

Talkument™ for The News Industry

CAPTURE BOTH SIDES OF THE STORY
WITH VOICE DOCUMENTATION



In no other industry is 100 percent accuracy more important or expected than in journalism.

For reporters, a wrong fact or statement taken out of context can mean the difference between a Pulitzer Prize and a libel suit. While members of the press are well-trained note takers, even the most diligent journalist will, by physical necessity, leave out information when taking notes over the telephone. That omitted information may prove to be the critical element that makes or breaks the story.

Talkument, the voice documentation solution from OAISYS®, enables journalists to simply and efficiently document telephone conversations for accuracy and collaboration. Talkument captures digital recordings of authorized users' telephone conversations through its innovative Portable Voice Documentation (PVD) technology. Conversations are captured in their entirety and can be shared with other authorized users to facilitate improved collaboration. The benefits of the Talkument solution to journalists, editors, business managers and others in the news industry are significant. It enables attention to remain focused on the actual conversation—such as questions and their respective answers during telephone interviews—versus taking and saving hand-written notes. The result is improved journalistic accuracy and credibility.

The introduction of e-mail as an interview tool has proven extremely useful to journalists. Improving speed and efficiency levels, e-mail provides a virtually indelible electronic record of written communications which reporters can easily search and share.

But, while interviewing via e-mail has become increasingly

commonplace, many critics believe that it is an unsuitable substitute for real-time communications, as it leaves out valuable context, such as the spontaneity, tone of voice and unexpected reactions that live conversations provide. Talkument offers journalists the best of both worlds, delivering the same functional benefits of electronic communications to telephone-based conversations.

Consider this example of how Talkument can benefit a journalist. A reporter interviews a city council representative via the phone for a newspaper article. After the story runs, the representative calls the editor, irate, claiming he was misquoted. In the past, the reporter's notes would have been the only account of the phone interview, and the accuracy of those notes could easily be called into question. With Talkument, the reporter could send the editor a secure link to the conversation in its entirety, even highlighting the specific segment of the call where the challenged quote occurred and adding text annotations to further clarify. Additionally, the editor could then provide a link to the representative, proving the reporter quoted him accurately. The Talkument solution effectively preserves the integrity of the reporter and the credibility and reputation of the publication.



Talkument
The Leader in Voice Documentation

As another example, multiple reporters commonly collaborate on stories, such as a reporter in New York and another in Los Angeles working together on a piece profiling urban crime rates across the country. Using Talkument, these reporters can easily overcome distance barriers by sharing links to phone-based interviews that occur with their mutual sources, allowing them to efficiently and accurately share pertinent story information.

Talkument's benefits for the news industry aren't limited to just reporters; voice documentation is also a powerful tool for the business side of news organizations. Advertising sales agents can store, search for, playback and share the phone-based conversations

they have with clients. In the event of a dispute or service question, the sales agent can share the call with the advertising manager to confirm the details of an order. Also, if an advertiser proposes an idea for a business story, the agent can send a link to the entire call, or just the relevant portion, to the business and features editors.

In a traditional print newspaper setting, facilities management and the print shop can easily store and share the calls that occur between employees and suppliers. Was the order for two shipments of ink for delivery on the fifth or five shipments on the second? With Talkument, the facts are never in doubt.

TALKUMENT FOR THE NEWS INDUSTRY

Twenty years ago, no one could imagine the profound impact electronic documentation of written communications using e-mail would have on business. Now, no one can imagine successfully doing business without it. Talkument delivers these same benefits to phone-based communications

FEATURE	FUNCTION	BENEFIT
Voice Documentation	Captures phone conversations as voice documents	Permits users to store, search playback and share voice documents with others
Document Sharing	Enables users to share voice documents with other authorized parties	Enhances productivity and collaboration levels through the effortless transfer of information
100 Percent Accuracy	All content is stored in real-time exactly as it occurs	Eliminates errors in recollection and transcription
Accessibility	Voice documents can be shared with both internal users and external recipients, such as editors, other reporters, sources and lawyers	Increased efficiency; information no longer needs to be re-sent or repeated
Highlighting	Brings attention to specific portions of voice documents and ties them into comments	Allows recipients to easily listen to specific portions of call without listening to the entire document
Commenting	Insert and associate text comments with a voice document	Adds supplemental information to the voice document to improve communication and efficiency
Categorization	Voice documents can be sorted into folders for easy management	Lets users easily store and track the voice documents associated with specific interviews or articles
Security	Voice documents are securely stored on the Talkument appliance	Users can only access the voice documents or sections they have permission for, and no files are ever actually transferred

News offices are heavily dependent on accurate, reliable and secure documentation of information. Voice documentation helps save time, boost productivity, improve profitability and build better relationships with sources and the general public. The story is clear; Talkument represents the final piece of a total documentation solution, offering secure, reliable and easily accessible documentation of phone-based conversations.



To find out more about how Talkument can help your organization, please call 888.496.9040, or visit us at www.oaisys.com or www.talkument.com

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