



Dear Screening Administrator:

As part of the SMASHED program, we will be conducting research on the effect the documentary has on viewers' opinions about underage drinking and drinking and driving. Please help us gather data by copying the enclosed questionnaires, and passing both the pre-viewing and post-viewing questionnaires to each viewer according to the following instructions:

- Please copy the **pre-viewing and post-viewing questionnaires** onto different colored paper in order to minimize confusion about which survey to fill out at which point
- Prior to watching the documentary, hand out the **pre-viewing questionnaire** and ask viewers to complete it as promptly as they can.
  - When everyone (or near everyone) is finished, ask them to fold them in half and then pass them to the monitors in the aisles for collection.
  - It is preferable not to mention a post-viewing questionnaire at this time if the group is 75 people or more. For groups of less than 75 people, please number the pre and post viewing questionnaires so that each person gets a pre and post viewing questionnaire with the same number on it (viewer 1 will have the number 1 on both their pre and post questionnaires, viewer 2 will have the number 2, etc.). In this case, it is preferable to hand out both questionnaires at the same time. Please be sure to let viewers know which color questionnaire to fill out prior to watching and which to fill out after.
- Immediately after watching the documentary, ask the students to complete the **post-viewing questionnaire** as promptly as they can.
- In both cases, please ask everyone to fill out every question on each questionnaire and to make sure that everyone turns them in.
  - Please ask viewers to **minimize interactions** while the surveys are being completed
  - Please monitor both the distribution and collection as best you can to avoid group interactions and behaviors that might influence how the questions are answered.
  - Please be sure to collect both **questionnaires quickly** so that there is a minimum amount of interaction among the students while they are being completed.
- Please have the monitors jot down their general impressions of how things went and any issues that they feel are relevant.
- Once the questionnaires are completed and collected, please send them to:  
James L. Nichols Ph.D  
Nichols and Associates  
1712 Abbey Oak Drive  
Vienna, VA 22182  
(703-281-9577)

You might introduce the questionnaires to the viewers in the following manner for groups of more than 75:

*Please complete these forms and hand them in as soon as you are finished. We will have persons in the aisles to collect them. Please fold the forms in half and pass them to the person collecting them.*

*All responses are anonymous and confidential and completing the form is voluntary.*

You might introduce the questionnaires to the viewers in the following manner for groups of less than 75:

*Please look at and complete the (pre viewing questionnaire color) form only at this time Please fold the (pre viewing questionnaire color) forms in half and hand them toward the aisle for collection as soon as you are finished. Please hold onto the (post viewing questionnaire color) forms at this time. They will be completed after watching the film.*

*All responses are anonymous and confidential and completing the form is voluntary.*

Thank you for your cooperation in helping us to collect information about the efficacy of this program. Your participation in this process will help us to continue to receive the funding necessary to distribute this program at no charge to schools and community groups across the country.