

Chapel Hill CrimeStoppers: Focus Group Questions

Good afternoon, and thanks for taking the time to join our focus group today. My name is Gabby Derosier, I will be moderating, and my partners, Elizabeth Moore and Morgan Hazel, my partners, will be recording the session. Cody Johnson and Savannah Gillespie, our other partners, will be analyzing today's transcriptions. We are undergraduates at the University of North Carolina-Chapel Hill conducting research for our capstone course, Public Relations Campaigns.

The purpose of this focus group is to better understand how our client, the Chapel Hill CrimeStoppers, can better inform the community about their services. There are no wrong answers but rather different points of view. Please feel free to share your point of view even if it differs from what others have said. Keep in mind that we're just as interested in negative comments as positive comments. We're voice recording the session because we don't want to miss any of your comments. Your comments will be used only for the purposes of this class, MEJO 634. Your information will remain confidential and will you should not share outside of the group.

Well, let's begin. Please first fill out this brief questionnaire (hands demographic questionnaire) and your name tag. Now, starting with this end of the group, please introduce yourself to everyone by saying your name.

Ice Breakers:

- Does anyone here have a favorite crime TV show?
 - Why is that one your favorite?
- Generally speaking, do you hear about crime being reported on the news?
 - What kind of crime do you hear about most often?

Crime Awareness and Safety Perception:

- With a show of hands, who here feels safe living in Chapel Hill?
- What does the word "safety" mean to you?
 - What makes you feel safe?
- Again, with a show of hands, has anyone heard of Eve Carson?
 - What do you know about her?
- How does your perception of your safety living in Chapel Hill change knowing about what happened to Eve Carson?
 - Why do you say that?

Messaging Pretest:

- Again, with a show of hands, who here is familiar with the Chapel Hill CrimeStoppers?
 - Does anyone know what Chapel Hill CrimeStoppers does?
- What thoughts come to your mind when I say the words, "CrimeStoppers?"
(Show them Raleigh, Durham, and Chapel Hill CrimeStopper Logos on Powerpoint)

- Looking at these graphics, which do you find most visually interesting?
 - What do you like about that graphic in comparison to the other two?
- In terms of message, which among them caught your attention? Why?

(Explain what CrimeStoppers does)

- After learning about what CrimeStoppers does, which of the following graphics do you think best informs you about the nonprofit's services?
 - Please describe what information that graphic displays that you find most helpful in understanding what CrimeStoppers does.
- Was there something else about a particular graphic that had an impact on you? Please describe this.

Summary and Wrap Up:

- Before we wrap up, are there any other comments you would like to make about either of the concepts?
 - Summarize main finding/observations of the group
 - This concludes our focus group session. Thank you so much for your time.
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