

Sample Script for Hosting a Theater-Style Test

Introduction

Good evening. I'm _____, and I'd like to thank you all for coming today (tonight). I think we're all going to have a good time. Just a few more words of introduction and we'll get started. We've asked you here because we feel that it's very important to get your ideas about new television program material. So consider this your chance to give the TV program producers your opinions . . .

Keep in mind that what we're interested in is your own personal views. We don't want you to tell us what you think we want to hear or what your spouse thinks or anyone else—we need your own opinions.

There are no right answers and no wrong answers. So, please don't discuss the program or your answers with the people around you.

Also, please make sure that you write your answers clearly in the space provided on the questionnaire we've given you, and be sure that you don't move to a new section of the questionnaire until I ask you to.

Do you have any questions about this procedure? I'll answer any other questions you have at the end of the test session. Okay? Now enjoy the show.

[Play the pretesting program videotape]

Reactions to the Program

All right. Now we'd like to find out about your reactions to the program—what parts you liked and what parts you didn't like. I'd like you to turn to the first page of the questionnaire and answer the questions. Please don't go on to the next page until I ask you to.

Reactions to the Ads

All right. Now we'd like to find out about your reactions to the advertisements you saw—what you liked and what you didn't like. I'd like you to turn to the second section of the questionnaire and answer the questions. Please don't go on to the next section until I ask you to.

Reactions to Your Ad

All right. Now we'd like to find out about your reactions to one specific ad. I will play it again and then ask you to complete a few more questions. [Play your ad again] Now I'd like you to turn to the next section of the questionnaire and answer the questions.