

## **Petrified Forest National Park Rainbow Forest Museum Focus Group Script Outline**

### **I. Recruitment Script**

Nancy Holmes, Research Assistant with the NPS Visitor Services Project, or someone from the Petrified Forest staff will recruit visitors to participate in focus groups from those who are visiting the Rainbow Forest Museum. She will use the following script:

“Hello, my name is \_\_\_\_\_ and I work for the Visitor Services Project of the National Park Service. I am looking for individuals to participate in a recorded discussion group to share their opinions about the Museum’s paleontology exhibits. Have you looked at, or are you planning to look at the exhibit? [If “no,” thank visitors and terminate.] The discussion group will be held at \_\_\_a.m./\_\_\_p.m., and will last about a half hour to forty-five minutes. We’d like to offer you some refreshments and a small gift (to be specified), in return for your time and ideas. If you’d like to participate, just continue your visit as planned, including viewing the paleontology exhibits, then meet us in [designated room] at [designated time]. Are you willing to participate? [If yes, provide further instructions. If no, thank visitors and terminate.]”

### **II. Focus Group Script**

#### Introduction

“Thank you for participating in this discussion. The staff at Petrified Forest National Park is interested in your opinions of the paleontology exhibit, which is currently under development. This discussion group has been approved by the Office of Management and Budget in compliance with the Paperwork Reduction Act. The Office of Management and Budget control number and expiration date are available at your request.\*

As I mentioned earlier, I’ll be recording the discussion so that I can write a report for the park, however, your comments are voluntary and anonymous. We’d like to hear everything you have to say, so I’ll ask you to speak one at a time. Finally, there are no right or wrong answers. All of your comments will be helpful to the park as they develop these exhibits. Let’s begin.”

#### Question route

- Where are you from? (Topic Area 1: Visitor characteristics)
- Why did you decide to view the paleontology exhibit? (Topic Area 2: Visitor Activities and Uses of Park Resources)  
*(The following questions fit under Topic Area 6: Visitor Perception of Park Experiences)*
- What did you find most interesting about the exhibit? Why?
- What, to you, was the most significant idea (concept) of the exhibit?
- Is there anything in the exhibit that you didn’t understand?
- Is there anything you would suggest for these exhibits that would help visitors better understand the paleontology at Petrified Forest National Park?
- Is there anything else you would like to say, or ask, concerning the exhibit?

**[end]**

**\*Additional Information Provided upon Request.**

OMB Approval number: *(Not yet assigned)*  
Expiration Date: *(Not yet assigned)*  
Person Collecting and Analyzing Information: Margaret Littlejohn  
College of Natural Resources  
University of Idaho  
6<sup>th</sup> & Line Streets, Room 17B  
Moscow, ID 83844-1139  
[littlej@uidaho.edu](mailto:littlej@uidaho.edu)  
208-885-7863

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. No personal data will be recorded.

You may direct comments on the number of minutes required to respond, or on any other aspect of this survey to:

Lyn Carranza  
Petrified Forest National Park  
P.O. Box 2217  
Petrified Forest, AZ 86028  
[Lyn\\_carranza@nps.gov](mailto:Lyn_carranza@nps.gov)  
928-524-6228 (ext. 245)

## Nez Perce National Historical Park Focus Group Script Outline

### I. Recruitment Script

Nancy Holmes, Research Assistant with the NPS Visitor Services Project, will recruit visitors to participate in focus groups from those who are visiting the Nez Perce NHP Museum. She will use the following script:

“Hello, my name is \_\_\_\_\_ and I work for the Visitor Services Project of the National Park Service. I am looking for individuals to participate in a recorded discussion group to share their opinions about the Visitor Center’s exhibits on Nez Perce culture and history. Have you looked at, or are you planning to look at the exhibit? [If “no,” thank visitors and terminate.] The discussion group will be held at \_\_\_ a.m./\_\_\_ p.m., and will last about a half hour to forty-five minutes. We’d like to offer you some refreshments and a small gift (to be specified), in return for your time and ideas. If you’d like to participate, just continue your visit as planned, including viewing the visitor center exhibits, then meet us in [designated room] at [designated time]. Are you willing to participate? [If yes, provide further instructions. If no, thank visitors and terminate.]”

### II. Focus Group Script

#### Introduction

“Thank you for participating in this discussion. The staff at Nez Perce National Historical Park is interested in your opinions of the exhibits, which are to be redesigned in the near future. This discussion group has been approved by the Office of Management and Budget in compliance with the Paperwork Reduction Act. The Office of Management and Budget control number and expiration date are available at your request.

As I mentioned earlier, I’ll be recording the discussion so that I can write a report for the park, however, your comments are voluntary and anonymous. We’d like to hear everything you have to say, so I’ll ask you to speak one at a time. Finally, there are no right or wrong answers. All of your comments will be helpful to the park as they develop these exhibits. Let’s begin.”

#### Question route

- Where are you from? (*Topic Area 1: Visitor characteristics*)  
(*The following questions fit under Topic Area 6: Visitor Perception of Park Experiences*)
- What did you like about the exhibit? Why?
- Is there anything you did not like about the exhibit? Why?
- What, to you, was the most significant idea (concept) in the exhibit?
- Is there anything in the exhibit that you didn’t understand?
- Do you feel there’s anything missing from the exhibit?
- Is there anything you would suggest for these exhibits that would help visitors better understand the Nez Perce culture and history?
- Is there anything else you would like to say about the exhibit?

[end]

**Additional Information Provided upon Request.**

OMB Approval number: *(Not yet assigned)*  
Expiration Date: *(Not yet assigned)*  
Person Collecting and Analyzing Information: Margaret Littlejohn  
College of Natural Resources  
University of Idaho  
6<sup>th</sup> & Line Streets, Room 17B  
Moscow, ID 83844-1139  
[littlej@uidaho.edu](mailto:littlej@uidaho.edu)  
208-885-7863

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. No personal data will be recorded.

You may direct comments on the number of minutes required to respond, or on any other aspect of this survey to:

Terry O'Halloran  
Nez Perce National Historical Park  
39063 U.S. Highway 95  
Spalding, ID 83540-9715  
Terry\_O'Halloran@nps.gov  
208-843-7035