

# KXCI Community Advisory Board- Survey Committee

Via ZOOM

5:00pm- Wednesday November 17, 2020

**Present:** Fernando Gonzalez, Rachel Abraham, Elva De La Torre

## MINUTES

- Objectives- how do students listen to music?
- Type of Survey
- Questions
  - Demographics
  - Radio vs Streaming
  - Do you listen to KXCI
  - What kinds of audio/media do you consume ?
  - What genres do you listen to?
  - How important is it for you that the person you're listening to reflects you?
- Timeline
  - UofA back Jan 11th. This is when they check their email. This way we can reach back out in mid-Feb with results and to check the second round.
  - We can get identifying info to see what different populations respond to as a way to drive who is on the air.
- Next steps
  - PCC- Rachel and Elva to contact
  - Sunnyside contact
  - Ask Krista Millay re Student Engagement

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