

Subject Line: PR Practitioners Survey – Feedback Requested

Dear Colleague:

We are conducting a study about public relations/public affairs practitioners' experiences in the public and private sectors. The survey findings will help better prepare students for government and corporate communication careers and add to the professional development of the field.

You were selected to participate in this research study because you are a public relations/public affairs practitioner who is a member of one of the organizations that has endorsed this study:

- City-County Communications and Marketing Association;
- Federal Communicators Network;
- *Government Communicators Insider*;
- National Association of County Information Officers;
- National Association of Government Communicators; and
- Public Relations Society of America

To complete the survey, please click on the following link or copy and paste the link into your Web browser:

<http://www.surveymethods.com/EndUser.aspx?94B0DCC597DEC3C6>

Participation in this study is voluntary. If you choose to complete the survey you are eligible to enter a drawing for one of 20 MasterCard gift cards valued at \$50 each. All survey responses received by June 6, 2008, are eligible for the drawing, and winners will be notified by June 15, 2008.

If you have any questions, please contact the researchers listed below.

Sincerely,

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