**Instruction**

You should begin by selecting an international, national, or local situation of a crisis nature affecting the industry. Although any event would be appropriate, you should keep in mind that you will need to be able to interview "experts" on the subject or at very least an individual that experienced the crisis and has background knowledge of the event and it’s consequences to the company. You should conduct background research on the event. This background research can include journals, newspaper and magazine stories, WWW material, or other similar resources. Your essay will include the following • Crisis Description • Crisis Consequence • Management Decisions • Lessons Learned After researching the event, you shall interview your expert about the topic. For this assignment, an expert can include anyone who has some expertise or interest in the topic. (Property Manager, Local Official, or even an employee that experienced the crisis) Recognize that a critical element of the essay must investigate the decisions made by company management. Your interviewees should be knowledgeable of these decisions. It might be of interest to interview someone from each side of the crisis such as a customer and a manager. After selecting the interviewees and scheduling a time to interview them, you should prepare interview guides for each interviewee which you will hand in as an addendum to your essay. The format and content of the interview guides will vary depending on the topic and interviewee. Your interview guide must contain the interviewee’s name and contact information so that the interviews can be verified by your professor. After completing the interviews, you should prepare your essay. This must be written in an essay format using APA documentation. Essays may be written without revealing the name of your company and interviewees. You will still need to completely describe the nature and size of the company along with the position of the interviewee. Revised Dec 2017 The journalistic interview teaches many basic skills. When planning and conducting this type of interview, keep these suggestions in mind: • Carefully consider the purpose of the end product prior to planning interviews. The type of "story" you want to write will dictate who appropriate interviewees are. • Spend time researching the topic before you interview. Expert interviewees are quickly annoyed when asked to answer questions which can easily be answered by taking a short trip to the web. You should use the interview as an opportunity to find answers to new questions, not as a chance to find out about the topic. • Take care in selecting interviewees. The quality of your story or report will depend on who you interview. Only select people who will be willing to give you the best information for your product. • Structure each interview in a manner appropriate for the purpose of the interview and the interviewee. Although there may be some questions you ask of all your interviewees, you should be interviewing each person to accomplish a slightly different goal. Consequently, you should not rely on the same questions from one person to another. • Primarily rely on open-ended questions. Remember that your sources are the expert. If you ask closed questions that can be responded to with a simple ‘yes or no’, it may not only annoy the interviewee, but may also end in poor results. • Remember to record! Accuracy is paramount in interviewing. Record and transcribe interviews to ensure that you quote accurately. Make sure you test and retest your equipment before the interview. Plan ahead and bring extra batteries.

**NOTE: I have already choose the topic, which is Food Safety in Pizza Pizza. Writing things about my topic!!!**