klrn

Annual Self-Appraisal

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Here are some high-impact projects that I worked on:

Passport Member Analysis

To answer questions that Arthur Emerson and Lauren Esquivel had about Passport's value to KLRN members, I downloaded three years of donation data from Allegiance, matched the data with demographics and used a machine-learning algorithm to create donor profiles.

The analysis shows that Passport is critical to KLRN's sustainability. While PBS lost 31% of its audience over the three fiscal years I looked at, KLRN's Passport membership grew 73% and accounted for 41% of $7.8 million in total giving. Also, new Passport members renewed at twice the rate of other new donors.

These are important numbers to know and confirm, because a large and growing membership will help us deal with a shrinking audience amid fractious competition, will help democratize public media, and build trust with a community leery of powerful influencers.

Here's the report: KLRN_Donor_Profiles_2022.pdf

KLRN City Showdown

To help Ian Cruz bring his vision of a EuroVision-like song contest to life, I created an online voting application backed by a database, and worked with him to design a friendly interactive experience.

We need experiments like this to engage younger audiences, find our future fans, and reach deep into the community like we were able to do with Blazing Gavels. The most important thing for the inaugural iteration in to learn as much as we can from it.

Analytics Platform Migration

On July 1, our current web analytics platform will cease operating.

Over the past year, I've been migrating our web tracking to the latest Google Analytics version, which has been completely overhauled. I took Google's online analytics course, passed the certification test, configured our new analytics account, re-architected our data collection strategy, and am finishing up refactoring the JavaScript code that collects the data.

Without web analytics, we would be flying blind. These stats tell us why people go to the website, what they do on the website, how much they donate online, and which activities generate the most revenue.

Identify the two most important things KLRN can do that would improve your work environment, your ability to do your job more efficiently and/or effectively and that would help you achieve your career goals and enhance your career development and personal satisfaction or that would help the KLRN better achieve its mission and goals.

Besides facing a looming deadline to migrate our analytics platform, I'm about a year behind on tackling several other high-impact projects.

This includes modernizing and optimizing our web donation pages. These pages bring in $600,000 a year, and past improvements indicate we might be able to increase that by $100,000.

Other applications with deprecated code, which need to be updated:

- Our Gift-Search App, which augments our web donation pages by bringing in $60,000 a year

- Our Passport Viewer Database, which gives us macro views on most-watched shows and granular stats on what each member watches

- Our Passport Referrals Database, which tracks what shows drive people to our donation pages and how many acquisitions each show generates

To get the best return on my time, it would help to evaluate requests based on costs and impacts. I'm asking that we question projects that do not have clear signals to grow audience or revenue, or do not meet the PBS mission to provide non-commercial content that educates, inspires, entertains and gives voice to diverse perspectives. Every small job adds up, and many often require ongoing maintenance.