# Focus Group Phone Call Screener Guide

OMB # 0596-0078

Expiration date: to be updated

Focus group date and times: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Focus group location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewer’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Interview date: \_\_\_\_\_\_\_\_\_\_

Respondent’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City, State Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: Home \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Work:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mobile: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Indicate group respondent is recruited for on <DATE>

( ) Group 1, <TIME>

( ) Group 2, <TIME>

IMPORTANT NOTES TO RECRUITER:

* Recruit 10 per group for 8 to show.

* Recruit only one person per household.

Paperwork Reduction Act Notice

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 0596-0078. Without this approval, we could not conduct this survey. Public reporting for this information collection is estimated to be approximately 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the U.S.D.A. Forest Service email address [SM.FS.InfoCollect@usda.gov](mailto:SM.FS.InfoCollect@usda.gov) and include the OMB Control Number in the subject line.

RESPONDENT QUALIFICATIONS:

List of respondent qualifications for each focus group. The screener will be looking for a representation of various landowners within these groups. Qualifications include:

* + Ownership size
  + Ownership type
  + Decision maker
  + Attitudinal segment
  + Occupation
  + Age
  + Gender

[START OF SCREENER SCRIPT]

Hello,

I work on the National Woodland Owner Survey with the Forest Service Forest Inventory and Analysis Program and the University of Massachusetts, which collects information on who owns forests in the U.S. and how they use, manage, and think about their forestland.

[OWNERSHIP TYPE]

1. There are many different ways that land is owned. Which of the following best describes the type of ownership in which your land is held? [READ LIST AND CHECK ALL THAT APPLY.]

Individual............................... ( ) [THANK AND TERMINATE]

Joint, with husband or wife............................... ( ) [THANK AND TERMINATE]

Joint, such as with other family members or friends............................... ( ) [THANK AND TERMINATE]

Family partnership or family LLC or LLP..................... ( [THANK AND TERMINATE]

Family trust or estate..................... ( ) [CONTINUE]

Corporation or business (for-profit) ................... ( ) [THANK AND TERMINATE]

Corporation or business (non-profit) ................... ( ) [THANK AND TERMINATE]

Tribal ..................................................... ( ) [CONTINUE]

Public ownership .................................................. ( ) [CONTINUE]

[ALL RESPONDENTS MUST SAY THEIR LAND IS Tribal or Publically owned.]

[TRIBAL OWNERSHIP]

I’m reaching out because we are investigating the potential of a project focusing on Tribal forestland, as Tribal forests are part of our mission and supporting Tribal forests is part of the trust and treaty responsibility from our role in the federal government. We are hoping to talk with you about your thoughts on what this project could look like, and if and how it makes sense to move forward with it.

We are hoping to use a participatory action research framework with two phases. The first (that we are beginning now) is to talk to people engaged in working with Tribal forestland, both Tribal members and those who work with them. These first conversations are intended to explore how we can use our expertise and resources to support Tribal forest holding, what questions are relevant and appropriate to investigate, what mode of study should be used, and who else we should reach out to in this initial phase. We do not have a timeline for this research, or expectations of what data is collected or how and by whom it is stored.

We hope these conversations will inform if and how a second phase of the project, studying Tribal forests and forest owners in some way, will occur. We also want to recognize and name that we are academic and federal researchers and there is a long and deeply problematic history with both of those institutions in their relations with Tribes and Tribal land, and we understand if there is not an appropriate way for us to continue this project. We hope to remain in contact if there may be some way we can be of support in the future.

1. [IF QUALIFIED, ASK:] We would like to invite you to participate in a research discussion group at the {Insert location, date, and time from below}. You would be asked to share your opinions and ideas with other landowners like yourself. The discussion will last approximately two hours and you would be paid $75 for your time and cooperation. Light food (sandwich platters) and refreshments will be provided. Would you be willing to participate?

Yes ....... ( ) [THANK. VERIFY/UPDATE NAME AND CONTACT INFORMATION. ASK RESPONDENT

TO ARRIVE 15 MINUTES EARLY AND TELL HIM/HER THEY WILL BE CONTACTED AGAIN A FEW DAYS PRIOR TO THE MEETING]

No ....... ( ) [THANK AND TERMINATE]

[Check the group for which the respondent is scheduled:]

( ) Group #1 – To be held at the Holiday Inn Express, 4360 Town Center Blvd., in El Dorado Hills from noon until 2:00 PM

( ) Group #2 – To be held at the Holiday Inn Express, 4360 Town Center Blvd., in El Dorado Hills from 6:00 PM until 8:00 PM

[THANK AND TERMINATE]

I look forward to meeting with you.

Thank you.

[PUBLIC OWNERSHIP]

1. [IF QUALIFIED, ASK:] We would like to invite you to participate in a research discussion group at the {Insert location, date, and time from below}. You would be asked to share your opinions and ideas with other landowners like yourself. The discussion will last approximately two hours and you would be paid $75 for your time and cooperation. Light food (sandwich platters) and refreshments will be provided. Would you be willing to participate?

Yes ....... ( ) [THANK. VERIFY/UPDATE NAME AND CONTACT INFORMATION. ASK RESPONDENT

TO ARRIVE 15 MINUTES EARLY AND TELL HIM/HER THEY WILL BE CONTACTED AGAIN A FEW DAYS PRIOR TO THE MEETING]

No ....... ( ) [THANK AND TERMINATE]

[Check the group for which the respondent is scheduled:]

( ) Group #1 – To be held at the Holiday Inn Express, 4360 Town Center Blvd., in El Dorado Hills from noon until 2:00 PM

( ) Group #2 – To be held at the Holiday Inn Express, 4360 Town Center Blvd., in El Dorado Hills from 6:00 PM until 8:00 PM

[THANK AND TERMINATE]