

From: James K. Hertog, Ph.D.
Sent: 12/18/2014 11:24:03 AM
To: Haley, Nikki
Cc:
Subject: [CANDIDATE RESEARCH] REMINDER: 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. I recently sent you an email requesting that you contribute to a survey of candidates for public office aimed at better understanding your campaign experience during the 2014 election season. I know you are very busy and that you receive a great number of requests for your input but hope you will consider contributing to this research if you have an opportunity to do so during the next four weeks.

Despite the great social importance of the many elective public positions other than the US presidency, little is known about campaigning for any of these offices. We seek to better understand what it is like to campaign for a wide range of offices, how candidates try to communicate with potential supporters and the relations between candidates and the media. We also seek to draw upon candidates' experiences to help improve the campaign process.

As someone who has had the experience of running for public office, only you can tell us what it is like to run for office, the problems and opportunities you face when trying to communicate with the public, how you evaluate the performance of media in covering campaigns and provide a candidate's view of what policies might help to improve the campaign process.

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 2014, we apologize and ask that you disregard this message.

Completing the survey usually takes between 15 and 25 minutes. Some respondents have chosen to provide quite extensive and detailed comments, in which case the survey may take longer to complete. Should you choose to take the survey you may skip any question you are uncomfortable with. Your answers will be treated as completely confidential unless you clearly state 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 or [<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 at the University of Kentucky at 859-257-9428 or call toll free at 1-866-400-9428.

The Candidate Campaign Experience survey link is below:

[Begin the Survey <https://uky.az1.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=bO3LtFcravllHwh_9tyu4rlEzT53S5v&_1=1>](https://uky.az1.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=bO3LtFcravllHwh_9tyu4rlEzT53S5v&_1=1)

Or copy and paste the URL below into your internet browser:

https://uky.az1.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=bO3LtFcravllHwh_9tyu4rlEzT53S5v&_1=1

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

Sincerely,

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[_<https://uky.az1.qualtrics.com/WRQualtricsContacts/Watermark.php?UID=UR_bd6L0XJ7WaChseE&EMD=EMD_bro8nKcaQzGZ1sx&CGC=MLRP_erPf3gbfgrn0mVf>](https://uky.az1.qualtrics.com/WRQualtricsContacts/Watermark.php?UID=UR_bd6L0XJ7WaChseE&EMD=EMD_bro8nKcaQzGZ1sx&CGC=MLRP_erPf3gbfgrn0mVf)