

# Budding journalist uses Sonocent to **manage interviews** with stars



## Sonocent case study

Up and coming journalist **Claire Bloomfield** has been a staff writer at Sky Magazine for nearly two years.

In her role, Claire conducts multiple interviews with international sports stars. She then draws upon them to write articles to tight editorial deadlines.

When Claire heard that she would be interviewing the former world heavyweight champion David Haye several times over a period of five months in preparation for a major feature article, she knew she needed to find a practical, cost-effective way to manage her interview recordings.

She decided to try out Sonocent Audio Notetaker, software that helps people better organise and manage large volumes of audio material.

*“The colour-coding was a dream... It makes it **so much easier** to revisit the material.”*



## A 5-point value proposition for Claire Bloomfield

By using Audio Notetaker to work with her interview recordings, Claire gained in five key areas:

- *An efficient way of storing and managing multiple recordings*
- *Greater productivity when searching for key quotes from interviews*
- *A quick method of categorising information from recordings*
- *An unobtrusive way of recording and annotating*
- *Fast-tracking of the article writing process*



## In Claire's words...

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**Sonocent:** "What issues did you have before using the software?"

**Claire Bloomfield:** "When you start your career straight out of university it can be really daunting. You find yourself with lots of recordings to process to tight timescales and, without on-the-job experience, it can be really difficult to get your head around it all."

"It is vital that you are able to find a way to make the work load and the material manageable so you can meet deadlines and still have the time to take on every new opportunity to further your career."

**S:** "Did you struggle to manage all your interview recordings?"

**CB:** "Sometimes it was really tough. If you have conducted lots of different interviews in a short period of time, you end up with reams of audio that is not catalogued. It is then often a matter of trawling through it all, trying to extract the useful elements. This is incredibly time-consuming."

**S:** "How did the software help?"

**CB:** "The solution literally revolutionised the way I work. It was particularly noticeable over such a long project. I spent five months with David Haye and, as you can imagine, had hours and hours of interviews to sift through to try and condense it into three double-page spreads".

**S:** "Which features did you find useful?"

**CB:** "The colour-coding was a dream, it meant I could go back and pick out the technical boxing discussions from the more personal profile angle material. It makes it so much easier to revisit the material. Not every interview gets run immediately; Audio Notetaker lets me go back to old stories for reference."

**S:** "How else does it improve your productivity?"

**CB:** "The software is particularly useful because I spend much of my time travelling and can use it on my laptop. So time which may previously have been relatively unproductive – hanging around in airports or at hotels – becomes immediately useful."

**S:** "Any big projects on the horizon?"

**CB:** "I am interviewing Westlife for Sky's entertainment magazine, so the colour-coding will be great for that. When you are listening back to an interview with a band it can be so difficult to work out who said what."

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**Claire Bloomfield, Journalist**

## About Sonocent Audio Notetaker

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Sonocent Audio Notetaker is a learning and productivity solution that enables students, educators and professionals to work more efficiently with recorded speech. The software has won multiple awards, including an Educational Resources Award in 2014.

For more information about Sonocent software, email [sales@sonocent.com](mailto:sales@sonocent.com)

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