

Attachment D
FGD Facilitator Guide

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FGD FACILITATOR GUIDE

Roadmap of planned activities	Intro, disclosures, guidelines, self-intros	10 minutes
	Opening Discussion	10 minutes
	Non-comparative evaluation	60 minutes
	Comparative evaluation	10 minutes
	TOTAL TIME AVAILABLE	90 minutes

1. Materials to have available on site

- Release and Consent Form (15 copies)
- Focus Group Discussion Guide
- Pens, name tags, markers
- Two digital audio recorders (if not in a FG facility)
- Three animatics/storyboards
- Rating exercise (15 copies)

2. Preparation

- Place refreshments within easy reach of the participants.
- As participants arrive, give them name tags on which to write their first names.
- Give each participant Release and Consent form. Ask them to complete and return the forms to you before the start of the session. Be sure to answer any concerns.

3. Introduction and objectives of the group discussion

- Good evening. Welcome! We are very grateful to all of you for taking time from your busy schedules to come here to talk with us.
- My name is _____, and I will facilitate our conversation today. With me is my colleague _____, who will help us to take notes about our discussion.
- You have been invited, because we want to get your opinions, your ideas, suggestions, and concerns about TV public service announcements, also called PSAs or TV spots that are being developed. Your participation in this discussion is of great importance to us, because based on your suggestions we will refine the product to make it more appealing, relevant, and understandable.
- We want depict PSAs that convey informed conversations about UAD among parents. By using peers to deliver the messages, we are aiming to increasing the relevance, awareness, interest, and appropriateness of the questions and discussion starters; and prompt them to act upon the message.

- As discussed earlier, you are going to review ideas for television public service announcement or PSAs. A PSA is an announcement developed for radio and/or TV designed to raise awareness of a particular issue – they are not selling a product or service.
- To clarify, we will not be seeing the final PSA or TV spots. We will show you ‘animatics.’ Animatics are a preliminary form of a TV spot consisting of a series of filmed drawings with voiceovers, which were prepared to obtain feedback about the PSA. After we get your input, the PSA will be shot in color with professional actors, showing our diversity and in a special location.

4. Methodology, disclosures, and guidelines

- Now, I would like to talk about the structure of this session and to give you some guidelines, to ensure that we have a valuable conversation and that all of you have the opportunity to participate.
- This session will last 90 minutes (1:30).
- You have signed a Release and Consent Form that are telling you that we are audiotaping this session so that the information recorded can be used to reconstruct our conversation; this will ensure that we captured all your ideas.
- Your names won’t be linked in any manner with your opinions; we won’t use your names in the report.
- A report will be written and only your opinions, suggestions, feelings, or experiences will be included, not “who said what,” but “what was said.”
- Sessions will be digitally recorded using two recorders, in order to reconstruct conversations and capture all ideas. In order to clearly record the discussion, we ask you to speak clear and that only one person speaks at a time.
- We also are taking notes. My colleague, _____, will be taking notes to ensure that we capture the most important information.
- We want to hear about your opinions, comments, and experiences. That’s why there are not good and bad answers, only comments. So please feel free to disagree with what someone else said; we want to have several points of view. We want both positive and negative comments that will help us improve the PSA.
- As we have much to discuss, I will move from one topic to another, in order to have time to cover all that we need.
- Before we begin, do you have any questions for me?

5. Group discussion

INTRODUCTIONS

- As I mentioned earlier we are developing PSA concepts depicting ‘parental conversations’ about UAD among peers who have children between 9 and 15 years

old. The PSAs would include conversations about different topics and issues that parents would like to address, want to have more information, and misconceptions about UAD, to share with other parents.

- We want to start our conversation today by going around the room and saying your name and naming two topics related with UAD that you want to be addressed throughout those 'parental conversations'.

A. PSAs REVIEW

- I would like to start out by showing you the animatics of three TV spots related with underage drinking. We will discuss each spot individually.
- Please keep in mind that these are just filmed drawings of what might be filmed and are not the actual, final images.
- I would like to know about your thoughts on the spots, but not on the little things. For instance, please don't be distracted if you don't like a person's clothes or expression. The final commercial will be shot in color with professional actors and in a location that we design and develop, which is specific for the ad's story.
- The final commercial will feature a diversity of individuals.
- Keep in mind that the final PSAs are very brief and last: 60 seconds or less.

Show PSAs in the following order by group:

Group 1: A, B, C – Washington, DC (Metropolitan Area)

Group 2: B, C, A – San Diego, California

Group 3: C, A, B – Milwaukee, Wisconsin

Group 4: A, B, C – Albuquerque, New Mexico

A = Include Name of the PSA B = Include Name of the PSA C = Include Name of the PSA

SHOWCASE EACH ANIMATIC IN THE ORDER DESCRIBED ABOVE. PRESENT TWICE IF NECESSARY.

DISTRIBUTE THE WORKSHEET 1

EXPLAIN: After watching the first animatic, please write down what do you think the main message is. WAIT A MINUTE TO COMPLETE EXERCISE

a. UNDERSTANDING, RECALL, AND APPEAL

- Please, describe the _____ (name PSA) in your own words.
- What do you think is the main idea or message of _____ (name PSA)?
- What do you like about it? What do you dislike?
- Were there any elements that stood out from the story?
- **PROBE:** is there something that catches your attention? What is it? Was there anything in the animatic that was confusing or unclear? Is anything that would make the spots more interesting?
- **Is this topic interesting for you/your community? Why? Why not?**
PROBE: What topics do you believe will be more appealing for your peers? What new insights did you gain from this conversation/topic?

b. IDENTIFICATION AND RELEVANCE

- Who do you think this ad is for?
PROBE: PROBE FOR DESCRIPTIONS OF THE AUDIENCE: DEMOGRAPHICS, LIFESTYLES, WHERE THEY LIVE, ETC. Is it talking to people like you? Different than you? Anybody who has children? The general public?
- What makes you think that? Explain?
- How do you think [*the main audience*] would react?
- (*For the second and third spots*): Is the audience different from the audience for the previous ads?
- **How do you think this UAD issues are affecting you and your peers? Why this UAD issue is an important or not important issue in your community? Is there anything you want more information on?**

c. CALL TO ACTION

- Why do you think the sponsors made this spot? **PROBE:** Is there any action that this spot asked to you to do? What is the action? What are they trying to achieve with it?
- Do you think this ad is trying to get the audience to do something? If yes, what is it?
- Would you do what it was asking you to?
(Refer to the call to action as respondents stated it, not the true call to action.)

d. ACCURACY

- Was there anything in _____ (name of PSA) that is especially realistic?
- Was there anything else in _____ (name PSA) that isn't realistic?

- Was there anything in _____(name PSA) that troubled you in any way?
What? Why?
PROBE: Any particular words or phrases?

PRESENT AND DISCUSS *THE SECOND CONCEPT/ANIMATIC PSA* _____ (NAME OF PSA) IN THE SAME WAY.

PRESENT AND DISCUSS *THE THIRD CONCEPT/ANIMATIC PSA* _____ (NAME OF PSA) IN THE SAME WAY.

COLLECT THE WORKINGSHEET 1.

B. EVALUATING THE SPOTS (15 minutes)

DISTRIBUTE THE RANKING FORM (WORKINGSHEET 2).

- Let's analyze and evaluate all three spots. **REVIEW EACH SPOT BY NAME SO PARTICIPANTS CAN CORRECTLY IDENTIFY EACH SPOT BY NAME.**
- There is only enough funding to one of the three spots.
- I will provide you few minutes to complete the form. Then we will discuss your choices. Please be prepared to explain the reason for your choice.
- If you were the agency, which one of these three spots would you fund?
- Gather the ranking forms. Take a quick look at the first and second places. (Keep the forms for the report.)
- Ask who voted for _____ in first place? Why? Repeat the three options, if not obvious.
- Is there anything that you would add to make it better?

C. CLOSING AND ADJOURNMENT (5 minutes)

- Thanks for coming tonight and providing your opinions.
- Your comments have been very helpful and insightful.
- Goodnight and have a great day tomorrow.

[BE SURE TO GATHER ALL FORMS FROM PARTICIPANTS.]

What is the main theme/point of the PSA?

(Name of the PSA)

(Name of the PSA)

(Name of the PSA)

WORKSHEET 2

EVALUATING THE CONCEPTS

Please rank each PSA

PSA	Very Poor	Poor	Fair	Good	Very Good
NAME A					
NAME B					
NAME C					

My vote for finding is:

	PSA NAME (Write the name of your choice.)	REASON (Explain why in a few words.)
FIRST PLACE:		Why?
SECOND PLACE		Why?
ELIMINATE		Why?

Please, suggest additional UAD topics for 'parental conversations'
