

When: Follow-up discussions beginning 27/10/2026 and 29/10/2026, where applicable.

3.3 Discarded Ideas

• No proposal was explicitly rejected as a discrete decision.

• Frank Yglesias characterized ongoing development of the La Musica mobile app as a waste of time and resources.

4 Action Tracker

Scores use the requested formula. Where dates or owners were not assigned in the meeting, they are marked Not specified or [TO CONFIRM]. The listed scores are analyst estimates based on the transcript.

4.1 Critical (Score ≥ 28)

ACTION 1 — Triage the critical La Musica audit findings — Score: 31/35

Description: Review the 600-page audit, identify and prioritize critical findings, and assign remediation owners, target dates, and verification criteria. Start with security, availability, accessibility, and user-impact issues as applicable; the transcript does not specify the findings.

Owner: DD&T / La Musica technical lead **[TO CONFIRM]**

Area: Digital / Technology

Deadline: Not specified; leadership described the issues as requiring immediate attention.

Deliverable: A prioritized remediation register with each critical finding assigned an owner, due date, risk rating, and testable closure criterion.

Dependencies: Access to the audit, relevant systems, and product/engineering owners.

Blockers: Audit details, accountable lead, capacity, and scope were not identified.

Risk if delayed: Known critical issues may remain exploitable or continue degrading product experience; exact exposure is not established by the transcript.

Checkpoint: At the next DD&T meeting, 27/10/2026, if the meeting occurs as announced.

`Impact 5/5 · Urgency 5/5 · Visibility 4/5 · Effort 2/5`

4.2 High Priority (Score 21–27)

ACTION 2 — Conduct requirements discovery for The Dash, including affiliates — Score: 26/35

Description: Gather and validate requirements from current system users, including Counterpoint users, affiliates, sales, traffic, and production. Document exceptions and acceptance criteria before system replacement.

Owner: DD&T transition lead with business process owners **[TO CONFIRM]**

Area: DD&T / Sales / Operations

Deadline: Not specified.

Deliverable: Approved requirements and process maps for priority workflows, including affiliate access and order processing.

Dependencies: Stakeholder availability, system/process documentation, and access to existing workflows.

Blockers: Stakeholder list and discovery schedule are not yet confirmed.

Risk if delayed: The Dash could reproduce incomplete assumptions, fail affiliate or operational needs, or disrupt order processing.

Checkpoint: Discovery approach to be discussed on 27/10/2026; completion date not stated.

`Impact 4/5 · Urgency 4/5 · Visibility 4/5 · Effort 2/5`

ACTION 3 — Confirm Dash ownership, support, and transition capability — Score: 24/35

Description: Define who owns service operations, incident response, deployment, access administration, security, documentation, and ongoing development — especially after the transition lead's expected departure or extension.

Owner: DD&T leadership and technical leads **[TO CONFIRM]**

Area: DD&T / IT

Deadline: Before the transition lead exits; date not confirmed.

Deliverable: Named service owner, support path, escalation process, runbooks, and knowledge-transfer plan.

Dependencies: Confirmed team structure, architecture, and staffing.

Blockers: The transition lead said they are present temporarily and may leave by the end of April; the year and exact date are unclear.

Risk if delayed: Key-person dependency, service interruption, or inability to maintain the platform after handover.

Checkpoint: Review ownership proposal at an upcoming DD&T meeting; no date assigned.

`Impact 4/5 · Urgency 3/5 · Visibility 4/5 · Effort 2/5`

ACTION 4 — Reconcile legacy-system status and build a controlled migration plan — Score: 23/35

Description: Confirm whether Wide Orbit, Counterpoint, and Happy Fox remain active, have been partially removed, or are only planned for replacement; define coexistence, data migration, history retention, rollback, and decommissioning gates.

Owner: DD&T technical lead with system owners **[TO CONFIRM]**

Area: Technology / Operations

Deadline: Before any production cutover; date not specified.

Deliverable: System inventory and approved migration/decommission plan with dependencies, data ownership, rollback criteria, and business sign-off.

Dependencies: Requirements discovery, system access, licensing and data review, and affiliate input.

Blockers: Transcript contains conflicting statements about whether legacy systems have already been removed or will be removed in the future.

Risk if delayed: Unplanned outages, duplicated costs, lost access to historical records, or premature decommissioning.

Checkpoint: Raise the discrepancy during the 27/10/2026 follow-up.

`Impact 4/5 · Urgency 3/5 · Visibility 4/5 · Effort 3/5`

ACTION 5 — Establish a La Musica user-experience and monetization decision using data — Score: 22/35

Description: Measure the impact of splash screens, advertisements, load time, podcast freshness, and app exits; use the results to decide which experience changes protect both engagement and revenue.

Owner: Product / Social-Creative / commercial stakeholders **[TO CONFIRM]**

Area: Product / Digital / Revenue

Deadline: Not specified.

Deliverable: Baseline metrics and a prioritized decision memo for near-term remediation.

Dependencies: Analytics access, ad-sales context, and product telemetry.

Blockers: No current performance, ad-sales, retention, or conversion figures were presented.

Risk if delayed: Changes could remove sellable inventory without evidence — or preserve friction that reduces use and future ad value.

Checkpoint: Review at a dedicated La Musica discussion; date not confirmed.

`Impact 4/5 · Urgency 3/5 · Visibility 3/5 · Effort 3/5`

4.3 Medium Priority (Score 14–20)

• **Submit the first weekly report under the new process** — Owner: Each in-scope team member · Deadline: 01/11/2026 at 16:00 [next Sunday inferred from meeting date] · Score: 19/35 · Dependencies: Access to the wiki/report location.

• **Publish a confirmed DD&T and social-media meeting schedule, agendas, and attendee lists** — Owner: Frank Yglesias / meeting coordinator [TO CONFIRM] · Deadline: DD&T meeting 27/10/2026; social discussion 29/10/2026 was announced, exact times not provided · Score: 18/35 · Dependencies: Roster and calendar availability.

• **Reconcile the organization chart and missing team members, then provision appropriate accounts** — Owner: DD&T transition lead with team coordinators [TO CONFIRM] · Deadline: Not specified · Score: 17/35 · Dependencies: Confirmed roster and role-based access.

• **Document the Dash architecture, workflows, approvals, and decision log in the wiki** — Owner: Dash technical team [named owner not confirmed] · Deadline: Before production launch; date not specified · Score: 17/35 · Dependencies: Requirements and architecture decisions.

• **Define AI-human approval controls, audit-log design, and data governance before production use** — Owner: DD&T technical/security lead [TO CONFIRM] · Deadline: Before production use; date not specified · Score: 17/35 · Dependencies: AI use cases, data classification, security and legal review.

• **Decide whether Grafana or another open-source monitoring solution meets operational needs** — Owner: DD&T / DevOps lead [TO CONFIRM] · Deadline: Not specified · Score: 16/35 · Dependencies: Monitoring requirements, hosting, and support ownership.

• **Create and operationalize SBS corporate social-media profiles in English and Spanish** — Owner: Social Media team [named owner not confirmed] · Deadline: Not specified; leadership said this should begin immediately · Score: 16/35 · Dependencies: Brand approval, content plan, account ownership.

• **Confirm La Musica 1.0 remediation scope and whether proposed "La Musica sports" work remains approved** — Owner: Product leadership / relevant team [TO CONFIRM] · Deadline: Not specified · Score: 15/35 · Dependencies: Remediation priorities and roadmap decision.

• **Formalize Charlie Apps' restricted scope and access controls** — Owner: Frank Yglesias / contractor manager [TO CONFIRM] · Deadline: Not specified · Score: 15/35 · Dependencies: Contract terms, security review, mobile bug list.

4.4 Backlog (Score < 14)

• **Assess La Musica 2.0 concepts against audience needs and a validated roadmap** — Owner: Product team [TO CONFIRM] · Deadline: Q2, year not explicit [2027 inferred] · Score: 13/35

• **Assess whether to add external advertising agencies and talent to Dash Chat** — Owner: DD&T / business owners [TO CONFIRM] · Deadline: Not specified · Score: 12/35

• **Evaluate Dash agency portal requirements and permissions** — Owner: DD&T with Sales/Ad Operations [TO CONFIRM] · Deadline: Not specified · Score: 12/35

4.5 Summary

• **Total actions:** 15

• **Critical:** 1 · **High:** 4 · **Medium:** 9 · **Low:** 3

• **For this week:** At least 4 announced or near-term items: report process setup, DD&T follow-up, social-media follow-up, and urgent audit triage [the audit date itself was not set].

• **Depending on externals:** At least 3 clearly depend on stakeholders outside the immediate development group: affiliate requirements, system-user discovery, and commercial validation of La Musica advertising.

5 Calendar & Follow-Up

5.1 Next 48 Hours

• □ **Hold the announced DD&T follow-up** and confirm discovery scope, owners, and system-status discrepancies — Owner: Frank Yglesias / DD&T lead [TO CONFIRM] — 27/10/2026; meeting time referenced as 4:00 p.m. for regular DD&T meetings, but whether this specific meeting uses that time should be confirmed.

• □ **Begin triage of the critical La Musica audit findings** and name a remediation owner — Owner: DD&T / La Musica technical lead [TO CONFIRM] — 26–28/10/2026 recommended; no deadline was assigned in the meeting.

5.2 Next 7 Days

• □ **Tuesday, 27/10/2026** — DD&T meeting; review The Dash, technical transition questions, and discovery methodology — Owner: Frank Yglesias / DD&T lead [TO CONFIRM].

• □ **Thursday, 29/10/2026** — Separate Social Media discussion was announced; confirm time, attendees, account access, and corporate-content scope — Owner: Frank Yglesias / Social Media lead [TO CONFIRM].

• □ **By Sunday, 01/11/2026 at 16:00** — Submit weekly reports under the announced recurring deadline, if the requirement begins immediately — Owner: Each in-scope team member.

5.3 Next 30 Days

• □ **By week of 23/11/2026** [suggested checkpoint, not a meeting commitment] — Review the system inventory, stakeholder list, requirements-discovery plan, and Dash ownership proposal — Owner: DD&T lead [TO CONFIRM].

• □ **By week of 23/11/2026** [suggested checkpoint, not a meeting commitment] — Review La Musica audit triage and measurable remediation progress — Owner: La Musica technical/product lead [TO CONFIRM].

• □ **No dated beta milestone within the next 30 days** was established. The speaker forecast a beta around the end of Q1 2027.

5.4 Suggested Meetings

Dash requirements and legacy-system discovery

Participants: DD&T, Counterpoint and Wide Orbit users, Sales, Traffic, Production, affiliate representatives, system owners

Objective: Validate workflows, data needs, integrations, exceptions, and acceptance criteria

Timing: Begin during the week of 26/10/2026; specific dates not established

La Musica audit and experience/monetization decision

Participants: Product, engineering, Social/Creative, content operations, advertising/commercial, analytics

Objective: Assign audit remediation and evaluate user experience against revenue evidence

Timing: As soon as the audit findings and relevant data are available

Dash service ownership and transition readiness

Participants: DD&T leadership, technical leads, IT/security, HR or workforce owner as needed

Objective: Name long-term owners, support paths, staffing, and knowledge-transfer milestones

Timing: Before the transition lead's departure; date is unclear

6 Strategic Insights

6.1 Identified Opportunities

1. Use requirements discovery to simplify order processing before automating it.

Why it's relevant: The speaker described order processing as taking 3–7 days compared with a four-hour reference, suggesting a potentially material process bottleneck.

How to capture: Map actual handoffs and exceptions, remove unnecessary steps, then automate only the validated future-state process.

Quick win: Yes — workflow mapping and step ownership can begin before full platform development.

2. Treat The Dash documentation and internal capability transfer as part of the product, not ancillary administration.

Why it's relevant: The Dash is being positioned as a company-owned asset, and the transition lead may leave.

How to capture: Make runbooks, architecture records, deployment procedures, and internal pairing explicit acceptance criteria.

Quick win: Yes — start documenting existing components and naming owners now.

3. Build a measurable La Musica experience-versus-monetization test.

Why it's relevant: The meeting surfaced opposing but potentially compatible concerns: advertising inventory matters, while user friction can reduce audience value.

How to capture: Compare current and alternative experiences using load time, abandonment, retention, ad fill/sales, and content engagement.

Quick win: Yes, if analytics and commercial data are accessible.

7 Attachments & References

7.1 Documents Mentioned

- 600-page La Musica audit — Obtain, review, and convert findings into an owner-assigned remediation register.
- DD&T organization chart — Reconcile missing names and publish the approved roster.
- Dash wiki / infrastructure documentation — Review requirements, architecture, and implementation documentation.
- Weekly reports — Create or confirm the template and reporting location.
- Jira methodology roadmap — Create the roadmap and make tasks, owners, and dependencies visible.
- Counterpoint / Wide Orbit system and workflow documentation — Inventory interfaces, users, data, and historical-access needs.
- Dash sandbox — Provide access only with appropriate account and role controls.

• Dash weekly report to the board — A prior weekly report was shown or referenced; obtain the current reporting format and cadence.

• Social-media corporate profiles — Confirm existing profile ownership and activity before creating or changing accounts.

7.2 Terms & Acronyms

• **DD&T:** Digital, Data and Technology.

• **SBS:** Spanish Broadcasting System.

• **AE:** Account Executive.

• **AI:** Artificial Intelligence.

• **API:** Application Programming Interface.

• **CMS:** Content Management System.

• **CRM:** Customer Relationship Management.

• **QA:** Quality Assurance.

• **Q1 / Q2:** First / second quarter; the speaker specified "Q1 of 27" for the beta target. Q2's year was not explicitly stated.

• **Dash:** The proposed company-owned multi-agent AI orchestrator and unified portal.

• **Wide Orbit, Counterpoint, Happy Fox, Stream Central, Jira, Grafana, and Dash Chat:** Systems or platforms named in the meeting; functions and status are described only as stated above.

7.3 Important Quotes

"We're going to take ownership of everything that has to do with digital data and technology." — Frank Yglesias

"The first step of the methodology is what are the user requirements." — Frank Yglesias

"It's not going to happen overnight." — Frank Yglesias

"At this moment, user experience comes first. Everything else follows." — Speaker 4

"A regular order that should take four hours … could take anywhere from three to seven days." — Frank Yglesias

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