



CPSC: Discussion Guide for 1 Focus Group
2 Hours in Length (built in 10 minutes of buffer time where needed)

Note for Approval:

- **We will be asking respondents to use their own paper/pen or device (whatever they prefer to jot down notes). We ask them during the recruitment process prior to the groups.**
- **The purpose of this focus group is to test different CPSC creatives to gauge message effectiveness and understand channel preferences when it comes to public service announcements.**
- **This guide will be translated into Spanish since the group will be conducted primarily in Spanish (English/Spanish may be used pending on the dynamics of the group).**

I. Introductions (10 minutes)

Hello everyone. My name is xxxxx and welcome to this group. I will be your moderator for today. I do not work for any company or organization we will talk about today. I am an independent contractor, and my role is to stimulate the conversation and listen to what you have to say. I'm not an expert, I'm here to facilitate a conversation from a neutral perspective and am just interested in your open and honest feedback.

We have 2 hours together and lots of great things to talk about. Before we get started, please note the following:

- Please do not use any cell phones unless asked to use them. If you do need to pay attention to your cell phone, please turn off your camera, put yourself on mute to address any important interruption. Same goes for anything that may be happening within your surroundings. We know that life can happen on zoom. You may pause to address life briefly and then come back to the discussion.
- We understand 2 hours is a long time so please feel free to get up and stretch as needed or grab a glass of water/snack as needed.
- Please no side conversations
- Let's have one person speak at a time and let's respect everyone's thoughts. If we have a different perspective, let's discuss one at a time. There is no right or wrong answer.

This session will be recorded to help take notes. Only your first name appears and will NOT appear in any public reports.

Note for Approval: We use an online platform named Fieldwork which is a secure network that participants must be invited to in order to be a part of the focus group and we have someone in the backroom to make sure there are no interruptions so that everything runs smoothly. All participants access the room via link and there is a live tech in the room allowing people in. Only respondents who are on the recruiting list are allowed in. All observers should be on a list as well, if someone tries to access the room who is not on the list we will confirm with the moderator if they are allowed access and if not, they are declined. Additionally, the nature of hosting online is that there is no way to 100% guarantee someone will not record the session - this is true of any platform out there.

Let's get started. Let's go around and say:

- First name
- Where do you live and who lives with you? (city/state)
- Tell us a bit about your cultural background

Note for approval: This is purely a warm up introduction. It is a DEI cultural standard to bring out the pride of where people are from and their household composition. It makes them feel more comfortable to speak up.

II. General Media Consumption (20 minutes)

Note for Approval: This section is to understand how they consume content and their media habits. This will help CPSC determine the best channels to leverage for campaigns.

1. Let's talk about a typical day in the life of xxx. Tell me all the ways you get your entertainment and information.
(moderator: takes down the list as they say out loud)
Probe: In Spanish or English or both
2. Now let's separate which places (channels) are used for entertainment and which ones do you rely on for information.
(moderator: see if there is a difference and ask why)
Probe: The language preference
Probe: What is the top channel that you pay attention for important information
Probe: Where do you feel your important information is given?
3. I noticed that you haven't mentioned xxxx (moderator to list out any other media channels). Is there a reason why?
4. When it comes to public service announcements (say safety information), where would you appreciate to see/hear these messages?
Probe: Why?
Probe: Go back to the channel preferences and ask if there are any discrepancies from the above answers
Probe: Is language important? If so, Spanish or English? Both?
5. Is there a public service announcement that you remember recently? If so, tell us what type and where did you see it?
Probe: What language?

III. Creative Testing (60 minutes)

Note for Approval: Since the goal is to see what respondents like about these ads and how we can improve, we will be focusing on each one and get answered completely unaided.

I would like to share with you some public service announcements. I will go one by one (show it twice) and what I ask of you is for you to take down your notes about:

- What do you like about this ad
- What don't you like about this ad
- What is this ad telling you

Go through each ad twice (these are all the videos):

- Babies and Children
- Carbon Monoxide
- Seniors
- Tip Overs (Spanish Version)
- Pool Safely (Fins and Gills)
- Tip Overs (Spanish Holiday Social)

After each one, you will ask respondents:

6. Raise your hand, how many people liked this ad?
Probe: Why?
7. Raise your hand, how many people did not like this ad?
Probe: Why not?
8. What is this ad telling you?
Probe: Does this ad make you pay attention?
Probe: Do you believe in what this ad is telling you?
Probe: Is there anything you would improve and if so, what?

Overall after all the videos

9. Where do you expect to see these videos?

Ok, Let's switch gears. I am about to show you some print ads. I will put the ads on the screen for you to read them. After each one, let's talk about the ads:

- Babies and Children
- Anchor it
- Carbon Monoxide
- Poison (Detergents)

10. What is this ad telling you?
Probe: Is the language easy to understand?
Probe: What do you think overall about this ad?
Probe: Would you pay attention to this ad?

Probe: Where do you expect to see this type of message?

IV. General Information (20 minutes)

11. Now that we have gone through all these types of messages, what do you think in general about public safety messages?
12. Do you think people pay attention to them?
Probe: Do you listen to them?
13. Is there anything that you saw today that you really do not think the ad is speaking to you?
Probe: What, why, which one?
14. When these safety ads want to reach the Latino community, what can they do to ensure they are reaching people like yourselves?
Probe: Is Language important? How so? Why not?
Probe: Are there any visuals that may be important? What? Why?
Probe: Is there a special type of message that may be important? What? Why?
15. What do they need to do to make Latinos (and everyone else) pay attention to these important safety messages?

Thank you so much for your honest feedback. We really appreciate it. Have a great rest of your day.
Gracias.

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