# Pre-Discussion Information Sheet—Moderator Version

Form approved

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***Moderator: “To get started today we would like you to take a moment and give us some background information about yourself and respond to a series of questions about three demo radio messages that I will play for you shortly.***

***Let’s begin. I’m first going to ask you some questions about yourself. Please listen carefully as I read aloud each of the questions and answers on the paper in front of you. You will record your own responses to each question right on your paper. Remember that our discussion and what you record on this paper will be maintained in a secure manner and that there are no right or wrong answers.”***

PART 1: GENERAL QUESTIONS (10 minutes)

Please do not write your full name on this form.

1. What is your date of birth? (Month/Day/Year)
2. What is your highest education level completed?

6th Grade or less

7th – 8th Grade

9th – 11th Grade

12th Grade without a High School diploma

12th Grade with a High School diploma

GED

Some college

Associate degree

Completed college (4 year degree)

1. What is your employment status? *(Check all that apply)*

|  |  |
| --- | --- |
| Full-timePart-timePresently not employed outside the home, looking for workPresently not employed outside the home, not looking for work | Student Laid OffOn StrikeDisabled |

1. What do you do for a living? What is your occupation/profession?
2. How often do you listen to the radio?

Never or rarely

1-2 days a week

3-4 days a week

5-6 days a week

Every day

1. Do you listen to the radio when you are\_\_\_\_\_\_\_\_ (Check all that apply)?
* In the car
* At work
* At home
* Some other place
1. During what time of the day do you most often listen to the radio?

In the mornings (5am-12pm)

In the afternoons (12pm-6pm)

In the evenings (7pm-12am)

1. On which days of the week are you most likely to listen to the radio? (Check all that apply)

|  |  |
| --- | --- |
| Monday TuesdayWednesdayThursday  | FridaySaturdaySunday |

1. Which of the following types of radio stations do you usually listen to? (Check all that apply)

Talk Stations

Music Stations

AM

FM

1. During the past 30 days, which of the following have you listened to at least 3 times a week? (Check all that apply)

|  |  |  |
| --- | --- | --- |
| * Alternative
 | * Gospel
 | * Pop
 |
| * Ambient
 | * Hip Hop
 | * Punk
 |
| * African
 | * Heavy Metal
 | * Rap
 |
| * Bluegrass
 | * Hard Rock
 | * Reggae
 |
| * Blues
 | * Instrumental
 | * R & B
 |
| * Caribbean
 | * Jazz
 | * Rock
 |
| * Classical
 | * Latin
 | * Salsa
 |
| * Christian
 | * Musical
 | * Trance
 |
| * Country
 | * New Age
 |  |
| * Disco
 | * Oldies
 |  |
| * Folk
 | * Opera
 |  |

1. When you listen to the radio, which station or stations do you listen to most often?

Write in station dial location(s) and name(s):

1. When you listen to the radio, how do you access the radio stations that you listen to?

Using the Internet

On a handheld device

On a stand-alone radio

On a car radio

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Please indicate below from which of the following sources do you usually get information about health services in your community and how often.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Television | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |
| Radio | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |
| Newspapers | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |
| Magazines | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |
| Internet | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |
| Doctor visits | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |
| Church or religious organizations | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |
| Friends | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |
| Family members  | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |
| Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | * Always
 | * Sometimes
 | * Rarely
 | * Never
 |

PART 2: Post-PDIS Radio Message Testing

(Discussion guided by the Moderator)

(30 minutes in total for PDIS and Moderator Guide radio message testing)

***Moderator: “I am going to play for you 3 radio advertisements that CDC has developed to educate African American women like you about breast cancer and breast cancer screening. After I play each ad, please listen carefully as I read aloud each of the questions and answers on the paper in front of you. You will record your own responses on the paper.***

***Then I will ask you some additional questions about the main messages in the radio ad. Remember that our discussion and what you record on this paper will be maintained in a secure manner and that there are no right or wrong answers.”***

PART 2a: RADIO MESSAGE ONE

***[Moderator: Play the first radio advertisement and ask the following questions.]***

1. Did you like the voices that were used in the radio advertisement?

Yes

No

1. Did you like the music that was used in the radio advertisement?

Yes

No

1. Did you learn anything new from this radio advertisement?

Yes

No

### If yes, what did you learn?

1. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

Yes

No

1. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?

Yes

No

**Refer to Moderator Guide to ask additional questions (questions 17 through 22 in the guide).**

PART 2b: RADIO MESSAGE TWO

***[Moderator: Play the second radio message and ask the following questions.]***

1. Did you like the voices that were used in the radio advertisement?

Yes

No

1. Did you like the music that was used in the radio advertisement?

Yes

No

1. Did you learn anything new from this radio advertisement?

Yes

No

### If yes, what did you learn?

1. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

Yes

No

1. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?

Yes

No

**Refer to Moderator Guide to ask additional questions (questions 17 through 22 in the guide).**

PART 2c: RADIO MESSAGE THREE

***[Moderator: Play the last radio message and ask the following questions.]***

1. Did you like the voices that were used in the radio advertisement?

Yes

No

1. Did you like the music that was used in the radio advertisement?

Yes

No

1. Did you learn anything new from this radio advertisement?

Yes

No

### If yes, what did you learn?

1. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

Yes

No

1. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?

Yes

No

**Refer to Moderator Guide to ask additional questions (questions 17 through 22 in the guide).**

**Go back to the Moderator Guide to complete the “Closing” section.**