

## Guidelines

Good evening and welcome to our session. Thanks for taking the time to join us to talk about breakfast programs in the county. My name is GWMA Mama and assisting me is Dr. Kalakay. We're both staff of the GWMA Committee. Chrissy Lucas, who is with the local extension office, asked us to help the Committee get some information from county residents about your perceptions of hot breakfast cereal. They want to know what you like, what you don't like, and how hot cereal might be improved. We are having discussions like this with several groups around the county.

So I want to let you know some basic guidelines for this Focus Group:

- No right or wrong answers, only differing points of view
- We're tape recording, one person speaking at a time
- We're on a first name basis
- You don't need to agree with others, but you must listen respectfully as others share their views
- Rules for cellular phones and pagers if applicable. For example: We ask that you turn off your phones or pagers. If you cannot and if you must respond to a call, please do so as quietly as possible and rejoin us as quickly as you can.
- My role as moderator will be to guide the discussion
- Please talk to each other

What did you think of when you think of latest hot cereal?

– Mocha Mush?

How did you feel about the conference?

Where do you get new information?

What do you like best about the proposed program?

Be cautious of phrases such as "how satisfied" or "to what extent"