**Job Description:** I oversee the website’s operation, look and content, the video player, donation forms, web analytics, Passport viewer data, and deep-dives on donor analyses. Tasks range from a lot of routine updates and handling on-demand requests, to longer projects.

Recent projects include:

* An analysis of five years of donations, our donation funnel performance, research on what other stations have done, and formulating recommendations
* Migrating our analytics platform to GA4
* Auditing and updating web assets in our donor management system
* Updating code for our Passport viewer database
* Updating code for the City Showdown voter app
* Revamping our AdWords campaigns

Waiting projects include:

* Optimizing our donation funnel, which brings in $600,000 a year - past improvements indicate we might be able to increase that by $100,000
* Upgrading our gift-search app, which brings in $50,000 a year in donations

**Department Challenges:** I believe the department’s biggest challenge is also PBS’ biggest challenge. Over the past five years, PBS has lost 30% of its on-air audience, who are nearly all 60-plus years old, while the digital audience has remained flat. Another big challenge is how to protect our brand, which is built on trust and non-commercial content, as we seek ways to grow engagement and sustain revenues.

**Personal Goals:** I want to use my skills with coding, data analysis, digital content strategy, user-experience design and journalism to target high-impact opportunities that either increase revenues, strengthen our community engagement, or automates repetitive tasks. Possibilities include optimizing our donation funnel, doing predictive donor analysis, A/B testing, and updating applications such as our search-gift app and City Showdown voting app.

**Audience Insights 2024**

<https://hub.pbs.org/conferences-and-events/pbs-annual-meeting/2024-pbs-annual-meeting/breakout-audience-insights-2024>

**TV Audiences Today and Tomorrow**

<https://hub.pbs.org/posts/tv-audiences-today-and-tomorrow-with-big>

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