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START AUDIO

Interviewer: Are you okay to be recorded?

Respondent: Yes, I am.

Interviewer: Good. Yes, so this is about the whole process of archiving content, how did you perceive the process?

Respondent: Well, I saw it as a great opportunity to keep a lot of really interesting interviews, information accessible to the organisation or wider than the organisation. Because, at the moment, we have brilliant interviews and we just lose them. The opportunity to archive is a great opportunity and one that I’m really pleased that you, [Arelend 0:00:43] have enabled us to do. I think that the actual process has also been quite interesting, because we are learning the skills of this radio grabber programme, and that, for me, that’s been quite a learning experience. That’s another plus about it.

 I’m hopeful that when we don’t have you sitting by our side, that we can still easily be able to do it. This is going to be something we’re going to find out in the future.

Interviewer: Yes, I hope so too. I’m trying to make it teaching, rather than doing for you.

Respondent: Yes. Yes.

Interviewer: Do you think the tool is what you needed and why?

Respondent: Well, I don’t think we knew what we needed, so it’s all quite new the actual computer programme that you’ve devised. I’ve got to say, it seems brilliantly clever to a non-computer user like myself. The link with the timetable, I think, is just brilliant how you’ve been able to do that. I think the instructions you’ve given us have been very good as well, so that is definitely something, which I think is going to be so important to us getting it on our own, that we have that reference. I can’t say whether it’s what we expected, as I said, because I had absolutely no expectations of how we would do that.

 It seems pretty straightforward, apart from the length of time that it takes to get up onto the YouTube channel. I don’t know, is that possible that that’s something that can be improved on in the future?

Interviewer: Yes. I wanted to just ask you what you think needs to be changed, and why? Yes, it depends on the computer you’re working with. If you have a strong computer, it would obviously upload much quicker. Then I’m also thinking, because it was, basically, on… I don’t remember, wait, where you here on Thursday, I think?

Respondent: Yes.

Interviewer: Basically, it was done 45 minutes. It took 45 minutes, but I think if you’re at home, you can still-

Respondent: You can go and do other things.

Interviewer: Do something, you’re not just sitting there for 45 minutes. Yes, I have a feeling that really depends on how strong the computer is.

Respondent: My experience of uploading to YouTube has been one where I did a small film and uploaded it, and that took an awful long time. I had to be there to make sure it didn’t throw it out.

Interviewer: No, you don’t need to be there, no. Because I left pretty much after you, I just left it overnight. No, I didn’t, I was there when it finished 45 minutes later. Oh, yes, with Steve, on time I left it and overnight, and it was done in the morning. I think, yes.

Respondent: That is the thing that, I think from my point of view, needs improving. In terms of other improvements, no, it seems pretty straightforward I think.

Interviewer: Yes, that’s good.

Respondent: Of course, until you do it on your own, that’s when things might be a bit more problematic, but at the moment, it seems pretty straightforward. I’m crossing everything here.

Interviewer: Do you think the tool fits with the workflow that you had anyway? Do you think it could be integrated easily?

Respondent: Well, I think it’s good that you’ve trained four of us now in it, because previously [Person] has done most of the technical stuff, the editing of interviews and writing the timetable as well. Although I’ve done it when he’s been away. If more people can do it, then I think it will integrate more into the workforce. I don’t want [Person] to have to be the one who just takes it on, because I think that may be a bit onerous for him. Because he’s a busy man, we’re all busy elders.

Interviewer: Yes, he suggested even putting it in the rota.

Respondent: Oh, right.

Interviewer: As an extra task of archiving.

Respondent: Yes, well that would be, certainly, an option.

Interviewer: Yes, maybe just one more question about what do you think the overall experience was of the tool? If you think back from the workshop that we did, to developing the tool, to where we are now.

Respondent: Well, I think, as I’ve said before, I think it’s going to help the programme get listened to, by many more people. Purely because, one aspect of the programme, which I think can be quite problematic, is it’s two hours long. Okay, some people can sit down and listen to a whole two hours, but not many people would even want to dip into a radio programme. This is going to enable the meat of the programme to be available, for people to use as and when fits into their timetable and not to ours. I think that is going to be a big plus.

 Do you know, this thing that’s always concerned me was, as I keep saying, we’ve had some brilliant interviews and they’ve just gone. You know, they’re lost and that’s always seemed such a shame. Because people are very willing to come in and be recorded. Do you know, we’ve had MPs on, we’ve had rock stars on. Recently, we’ve had the head of the great north exhibition, so we’re very grateful to these people and the fact that they will be able to hear themselves, I think is good. I’m not sure I’ve answered your question there?

Interviewer: No, sounds like you have. Do you have any more ideas about…

Respondent: Well, another problem, I think, which we discussed in the workshop that you had here, was we don’t know who our audience is? The fact that you’re introducing the Facebook link, might give us a bit more indication. If people use it, and they write in and they respond, and respond with comments to the YouTube, that will give us a bit more information about who we are reaching out to. Which will help us improve the programme.

Interviewer: YouTube also has some analytics, if you log in, with [organisation] into the creator studio. As I showed it, actually, I think it’s on the paper, the password and the username. If you log in it also gives you analytics about how many people watched the videos. I think that’s kind of an indicator as well, what they would like to hear.

Respondent: Yes. Yes.

Interviewer: If they watch a lot of poems, then maybe that’s something they really like, an indicator.

Respondent: Yes. People always say, “Oh, we’re just broadcasting to one or two people.” That can be a bit disheartening to think that sometimes. Anything which gives us some kind of feedback on numbers and who is listening is great.

Interviewer: Same on the Facebook page actually, that should also give you analytics. Just coming back about the social media integration, do you think there needs to be more of that?

Respondent: Perhaps we ought to take it one medium at a time and what you’re doing with Facebook, well, and YouTube, that’s two, isn’t it? It’s enough for us at the moment, in order to say okay, what’s happening. Maybe if we think that that’s going well, maybe we’ll expand into Twitter or what else? What other social media would be possible?

Interviewer: Instagram maybe?

Respondent: Oh, yes, Instagram.

Interviewer: Yes.

Respondent: Yes.

Interviewer: It depends how many people in your community have Instagram. It’s always a bit… I suppose, you only want to make this effort for a social media platform that you know reaches the people.

Respondent: Yes. Yes, I think Instagram. I love Instagram myself, but I don’t know how many of the [organisation’s] or older people… because we’re not just talking about people who belong to the [organisation], we’re talking about all [place]. Maybe elder people attending. I understand taxi drivers are big Anyone FM users, so I think pictures are great. I like these pictures myself. I’m sure other people do too.

Interviewer: We should take more cool pictures.

Respondent: We should.

Interviewer: Okay. Any other feedback or ideas, or for the future?

Respondent: No. I will say that I’ve enjoyed the whole process of what you’ve been coming in to do. I think it’s great to have an outside voice coming in, looking at what we’re doing and questioning us and challenging us. It might not be comfortable, because you know, things might be jogging along quite nicely. I think sometimes you need a kick up the backside or new eyes looking at what you’re doing. Bringing back information and skills that we don’t have, you know, the new technology which you’ve been able to do. I think has been very useful, yes.

Interviewer: Okay.

Respondent: How long are you going to stay with us?

Interviewer: Another two years.

Respondent: Oh, brilliant.

Interviewer: Yes. Lot’s can be done.

Respondent: Yes. Yes.

Interviewer: Yes, is there anything else you want to say, for the purpose of data collection?

Respondent: No, I don’t think so.

Interviewer: Okay. Then I’ll turn this off.

END AUDIO

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