

## IN CONVERSATION WITH JEFF KOFMAN

Transcribed by: Adrienne Smith & David Widman - Humber College

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[On-Screen graphic: Making Accessible Media: In conversation with Jeff Kofman]

**JEFF:** I spent 30 years of my life as a broadcast journalist, and I covered a lot of the biggest stories of our generation. I covered Hurricane Katrina, I covered the Gulf oil spill, the Iraq War, the Arab Spring. I figure I've spent thousands of hours of my life transcribing my own interviews, news conferences, speeches, lectures. It's just what every reporter has to do if you're going to write a story. There's no shortcut. And I just wondered why couldn't you use automated speech to text in a way that would do the heavy lifting for you.

I began in television in the 1980's, in Toronto, at a local TV station. If you had told me then, in that age of loud teletypes clacking in the TV newsroom, that we would have the kind of technology we have today, nobody would have believed it possible.

Trint allows you to use artificial intelligence to do the heavy lifting, to actually change the way you extract content.

What's extraordinary about Trint, and what we've always known, is its potential, is to make video content searchable and accessible. And we live in an age where 80% of the traffic on the internet now is in recorded talk, mostly video but also podcasts. That means that for people with hearing impairment, that most of what's being talked about today isn't accessible. And for visually impaired people, well, it's true that they can listen to what's been recorded, they can't search it and they can't search within it. Trint can solve both of those problems very quickly and very low cost.

[On screen Graphic: Visit [Trint.com](http://Trint.com) to learn more.]

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END OF VIDEO