

Assignment #5

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Assignment #5 Audio Recording Script

For this community story I interviewed the venue event manager of Porsche River Oaks Veronica Morales on their experience incorporating music into their shop through Live DJ session events in their cafe, incorporating house music, coffee and dancing into their event. This is a trending topic within the Houston community of live house music events at coffee shops and cafes. This audio interview asks them about how they incorporated the event into Porsche River Oaks. I included audio clips from the event throughout the interview to help bring a similar energy of the event to the interview. The difference between writing for publication and audio is the difficulty of not being able to edit audio in a similar way to writing. While an article can be constructed based on an interview in any order, an audio interview is primarily live with editing for things such as pauses or technological errors. However, audio scripts have the advantage of being able to incorporate many audio clips outside of a traditional written article interview.

Script: Mariah Bennett (Question): Hi there, what is your name and position at Porsche River Oaks?

Veronica Morales (V): My name is Veronica Morales. I am the Podium Events and Venue Manager.

- Car engine noise after this introduction -

Question: How did you all come up with your house music event series?

V: We know that the trend of pop ups is something that is very applicable to the podium, because the podium, in its very essence, likes to be dynamic, and it chooses to define differences and experiences for the community every month, so anything that relates to our audience and the caliber of our essence as a Porsche theme First and foremost is where we aim to be. And then adding the fact that we do have a coffee house as a part of our business model makes it a reason to celebrate that at an optimal maximum level. So thinking about the DJ world, we know Saturday mornings and Saturday afternoons have its own version of energy, where people usually are having a kind of a different kind of agenda for that day. And realized, just through conversations and through access to resources of our own, that it would be a really hot concept for us to pull and build knowing that we have the kind of vibe and environment that I know everybody would adore within the loop of Houston awesome.

Question: Why do you think Houstonians would adore this concept so much?

V: Everyone has somewhere to go in the night, but they don't necessarily have someone to go in the day and the podium offers a really cool set up for daytime, outdoor, indoor experiences with

a really neat ambience. And since we are a car enthusiast environment with that kind of atmosphere, it's more the reason to party around hot cars and have that feeling right in the flat, you know, ultimately at your disposal. And I don't think there. I don't think cars and coffee will ever get old. So cars and coffee, and it's in itself, without DJs or music, has its own absolute historic genre that has always brought in a draw of people because they want to obviously commemorate and adore their cars and talk about their latest and greatest findings or discoveries or what it is that they've modified so far. So when you take the cars and coffee concept and put the volume up with a fun, elaborate DJ series. I think that it just brings in the bright crowd of people that want to have coffee, that want to be there in the daytime, and want to enjoy that kind of groove while it's not evening, and while it's not bombarding their schedule for their post afternoon efforts, if you will,

Question: I saw you had your first house music event already, and you have an upcoming one on the 22nd. How did your first house music event go?

V: We blew it out of the water, that was a home run. Phenomenal turnout, phenomenal experience. I think everybody wants more of it in our world, and we know that it's literally just going to grow, and we're excited about it, awesome.

Question: Would you guys consider possibly growing this event in the future?

Yeah, I think ultimately, that particular plan was a three part series just as a pilot, but I know that we're going to pop up continuously, just based on an ebb and flow of our calendar.

Question: What would you say the energy was at the first house music event?

V: Gosh, I'd have a lot of words for that. Gosh, I'd have a lot of words for that. It's the place to be. The It factor.

Question: What has been your favorite memory so far about creating this house music with coffee experience

V: Well, I don't know, memories. There's a few things I think, I think that there's something radically fun about a casual hangout with what you experience at night in the day now. So instead of having to wait until the evening. You can now not have to get fully dressed up. Enjoy cars, enjoy the weather, enjoy the music, and have a coffee. Don't drink and or you can drink, but ultimately, don't have that pressure or imposition and or implication that this is a drinking night instead. It's a coffee day, and it starts your day, right? It's kind of like a morning launch for the weekend.

Question; What is your primary demographic besides Porsche enthusiasts?

V: I think 30s is probably our low 30s and high 20s is probably the main construct of this kind of vibe. But we had an entire, you know, motorcycle plan come up, and they were definitely over 40. So I think, I mean, it's, I don't think the whole beauty of a coffee event is that it absolutely welcomes and embraces all ages, basically coffee drinkers and those who just want to enjoy an atmosphere that's not feeling so library oriented, if you will. So I think, I think, really, what it boils down to is that we have this perfect trifecta of being a coffee connoisseur, being a car enthusiast, wanting to be within the loop, having a cool property, loving Porter, because it's one of the hottest vehicles in the world. The podium, by definition, stands for the winner's circle. So I think we have thoughtfully procured the experience that people want to tangibly feel. And because there's so much internet browsing and internet surfing and social media Hangouts on your couch, when you're going to get off your couch and leave your property and get dressed and do whatever it is you're gonna do this? One's gonna feed your soul.

- **Insert Audio clip from Instagram of First Event Here** -