**Assignment 10 - Tailoring Your Story for Print, Radio, and Broadcast**

MMC 6936

Alex Triplett

**Broadcast Segment**

**TAKE 1/14**

B-Roll footage of Big Mike’s Burgers and More, with customers dining outside.

TAKE SOT ------------------

Alex Triplett SOT

[Alex Triplett, Interviewer]

RUNS = 00:00:00 – 00:08:15

“Big Mike’s Burgers and More has become a local staple in New Smyrna Beach, Florida under the leadership of 22-year-old Michael ‘Big Mike’ Saljanin.”

**TAKE 2/14**

B-Roll footage of Ritter’s building being renovated.

TAKE SOT ------------------

Alex Triplett SOT

[Alex Triplett, Interviewer]

RUNS = 00:08:15 – 00:17:96

“Now, the restaurant is expanding to a second location, the previous site of Ritter’s Frozen Custard in Port Orange, located at 4629 Clyde Morris Blvd.”

**TAKE 3/14**

B-Roll (silent) footage of Mike speaking during the interview.

TAKE SOT ------------------

Alex Triplett SOT

[Alex Triplett, Interviewer]

RUNS = 00:17:96 – 00:22:81

“Today, we had the opportunity to sit down with Mike and ask him a few questions.”

**TAKE 4/14**

Camera is angled toward the interviewer, Alex Triplett. The shot is located in a well-lit studio.

TAKE SOT ------------------

Alex Triplett SOT

[Alex Triplett, Interviewer]

RUNS = 00:22:81 – 00:24:80

“How are you doing today, Mike?”

**TAKE 5/14**

Camera is angled toward the interviewee, Michael Saljanin. The shot is located in a well-lit studio.

TAKE SOT ------------------

Michael Saljanin SOT

[Michael Saljanin, Interviewee]

RUNS = 00:24:80 – 00:26:50

“I’m doing well, thank you.”

**TAKE 6/14**

Camera is angled toward the interviewer, Alex Triplett.

TAKE SOT ------------------

Alex Triplett SOT

[Alex Triplett, Interviewer]

RUNS = 00:26:50 – 00:33:00

“So, you are running an extremely successful restaurant at only 22 years old. How does that feel?”

**TAKE 7/14**

Camera is angled toward the interviewee, Michael Saljanin.

TAKE SOT ------------------

Michael Saljanin SOT

[Michael Saljanin, Interviewee]

RUNS = 00:33:00 – 00:42:46

“Honestly, it feels great. I was shocked that it became so popular so quickly, and I am very grateful to have had so much support from my family along the way.”

**TAKE 8/14**

B-Roll footage of Michael and his father both cooking behind the grill.

TAKE SOT ------------------

Alex Triplett SOT

[Alex Triplett, Interviewer]

RUNS = 00:42:46 – 00:49:85

“The Saljanin family have been in the restaurant industry for decades, and according to Mike, it has been one of his greatest sources of inspiration.”

**TAKE 9/14**

Camera is angled toward the interviewee, Michael Saljanin.

TAKE SOT ------------------

Michael Saljanin SOT

[Michael Saljanin, Interviewee]

RUNS = 00:49:85 – 01:00:76

“My family has been in this business for a long time, and I have learned a lot along the way. I think that it’s what made me so excited to start my own restaurant and hopefully create a place where the community can gather and make memories.”

**TAKE 10/14**

Camera is angled toward the interviewer, Alex Triplett.

TAKE SOT ------------------

Alex Triplett SOT

[Alex Triplett, Interviewer]

RUNS = 01:00:76 – 01:11:08

“Speaking of memories, how are you feeling about taking over the Ritter’s building? Are you worried that people would form a negative first impression on your restaurant because it replaced a long-standing community landmark?”

**TAKE 11/14**

Camera is angled toward the interviewee, Michael Saljanin.

TAKE SOT ------------------

Michael Saljanin SOT

[Michael Saljanin, Interviewee]

RUNS = 01:11:08 – 01:18:79

“Maybe a little bit, but we are hoping that once people taste our food and understand that we are not just another chain restaurant, they will accept us as a new part of the community.”

**TAKE 12/14**

Camera is angled toward the interviewer, Alex Triplett.

TAKE SOT ------------------

Alex Triplett SOT

[Alex Triplett, Interviewer]

RUNS = 01:18:79 – 01:23:36

“I see, well thank you for sitting down with us and we wish you the best of luck on your expansion.”

**TAKE 13/14**

Camera is angled toward the interviewee, Michael Saljanin.

TAKE SOT ------------------

Michael Saljanin SOT

[Michael Saljanin, Interviewee]

RUNS = 01:23:36 – 01:25:49

“No problem, it’s been a pleasure.”

**TAKE 14/14**

Camera is angled toward the interviewer, Alex Triplett. She looks at the camera during sign-off.

TAKE SOT ------------------

Alex Triplett SOT

[Alex Triplett, Interviewer]

RUNS = 01:25:49 – 01:29:23

“From all of us here at Port Orange News 10, have a good evening.”

**References**

The Process of Writing News. (2011, December 14). // Chapter Five: Writing for Broadcast. WordPress. <https://processofwritingnews.wordpress.com/chapter-five-writing-for-broadcast/>