**Assignment 5 - Reporting and Writing for Audio**

MMC6936

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**Write an Audio Script Outline**

Writing for publication and audio are very different experiences. For one, when writing the community story, I could adjust certain quotes or break them down for the sake of proper grammar without impeding on their accuracy; that is much more difficult to do when considering that sound bites and the tone of sentences need to flow together smoothly. Additionally, the tone and structure with which questions are asked and answered is much more important when writing for audio. It is important that questions flow together in a logical order and that they are asked in a relaxed, conversational tone. With that being said, here is a shortened version of the script:

**Alex:** What gave you the idea to start Big Mike’s?

**Mike:** “So we had this idea about me opening up a restaurant, and we're like, huh, maybe there needs to be a good burger place. It was kind of set up to be that sort of restaurant anyway.”

**Alex:** What do you think makes your food stand out from other local or chain restaurants in the area?

**Mike:** “Yeah, so I think it's really ingredients. Using more expensive ingredients, we use certified Angus beef. It's hand-rolled every day. It's never frozen. So, we use very high-quality beef.”

**Alex:** How do you feel about owning such a successful business at such a young age?

**Mike:** “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.”

**Alex:** How are you feeling about expanding to the Ritter’s building?

**Mike:** “We’re excited. It's crunch time. The goal is to kind of make the whole place prettier, nicer, show that we're showing the whole area a lot of love.”

**Alex:** Was there any intentionality in preserving the local charm of Port Orange by remodeling the original Ritter’s building instead of demolishing it?

**Mike:** “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.”