Key Informant Interview
Tobacco Sponsorship at Rodeos

(Prior to the interview, the person being interviewed should have received an information package on Tobacco Sponsorship. This information can be sent through the mail with a notification that someone will call soon to ask the person for a short interview on their view on tobacco sponsorship).

Date: __________
Interviewer name: ________________
Name of person interviewed: ______________________
The agency the person represents (examples: Rodeo Association, Local High School, etc.): ___________________________
The person’s position (examples: School Principal, Event Organizer, etc.): __________________________________________

Location of interview: _______________________

My name is ____________________. I am calling (or talking to you) on behalf of the Kern County Department of Public Health, which is promoting a ban on tobacco sponsorship at rodeo events to curb the use of tobacco. We value your opinion on the issue and would like to take about 20 minutes of your time to answer some questions. Do you agree to being interviewed?

__ Yes ___ no __ Reschedule at this time: ___________

If this is a person involved in the organization of the event, ask questions 1-4. For all others jump to question 5.

1. To your knowledge, how many sponsors does the rodeo event have (give examples)?
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2. How important is tobacco sponsorship to the rodeo event?
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________________________________________________________________________
3. In your view, how would a ban on tobacco sponsorship impact the rodeo event?
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_________________________________________________________________________
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4. Do you know of any ways in which the revenue from tobacco sponsorship could be offset by other revenues?
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_________________________________________________________________________
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5. Are you for or against a ban on tobacco sponsorship for local events such as the rodeo, and why?
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_________________________________________________________________________
_________________________________________________________________________
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6. What barriers do you see in getting the city to pass a ban on tobacco sponsorship at rodeos (or: what barriers do you see in getting event organizers to voluntarily give up tobacco sponsorship)?
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_________________________________________________________________________
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7. Are you for or against a ban on tobacco sponsorship at rodeo events and why?
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8. If the city decides to pursue a ban on tobacco sponsorship, will you support it? Why or why not?
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_________________________________________________________________________
_________________________________________________________________________
9. In your view, what could the anti-tobacco-sponsorship movement do to be more visible and effective?
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10. (If the person is in favor of the ban): Do you mind if we mention your name publicly as a supporter of the ban (for example in the media)?
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Thank you for your time!