

# United States Mint

## Quarters Themes - Bulk Buyers Telephone Depth Interview

### Discussion Guide

#### I.

#### INTRODUCTION (0:00 - 0:05)

***According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is XXXX-XXXX-XXXX.***

- Ground Rules: Audio-taping, anonymity, candor, cell phones, etc.
- o **READ to Participant:** By participating in this telephone interview, you acknowledge that the information provided may be confidential or proprietary to **NAXION** or its client. You agree not to use or disclose any portion of what is discussed during this interview without prior express written authorization from **NAXION**.
- Background & Objectives: The purpose of today's interview is to talk a bit about your experiences as a Bulk Buyer and to gain feedback on potential themes for a new circulating Quarters program that the United States Mint is considering.
- Introductions: First name, and...
  - How long have you (or your company) been a Bulk Buyer of U.S. Mint products (numismatic or circulating)?
  - What is the reason you (or your company) are a Bulk Buyer of U.S. Mint products (numismatic or circulating)?
  - What are the main products you (or your company) purchase in bulk from the U.S. Mint?

#### II. Quarters Program Themes (0:05 - 0:25)

**Explain to Participant:** The final coin of the America the Beautiful Quarters program will be released in 2021. As such, the U.S. Mint is exploring potential themes for a new multi-year quarters program that will replace the current program at the end of its run.

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**READ to Participant:** All potential Quarters Program themes will be considered and evaluated in accordance with any licensing, copyright, or proprietary regulations. Specifically, regardless of the broad theme selected, no commercial trademarks, logos, brand names, etc., will be incorporated into the images that appear on the coins.

*Moderator's Note: List each of the 6 main themes before detailing in-depth.*

- The themes being considered for the new multi-year quarters program are:
  - o Sports
    - The program would feature the wide array of sports played by American youth of both genders (e.g., quarters featuring of football, gymnastics, baseball, tennis, swimming, basketball, track and field, lacrosse, soccer, etc.). This could be a shorter-term program leading up to the 2028 Summer Olympics in Los Angeles, and could also honor Paralympic sports.
      - *Moderator's Note: The images would be general representations of sports, but would not include any specific professional (or other) team names, uniforms or logos.*
  - o Animals
    - The program will focus on Animals indigenous to America. These include...
      - Bears
      - American Bald Eagles
      - Cougars
      - Alligators
      - Bison
      - Beavers
      - Otters
      - Red Foxes
      - Wolves
      - Wolverines
      - Coyotes
      - Bobcats
      - Rattlesnakes
      - Raccoons
      - Squirrels
      - Deer
      - Turtles
      - Boars
  - o Exploration
    - The program will focus on exploring the earth and the galaxy. It can focus on space exploration, sea exploration, land exploration, etc.
  - o Women
    - The program will represent prominent women and women's events in American history.
  - o Decades
    - The program will depict what makes each decade in American history unique.

- Examples: 1950s Rock & Roll, 1920s Jazz, 1860s Civil War, etc.
- o America's 250<sup>th</sup> Anniversary
  - The program will capture significant events in American history that have shaped the nation.

**Explain to Participant:** Now, we will discuss each theme in greater detail.

- How **appealing** would each of these themes be **to you**? **To Youths (ages 7-13 primarily)**?
  - o **Probe:** What do you like about each theme?
  - o **Probe:** What do you dislike about each theme?
  - o **Probe:** Are there any variations on each theme that come to mind?
  - o **[For Youths] Probe:** What aspect of this theme would appeal to Youths (ages 7-13 primarily)?
- Based on our discussion, which themes rise to the top (in the context of a multi-year quarters program)?
- Do you have any additional comments or suggestions on the proposed themes?

### **III.WRAP UP (0:25 - 0:30)**

- Thank Participant. Ask for any other comments and/or feedback.