

Appendix C: Correspondence

E-Mail Invitation to Complete the Online Survey

SUBJECT LINE: Special Request From NIH

Dear [TITLE AND NAME]:

I am writing to forward a special request from the National Institutes of Health (NIH). NIH is undertaking an internal needs assessment of some of its communications activities and recently contracted with NOVA Research Company to assist.

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 [researchers] [recent applicants] [officials involved in the process to apply for an NIH research grants at applicants institutions]. NIH has asked us to contact you today for assistance with their needs assessment.

We are asking you to complete a brief Web-based survey that will take about 5 minutes. If you agree to participate, the URL address for the online survey is [insert link]. We would appreciate your completing the survey within 10 days.

Completing the survey is voluntary. All survey responses will be aggregated during data analysis; you will not be identified based on your answers.

If you have a question or concern, please contact me -- Dan Eckstein --by e-mail at daniel.eckstein@nih.gov or by telephone at (301) 986-1891 x112.

On behalf of the Office of Communications and Public Liaison at NIH, I thank you for your time.

Dan Eckstein

Vice President for Health Communications
Project Manager
NOVA Research Company

Reminder E-mail to Complete Survey

SUBJECT LINE: We haven't heard from you yet?

Dear [TITLE AND NAME]:

Recently, we invited you to complete a brief Web-based questionnaire from the National Institutes of Health (NIH) in Bethesda, Maryland. This questionnaire was sent to individuals [involved in scientific research] [who support the application process of applicants to NIH research grants at your institution].

The survey is part of an assessment of information needs among public stakeholder audiences of interest to the NIH. This survey is being implementing with assistance from NOVA Research Company.

Completing this questionnaire should take about 5 minutes. Other [researchers and scientists] [in similar positions] have already completed it. Your participation is important because the data collected from this effort will help improve future communication efforts by NIH.

Please access the online survey by clicking the following URL address: _____

If you have questions about this needs assessment or questionnaire, please contact Dan Eckstein by e-mail at daniel.eckstein@nih.gov or by telephone at (301) 986-1891.

On behalf of the Office of Communications and Public Liaison at NIH, I thank you for your time.

Dan Eckstein

Vice President for Health Communications
Project Manager
NOVA Research Company