

Appendix B
NIH Letter to Advocates Regarding Interviews
[Stakeholder Group: Advocates]

Dear Biomedical Research Advocate:

I wanted to let you know ahead of time that you will be contacted by NOVA Research Company soon. NOVA is involved in a wide-ranging needs assessment effort to help the NIH Office of Communications and Public Liaison (OCPL) carry out its mission to communicate research results to the public. They would like to ask you a few questions in a phone interview. Your responses will be aggregated with those of others before they are shared with us, and we are looking for such things as your views about the best ways for us to interact and collaborate. We're having NOVA conduct the interviews so you can feel free to be as candid as you want!

We hope you will accept their invitation, but want you to know we are grateful for your work on behalf of your organization, whether or not you participate.

Thanks so much,

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