

Appendix C
E-Mail Invitation to Participate in an Interview
[Stakeholder Group: Advocacy Organizations]

SUBJECT LINE: Special Request From NIH

Dear [TITLE AND NAME]:

I am writing with a special request from the National Institutes of Health (NIH) in Bethesda, Maryland. NIH is undertaking an internal needs assessment of some of its health information programs and activities and recently contracted with NOVA Research Company to assist them in meeting agency communication goals. I work for NOVA Research Company, a well-known and trusted technology, consulting, and research support services firm located in Bethesda, Maryland.

The NIH needs assessment is a multi-pronged effort designed to inform communications efforts at NIH and to help the agency more effectively communicate with its many interested audiences, including individuals who represent advocacy organizations focused on a disease or health condition. NIH has asked us to contact you today for assistance with their need assessment.

We are asking study participants to participate in a brief interview. Interviews will be kept to 15-20 minutes, if possible and will be scheduled for April or May 2013. The interview will form part of an assessment of information needs by public stakeholder audiences considered critical to the NIH. If you agree to participate, please email me at daniel.eckstein@nih.gov and I will contact you to set up a specific time for the interview.

I look forward to hearing from you.

Dan Eckstein

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