

ADDENDUM I
DATE: June 1, 2021
FOR
FURNISHING AND DELIVERY
OF
AUDIENCE RESEARCH FOR KCUR ON BEHALF OF KC MEDIA COLLECTIVE
FOR
THE CURATORS OF THE UNIVERSITY OF MISSOURI
ON BEHALF OF
UNIVERSITY OF MISSOURI
PROPOSAL REQUEST 21122
DATED: June 14, 2021

The above entitled specifications are modified as follows and except as set forth herein remain unchanged and in full force and effect:

Modification: The RFP deadline is extended to **June 14, 2021**.

1. **Question:** There is a general focus on people ages 25-45. Shall we assume the research should also include those 45+?
Answer: Yes, please assume beyond the focus KCUR will want to include other age groupings.
2. **Question:** Is the focus exclusively on news programming or should we also explore consumer behavior and attitudes regarding non-news programming, such as talk shows, special events and music?
Answer: KCUR and KC Media Collective Partners are primarily interested in news programming, but understand this to include arts, culture, sports and other “soft” journalism. Formats should and can include radio and television broadcast, live and virtual events including those featuring or showcasing music.
3. **Question:** Will we have access, either directly or indirectly, to the listener audience through the KCUR member database, in order to recruit respondents?
Answer: Yes, and those of the KC Media Collective Partners, as named in the RFP.
4. **Question:** There is a reference to the potential for a multi-year renewal. Is it your intent to create a benchmark that will be revisited in future years to determine whether marketing/programming initiatives are moving the needle? (Or is this just standard contract language?)

Answer: It is not standard contract language, but the KC Media Collective Partners may decide not to pursue a multi-year contract.

5. **Question:** Is the entire RFP response due on June 7th? Or is there any flexibility with that date?

Answer: Entire RFP response due on June 14, 2021.