**Assignment 7 - Crafting Headlines & Visual Narratives**

MMC 6936

Alex Triplett

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| **INTERVIEW INTRO** |

**Headlines:**

1. New Smyrna Beach’s Big Mike’s Burgers Becomes Local Favorite, Expanding with New Location
2. Big Mike’s Burgers: A Family Tradition Fuels Success and Expansion in New Smyrna Beach
3. Big Mike’s Burgers Takes Over New Smyrna Beach with Flavor, Family, and Expansion Plans

### **Intro:**

### The interview will open with B-Roll footage of Big Mike’s Burgers, including some footage of the restaurant itself and burgers being made. Dialogue will begin over the B-Roll footage to introduce the restaurant and it’s the interview subject before segueing into the questions.

### **▶ Duration: (0:00–0:20)**

### ***[B-Roll footage***

### ***[Introductory Voice-Over]***

### ***[Cue Background Music]***

### **Introductory Dialogue:** “Big Mike’s Burgers and More, a restaurant in New Smyrna Beach, Florida, opened its doors in 2022, and has quickly become a local favorite. Under the leadership of 22-year-old Michael Saljanin and with the help of his family, the restaurant has thrived. We had the opportunity to sit down with Big Mike today and ask him a few questions.”

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| **KEY POINTS OF INTERVIEW** |

### Unfortunately, Michael was unavailable for a second interview, so I had to stand in for him in this assignment. Nonetheless, I used information that I collected from him in the podcast assignment to guide the mock responses to the interview questions. The interview will be framed with both subjects in the middle of the screen, well-lit, with a neutral, grey background.

**INTERVIEW QUESTIONS**

1. Were you nervous or excited about opening Big Mike’s initial location? How did you feel about it?

2. How do you feel about expanding to this new location now that you have some experience?

3. Do you enjoy working with your family?

4. Do you think that growing up in the restaurant industry served as an inspiration for the business?

5. You and your family must be very proud of your success as such a young entrepreneur. How do you feel about that?

6. Were you surprised by the rapid success of the business?

7. Are you nervous that locals will hold any resentment over the closing of Ritter’s after all these years as you move into their old building?

8. I read that almost every other interested buyer in the building wanted to tear it down, except for you. Was there any intentionality in that?

9. What do you feel is going to bring in customers when you open? Is there anything that you think sets your business apart from others in the area?

10. Do you think you will expand the business even further in the future?

### **Key point #1:**

### **▶ Duration: (0:27–0:42)**

* **Supporting point:** In this assignment, I asked “Mike” if he was nervous or excited to open the initial Big Mike’s Burgers and More location.
* **Supporting data:** During the podcast interview, Mike said: “I mean, it's definitely awesome that it's doing well. I was really worried that I was going to put my heart and soul into something that wasn't going to do well. It's been doing great, and it feels like it's all worth it.”
* **Supporting quote:** In this assignment, I responded as Mike by saying: “I was super nervous. I didn’t really know what I was doing yet, but I’m really grateful that it worked out well.”

### **Key point #2:**

### **▶ Duration: (1:18–1:40)**

* **Supporting point:** In this assignment, I asked “Mike” if growing up in the restaurant industry served as an inspiration for his business.
* **Supporting data:** During the podcast interview, Mike said:“I’ve been raised in the restaurant business, my family has owned restaurants for 30-40 years, so I’ve kind of grown up in this environment. I’ve worked in restaurants as long as I can remember, so it seemed like the natural progression to at least try it.”
* **Supporting quote:** In this assignment, I responded as Mike by saying: **“**Yeah, I would say so… Growing up in the restaurant industry, I was really able to see how gratifying it can be to run that kind of business and considering that I already had a little bit of insight into how it works, it seemed like a good fit for me.”

### **Key point #3:**

### **▶ Duration: (2:16–0:00)**

* **Supporting point:** In this assignment, I asked “Mike” if he is nervous about locals holding resentment as they expand into the old Ritter’s ice cream building.
* **Supporting data:** During the podcast interview, Mike said: “I'm very used to Port Orange. It'd be sad for there not to be that same area to hang out. People constantly went there for ice cream, hanging out, fundraisers, and they're going to continue to be able to do that. I think when people try our product, they'll be very happy.”
* **Supporting quote:** In this assignment, I responded as Mike by saying: “Yeah, I mean, Ritter’s was an institution. It was around for 25 years, and I am a little bit nervous, but I’m hoping that when people try our food, they’ll know that we’re not just another chain restaurant and we’re still trying to keep that local charm alive.”

***[Segue into farewell remarks after last question]***

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| **CLOSING REMARKS & INTERVIEW SUMMARY** |

### **▶ Duration of closing remarks: (3:54–4:07)**

### **▶ Duration of entire interview: (0:00–4:07)**

***[End background music]***

***[Fade into call-to-action clip]***

**Interview summary:**

During this interview, I asked “Mike” about how he got started in the restaurant industry and his background, how he feels about his success and working with his family, and how he feels about expanding into a new building. Some of the key themes in this interview were small business success, young entrepreneurship, family business and preserving local charm.

This process was very different from writing for print and radio in several ways. I tried to write interview questions that might invoke certain facial expressions such as laughter, since audiences have the luxury of observing body language in televised interviews. Additionally, the questions were written in a more open-ended way, so that that I could take certain liberties in asking follow-up questions. Since print news can be digested at the audience’s own pace, interview questions are designed for more elaboration, whereas televised interview questions should be written to invoke concise and visually dynamic responses with time constraints in mind. Moreover, the setting for television interviews is often more controlled, and the visual composition, such as framing, lighting, and camera angles, adds another layer of complexity when considering how a subject will respond to a question.

Similarly, radio or podcast interviews rely heavily on vocal tone, inflection and pacing, whereas video interviews can be planned and executed with a decreased reliance on vocal delivery, given that the audience will receive visual cues to compliment dialogue. However, audio and video interviews are similar in the sense that interview questions and responses should be designed with easily understandable language.