



Digital & Data Reporting: Standard Operating Procedure

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Current State

It's the Wild West of data — reactionary, not strategic.

Where things stand today

No reporting timeline

Even the deliverables we know we need — impact reports, funder reports — aren't tracked or published on a regular schedule.

Requests land on Jordan

Jordan and marketing field most data requests directly, with others occasionally pulling data themselves.

Too many requests

The volume of asks outpaces what a small team can field one at a time, on top of everything else.

No standardized KPIs

Outside the newly defined strategic KPIs, there's no shared definition of what the numbers mean.

A data literacy gap

There's a real want and need for more data to inform decisions — but not yet the shared literacy to use it well.

Scattered access

Data lives across many sources, but there isn't enough access or know-how to pull from them consistently.

Bottom line: every request pulls a data expert off strategic work — for a number that's used once and never revisited.

The Vision

From reactive requests to a strategic infrastructure.

Today	Where We're Headed
• One-off requests, whenever they land • Raw data pulls without analysis and context • Numbers scattered across specialists' inboxes • No shared KPI definitions • Reactive: the team responds to whoever asks	• A standing reporting calendar, planned in advance • Every request tied to a decision, action, or deliverable • One centralized home for reports and data conversations • Standardized KPIs, defined once and used everywhere • Strategic: the data team sets the rhythm, org-wide

Why Data Governance

Governance isn't red tape — it's what puts everyone on the same page.

1. Shared Vision

One set of goals and priorities guiding every report, instead of each initiative pulling its own direction.

2. One Narrative

The same numbers, defined the same way, tell a consistent story no matter who's presenting it.

3. Reliable Tracking

Trends only mean something when they're measured the same way, period over period.

4. Org-Wide Literacy

Everyone understands what the numbers mean and why they matter — not just the data team.

Centralized Data Access & Ownership

All data reporting stays within the data team. Data access is intentionally centralized: no one outside the data team needs direct access to raw data, because the data team holds the expertise to collect and analyze it correctly. This keeps definitions, source files, and pulls consistent, and avoids conflicting numbers circulating across the organization.

The data team are the data experts and the only members of the organization who handle data. Digital specialists make up the majority of the data team and are responsible for pulling most of the raw data. This structure maintains a clear understanding of needs and control over what narratives are being distributed and used, both internally and externally, and ensures data is handled, analyzed, and interpreted by people with the right methodologies, rather than getting reinterpreted secondhand.

The Data Team

Who owns the numbers.

Jordan					
Manager, Multiplatform Marketing — Data Lead					
Aaliyah	Megan	Mila	Sam	Maddy	Adam Hinton
Digital Specialist / Data Lead	Digital Specialist / Data Lead	Digital Specialist / Data Lead	Digital Specialist / Data Lead	Digital Specialist / Data Lead	Digital Specialist / Data Lead

Digital Specialists / Data Leads

Jordan is Manager of Multiplatform Marketing and the org's data lead. Digital Specialists/Data Leads: Aaliyah, Megan, Mila, Sam, Maddy, and Adam Hinton.

Pull and compile the data (see the Data Collection Map in the appendix for the full owner breakdown by platform and initiative). Jordan additionally builds quarterly reports and Board reporting, and leads POP report development with each digital specialist.

Downstream Report Partners

People outside the data team who rely on digital specialists and Jordan to finalize specific reporting deliverables:

Name	Department / Role	Reports They Rely On
Anna-Shea	Creative / Graphic Design	Impact reports — relies on the data team's numbers and narrative to design the final piece
Carla	Development (Funder Relations)	Funder reports
Riley	Development (Funder Relations)	Funder reports
Tom	IT / Database Management	Sprout Social tagging taxonomy and database structure support

Department labels above are inferred from each person's role and haven't been confirmed — flag any corrections. This list is also not exhaustive; add anyone else who regularly depends on data team output to finalize a deliverable.

The rule: all data reporting stays within the data team — that's what keeps definitions, sources, and numbers consistent.

The Reporting Structure

A defined report for every purpose.

POP Spreadsheets

Internal data pull, populated by digital specialists and reviewed by Jordan — covering social, YouTube, website, email, streaming, and paid media. Scope is campaign/project based. Feeds the POP.

Jordan will build a template that lets digital specialists export and add their raw data spreadsheet from Sprout Social (social media & YouTube), Brevo/Iterable (newsletters), Looker Studio (website traffic), and Domo (VOD streaming). The template will have formulas that pull the raw data in and populate a layout for each area and its KPIs.

Proof of Performance (POP)

External or internal — e.g. funder reports, campaign or program performance, or content-factor tests like thumbnails and livestream timing. One-off, strategic reports outside the regular cadence. Jordan works with the project lead to identify key metrics for Anna-Shea; the finalized design goes back to Jordan and the project lead for delivery or internal decision-making.

Master Spreadsheets

Internal data pull, populated by Jordan using a templated Excel spreadsheet. Scope is profile and channel performance. Feeds Quarterly, Board, and Annual & Impact reports.

Quarterly & Board

Each quarterly report gives an initiative its trends and benchmarks (see Benchmarks in the appendix) alongside the numbers, so it can see not just what happened but how that compares and where it's headed. Board reports are narrower and more strategic: rather than the full quarterly report format, they focus on updates to the organization's Strategic KPIs (see Data Metrics & Standardization) — Jordan pulls and builds them.

Reports use monthly averages to keep the focus on the big picture rather than single data points. Series-based initiatives like PBS Books and Great Lakes Now follow the same principle at a finer grain: Jordan works with the digital specialists covering those initiatives to report monthly activity in the context of the series and time, rather than episode by episode. Raw, granular pulls — including episode-level data — remain available on request for funders and contractual reporting, since those requirements sit outside the team's control.

Each quarterly report also includes:

- YoY and MoM comparisons
- Industry and internal benchmarks, tracked from 2025 to present
- A by-initiative view and an org-wide view, so each initiative can see how it fits into the whole

Performance metrics — streams, users, engagements, and video views — are reported monthly rather than as totals, since they aren't cumulative and the monthly breakdown surfaces more insight. Subscribers

(newsletter, YouTube) and followers (social media) are cumulative, so totals still matter, but subscribers/followers gained is the more valuable number to feature alongside them.

Annual & Impact

Prepared by Jordan, designed by Anna-Shea. The full-year story, built from consistently reported numbers, with YoY trending and benchmarks.

Full reporting deadlines and the Board meeting cycle live in Reporting Calendar & Deadlines in the appendix.

The Data Request Checklist

Before a data request goes to the team, ask:

1. Is there a decision, action, or deliverable attached?

Not just “we'd like to know” — a request should change what someone does next.

2. Has enough time passed to tell a real story?

A single week or post rarely means anything. Trends need a month or a quarter to accrue.

3. Does it map to a strategic KPI we already track?

If it's not tied to Subscribers, Followers, Users, Listeners, or Viewers, question why.

4. Is it actually important — or just urgent?

Urgency without strategic weight is a distraction from the standing calendar, not an exception to it.

5. Could this wait for the next scheduled report?

If yes, it waits. The calendar exists so the team isn't rebuilding it every time someone asks.

Not on the checklist, but worth a beat every time: how does this request serve Membership Development?

Built on a simple filter: urgency and importance, crossed against our strategic KPIs — not every request that feels pressing is one the data warrants.

How requests actually get handled

Digital specialists are the front line for data requests coming from initiative leads and other stakeholders. Jordan works directly with digital specialists to streamline these requests, rather than having the data team field one-off asks individually.

When a request comes in for project-by-project or episode-by-episode framing, digital specialists use the Data Request Checklist as a conversation point with the requester — not a gate — to understand the purpose, timing, and goal behind the ask, and to help scope it appropriately. That conversation often lands on broader monthly context instead, so single projects or episodes aren't over- or under-weighted relative to overall trends. The exception is funders and contractual reporting, where raw, granular data remains available on request.

Metrics Standardization

What we measure.

Success and value are measured differently depending on scope: audience growth (subscribers, followers, users, listeners, and viewers) and the actions that audience takes (engagement, video views, and streams) drive initiative performance, while impressions and reach power proposals, marketing, corporate support, and development conversations.

AUDIENCE (Core Strategic KPIs)	ENGAGEMENT (Actions, Per Platform)	VISIBILITY METRICS
<i>The true audience we can influence — counted once each is a deliberate choice to connect, not something an algorithm hands us.</i> ✓ Subscribers — Opted in to receive content directly (newsletter, YouTube) ✓ Followers — Chose to follow a social profile ✓ Users — Chose to visit or open a platform we own (website, or streaming via OTT, app, or browser) ✓ Listeners — Chose to tune into radio, whether broadcast or streaming (WRCJ) ✓ Viewers — Watched broadcast TV (P2+)	<i>What that audience does once connected — still feeds our KPIs, tracked per platform rather than rolled into one number.</i> ✓ Engagements — Likes, comments, shares, saves, clicks, or replies — tracked per platform ✓ Video Views — Video content watched for at least 3 seconds ✓ Streams — A single instance of content played, tracked in VOD/streaming reporting	<i>Potential audience shaped by the algorithm and paid spend — a passive metric, not based on action or intent.</i> ✗ Impressions — The total number of times content was shown ✗ Reach — The unique number of people who saw the content

Subscribers, Followers, Users, Listeners, and Viewers describe the bodies engaging with us — the audience itself. Engagement, video views, and streams are the actions those bodies take once connected, tracked per platform rather than rolled into a single cross-platform number. Both groups are Performance Metrics, but the core KPI set (above) is limited to the audience itself.

Reach and Impressions sit outside the core KPI set for a different reason: they're shaped by platform algorithms and paid spend rather than something we can reliably move through our own strategy.

One person seeing a post three times counts as 1 reach but 3 impressions. They're still tracked, just for a different audience: marketing, corporate support, and development lean on them for proposals and visibility conversations, while engagement and audience growth (subscribers, followers, users, listeners, and viewers) remain what initiatives use to gauge performance.

This document reflects Phase 1 of a multi-phase rollout: content performance metrics — the Audience, Engagement, and Visibility metrics above. Phase 2 will audit and fold in demographic and reach reporting,

once those channels and reports are reviewed and standardized. Future phases extend further to social listening, data warehouses, and potentially an evolution of how data is distributed across the organization — paced by the org's data literacy and maturity as it grows, not a fixed calendar.

Full standardized definitions for each core KPI, the org-wide strategic KPIs, the Digital Cume calculation, and the complete phased roadmap are in Data Metrics & Standardization in the appendix.

Where It Lives

A dedicated home, built with IT.

Teams Channel

Jordan is building a dedicated Data Reporting channel in Teams to serve as the central home for reporting output. The point of a dedicated space is access control: it can stay limited to data experts and those handling data, rather than opened up cross-departmentally, so conversations and file sharing can happen there without worrying about who else can edit them. Data pulls stay locked down to keep them clean. Once live, it will house:

- Template worksheets
- Active report drafts
- Tutorials & training guides

Status: building with IT. Once it's live, this becomes the single place where active reporting work gets built — not just filed away.

Three Decisions Behind This Setup

Governance — Separate from the rest of the org

Access stays with the data team — the right eyes, without opening data conversations cross-departmentally.

Platforms — Teams & Excel over Airtable

Leaning toward Excel and Teams for most reporting, with Airtable scoped down to event tracking only — fewer platforms, less retraining.

Archive — SharePoint

Finished reports move out of Teams into a browsable SharePoint archive. Pending check-in with Anna-Shea, who currently uses Airtable for Impact Reports and Proposals.

Still open: exact folder structure, access list, and the IT build timeline.

What's Next

Building the culture, one step at a time.

1	Socialize the plan Present at L10, then meet with Digital Specialist Managers, then Digital Specialists to review workflow, shift in responsibilities, and the value of this new process.
2	Manager's Forum & required lunch & learn Present at the Manager's Forum. Share the data request checklist and deliver Q3 and Q4 reports (Jan–June 2026). Host a required lunch & learn to walk project leads through the reports live with Q&A.
3	Stand up the infrastructure Launch the Teams workspace and SharePoint reporting archive, train the data team, and start monthly data team touchbases — new workflows go live in early September.
4	Expand the strategy — Phase 2 Build a public-view, limited-edit reporting timeline filterable by initiative. Audit demographic and reach data, potentially timed around AAP, and shift the strategy and infrastructure to fold in Corporate Support & Development.

Governance isn't about slowing reporting down — it's about making sure every number we produce has time to mean something, and every request has a reason attached.

Data Report Tracking & Timeline

The next step: a largescale build, so it gets its own page.

Two connected Excel sheets: one to log every report as it's requested and built, and one that turns that log into a standing timeline for the year.

Report Intake Log

A sheet to log each report as it comes in, with a field for:

- Report name
- Who requested it
- When it was requested, started, and finished
- Campaign/initiative and funder
- Purpose
- Type: POP or regular report
- Whether it's a repeated report or a one-off
- Link to the report
- Metrics or sources involved in the pull

Reporting Timeline

Fed by the intake log, a second sheet turns that data into a standing timeline of the year's regular reports, filterable by initiative. It shows the deadline, how long the report takes to pull, and which initiative needs it — so anyone can see what the team is working on and by what priority.

Appendix

Detailed reference material — KPI definitions, data ownership, calendars, benchmarks, pull instructions, best practices, and glossary.

Data Metrics & Standardization

Full definitions for each of our core KPIs, and how the org-wide strategic KPIs and Digital Cume breakdown are calculated. See Metrics Standardization for the high-level framing of performance vs. visibility metrics.

What Is a KPI?

A KPI (Key Performance Indicator) is a specific, defined metric used to measure performance against a goal — see KPI in the Glossary for the full definition. Not every number we track is a KPI. A KPI is deliberately chosen because it reflects progress toward something the organization has decided matters, which is why our KPI sets stay intentionally limited rather than growing to include every available metric.

Our Organization's Strategic KPIs

Detroit PBS tracks a set of Strategic KPIs at the org-wide level — the numbers that roll individual initiative and platform performance up into a single picture of organizational health: Total # of Donors, Digital Cume, TV Cume, Radio Cume, External Meetings, Event Participants, Workplace Experience Score, % of Employees Passing Phishing Tests, and Total Revenue. Full definitions and how each is calculated are in Strategic Plan KPIs (Org-Wide) below.

The Phased Roadmap

This is a phased process, not a single rollout — each phase builds standardized infrastructure for one category of data before expanding scope, rather than trying to standardize everything at once.

Phase 1 (current): Content Performance Metrics

Intentionally limited to Subscribers, Followers, Users, Viewers, Listeners, Engagements, Streams, and Video Views, because these are the metrics that feed the Strategic KPIs above (see Metrics Standardization for the framing on intentional audience). These same metrics are also the foundation for conversion tracking and user journey mapping, planned for a future phase once that infrastructure is built.

Phase 2: Demographic & Reach

Audits and folds in demographic and reach reporting once those channels and reports are reviewed and standardized (see Metrics Standardization and What's Next in the appendix).

Future Phases

Beyond Phase 2, the roadmap expands to social listening, data warehouses, and potentially an evolution of how data is distributed across the organization — paced by the org's data literacy and maturity as it grows, not a fixed calendar.

Standardized Definitions

These definitions apply the same way regardless of digital platform or who on the team is pulling the number:

Subscribers

A unique individual or account that has taken a platform's dedicated "subscribe" action to receive ongoing content directly from us. This is our strongest signal of relationship strength because it requires deliberate action to join and remain, and the platform treats it as an explicit, ongoing relationship rather than a passive follow.

- Applies to: Newsletter (email list), YouTube channel

Followers

A unique account that follows or likes one of our social profiles, creating an ongoing in-platform connection to our content. Followers differ from Subscribers in that the platform's connection action is a follow or a like rather than a dedicated subscribe.

- Applies to: Social media profiles (Facebook, Instagram, TikTok, and other platforms tracked in Sprout — confirm the full channel list)

Users

Unique individuals who actively choose to visit our website or open one of our video streaming platforms. Like Subscribers and Followers, this is a measure of audience actively choosing us, not a passive metric handed to us by an algorithm — which is what separates it from Reach and Impressions and is why it belongs alongside our other core KPIs rather than being treated as a reach metric. Streaming looks different depending on content type — video streaming (Detroit PBS, Detroit PBS Kids) is counted as Users across OTT, app, and browser, while radio streaming (WRCJ) is counted separately as Listeners.

- Applies to: Website; Detroit PBS streaming and Detroit PBS Kids streaming (OTT, app, browser)

Listeners

Unique individuals who actively choose to tune into our radio content, whether over the air or through streaming. Same principle as Users — a measure of audience actively choosing us, not a passive metric handed to us by an algorithm. Radio is kept separate from Users because it's a listening behavior rather than a viewing or browsing one.

- Applies to: 90.9 WRCJ broadcast; 90.9 WRCJ streaming (Stream Guys, SoundCloud, Public Media Apps)

Viewers

Persons 2 years or older (P2+) who tune into our broadcast TV content. Same principle as Users and Listeners — a measure of audience actively choosing us — though it's captured differently, since Nielsen and Trac Media estimate it through ratings rather than platform-level login or session data.

- Applies to: Detroit PBS (56.1), Detroit PBS Kids (56.2), Create (56.3), World (56.4), MLC (56.5) — broadcast TV, via Nielsen eVIP and Trac Media

Actions (Tracked Per Platform)

Subscribers, Followers, Users, Listeners, and Viewers are the bodies engaging with us. Engagement, video views, and streams are the actions those bodies take once connected — tracked per platform, not counted as their own standalone core KPIs.

Engagement

The total count of active actions an audience member takes on our content — likes, comments, shares, saves, clicks, or replies — that demonstrate a response beyond passively viewing it. Engagement is tracked per platform and is not combined into a single cross-platform number, since the actions and their meaning vary by channel.

- Social media: likes, comments, shares, saves
- Website: sessions, pageviews, average engagement time
- Newsletter: open rate, click rate

Video Views

A view of video content lasting at least 3 seconds — the action a User takes when they watch, distinct from Views, which count accounts reached rather than actual watch instances. Full definition is in the Glossary.

Streams

A single instance of content being played — the action a Listener or streaming User takes; one person can generate multiple streams (e.g., listening to the same show twice). See User vs. Streams in the Glossary for the full distinction.

Strategic KPI & Monthly Digital Reach: How They're Calculated

The core KPIs referenced throughout this document, and how each one is calculated:

Strategic Plan KPIs (Org-Wide)

KPI	How It's Calculated
Total # of Donors	Total unique donors across Detroit PBS & WRCJ (Tableau)
Digital Cume — Monthly Avg.	Monthly average of total users/subscribers/followers across all owned digital platforms (website, streaming, social, video, newsletter). Does not include PBS Books.
TV Cume — Monthly Avg.	Average monthly broadcast viewers across all TV channels (Nielsen eVIP & Trac Media)
Radio Cume — Monthly Avg.	Average monthly cume across WRCJ broadcast, web, and app (Radio Research Consortium)
External Meetings	Total count of meetings held with external stakeholders
Event Participants	Total participants across in-person events

KPI	How It's Calculated
Workplace Experience Score	Score from internal employee experience survey
% of Employees Passing Phishing Tests	Share of staff passing simulated phishing tests
Total Revenue	Total organizational revenue across all funding sources

Monthly Digital Reach — Digital Cume Breakdown (Core KPIs by Channel)

KPI	How It's Calculated
Newsletter — Subscribers	Total subscribers as of the last send of the year (Iterable & Brevo)
Social Media — Followers	Total followers across tracked social platforms (Sprout Social)
YouTube — Subscribers	Total channel subscribers (Sprout Social / YouTube Studio)
Detroit PBS — Users	Monthly average users across Detroit PBS streaming platforms (Domo)
Detroit PBS Kids — Users	Monthly average users across Detroit PBS Kids streaming platforms (Domo)
Website — Users	Monthly average website users (GA4 & Looker Studio)
WRCJ — Listeners	Monthly average listeners across WRCJ streaming platforms (Stream Guys, Public Media Apps)

Source: Detroit PBS Metrics Report (Nielsen, RRC, PBS Domo, Google Analytics, Public Media Apps, Sprout, Iterable). Figures exclude PBS Books.

Data Collection Map

The Data Collection Map is organized by area and initiative, with an Owner column identifying who is responsible for each row. It serves as the go-to reference for where to pull data, detailing what's collected at each platform, who owns the pull, and which initiative it applies to — organized by platform, then by initiative:

Owner	Initiative	Scope	Reporting Source	Platform
Maddy	What to Watch	What to Watch	Iterable	Newsletter
Jordan	CEO	CEO	Brevo	Newsletter
Mila	One D	Friday 5	Iterable	Newsletter
Mila	GLN	Great Lakes Now	Iterable	Newsletter
Sam	MLC	MLC for Educators	Iterable	Newsletter
Sam	MLC	MLC for Families	Iterable	Newsletter
Adam Hinton	WRCJ	90.9 WRCJ	Iterable	Newsletter
Megan	PBS Books	PBS Books	Brevo	Newsletter
Maddy	Caregiving	Caregiving	Iterable	Newsletter
Aaliyah	Detroit PBS	Facebook, Instagram, TikTok, X, Thread, LinkedIn, YouTube Shorts	Sprout Social	Organic social
Mila	One D	Facebook, Instagram, X, YouTube Shorts	Sprout Social	Organic social
Mila	ABJ	Facebook, Instagram, X, YouTube Shorts	Sprout Social	Organic social
Mila	GLN	Facebook, Instagram, X, YouTube Shorts	Sprout Social	Organic social
Sam	Detroit PBS KIDS	Facebook, Instagram, X, BlueSky, YouTube Shorts	Sprout Social	Organic social
Sam	MLC	Facebook, Instagram, TikTok, X, LinkedIn, YouTube Shorts	Sprout Social	Organic social
Aaliyah	Detroit Performs	Facebook, Instagram, X, YouTube Shorts	Sprout Social	Organic social
Megan	PBS Books	Facebook, Instagram, X, LinkedIn, YouTube Shorts	Sprout Social	Organic social

Owner	Initiative	Scope	Reporting Source	Platform
Adam Hinton	WRCJ	Facebook, X, YouTube Shorts	Sprout Social	Organic social
Jordan	Jobs Explained	Facebook, Instagram, TikTok, YouTube Shorts	Sprout Social	Organic social
Aaliyah	Detroit PBS	YouTube	YouTube Studio	YouTube
Mila	One D	YouTube	YouTube Studio	YouTube
Mila	ABJ	YouTube - Detroit PBS, ABJ Playlist	YouTube Studio	YouTube
Mila	GLN	YouTube	YouTube Studio	YouTube
Sam	MLC	YouTube	YouTube Studio	YouTube
Megan	PBS Books	YouTube	YouTube Studio	YouTube
Aaliyah	Detroit Performs	YouTube	YouTube Studio	YouTube
Jordan	Local Initiatives	YouTube	YouTube Studio	YouTube
Aaliyah	Detroit PBS	Facebook	Sprout Social	Livestream
Aaliyah	Detroit PBS	YouTube	YouTube Studio	Livestream
Mila	One D	Facebook	Sprout Social	Livestream
Mila	One D	YouTube	YouTube Studio	Livestream
Mila	ABJ	Facebook	Sprout Social	Livestream
Mila	ABJ	YouTube - Detroit PBS, ABJ Playlist	YouTube Studio	Livestream
Mila	GLN	Facebook	Sprout Social	Livestream
Mila	GLN	YouTube	YouTube Studio	Livestream
Sam	MLC	Facebook	Sprout Social	Livestream
Sam	MLC	YouTube	YouTube Studio	Livestream
Sam	Detroit PBS KIDS	Facebook	Sprout Social	Livestream
Megan	PBS Books	Facebook	Sprout Social	Livestream
Megan	PBS Books	YouTube	YouTube Studio	Livestream
Aaliyah	Detroit Performs	Facebook	Sprout Social	Livestream
Aaliyah	Detroit Performs	YouTube	YouTube Studio	Livestream
Jordan	Local Initiatives	Facebook	Sprout Social	Livestream
Jordan	Local Initiatives	YouTube	YouTube Studio	Livestream

Owner	Initiative	Scope	Reporting Source	Platform
Jordan	Local Initiatives	Vimeo	Vimeo	Livestream
Jordan	Paid media	Meta - Facebook & Instagram	Meta Ads Manager	Paid media
Jordan	Paid media	YouTube ads & Google Search, Display & Gen ads	Google Ads	Paid media
Jordan	Detroit PBS	Website	Looker Studio	Website
Mila	One D	Website	Looker Studio	Website
Mila	ABJ	Website	Looker Studio	Website
Aaliyah	Detroit Performs	Website	Looker Studio	Website
Mila	GLN	Website	Looker Studio	Website
Sam	MLC	Website	Looker Studio	Website
Adam Hinton	WRCJ	Website	Looker Studio	Website
Megan	PBS Books	Website	Looker Studio	Website
Jordan	Detroit PBS	56.1 - Detroit PBS	Nielsen eVIP Report & Trac Media	TV broadcast
Jordan	Detroit PBS KIDS	56.2 - Detroit PBS KIDS	Nielsen eVIP Report & Trac Media	TV broadcast
Jordan	Create	56.3 - Create	Nielsen eVIP Report & Trac Media	TV broadcast
Jordan	World	56.4 - World	Nielsen eVIP Report & Trac Media	TV broadcast
Jordan	MLC	56.5 - MLC	Nielsen eVIP Report & Trac Media	TV broadcast
Jordan	WRCJ	On the air	Radio Research Consortium	Radio broadcast
Jordan	WRCJ	Online streams	Stream Guys	Radio streaming

Owner	Initiative	Scope	Reporting Source	Platform
Jordan	WRCJ	Online streams	SoundCloud	Radio streaming
Jordan	WRCJ	App streams	Public Media Apps	Radio streaming
Aaliyah	Detroit PBS	Detroit PBS (Website, App, OTT)	DOMO	VOD Streaming
Sam	Detroit PBS KIDS	Detroit PBS KIDS (Website, App, OTT)	DOMO	VOD Streaming
Mila	One D	One Detroit	DOMO	VOD Streaming
Mila	ABJ	American Black Journal	DOMO	VOD Streaming
Mila	GLN	Great Lakes Now	DOMO	VOD Streaming
Aaliyah	Detroit Performs	Detroit Performs	DOMO	VOD Streaming
Sam	MLC	Michigan Learning Channel (Read, Write, ROAR!, Math Might, The Career Center, Extra Credit, InPACT at Home)	DOMO	VOD Streaming
Ryan	Membership	Membership	Tableau	Membership
Maddy	All Initiatives	In-Person Events	Eventbrite & Airtable	Events

Reporting Calendar & Deadlines

Board Meeting Reporting Cycles

Board Meeting	Reporting Period	Deadline
November	July, August, September, October	Nov 11
February	November, December, January	Feb 17
June	February–May (monthly avg. July 1, 2026 – May 31, 2027)	TBD

Org-Wide Reporting Calendar (Summary)

Beyond the Detroit PBS/WRCJ quarterly cycle above, initiatives across the org run their own annual and quarterly reporting on their own deadlines. Condensed from the full org-wide reporting timeline:

When	What's Due
April 2026	American Black Journal & One Detroit annual reports (Apr 1); PBS Books quarterly reports — Reading Roadtrip & Readers Club, Q1 (Apr 30)
June 2026	Board one-pager — June Board Meeting (Jun 17)
July 2026	Faith in Detroit performance & impact report (Jul 31)
August 2026	Caregiving annual report (Aug 1); PBS Books quarterly reports — Q2 (Aug 31)
November 2026	Detroit PBS/WRCJ annual impact report & Great Lakes Now annual report (Nov 1); Board one-pager — November Board Meeting (Nov 19); PBS Books quarterly reports — Q3 (Nov 30)
December 2026	90.9 WRCJ annual report (Dec 1)
January 2027	PBS Books annual impact report (Jan 15); Faith in Detroit & PBS Books quarterly reports — Q4 (Jan 31)
February 2027	Early Learning & Michigan Learning Channel annual reports (Feb 1); Board one-pager — February Board Meeting (Feb 25)

Full detail, point people, and source files live in the org-wide reporting timeline.

Jordan keeps track of all reporting happening and deadlines in the org-wide timeline, which means digital specialists need to keep her abreast of their requests and needs — that timeline is only as accurate as what makes its way back to her.

Daily Data Mindset (DDM)

Short, verbal reports Jordan gives weekly — not a formal deliverable like the report types above, but part of the regular reporting rhythm worth noting here.

Benchmarks (Internal & Industry)

Benchmarks provide context for whether a number is strong, average, or a real problem — they're a reference point, not a target to chase. Our own year-over-year trend (see Data Metrics & Standardization in the appendix) matters most day to day; the industry figures below are most useful for Board and leadership conversations. Methodologies vary widely across sources (median vs. average, per-post vs. per-follower, etc.), so compare against one source consistently rather than mixing.

This list is a high-level overview of benchmarks. Individual initiative/project data narratives will have their own relevant benchmarks included in those reports for context.

Newsletter: Open Rate & CTR — Internal vs. Industry

Segment	Open Rate	CTR
Detroit PBS — CEO Email (Internal)	3.55%	0.4%
Detroit PBS — PBS Books (Internal)	9.93%	2.79%
Media & Publishing — Broadcast	15–30%	2.9–5%
Media & Publishing — Other	20–43%	2.9–5%
Behavior-Based Personalization	40–50%	—
Non-Profits	28–42%	3–5%

Detroit PBS figures: current averages for the CEO email newsletter and PBS Books newsletter. Industry figures cross-checked against 2026 aggregators (Brevo, Mailchimp, WebFX, Qualtrix), which consistently place nonprofit and government-sector open rates among the highest of any industry (25–42%) with CTR in the 3–5% range. PBS Books tracks close to that industry CTR range; CEO email runs well below it on both open rate and CTR — worth a closer look.

Social Media: Engagement Rate — Internal vs. Industry (Per-Post Average)

Platform	Detroit PBS (Internal)	Non-Profit	Media & Entertainment
Facebook	3.8%	2.36%	1.75%
Instagram	2.6%	4.95%	3.70%
LinkedIn	8.5%	3.58%	2.51%
X	3.6%	2.44%	2.21%
TikTok	8.3%	1.67%	1.81%

Detroit PBS figures: engagement rate per impression, 1/1/2025–6/30/2026 (3.8% overall across platforms). Industry figures: Hootsuite 2026 Social Media Benchmarks (per-post average engagement ÷ followers). Other methodologies report very different numbers for the same industry — e.g., Rival IQ's median-based approach puts nonprofit Instagram engagement at 0.56% versus Hootsuite's 4.95%. Neither is wrong; they're measuring different things, and our internal

figure uses yet another methodology (per impression, not per follower) — so treat all three as directional, not directly interchangeable.

Website Traffic

- Bounce rate: nonprofit sector average 60–70%; content/news sites 65–80% is considered normal due to single-article visits; cross-industry median (all sectors) is roughly 44–47%.
- Session duration: nonprofit median is around 2 minutes; 2–3 minutes is generally considered healthy.
- Engagement rate (GA4): nonprofit median is 43.2% — roughly 4 in 10 sessions meet GA4's engaged-session definition (10+ seconds, a key event, or 2+ pageviews).

Source: Wired Impact 2025 Nonprofit Website Benchmarks; Nonprofit Tech for Good 2026 Website Statistics.

Streaming & Video Users

There isn't a widely published industry benchmark specifically for streaming user growth on owned public media platforms — most published data covers video/ad completion rates rather than user counts.

Completion rate is the closest available engagement proxy:

- Connected TV (smart TV apps): 90–97%
- YouTube in-stream (skippable): 15–25%
- Meta Reels: 40–55%
- TikTok: 60–70%

Source: Nielsen / eMarketer 2026 CTV benchmarks; AdSights 2026 Video Completion Rate benchmarks.

How to Pull Data

Step-by-step methodology for pulling data from each platform, documented one platform at a time as processes are finalized.

Newsletter — Iterable & Brevo

Iterable — How to Pull

- In Iterable, go to Insights > Reports > Create a New Report.
- Name the report and select the report metrics and date range.
- Under Select Campaigns, filter by the relevant newsletter name(s) and manually select each campaign within the reporting period.
- Create the report, then print the page and save it as a PDF.
- Upload the PDF to ChatGPT and ask it to clean up the data and calculate averages.

Note: any AI involvement in cleaning up or analyzing data needs human quality control and review before it goes into a report.

For subscriber counts specifically: find the last email sent within the reporting period under Campaigns, and refer to the Delivery column's total sent — that's the subscriber count.

Newsletters pulled through Iterable: What to Watch (Maddy), Caregiving (Maddy), Friday 5 / One Detroit (Mila), Great Lakes Now (Mila), MLC for Educators (Sam), MLC for Families (Sam), 90.9 WRCJ (Adam Hinton), and PBS Books (Megan).

Brevo — How to Pull

Brevo covers the CEO email newsletter only, owned by Jordan.

- Open rate, CTR, unsubscriptions: Marketing > Statistics > select time period > Export CSV.
- Subscribers: CRM > Contacts > Lists > Folders: CEO Email lists > All Rich Contacts #109.
- Once exported, clean up the data in ChatGPT (same process as Iterable).

Note: any AI involvement in cleaning up or analyzing data needs human quality control and review before it goes into a report.

Website — Looker Studio

The Detroit PBS account in Looker Studio includes traffic for One Detroit, American Black Journal, Detroit Performs, and the station's video portal (video.detroitpbs.org) — these aren't broken out separately in the base report.

- Adjust the time period, then refer to Total Users in the At-a-Glance dashboard.

- For Caregiving and other local-initiative pages, filter the Detroit PBS report by Page Path using a “contains” filter (e.g., adding “caregiving” surfaces detroitpbs.org/caregiving as the top result in Top Pages), then refer to the Total Users column.

Applies to: Detroit PBS (Jordan), Detroit Performs (Aaliyah), One Detroit & American Black Journal (Mila), Great Lakes Now (Mila), Michigan Learning Channel (Sam), 90.9 WRCJ (Adam Hinton), PBS Books (Megan).

TV Broadcast — Nielsen eVIP & Trac Media

- In Nielsen eVIP: New Report > set the Measurement Period (one month at a time) > Sample: Total DMA > Report Type: Reach > Data Stream: Live + 7 > Ratings: Tenths > Impressions: Units.
- Select the relevant channel(s), then Next.
- Set the time window to Sun–Sat, 3:00 AM–3:00 AM, then Next.
- Filter to HH & P2+ only, then Next.
- Refer to P2+ IMP (Units) — 4WK (Monthly reach). (The report can also be exported as a PDF for easier calculation.)

P2+ means persons age 2 and older; HH is the number of households viewing. Age and household composition beyond that aren't available in this report.

Covers all five channels — Detroit PBS (56.1), Detroit PBS Kids (56.2), Create (56.3), World (56.4), and MLC (56.5).

Trac Media — How to Pull

Trac Media is used for program and station rankings and HH/P2+ views.

- Log into the client portal > Ratings & Carriage Clients > Overnights > Program Rankings.
- Update the start and end dates, then search and select the program(s).
- Stations: Detroit Public Television. Days/Dayparts: All Days, All Dayparts.
- DVR Shifting: Live + 7 for rebroadcasts (used most of the time). Use Live + Same Day for a single premiere, which gives a faster data turnaround.
- Estimate Type: DMA Audience Totals. Demographics: P2+ and HH, for the most part.
- Submit. Any change made in the left-hand menu needs to be resubmitted to update the report.
- The Excel icon next to Submit in the left-hand menu exports the report as an Excel spreadsheet.

Don't refer to the summary for HH and P2+ totals — those have to be calculated manually based on airdate, episode number, and/or station.

Neither source is immediate: it takes 30–60 days for data to appear, first in Nielsen and then in Trac Media, since Nielsen feeds Trac Media.

Radio Broadcast — Radio Research Consortium

Two formulas are used depending on the reporting period:

- Weekly cume (When looking at the full calendar year, use the December report): Avg. Weekly Cume = the Prior 13-Month Average from the December RRC report. Pull it at rrconline.org > Reports > select the PPM Monthly Report (Binder) for December > refer to the Prior 13-Month Avg.
- Weekly cume (quarterly average): Avg. Weekly Cume Persons = the total of each month's Avg. Weekly Cume Persons in the quarter, divided by the number of months in the quarter. Pull it at rrconline.org > Reports > select each month in the quarter individually > refer to the Current Month column's Avg. Weekly Cume Persons > total and average.
- Monthly cume: Avg. Monthly Cume = Avg. Weekly Cume × 1.4. (The 1.4 multiplier is based on a conversation with Laura Brandt and Justin Harvey in January 2026.)

Radio Streaming — Stream Guys, SoundCloud & Public Media Apps

Stream Guys

- In the Stream Guys portal, go to SGreports, click the rate icon (not the calendar icon), select the date range, and update.
- View the Home or Overview dashboard, under Aggregate Metrics — Audience.
- Streams: refer to SS (Streaming Sessions).
- Users: refer to CUME.

Note: Stream Guys reports the stream itself but doesn't distinguish where the pull originated — our website, TuneIn, our app, a direct URL, or another aggregator. Aside from 3Lane wrapping our stream in the player on our website, there's no other data connection between our site and the Stream Guys server.

SoundCloud

Portal > Insights > set a custom date range > the number of plays shown is treated as streams. Covers WRCJ's on-demand special reports, interviews, and podcast-style news.

Public Media Apps

- Go to <https://portal.radiobookmark.com/> and log into the Apps Management Portal.
- Go to Analytics Report and select the date range.
- Refer to the selected date range's totals.
- Users: refer to Unique Users.
- Streams: refer to Sessions.

All three (Stream Guys, SoundCloud, and Public Media Apps) are owned by Jordan.

VOD Streaming — Domo

Detroit PBS and Detroit PBS Kids streams and users are pulled from separate GA4-based dashboards in Domo:

- Detroit PBS streams: General Audience Local Analytics Dashboard [GA4] > Streams by Platform > wrench icon > table view. For streams by show or video: General Audience Total Streams > wrench icon > Details > filter by Show Title or Video Title > adjust time period > table view.
- Detroit PBS users: General Audience Local Analytics Dashboard [GA4] > General Audience Users > GA Local Users by Platform Type > wrench icon > table view.
- Detroit PBS Kids streams: PBS KIDS Local Analytics Dashboard [GA4] > Streams by Platform > wrench icon > table view (or PBS KIDS Total Streams > wrench icon > Details > filter by Show/Video Title > adjust time period > table view).
- Detroit PBS Kids users: PBS KIDS Local Analytics Dashboard [GA4] > PBS KIDS Users > PBS KIDS Local Users by Platform Type > wrench icon > table view.

One Detroit, American Black Journal, Great Lakes Now, Detroit Performs, and Michigan Learning Channel are tracked as streams only (no separate users breakout) using the same Domo/GA4 structure. All owned by Jordan.

Program Rankings (Domo)

Digital specialists should have access to Domo for this pull.

- Go to Dashboards > Program Rankings.
- Change the date and the program title.
- Refer to the Video Ranker — On Demand, All Platforms (Previous Month) table.
- Wrench dropdown > Send / Export > Excel.

Note: user data can't be pulled for individual programs — only for Detroit PBS and Detroit PBS Kids overall.

Organic Social — Sprout Social

Sprout pulls follower, engagement, and video view data across Facebook, Instagram, TikTok, X, Threads, Blue Sky, and LinkedIn, depending on which platforms a given initiative runs. One exception: Blue Sky is new enough that Sprout can only pull post performance reports for it, not full profile performance reports.

Sprout offers two report types:

- Profile reports — the channel's overall activity. Use these for annual or quarterly reports.
- Post performance reports — recommended otherwise, since they allow tag filtering and post-by-post activity.

Note: Meta is phasing out Impressions and replacing its Reach metric with Views, which is different from Video Views. This matters most for anyone looking at data directly in Meta Business Suite; Sprout has already been updated to reflect this change. Video Views are counted as views of at least 3 seconds.

YouTube Shorts — How to Pull

- In Sprout Social, go to Post Performance.
- Select the respective YouTube account.

- Filter post type by Short.

Livestreaming

Facebook (via Sprout Social)

Pull the post performance report for the reporting period, then filter the exported spreadsheet by the Virtual Event/Live Stream tag and categorize by project.

YouTube (via YouTube Studio)

- Go into each YouTube channel > YouTube Studio > Analytics > Advanced Mode > adjust the time period > Metrics > select metrics > Filter > Live/Replay > Live.
- Specific playlists can also be selected in the controls — useful for initiatives like American Black Journal or the Mackinac Policy Conference that share a channel with other content.

Note: livestreams or VOD content posted by other accounts will still appear in a shared channel's list, but the data will show blank — YouTube only reports data for the profile that actually owns/posted the content.

Strategic KPIs — Digital Cume (Org-Wide Roll-Up)

Digital Cume is calculated from the master reporting spreadsheet, and requires pulling subscribers (newsletter and YouTube) and social media followers out of the averaging step, since those are cumulative “total audience” values rather than monthly activity:

- Total annual users: sum total annual users across Detroit PBS VOD streaming, Detroit PBS Kids VOD streaming, combined 90.9 WRCJ streaming (Stream Guys + Public Media Apps), total social media followers, total subscribers (newsletter and YouTube), and total website users.
- Subtract total annual subscribers and total social media followers from that sum, leaving total annual users without subscribers and followers.
- Divide that number by 12 to get the average monthly users without subscribers and followers.
- Add the total annual subscribers and total social media followers back in to get the final average monthly users — this is Digital Cume.

Digital Cume does NOT include PBS Books data. PBS Books is excluded from every input in this calculation — newsletter subscribers, website users, and any other figures rolled into the total — since it's tracked and reported separately from the rest of the org-wide digital footprint.

Resolved: YouTube subscribers are grouped with newsletter subscribers, not social media followers, since subscribing is YouTube's dedicated platform action — distinct from the follow/like action used on Facebook, Instagram, and TikTok (see Subscribers in Data Metrics & Standardization). Both are pulled out of the averaging step above the same way.

Best Practices

Centralized Data Access & Ownership

All data reporting stays within the data team. Data access is intentionally centralized: no one outside the data team needs direct access to raw data, because the data team holds the expertise to collect and analyze it correctly. This keeps definitions, source files, and pulls consistent, and avoids conflicting numbers circulating across the organization.

The data team are the data experts and the only members of the organization who handle data. Digital specialists make up the majority of the data team and are responsible for pulling most of the raw data. This structure maintains a clear understanding of needs and control over what narratives are being distributed and used, both internally and externally, and ensures data is handled, analyzed, and interpreted by people with the right methodologies, rather than getting reinterpreted secondhand.

Tag Content Extensively in Sprout Social

Tag content extensively in Sprout Social to facilitate reporting — for example, tagging every livestream as “Virtual Event / Livestream.” See the Sprout Social Tagging Taxonomy spreadsheet for the full list of tags, and reach out to Tom and Jordan with questions or to create a new tag.

- Reports are built using tags set up in Sprout Social, covering both social and YouTube content, so campaign-specific data can be filtered and pulled without a separate manual request each time.

Focus on Context Over Granularity

This practice exists to standardize, streamline, and quality-control data conversations and reporting across the organization — cutting back on immediate, one-off data requests and helping project leads think about their data in scope and in broader context, rather than project by project.

The data team supports this through the Data Request Checklist and direct conversations with project leads and Jordan about the timing, purpose, goal, and granularity of the report being requested. That conversation keeps granular asks from pulling bandwidth away from the larger narrative and reporting framework, while making sure the data that is pulled has the right timing, meaning, and perspective to actually be valuable.

The goal isn't just to manage requests as they come in — it's to help project leads understand the organization's broader reporting structure and vision, and to see how their individual requests fit into it.

In practice: when initiatives ask for project-by-project or episode-by-episode framing, the data team uses the checklist as a conversation point to understand the purpose, timing, and goal behind the request, and helps scope it toward broader monthly context instead, so single projects or episodes aren't over- or under-weighted relative to overall trends. The exception is funders and contractual reporting, where raw, granular data remains available on request.

Document the Governance Process

Maintain a formal data governance record defining who pulls data, which initiatives are pulling data, when it happens, and who owns each part of the process.

- Digital specialists are the front line for data requests coming from initiative leads and other stakeholders.
- Jordan works directly with digital specialists to streamline these requests, rather than having the data team field one-off asks individually.

Jordan maintains the governance process, but keeping it accurate relies on open communication with the digital specialists — as their coverage, tools, or ownership shifts, that needs to make it back to Jordan so this document stays current.

Monthly Data Team Touchbases

Jordan will schedule monthly touchbase meetings with the data team to review reporting needs, hold learning sessions, and discuss insights cross-departmentally.

Also on the agenda: updated methodology and pedagogy. Digital platforms and their reporting change frequently — like the Meta metrics shift noted in How to Pull Data — so this needs to be a standing discussion topic, not a one-time update.

Establish a Virtual Events Baseline

Set a baseline for virtual event data so future reporting has a consistent point of comparison.

Audit Demographic Data & Social Profiles

Once the digital performance reports are up and running, Jordan will audit our demographic data and sources, as well as our social media profiles. The goal is to decide which profiles are worth keeping, adjust strategy on those to try to increase engagement, or remove them entirely from the reporting cadence.

Training Plan

Rather than a static list of training needs, this is the plan moving forward for getting both initiative leads and digital specialists up to speed:

Initiative & Project Leads

Jordan will host trainings with initiative and project leads to review quarterly reports and strategic KPIs, and to walk through what to expect from the reporting workflow moving forward.

Digital Specialists

Jordan will host trainings with digital specialists to walk them through the governance doc, the new reporting workflow, and their responsibilities — including how to field requests, how to tag in Sprout, and how to pull data, clean it up, and analyze it.

Also planned: tool-specific training in Sprout, Iterable, Domo, Brevo, and Excel, plus data narrative building for anyone interested in going beyond raw pulls and reports.

Glossary

Terms that come up throughout this document, grouped into general terms, broadcast-specific terms, and digital-specific terms. KPI definitions (Subscribers, Followers, Users, Listeners, Viewers) are in Data Metrics & Standardization, alongside the numbers that make them concrete. Entries marked [△](#) Needs definition are terms used elsewhere in this document that aren't yet defined here — flag any that are wrong, or fill in the definition directly.

General Terms

Data Analysis

The work behind a data narrative: filtering and reading the data, pulling in context, and identifying the factors of impact that explain the story the numbers are telling. This is what separates a data narrative from a raw data pull — the analysis is what turns numbers into meaning.

Data Narrative

Provides context and a written narrative explainer alongside the numbers. Good for showing trends and long-term impact rather than a single point in time. Data narratives include internal and industry benchmarks to show whether a number is strong, average, or a real problem, not just whether it went up or down. This is what the Daily Data Mindset produces for the SMM and C+ meetings, and what quarterly reporting to initiatives is built around.

Data Report

A document that provides raw data for a specific time period, with visuals to help organize the data. Less narrative than a data narrative, but more structured and readable than a raw data pull.

Data Source

The specific tool, dashboard, or platform used to collect a given metric — e.g., Sprout Social, GA4, Nielsen eVIP. Distinct from the Area or Category being measured: Data Source answers “where do I go to pull this,” not “what is this.”

KPI (Key Performance Indicator)

A specific, defined metric used to measure performance against a goal. Our core KPIs (Subscribers, Followers, Users, Listeners, Viewers) are defined in Data Metrics & Standardization.

Platform vs. Channel vs. Profile

These get used loosely in everyday conversation, but mean different things in this document:

- Platform: the overarching service or application itself — Facebook, YouTube, Sprout Social, the Detroit PBS streaming app.
- Channel: a specific line of content or broadcast, either within a platform (e.g., a YouTube channel like “Detroit PBS” vs. “PBS Books”) or a broadcast signal (e.g., Detroit PBS's 56.1, Detroit PBS Kids' 56.2).

- Profile: a specific account or presence on a platform — e.g., the Detroit PBS Instagram profile and the WRCJ Instagram profile are two separate profiles on the same platform.

POP (Proof of Performance)

Acronym and short for Proof of Performance — a data pull worksheet template and type of report that focuses on how something performed on broadcast, streaming, and digital. This is an analysis of how our audiences engaged with our content/efforts. See The Reporting Structure for the full definition of each report type.

Raw Data Pull

Numbers pulled directly from a source, quickly cleaned up and occasionally organized for visual clarity — without the analysis or narrative context that turns numbers into a story. This is what's available on request for funders and contractual reporting.

Broadcast

4WK

Nielsen's term for a rolling 4-week measurement window. In Nielsen eVIP, P2+ IMP (Units) — 4WK is the reach figure used as our standard monthly reach number for TV broadcast reporting.

CTV (Connected TV)

A smart TV, or a device connected to a TV (e.g. Roku, Apple TV, Fire TV, a game console), used to stream content through apps rather than a traditional broadcast, cable, or satellite signal. CTV is the television-screen subset of OTT.

Cume (Cumulative Audience)

The total number of unique viewers or listeners reached over a defined period, such as a week or month. Cume measures overall reach, counting each person only once during the reporting period, regardless of how many times they watched or listened. Unlike adding together daily or program audiences, cume is a de-duplicated measure of unique people reached across the entire period. Cume measures reach, not frequency.

DMA (Designated Market Area)

Nielsen's term for a local broadcast market — the group of counties where a station's programming draws the largest share of viewing. Detroit PBS's DMA is the Detroit market. Nielsen eVIP and Trac Media reporting is pulled at the Total DMA level, meaning the full Detroit market rather than a smaller sub-area.

HH

Households — the number of homes viewing the content. Used in TV Broadcast reporting (see How to Pull Data in the appendix).

Live + 7 / Live + Same Day

DVR-shifting windows in Nielsen and Trac Media reporting that determine how many days of delayed viewing count toward a program's audience. Live + 7 includes viewing that happens live plus up to 7 days after the original broadcast (via DVR or on-demand), and is used for most rebroadcasts. Live + Same Day counts only viewing that happens on the day of broadcast, and is used for single premieres where a faster data turnaround is needed.

Overnights

The section of the Trac Media portal that provides next-day ratings for the prior day's broadcasts. It's the starting point for Program Rankings pulls in Trac Media (Ratings & Carriage Clients > Overnights > Program Rankings).

P2+

Persons 2 years or older — total views. Used in TV Broadcast reporting (see How to Pull Data in the appendix) and is the basis for the Viewers KPI (see Data Metrics & Standardization). Nielsen also reports this as P2+ IMP (Impressions) — a panel-based audience estimate, not the same measurement as the Views or Impressions defined under Digital.

PPM

Nielsen's electronic radio-audience measurement device, worn by a panel of listeners, that automatically detects which stations they're exposed to throughout the day. The Radio Research Consortium's monthly PPM Monthly Report (Binder) is built from this panel data and is the source for our Avg. Weekly Cume figures.

RRC (Radio Research Consortium)

The organization Detroit PBS uses for radio audience measurement — the source for WRCJ's cume and reach figures (see How to Pull Data in the appendix). RRC is to radio what Nielsen eVIP and Trac Media are to TV.

Digital

Completion Rate

The share of a video watched all the way through, out of everyone who started it. Used as a proxy for engagement on video and streaming content, since unique-viewer figures aren't consistently available at an industry level; benchmarks vary widely by platform and ad format (see Benchmarks in the appendix).

Digital Cume

The org-wide, monthly average of our total digital audience — Users, Listeners, Subscribers, and Followers — combined across all owned digital platforms (website, streaming, social, video, and newsletter), excluding PBS Books. See Strategic KPIs — Digital Cume (Org-Wide Roll-Up) in Data Metrics & Standardization for the full calculation.

Engagements

Active actions an audience member takes on digital content — likes, comments, shares, saves, clicks, or replies. Full KPI definition and per-channel breakdown are in Data Metrics & Standardization.

Followers

A unique account that follows or likes one of our social profiles. Full KPI definition is in Data Metrics & Standardization.

FVOD (Free Video on Demand)

Free Video On Demand — as opposed to subscription-based (SVOD) or pay-per-title (TVOD) models. For Detroit PBS, this generally means content available to watch without a Passport membership.

GA4 (Google Analytics 4)

Google's website analytics platform, used to pull Users and other website-traffic metrics for detroitpbs.org and other Detroit PBS web properties (see How to Pull Data in the appendix).

Impressions

The total number of times content was displayed on screen, regardless of whether it was seen or clicked — a passive metric shaped by the algorithm and paid spend, not an action the audience took. Excluded from our core KPIs, but still tracked as a visibility metric for proposals, marketing, corporate support, and development conversations. Meta is phasing Impressions out in favor of Reach/Views (see How to Pull Data in the appendix). Also distinct from broadcast “Impressions” (Nielsen's P2+ IMP figure, referenced in How to Pull Data and 4WK) — that's a panel-based audience estimate, not a raw display count, so the two aren't interchangeable despite the shared name.

OTT (Over-the-Top)

Video content delivered directly to viewers over the internet, bypassing traditional broadcast, cable, or satellite distribution. Smart TV apps, streaming devices (Roku, Apple TV, Fire TV), and mobile/web apps all fall under OTT.

Reach

The unique number of people who saw a piece of content at least once — a passive metric shaped by the algorithm and paid spend, not an action the audience took. Excluded from our core KPIs, but still tracked as a visibility metric for proposals, marketing, corporate support, and development conversations. Full definition is in Data Metrics & Standardization.

Subscribers

A unique individual or account that has taken a platform's dedicated “subscribe” action to receive ongoing content directly from us (newsletter, YouTube). Full KPI definition is in Data Metrics & Standardization.

User vs. Streams

A User is a unique individual who accessed content. A Stream is a single instance of content being played — one user can generate multiple streams (e.g., watching the same episode twice). Used primarily in VOD/streaming reporting (Domo) — see How to Pull Data in the appendix.

Video Views

A view of video content lasting at least 3 seconds. Distinct from Views: Video Views count actual video-watching instances, not just accounts reached. See How to Pull Data in the appendix.

Views

Meta's metric (replacing Reach) counting unique accounts that saw a piece of content at least once. Different from Video Views — see the Meta metrics note in How to Pull Data in the appendix. Also distinct from broadcast “views” (see P2+ in the Broadcast section) — Nielsen's total views figure is a panel-based audience estimate, not an account-level digital count, so the two aren't comparable.

VOD (Video on Demand)

Content a viewer can select and watch whenever they want, rather than at a scheduled broadcast time. Anything in an on-demand library on our website, app, or streaming platforms counts as VOD.

Ways to Watch PBS Content

Where to pull data from, by viewing method:

Way to Watch	Where to Pull Data
Broadcast TV (antenna, cable, satellite)	Nielsen eVIP & Trac Media
Detroit PBS website (detroitpbs.org)	GA4 & Looker Studio
Streaming app — mobile, smart TV, OTT devices (Roku, Apple TV, Fire TV, etc.)	Domo
YouTube	YouTube Studio / Sprout Social
Social media (livestream or VOD posted natively to a platform)	Sprout Social