**Focus Group Report Check List**

* **Stand-alone introduction ends with key finding.**
* **Session topic headings are parallel.**
* **Topic sentences for session topics give summary of responses (use qualifiers such as “all,” “most,” “none”).**
* **Direct quotes and paraphrases are correctly formatted with consistent personal pronouns.**
* Quotation marks always come in pairs. Do not open a quotation and fail to close it at the end of the quoted material.
* Capitalize the first letter of a direct quote when the quoted material is a complete sentence. Do not use a capital letter when the quoted material is a fragment or only a piece of the original material's complete sentence.
* The period or comma punctuation always comes before the final quotation mark. It is important to realize also that when you are using MLA or some other form of documentation, this punctuation rule may change.
* When quoting text with a spelling or grammar error, you should transcribe the error exactly in your own text. However, also insert the term *sic* in italics directly after the mistake, and enclose it in brackets. *Sic* is from the Latin, and translates to "thus," "so," or "just as that." The word tells the reader that your quote is an exact reproduction of what you found, and the error is not your own.
* **Findings section identifies key points, discusses their implication for Proximity clients, and suggests next steps team should take.**