

**Request for Approval under the
“Generic Clearance for the Collection of Routine Customer Feedback” (NCI)
(OMB Control Number: 0925-0642-11, Expiration Date 9/30/2014)**

TITLE OF INFORMATION COLLECTION: Follow-up Survey of 2010 Workshop: Cancer Research in Media

PURPOSE: This information collection request supports the National Cancer Institute (NCI) Multicultural & International Communications Program (M&I) in the Office of Communications and Education (OCE). M&I is interested in conducting a survey of the inaugural workshop, “*Cancer Research in the Media: Inter-American Workshop for Scientific Journalism*” (CRIM), that was held in November 2010. The aim of the workshop was to increase journalists’ knowledge about cancer research, provide them with tools to report on cancer research findings to the public and increase coverage of cancer research in Latino media outlets, both in the U.S. and Latin America. Now that participants have been able to take their training back to their respective countries and media outlets, NCI wants to conduct a survey to determine if the workshop operated as intended in terms of building perceived value of the workshop, how the workshop content has been applied to their work as journalists, what other barriers they have encountered in using the workshop content, and recommendations for improving the workshop series and what other future workshops would be desired. Before expanding efforts in additional workshops, it’s important to know how the workshop goals were met in the long run, and the benefits and challenges that attendees have experienced over time from the investment in this initial effort.

The results will enable the program to determine how well the workshop was received and how it may be improved. Ultimately, the findings will be used to develop a model program to extend such training to journalists in other countries and other regions of the world.

DESCRIPTION OF RESPONDENTS: All 25 participants of the 2010 Cancer Research and Media Workshop will be asked to complete this web-based survey. All the participants were journalists who write health news for Latino audiences in Latin America or the U.S. and were comprised of journalists from the countries of Argentina, Brazil, Chile, Mexico, Uruguay, and the U.S.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.

5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: _____ Anita Ousely _____

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [] No

Though PII is needed to contact the participants, PII is not collected, maintained, or stored by NCI. A contractor holds this information and will be sending out the email invitations on behalf of NCI and thus the names of the participants will not be known to NCI.

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [] Yes [X] No

If yes, describe and justify:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Total Burden Hours
Individuals	25	15/60	6
Totals	25		6

Total Burden Hours used for IC's to date: 469
 Total Burden Hours Approved for IC's under 0925-0642: 8750
 Total Burden Hours currently requested: 6

FEDERAL COST: The estimated annual cost to the Federal government is \$40,000

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 [X] Yes [] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)?

There is a list of journalists who attended the 2010 CRIM. All 25 journalists who attended will be invited to complete the web-based survey. In order to participate in the 2010 workshop, journalists reporting health or medical news in the five Latin American countries represented by the U.S. Latin American Cancer Research Network (U.S.-LA CRN) were asked to apply for attendance. The announcement of the workshop and the application were managed by that country's representative on the U.S.-LA CRN. Applicants were chosen based on a set of criteria and to include 3-5 from each country. M&I maintains a program mailbox and periodically send announcements and other communications to the community of workshop participants. Since they have engaged with participants a few times since the workshop, it is anticipated that participants will be motivated to answer and provide feedback to improve the workshops. After 7 and 14 days, a reminder email will be sent to those who have not responded.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

2. Will interviewers or facilitators be used? Yes No

The countries that make up the US-LA CRN, and from where the workshop participants came, have as their official languages (Latin American Spanish, Portuguese or English). Attendees are generally assumed to speak the language of their country. The language preference of attendees was assessed from their applications prior to the workshop so that workshop materials in the preferred language would be available.

List of instruments, instructions, and scripts submitted with this request:

Attachment 11A: Email Invitation

Attachment 11B: Survey in English

Attachment 11C: Survey in Portuguese

Attachment 11D: Survey in Spanish