

DATA GOVERNANCE & REPORTING STRUCTURE

Building Our Data Model, From the Ground Up

Why we're changing how data moves through Detroit PBS, and what it takes to build a model that fits where we are today.

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



No reporting timeline

Even the reports we know we need — impact reports, funder reports — aren't on a schedule, so they get built ad hoc instead of planned in advance.



Too many requests, no workflow

Every request lands on Jordan and marketing with no workflow to route it, so volume outpaces what a small team can field one at a time.



No standardized KPIs

Our strategic KPIs are an org-wide health check — built to track overall progress, not to guide the content or campaign decisions made week to week.



No campaign goals before launch

Content and initiatives launch without a target to aim for, so there's no defined measure of success — or a metric to report on later.



A data literacy gap

We lack a data culture and the maturity to use it — reports are built one-off from raw data, without a shared read on what it means.



Two audiences, no system for either

Senior leadership needs one kind of reporting structure; project and initiative leads need another. We don't have either yet.

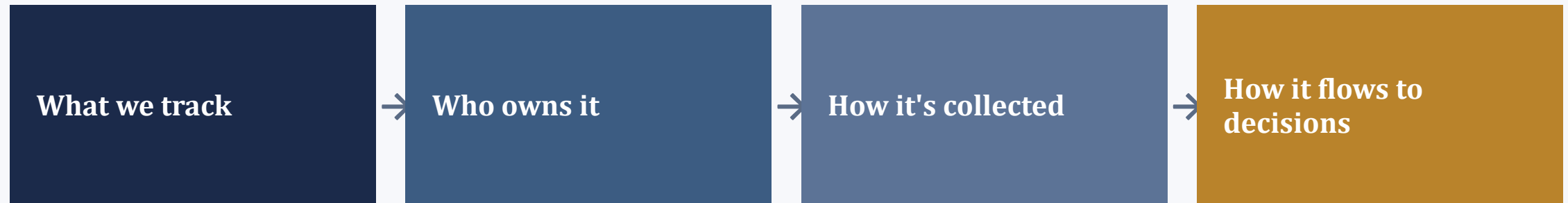
THE NEXT STEP

What we need is a data model

Not a dashboard. Not a single tool.

A data model is the agreed structure for what we track, who owns it, how it gets collected, and how it flows into decisions. Governance, personalization, dashboards — all of it sits on top of this.

FOUR QUESTIONS A DATA MODEL ANSWERS



What I learned, looking at three peers

Data maturity is a spectrum — the real question is what we're willing to invest.

Connecticut Public

MANUAL & FOCUSED

- ~1 person, self-taught
- Single master spreadsheet
- 4 years to build
- Low cost, high person-risk

Nebraska Public Media

DISTRIBUTED & LAYERED

- Small dedicated analyst team
- BigQuery data warehouse
- ~6–7 years to build
- Medium investment

PBS SoCal

CONNECTED & AUTOMATED

- Full MarTech + CDP stack
- Data estate, AI-ready (MCP)
- 6+ year phased build
- High investment, outside vendors

We're building our own model — starting at the beginning

Most of this will be manual.

We don't have the investment for an internal build or an outside vendor, so this rollout has to meet our immediate reporting needs by hand — first.

Connecticut Public

- ~1 person, self-taught
- Single master spreadsheet feeds every report

Detroit PBS, today

- Manual, self-taught, one primary data lead
- No budget yet for engineering time or an outside vendor

THE VISION

From reactive requests to a data foundation and governance system

TODAY



No timeline — even deliverables we know we need aren't tracked or published on a schedule



No workflow — every request lands on one person, in whatever order it arrives



No shared KPIs, and no goals set before a campaign even launches



No data culture — one-off reports from raw data, with no shared narrative



Leadership and project leads need different reporting systems — and we have neither

WHERE WE'RE HEADED

1

Data Foundation

The systems and habits that make our numbers trustworthy. Platform health by initiative, tracked on a schedule. Start here.

2

Data Governance

The shared rules for how we plan and report on our work. Campaigns with SMART goals, defined once and reported the same way everywhere.

3

Personalization

The ability to tailor content and outreach to individual behavior. Once we invest in the data warehouse and broader data estate.

What each stage means for us, specifically

The vision on the previous page, translated into our actual circumstances.

Data Foundation

Cleaning data & building workflows

- Sprout tagging taxonomy (in progress)
- Report-building methodology doc (in progress)
- QC workflows: tutorials + SharePoint archive
- Train digital specialists end to end

Data Governance

Rules so a number means one thing

- Standardized KPI definitions
- SOPs & templates for collection/reporting
- SMART goals before every campaign launches
- A defined reporting timeline

Personalization

Once the first two are in place

- Requires a connected data warehouse
- That's an AAP investment, not ours to build alone
- Long-term — years out

THE SCALE OF IT

A look at our data estate

Every asset we report on, and every source we have to pull it from.

WHAT WE REPORT ON

TV Broadcast	5 channels
VOD Streaming (Web, App, OTT)	Detroit PBS, PBS Kids, 11 shows
Radio Broadcast	1 channel
Radio Streaming	3 platforms
Social Channels	37 channels · 7 platforms
Livestreams	Varies
YouTube Channels	6
Websites	7
Newsletters	9

WHERE WE PULL IT FROM

Broadcast TV	Nielsen, Trac Media, Vimeo
Broadcast Radio	Radio Research Consortium
PBS App	DOMO, Media Manager
Radio Streaming	SoundCloud, Public Media Apps, StreamGuys
Socials & YouTube	Sprout Social, YouTube Studio
Website	Google Analytics (GA4), Looker Studio
Paid Media	Google Ads, Meta Business, LinkedIn Campaign Manager
Newsletters	Brevo, Iterable
Membership	Tableau

Now multiply this by the metrics we need on each asset, and the cadence for pulling them. That's a massive manual burden.

Three pillars, one funnel: eyeballs to advocates

Each phase of the roadmap builds toward one of these three outcomes.



CONTENT PERFORMANCE

Eyeballs on screens

Are people watching and engaging with what we make.

Jordan & the data team



AUDIENCE BEHAVIOR

Viewers to members

Are the people watching becoming supporters.

Ryan & Dane



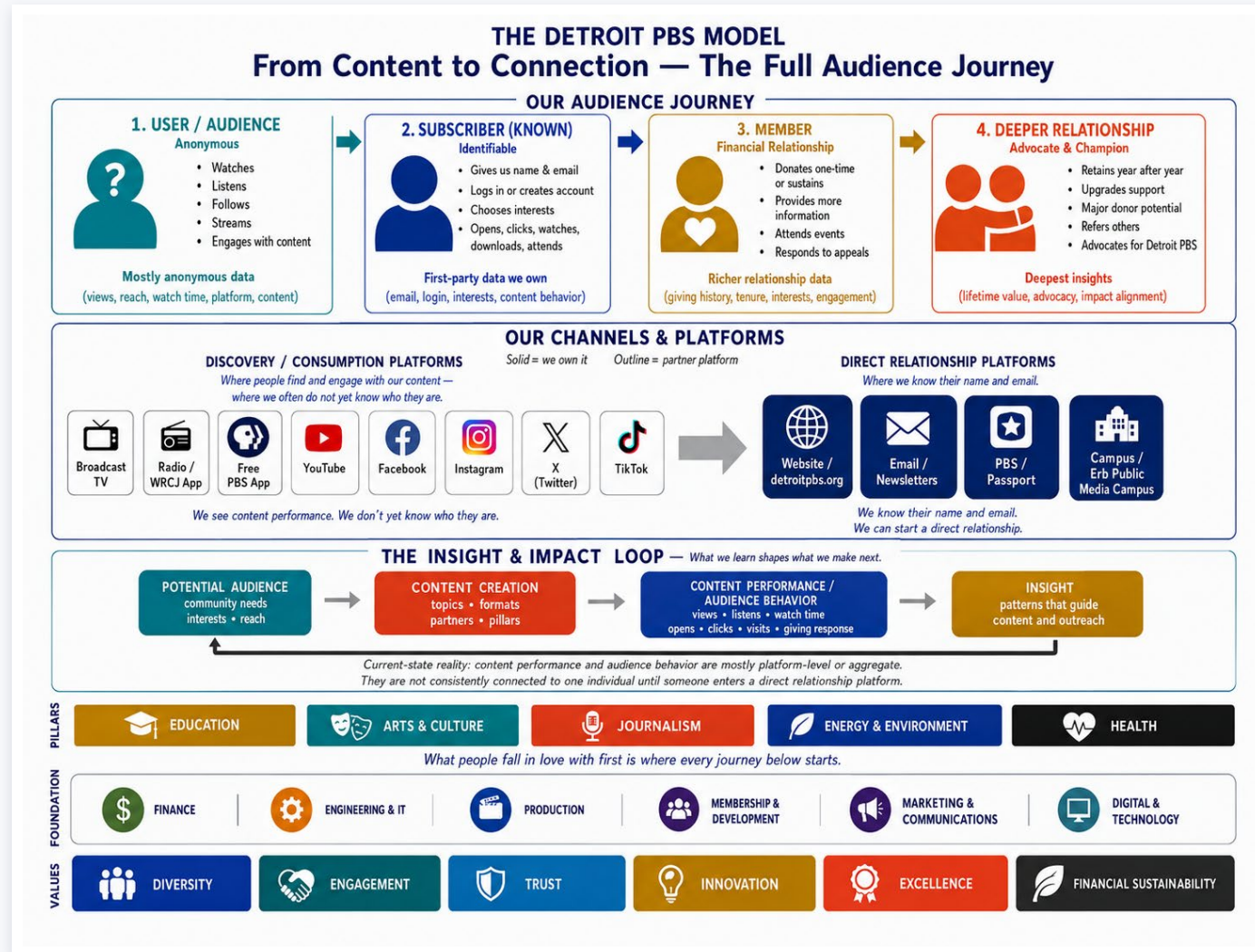
PERSONALIZATION

Members to advocates

Are our members becoming sustained givers and partners.

Future, as AAP evolves

The Detroit PBS Model — from content to connection



This is the model the roadmap is built to support — everything on the pages that follow feeds this picture.

Jordan leads. Delegation flows to two support teams.



Two structures, one foundation

Content performance and strategic KPI reporting serve different audiences, on different clocks.

Content Performance

For: Project leads

Feeds day-to-day content & campaign decisions.

CADENCE

Ongoing / rolling, as campaigns run

BUILT FROM

Raw pulls by digital specialists, light-touch review from Jordan

Strategic KPIs & Impact

For: Leadership

Reports growth & impact — the subscriber funnel — against strategic KPIs.

CADENCE

Scheduled — Quarterly, Board, Annual & Impact

BUILT FROM

Master spreadsheets; full analysis & narrative, owned by Jordan

SHARED FOUNDATION — the same tagged data, the same digital-specialist pulls, feeding both tracks

The priority rule: fixed leadership deadlines set the calendar. Content performance fills in around them — unless a live decision needs it sooner.

Delegation & oversight

Not every part of the team needs the same level of hands-on management.

	SELF-SUFFICIENT	Carla & Riley	Pull their own data and report independently on Funder Reports.
	NEEDS PULL SUPPORT, OWNS THE ANALYSIS	Lauren (PBS Books)	Needs help pulling the full data set, but leads her own analysis for PBS reporting.
	NEEDS OVERSIGHT & CONTROL	Jeff & Steve (Corporate Support)	Shape partner-facing impact narrative; not yet self-sufficient pulling full-scope data, so Jordan reviews before it goes out.
	RAW PULL ONLY	Digital Specialists	Gather raw data for content performance / POP reports; Jordan owns the analysis for project leads.

Jordan sits above all four — setting the timeline, and the last check on cleanup, analysis, and narrative. Flagged as a capacity risk ahead.

Standing up the data team

The people and workflow side of the rollout, in parallel with the build.

1

Workload conversations

Talk with managers and digital specialists about how this changes day-to-day workload, before it rolls out.

2

Build & train the team

Develop the data-team structure with the leads already named, then train them on the reporting process end to end.

3

A home base

Stand up a dedicated workspace, a tutorials and SharePoint archive, and a regular meeting cadence.

Governance & buy-in

Six things that have to happen alongside the team build.

1 SOPs & standardized templates

for data collection and reporting

2 Standardize KPIs

across the whole organization

3 Implement a reporting timeline

a defined, published cadence

4 Align with project leads & senior leadership

on reporting needs and decision-making cadence

5 Coordinate with AAP

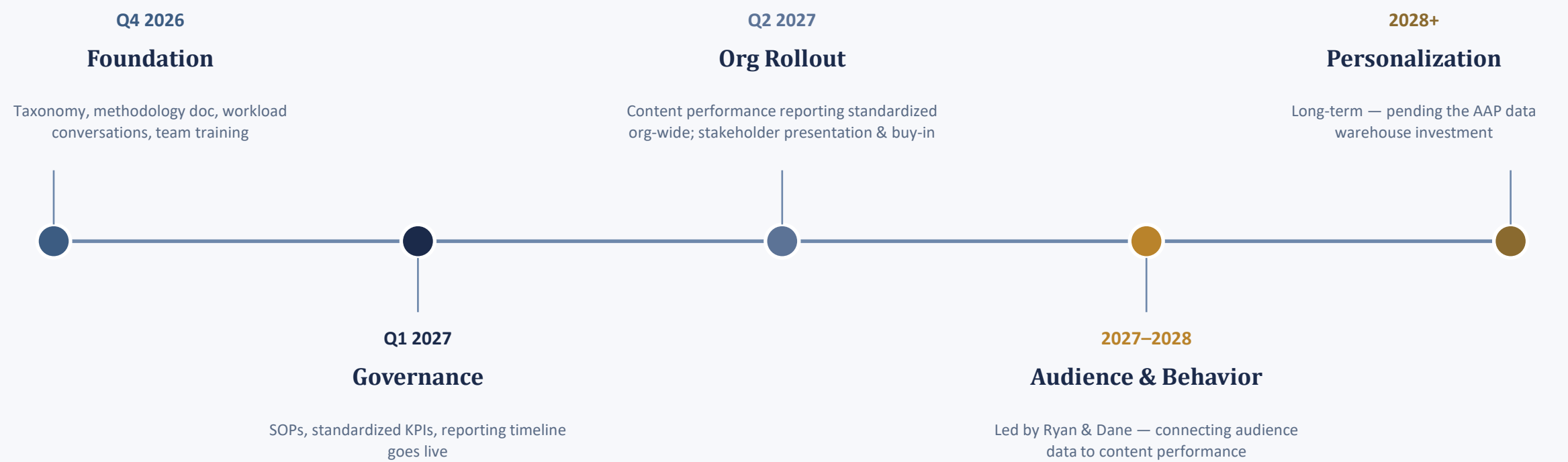
on the long-term data warehouse investment

6 Present to the organization

build stakeholder buy-in, then lead data maturity & literacy across Detroit PBS (ongoing)

A specific timeline, phase by phase

Where each phase starts, and what it depends on.



Dates mark when each phase begins — most run in parallel with the one before it, not strictly after.

What we need to build your report

Three questions to answer before a request goes to the team.

1

Source & Timeframe

Which platform(s), and what date range?

e.g. "YouTube, Jan–Mar 2027"

2

Specific Assets

Which campaign, page, video, post, or initiative needs the data?

e.g. "One Detroit Q1 launch videos"

3

Scope

Internal use, funder-facing, or org-wide? One metric, or a full report?

e.g. "Internal, single metric"

Two views of the same audience, running in parallel

Content performance and audience behavior are tracked separately today — audience behavior is the missing link between them.



The hope: AAP eventually develops a shared data warehouse to connect our data estate — but that's a long-term investment, not immediate.

Metrics standardization: what we measure

Audience

CORE STRATEGIC KPIS

- ✓ Subscribers
- ✓ Followers
- ✓ Users
- ✓ Listeners
- ✓ Viewers

Engagement

ACTIONS, PER PLATFORM

- ✓ Engagements
- ✓ Video Views*
- ✓ Streams*

Visibility

NOT BASED ON ACTION

- ✗ Impressions
- ✗ Reach

**Video Views and Streams are tracked differently by platform — a YouTube “view” (3+ seconds watched) isn't counted the same way as a completed broadcast VOD play or a radio stream. Standardizing these definitions is part of the Sprout tagging taxonomy.*

Open questions & what we'll need support on

Things worth naming now, before they become blockers later.

1

Relying on AI

Data cleanup, analysis, and report-building all lean on AI tools today.

2

The cost of that reliance

Credits burn fast — what's a sustainable budget long-term?

3

Quality-control checkpoints

Where do we build in review, so AI-assisted work stays accurate?

4

The “why” is its own workload

Pulling, cleaning, analyzing, and reporting is one job. Explaining what a trend means is another — and it takes real time.

5

One person carries a lot

Jordan owns the timeline across every track, plus data cleanup, analysis, and narrative — the same single-person risk the peer research flagged.



Better questions. Better timing. Better data.

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.