



Alan Newman Research

MARKET RESEARCH CONSULTANTS

1025 Boulders Parkway | Suite 401 | Richmond, Virginia 23225 | Phone 804.272.6100 | Fax 804. 272.7145

Ketchum NTIA Document Logo and Message Testing Focus Groups

Discussion Outline – *FINAL*

I. Introduction (15 minutes)

A. Purpose: The overall purpose of our discussion is to get your feedback on several communications items that I will show you today. I'm interested in how clear the information I show you is to understand, how easy or difficult it is to use, and what you think of the way it looks. This information is under development, and your input will be used to improve it. Our discussion will last two hours or less.

B. Disclosure

- Observation
- Audio and video recording
- Confidentiality assured

C. Ground Rules

- Need to hear from everyone; one at a time.
- No right or wrong answers; your personal opinions.
- Be candid; moderator has no vested interest.

E. Participant Introductions

- Name, family
- Occupation (former occupation, if retired)
- How long you have lived in the area

II. Coupon Application Evaluation (25 minutes)

Moderator distributes copies of *Digital-to-Analog Television Converter Box Coupon Program* document to participants.

Setup: Take about 5-10 minutes to read through the *Digital-to-Analog Television to Converter Box Coupon Program* document and fill in the coupon application, as if you were actually applying for the coupon. If there is any information requested that you consider to be confidential, just make up the information. We just want you to have the experience of reading the document and filling in the form.

When you are done, we will discuss the document as a group.

- A. What was your overall reaction to the document?
 1. General positives or negatives?
 - Was the purpose of the document clear? How would you describe the purpose? (Solicit from one or two participants and probe for similar or different understanding).
 2. What are your thoughts about the coupon program description at the top of the page? What do you think about the program itself?
- B. What questions do you have after reviewing the document and filling out the Coupon Application?
- C. Is there anything confusing or unclear?
 1. Are there any terms or words that were unfamiliar to you or that you were uncertain of? Which words were they? Why were they a problem?
- D. Does there seem to be anything missing?
- E. What are your reactions to the document itself, in terms of visual appeal and design - its overall look?
- F. Specific probes (if not addressed unaided):
 1. Is it clear that your TV will not work after February 17, 2009?
 2. How would you submit this coupon application? Is it clear what alternative ways you have to submit it?
 3. P.O. Box – does anyone in the group have a P.O. Box address? Was it

clear on the Coupon Application what you were supposed to do in this case? (Probe a few without P.O. boxes for their understanding of this section, as well).

4. What do you think you would do if you have both digital and analog TVs in your household? Does the coupon give you any guidance about what you should do in this case?
5. Ask, "Do you know where to go for more information on this topic?"
6. Probe - Is the deadline so far out that you would not worry about it?
7. Signature - PROBE - Does it bother you to sign this form?
8. Would you feel uncomfortable signing, and if so, why? Are you concerned about data sharing with other Federal government agencies?
9. Would you prefer to register online or by phone so you don't have to sign this form?
10. Self-fulfillment - Are you likely to request this coupon or would some other family or friend help to handle this request?
11. Do you have any suggestions for improving the document?

III. Message Testing (30 minutes)

Moderator hands out four individual messages one at a time about the converter box coupon program.

Setup: *This page contains information about the converter box coupon program. Take a few minutes and read through the message. Underline information that is important to you and put a question mark next to anything that is confusing.*

A. Individual Message Discussion

1. What is your overall response to this message?
2. What was positive/negative?
3. What questions do you have?
4. Is there anything confusing/unclear? Explain.

Probe on the following if not mentioned:

B. Message Q. Specifics probes as follows:

1. How would you describe the term *analog*? Is it clear to you what that is?
2. What are the options for receiving digital television?
3. What are the benefits to digital television?
 - Probe: “...*freeing up the nation’s airwaves for firefighters and police to communicate better.*” Is that important to you? Do you believe it?
4. Was it clear that there was a one time fee?

C. **Message R.** Specific probes as follows:

1. What is the cost to consumers for a converter box?
2. What do you think of the cost of the converter box?
3. What is a coupon worth?
4. Is there a fee for the coupons?
5. How can you receive answers to your questions? (Note: there will be an option to speak to a live operator, currently available in **six** languages).
6. When do the coupons expire? What happens after expiration? (Probe for negative response to expiration date.)

D. **Message S.** Specific probes as follows:

1. How many coupons do you think will be available? Is that message motivating to you or not?
2. What do you think of the idea of helping friends or family to take action?

E. **Message T.** Specific probes as follows:

1. What do you think of the *Apply, Buy, Plug and Play* reference? Is it relevant? Is it memorable? Do you associate it with the *Converter Box Coupon Program*? Why/Why not?

F. Overall, which message or facts are most important? Why?

- Looking at all the messages combined, is there anything missing?
- Are there any messages about the converter box coupon program that should have been included here but were not?

IV. Logo/Identity Evaluation (25 minutes)

Moderator will show 4 versions of the converter box coupon program logo (labeled **J**, **K**, **L**, and **M**) on boards provided by the client to participants one at a time. Each version will have a different logo and slogan on the front.

For each logo, moderator will ask selected participants:

- A. What does this logo communicate? What message, if any, does it send?
 - 1. How well does the logo communicate the program you have just read about?
- B. What does the logo communicate about the sponsoring organization?
 - If not mentioned, probe for reactions to Department of Commerce Insignia (when included on the logo).
- C. Look and feel.
 - 1. What do you think of the graphic? (Probe on shape of design—do they see that one is a TV and one is a gift/credit card?)
 - 2. What do you think of the slogan?
 - 3. What do you think of the colors? Font?
- D. Participants will choose their favorite logo and note it on a piece of paper. Moderator will poll the group and then discuss each logo from most frequent favorite to least frequent favorite.

Setup: *Please take a few moments and identify the logo and slogan that you think is the best and note it on a sheet of paper. By the best, we mean the logo and slogan that is 1) the most appealing to you, 2) represents the converter box coupon program the best (i.e. it fits the best with the program).*

- 1. For those of you who chose this logo as the best, why did you choose it? What did you think was good about it? Was there anything you did not like about it?
 - 2. For those of you who did not choose it as best, why not? Was there anything you did not like about it?
- E. Which was your favorite visual? Which was your favorite slogan? (Probe for whether they prefer the graphic on one and the slogan on another and why.)

V. Communications (5 minutes)

A. How would you expect to hear about the **Digital-to-Analog Television Converter Box Coupon Program**?

1. Which communications sources are best to get the message out to you?

- Radio (Which stations?)
- Internet (Which sites?)
- TV (Which stations?)
- Newspaper (What papers?)
- Billboards (Location?)
- Other

B. Where would you want or like to receive materials on this program? Specify locations.

VI. Conclusion (5 minutes)

A. Check with clients for additional questions.

B. Collect marked-up documents and questionnaires from participants.

C. Thank and dismiss participants.

Q

If you have an analog television, your TV will not work after February 17, 2009 unless you take action.

You can either purchase a converter box, subscribe to cable or satellite service, or purchase a television with a digital tuner to continue to watch TV after that date.

A converter box connects to any analog TV so it will work after February 17, 2009. A converter box is a one-time cost so there are no monthly charges, and the Federal government is offering all American's coupons to help pay for converter boxes.

The transition to digital television does require you to install a converter box if you want to keep using your analog television, but it also provides benefits to you and your community: a clearer picture, more TV programming, and greater protection during an emergency by freeing up the nation's airwaves for firefighters and police to communicate better.

R

The Federal government's converter box coupon means every household in the U.S. can fill out an application and get two free coupons worth \$40 each. The converter boxes will cost between \$50 and \$70 so consumers will only pay \$10 to \$30 of their own money.

Starting January 1, 2008, you can get two \$40 coupons good towards buying a government approved converter box by calling 1-888-DTV-2009, going to www.myDTV2009.gov or filling out a paper application before March 31, 2009. Coupons are free and will be mailed to you by the Federal government.

Coupons expire 90 days after the date they are mailed. Protect your coupons because they can not be replaced if they are lost or go unused

S

There is a limited supply and coupons are available on a first come-first served basis.

Help your friends, your parents or other family members who may have difficulty determining if they need to take action and help them apply for a converter box coupon if they need one.

I

Apply, Buy, Plug and Play. 1) **Apply** for your coupons by going to www.myDTV2009.gov or calling 1-888-DTV-2009. 2) **Buy** a converter box using your coupon at a local electronics store. 3) **Plug** the box into your TV. 4) **Play** your favorite programs on the TV you're using now, but with a better picture.

Q

Si usted tiene un televisor analógico, a partir del 17 de febrero del 2009 su televisor dejará de recibir las transmisiones habituales, a menos de que tome las medidas adecuadas.

Usted puede adquirir un conversor, suscribirse al servicio de televisión por cable o satélite, o comprar un televisor digital para seguir viendo la programación después de la fecha mencionada.

La caja convertidora se puede conectar a cualquier televisor analógico, para seguir viendo la programación después del 17 de febrero del 2009. La caja convertidora es una inversión que se hace una sola vez, y el gobierno federal está ofreciéndole cupones a toda la población como ayuda para la compra de las cajas convertidoras.

La transición a la televisión digital requiere la instalación de una caja convertidora si usted desea seguir usando su televisor analógico, pero también les proporciona otros beneficios a usted y a su comunidad: mayor claridad de imagen, más programación, y más protección en caso de emergencia, pues se libera el espectro de ondas de transmisión de la nación, para garantizarles una mejor comunicación a los departamentos de bomberos y de policía.

R

El cupón para cajas convertidoras que ofrece el gobierno federal significa que cada hogar en los Estados Unidos puede llenar un formulario y obtener dos cupones gratuitos de \$40 cada uno. Las cajas convertidoras tendrán un costo entre los \$50 y \$70, de manera que los consumidores sólo tendrán que desembolsar entre \$10 y \$30 de sus propios fondos.

A partir del 1ro. de enero del 2008, usted podrá solicitar dos cupones de \$40 válidos para la compra de una caja convertidora aprobado por el gobierno, llamando al número telefónico 1-888-DTV-2009, visitando el sitio Web www.myDTV2009.gov o llenando un formulario de solicitud impreso y presentándolo antes del 31 de marzo del 2009. Los cupones son totalmente gratuitos, y el gobierno federal se los enviará por correo postal.

Los cupones expiran a los 90 días posteriores a la fecha en la que se enviaron. Guarde sus cupones en sitio seguro, ya que no podrá obtener otros si se extravían o no los usa.

S

La cantidad de cupones es limitada, y estarán disponibles por orden de solicitud.

Ayude a sus amigos, padres u otros miembros de la familia que pudieran confrontar dificultades para determinar si les hace falta una caja convertidora, y asístalos en la solicitud del mismo, si necesitan alguna.

I

Solicítelo, Cómprelo, Conéctelo, y Úselo.

- 1) **Solicite** sus cupones visitando el sitio Web www.myDTV2009.gov o llamando al número telefónico 1-888-DTV-2009.
- 2) **Compre** la caja convertidora usando su cupón en una tienda local de artículos electrónicos.
- 3) **Conecte** la caja convertidora a su televisor.
- 4) **Use** la caja convertidora para ver sus programas favoritos en el televisor que está usando actualmente, pero con una mejor calidad de imagen.