

From: James K. Hertog, Ph.D.

Sent: 12/12/2014 5:38:51 PM

To: Haley, Nikki

Cc:

Subject: [CANDIDATE RESEARCH] Univ of Kentucky campaign study seeks your input

Dear 2014 candidate for public office:

My name is James K. Hertog. I'm an Associate Professor of [Media Studies at the University of Kentucky](http://jat.qws.uky.edu/about/faculty-information/mas/item/165-jim-hertog.html) <<http://jat.qws.uky.edu/about/faculty-information/mas/item/165-jim-hertog.html>>. My students and I are researching a set of critical issues for American political campaigns. We have developed a survey asking candidates like yourself about your personal and professional experiences campaigning for public office and your evaluation of the campaign process. As a candidate, you are one of only a small number of people who can provide personal insight into what it is like to run for office, how you communicate with your constituencies and how you evaluate the performance of media in covering campaigns. This e-mail address and many others were collected from lists of candidates maintained by secretaries of state, political party listings and the VoteSmart website. If you were not a candidate for public office during [Current Year], we apologize and ask that you disregard this message.

Completion of the survey has averaged between 15 and 25 minutes, but could take longer if you provide extensive detail on some of the questions. Your participation is entirely voluntary and you may quit at any time. Your answers will be entirely confidential unless you indicate that you are willing to share your identity with us. Also, you may request to be sent information on how to obtain a summary of the study's results. If you have any questions about the study you may contact me via e-mail at [jim.hertog@uky.edu](mailto:jim.hertog@uky.edu) <<mailto:jim.hertog@uky.edu>> or phone me at 859-257-8204. I will be happy to respond to any questions or concerns in a timely manner.

If you have any questions about your rights as a volunteer in this research, please contact the [Office of Research Integrity](http://www.research.uky.edu/ori/) <<http://www.research.uky.edu/ori/>> at the University of Kentucky at 859-257-9428 or call toll free at 1-866-400-9428.

The web address for the online survey follows. You may either click on the link below to be taken directly to the survey or else copy the address and paste it in your web browser (Internet Explorer, Mozilla Firefox, Apple Safari, Google Chrome, etc.). The Candidate Campaign Experience survey address is:

**Follow this link to the Survey:**

[Take the Survey](https://uky.az1.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=bO3LtFcravllHwh_9tyu4rlEzT53S5v&_ =1) <[https://uky.az1.qualtrics.com/WRQualtricsSurveyEngine/?Q\\_SS=bO3LtFcravllHwh\\_9tyu4rlEzT53S5v&\\_ =1](https://uky.az1.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=bO3LtFcravllHwh_9tyu4rlEzT53S5v&_ =1)>

Or copy and paste the URL below into your internet browser:  
[https://uky.az1.qualtrics.com/WRQualtricsSurveyEngine/?Q\\_SS=bO3LtFcravllHwh\\_9tyu4rlEzT53S5v&\\_=1](https://uky.az1.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=bO3LtFcravllHwh_9tyu4rlEzT53S5v&_=1)

Thank you very much for any help you can provide to this important research.

Sincerely,

Dr. James K. Hertog  
Associate Professor of Media Studies, University of Kentucky  
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office: 859-257-8204

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