



**NOAA
FISHERIES**



Month Day, Year

First Name Last Name

Address line 1

Address line 2 (optional)

City, ST Zip

Dear Mr./Ms. Last Name,

I am writing to ask for your help with an important study being conducted by ECS, a contractor, on behalf of the National Oceanic and Atmospheric Administration (NOAA). In the next few days, you will receive a request to participate in this project by answering questions about saltwater fishing, fisheries management and data collection, how anglers communicate, and important issues that currently face anglers in your area.

We would like to do everything we can to make it easy and enjoyable for you to participate in the study. I am writing in advance because many people like to know ahead of time that they will be asked to fill out a questionnaire. This study can only be successful with the generous help of people like you.

To say thanks, you will receive a small token of appreciation with the request to participate. I hope you will take about 15 minutes of your time to help us. Most of all, I hope that you enjoy the questionnaire and the opportunity to voice your thoughts and opinions about saltwater fishing.

Thank you very much,

A handwritten signature in black ink, appearing to read "John Foster".

John Foster, Supervisory Statistician
NOAA Fisheries Office of Science & Technology



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Month Day, Year

First Name Last Name

Address line 1

Address line 2

City, ST Zip

Dear Mr./Ms. Last Name,

I am writing to ask for your help in understanding anglers' opinions about saltwater fishing, fisheries management and data collection, and how anglers communicate. The best way we have of learning about these issues is by asking all different kinds of anglers to share their thoughts and opinions. This survey is part of an effort to improve communication between fishery managers and anglers about fisheries data collection and management. The survey data will be used to help NOAA Fisheries more effectively engage with anglers and identify the areas of greatest opportunity for relationship-building.

We are contacting a random sample of anglers licensed to fish in the Atlantic Ocean and Gulf of Mexico coastal states. You are one of only a small number of licensed anglers that have been randomly selected to help in this study. **We are trying to gather information from all different types of saltwater anglers. Even if you rarely fish, talk about fishing issues with others, or don't keep up on fishery management issues, your response is important to us.**

The questions should take about 15 minutes to complete. This is a voluntary survey and no postage is necessary when you return your completed questionnaire in the enclosed business reply mail envelope. Your responses are confidential and will only be used in combination with answers from other respondents. If you have any questions about this survey, please contact Daemian Schreiber, the survey manager, by telephone at 301-427-8104 or by email at daemian.schreiber@noaa.gov.

By taking a few minutes to share your thoughts and opinions about fishing and the fishery you will be helping us out a great deal, and a small token of appreciation is enclosed as a way of saying thank you.

I hope you enjoy completing the questionnaire and look forward to receiving your responses.

Thank you very much,

John Foster, Supervisory Statistician
NOAA Fisheries Office of Science & Technology

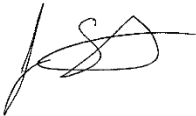
Month Day, Year

Last week we mailed you a questionnaire because you were randomly selected to help in a study about saltwater fishing in your area.

If you have already completed and returned the questionnaire, please accept our sincere thanks. If not, please complete the survey today. We are especially grateful for your help with this important study because it is only by gathering data from people like yourself that we improve communication on fisheries management and data collection.

If you did not receive a questionnaire, or if it was misplaced, please call 301-427-8104 and we will get another one in the mail for you today.

Sincerely,



John Foster, Supervisory Statistician
NOAA Fisheries Office of Science & Technology



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Month Day, Year

First Name Last Name

Address line 1

Address line 2

City, ST Zip

Dear Mr./Ms. Last Name,

A few weeks ago we sent you a letter asking you to complete a questionnaire about issues related to saltwater fishing. ECS is conducting a study on behalf of the National Oceanic and Atmospheric Administration (NOAA). If you have already returned the survey, we thank you. If you have not returned it, we ask you to complete the enclosed survey and return it in the enclosed envelope. No postage is necessary.

We are writing again because your completed questionnaire will help our understanding of anglers' opinions about saltwater fishing, fisheries management and data collection, and how anglers communicate about the fishery. This survey is part of an effort to improve communication between fishery managers and anglers about fisheries data collection and management, and it is only by hearing from nearly everyone in the sample that we can be sure that the results truly represent anglers in your area.

We are trying to gather information from all different types of saltwater anglers. Even if you rarely fish, talk about fishing issues with others, or don't keep up on fishery management issues, your response is important to us. We hope that you will fill out the questionnaire soon.

As mentioned before, the questions should only take about 15 minutes to complete. This is a voluntary survey. Your responses are confidential and will only be used in combination with answers from other respondents. If you have any questions about this survey, please contact Daemian Schreiber, the survey manager, by telephone at 301-427-8104 or by email at daemian.schreiber@noaa.gov.

I hope you enjoy completing the questionnaire and look forward to receiving your responses.

Thank you very much,

John Foster, Supervisory Statistician
NOAA Fisheries Office of Science & Technology

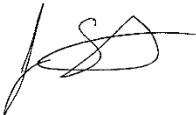
Month Day, Year

Last month we mailed you a questionnaire because you were randomly selected to help in a study about saltwater fishing in your area.

The study is ending and we need your response as soon as possible. If you have already completed and returned the questionnaire, please accept our sincere thanks. If not, please complete the survey today. We are especially grateful for your help with this important study because it is only by gathering data from recreational anglers like yourself that we improve communication on fisheries management and data collection.

If you did not receive a questionnaire, or if it was misplaced, please call 301-427-8104 and we will get another one in the mail for you today.

Sincerely,

A handwritten signature in black ink, appearing to read 'J Foster', written over a light blue horizontal line.

John Foster, Supervisory Statistician
NOAA Fisheries Office of Science & Technology



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