

NOAA Hawaiian Monk Seal Public Service Announcement (PSA)

Focus Group Instructions and Script

Instructions:

Before starting the focus group session, the participants will be informed that that the group session will be videotaped to assist the facilitators in collecting and analyzing data from the focus groups. Prior to videotaping,

1. the participants will be given a release form to sign; and
2. the facilitators will explain to the participants that after they are finished with analyzing the focus group data, the videotapes will be erased and/or destroyed.

The Focus group participants will then be presented three to four different PSA story boards. The participants will be asked the following questions about each story board. Since the story boards are still in process, some of the questions currently lack specific details.

Script/Questions:

Your participation in this focus group is voluntary and responses are anonymous and confidential. Any material that might identify you will be destroyed at the end of the study. Public reporting burden for this collection of information is estimated to average two hours, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

- o What comes to mind when you think of the monk seal?
- o What message(s) was(were) communicated?
- o How did you feel about character A, B, C, etc?
- o What was most appealing to you?
- o What was least appealing to you?
- o Do you find that you can relate personally to this PSA? If so, how?
- o Did you find it entertaining?
- o How did this affect your feelings about the monk seal?
- o How did you feel Hawaii and its people were portrayed?
- o How would you describe the general tone of the spot and how did it make you feel?
- o What did you take away from the spot?