

Modified verbatim - video1517591688

MICHAEL SESLING: [00:00:02] Awesome, so I know it just said we're recording, but because of the wonderful legalities that exist, you're okay if we record today's conversation for use in our marketing, and podcasting, and other social media things?

MEG HUNT: Yes --

MICHAEL SESLING: Awesome --

MEG HUNT: -- I'm happy to help, you know I love you guys.

(laughter)

MICHAEL SESLING: It is so nice to hear that.

MEG HUNT: Well --

MICHAEL SESLING: And we love the partnership that we've had for so many years now. Firstly, I just always like to start, as a reminder with a little bit about us and who we are, more specifically about me and how long I've been here, which is crazy. So we've been around since 1966. I just always like to remind people of that. The gentleman who founded us in 1966, he is still our owner, he was not three years old when he founded his business. That is Sandy [00:01:00] Poritzky, and he is 88 years old and still running his company. I am the vice president, I've been

with the company since January 2nd of 2006, so 19 and a half years --

MEG HUNT: Wow.

MICHAEL SESLING: -- which I believe I had a full head of hair when I started with the company. (laughter) It's amazing what 19 and a half years working for Sandy Poritzky does, along with three children.

MEG HUNT: That could probably do a lot more than working for the owner. So, yeah, I used to have brown hair --

MICHAEL SESLING: Oh, [there?] -- (laughs)

MEG HUNT: -- so... But it happens.

MICHAEL SESLING: Could you briefly introduce yourself and tell us about the Upcountry History Museum and also about your role at the Upcountry History Museum?

MEG HUNT: Well, my name is Meg Hunt, and I'm currently the special projects and media relations coordinator [00:02:00] for the Upcountry History Museum in Greenville, South Carolina. My background is in journalism. I worked at a *New York Times*-owned paper in Spartanburg, South Carolina, at the time called the *Herald Journal*, a little over 21-plus years, decided it was time to move on. Actually, I think God tapped my shoulder and said, "I need you somewhere else," didn't know what that was, spent a couple of years working for and still work for a ministry here in

Greenville that my pastor and his wife started. And then volunteered at the Upcountry History Museum solely to get out and be among people again. Was just a front desk admissions person one day a week. Somebody told on me, and they found out what I did in my first life so things have evolved and happy to be able [00:03:00] to put my skills to use to help the Upcountry History Museum. Because I believe in history, I believe in its value and, certainly, the need to preserve history, and grow, and learn from it. But I also believe that there needs to be a measure of integrity, and accuracy, and fact-checking with that, which ties in with all of what I learned as a journalist and still believe in, and as they say, the rest is history. So I've been there since about 2012, and it's been a great journey, we've done some remarkable things. The museum's been in existence for a little over 30 years, and from the beginning, the goal was to tell the story of the Upcountry of South Carolina, which encompasses 15 counties from -- you're familiar with our Palmetto State, the middle of the country -- state is Columbia, [00:04:00] South Carolina. And so everything from Columbia up to the North Carolina line constitutes the Upstate in our mind, but it does represent 15 counties, and so that's a big responsibility for one museum. We do the best we can. We're primarily

focused on, truly, the greater Greenville area, but still connect dots where we can because it's all interconnected really. And one of the ways that we do that, in addition to our display, and permanent exhibit areas, and traveling exhibitions, is through programs like our oral history program. And that, for this journalist, has been a fun part of my job because I love interviewing people. I love learning and researching the backstories in preparation for those interviews because I believe the best part of history is that which is told by the people who live it.

[00:05:00] And so oral histories do that for us. And we're able to preserve not only their stories, but the bigger picture of how those stories helped greater Greenville, and then Upstate, and South Carolina grow and become what it is today.

MICHAEL SESLING: That's phenomenal, and clearly, you are an amazing journalist because in that moment that you were just talking, you're answering all my questions that I have in front of me --

MEG HUNT: (laughs) Well, you know--

MICHAEL SESLING: -- proving how excellent you are --

MEG HUNT: Oh, thank you.

MICHAEL SESLING: -- as a journalist. Honest to God, my next question was, what drew you personally to the work of oral history, storytelling, and memory preservation?

MEG HUNT: Yes. (laughs) I didn't go into working at the museum, even after they found out what I did in my first life. I became part of helping coordinate media relations. We had a strong [00:06:00] and still do have a strong oral history program, but there was someone else in that role. And then we had a larger project presented to us to help an entity in Greenville celebrating their centennial. So we had to combine forces, and one thing just led to another, and I was asked to step in and assist with some of those interviews, and then there we go. It just became part of my other duties as assigned in my job description. And then the other person moved on to other opportunities, and then they asked if I would be willing to help continue interviewing and preserving oral histories, and I said yes, so there we go, that's how it began. It's just been phenomenal because in that time, we've had [00:07:00] to deal with some significant growth changes in Greenville. Greenville has been known as, forever back in the day, The Textile Capital of the World. So we have that strong history. We have a history of significant and distinctive revitalization, economic growth, just a lot of changes over

the course of time as many cities have experienced. But we've been very fortunate that it's happened, and people want to remember those stories, and we help do that. And we've created a lot of projects that tie to some of our exhibits, but we're able to support that through our oral history program. During that awful time of the pandemic, Greenville has two major hospital systems, and we were able to work [00:08:00] with them and preserve through oral histories of those doctors and health professionals who were on the front lines and get those stories in real time to help, for future generations, understand how Greenville, and greater Greenville, and the Upstate dealt with that particular situation in our history. It gives me an opportunity to do what I love, and that's research and find those nuggets of information that allow the questions to be asked that even the people telling us the stories themselves may not realize the significance of. But then I have the great pleasure of connecting the dots with them. And then with your help, making sure that it all comes together in terms of having not only the spoken history part, but a written document [00:09:00] of what they've said because you never know when technology is going to fail. I'm just one of those old school kind of people, gimme a pen and paper any day and I'm good to go. So

having that capability to know that we have a trusted source to be able to help transcribe those oral histories is a big burden off of our shoulders.

MICHAEL SESLING: We are glad to be there to be able to be one small cog of the wheel --

MEG HUNT: And it truly takes a village so...

MICHAEL SESLING: It does. With all the different and various ways of capturing stories and disseminating that within the museum to the people who are coming to learn more about Greenville, why is oral history an essential [00:10:00] part of the museum's mission to preserve the Upcountry history?

MEG HUNT: Every day, history is made, every day, things change, but they also stay the same. A lot of times, how we view what's going on today is truly based in what happened yesterday. And by yesterday, we can mean literally 24 hours ago, we can mean a year ago, we can go back into 50 years, 100 years. Greenville, the Upstate, the Upcountry's history is really a little over 300 years old, by definition of the United States becoming a country. But I believe that we can put displays up, we can have artifacts, [00:11:00] we can have collections of items representing different time periods in the Upcountry's history. But when you hear a person who's lived that history tell their

story in their words, with their memories, it adds an element of reality to all the moments that some of us could only dream about living, some of us who would never want to dream about living that way. But when somebody is literally telling you how they experienced a moment in time, you're transported back to something that you may have never heard of, or something that you've only read about, or again, something you never could have imagined. And realize [00:12:00] that because you're hearing it from a person who was in that moment, that if it was great, then you still get to live those great moments. If it was not so great, you get to witness that they survived and were able to tell about it in hopes that people gain strength from that or realize that we do learn from history and hope that we don't repeat what may have not been so good.

MICHAEL SESLING: In relation to that and the museum, how does having accurate, human-verified transcripts change the accessibility or impact your collections?

MEG HUNT: That's a [00:13:00] good question. I think for us, or for any museum, or institution, or organization that collects oral histories, I think having both the video, audio, and written is just an assurance that that history really will be preserved in all of its different ways. So that, again if technology fails, there's a written

component, and people can still access the information, whether it be for research, whether it be for just learning more about their own family history. Those are factors that we are proud to be able to offer for a variety of entities, people, families. But more importantly, we're very proud to be able to be the museum of record that preserves the stories [00:14:00] that made Greenville and the Upcountry what it is and how it became what it is. And then also, to be able to allow younger generations to really put into context how their lives are today based on what came and who came before them. And from the standpoint of having the transcripts, it allows us to be able to pull out certain parts to help with our education programs, to tie into other events or programmings that the museum hosts without having to listen to an hour, hour-and-a-half long video or audio. And as a reporter, it's great to be able to listen. And I remember even in the dark ages when I worked at the newspaper, being able to [00:15:00] go to some video aspects and get what I needed. But a lot of times, it was just easier to go through a written part because you get the full context all at one time, in terms of if you're looking for something in particular to add to a line of questioning for continued development of a story, for continued development of a greater understanding of

that time period in history. It's much easier to scroll through on your computer or if you print it out, to go through that. And I think that's one of the values and benefits of transcriptions is that it's all there for you to see. And with the timestamps, which are very good, it gives you that opportunity to also find those pieces that you want to use for [00:16:00] highlighting. If you're working on overall project and you need -- let's use textiles for example. We have a wealth of textile stories from hundreds of people who worked in various jobs in the textile mills. And if we wanted to do an overall project, we could have the transcripts to look at and then the timestamps to be able to go to those videos or the audio portion and pull out for a presentation that helps people, whether it's for schoolchildren, whether it's a reunion of the textile mill workers. To be able to put it in one, single presentation as opposed to saying, "Oh, we have these hundreds of oral histories, have at it," which some people do sit there for a long time and listen to them. But overall, I think being able to have at your disposal [00:17:00] a transcribed history makes it easier for us to do more with what we have in our oral history program.

MICHAEL SESLING: Hmm, how did you-all, or pardon me, I'm talking to you down in South Carolina, how did y'all first come across the Audio Transcription Center?

MEG HUNT: That's a question I cannot answer because when I came into the role that I'm in with the oral history program, you-all had been our go-to already. So it was just that you were the only company I knew to call so...

MICHAEL SESLING: Perfect.

MEG HUNT: I honestly don't know. I was grateful [00:18:00] that there was already an existing company to work with. Because it saved me a lot of time and research because every note that was included with the information that was passed along to me, there was nobody else but ATC listed. So I was like, "Okay, this must be who we work with and what we do." It's been a great relationship I think. You-all have been more than accommodating. We have ebbs and flows each year with our program. Some years, I'm calling you all the time, and then some years, it's one or two projects or two to four video recordings that I send you. But knowing that you're there and ready, willing, and able to work with us on any kind of project, whether it's the [00:19:00] standard or like the one we just had where we had, oh my goodness, VHS, that (laughter) we had to get moved to a CD or something. And you-all have all the tools

in your tool kit to be able to help us. And as a nonprofit and as a history museum, we are truly grateful and most appreciative of your willingness to work with us in a variety of ways to ensure that that component of our mission as a museum is as accurate and proven to be as important as we believe it is.

MICHAEL SESLING: We are thrilled to have this continued partnership all these years with you-all and to find new and innovative ways to work together. Even adding to our invoice, pay your invoice in 96 [00:20:00] hours and save five percent and, man, you guys jumped all over that five percent.

MEG HUNT: Oh yes, and my collections manager or our collections manager, and I were like, "Oh, we can't not ask, but, yeah." I'm not a CEO, don't really want to be one and can't imagine all the things that go into the thought processes for making those kinds of decisions. But we knew that every little bit helps. And in this particular instance, we were really grateful to y'all to offer that to our CEO as an option. And I'm not sure who was more surprised at the yes answer that we got, you-all or us. But we are grateful for the very generous considerations you always give us in terms of being able to work out those kinds of arrangements. Because some [00:21:00] months are

leaner than others, and some years are question marks but,
mm-hmm--

MICHAEL SESLING: As a small business, we really understand,
and we really appreciate your taking us up on that because
full disclosure as a small business, that quick payment
really helps us. Because we're paying the humans that are
doing this work super fast. So that helps us with our cash
flow, and that's important for us too. So it's nice to
have that -- can I call it -- a symbiotic relationship?

MEG HUNT: And not to move on from your train of thought, but
what you just said about pay the humans that do it. For
me, that is another assurance that gives me confidence in
the relationship we have with ATC. I realize the
advantages of AI and do believe that there are some ways
that it can [00:22:00] truly help move the ball forward in
a positive way. I've had experiences, just this year
alone, in working on projects where my confidence in AI's
ability is not as fulfilling as most people would like for
it to be. One can be a direct comparison to what we have
in our relationship with you and the work that you do, and
honestly, there is no comparison. I had to spend way more
time resolving issues from another format as opposed to the
one that you provide to me and our museum, and it just
shouldn't be that way. So thank you for still using people

[00:23:00] to do, what I consider, a very important job.

Yes, there's a time and a place in the expediency that AI can sometimes offer. But on the whole right now, for how we choose to preserve our oral histories, the confidence I have in ATC's ability to give me the best transcript possible takes a great relief off of me in terms of I don't have to worry. And I can, with confidence, share that transcript with the person I've interviewed or the people who come to do research and look for those transcripts to guide them in -- whether it's writing a book or doing preparation for a course class, any of those things. I never have to worry that what I've received from ATC [00:24:00] is anything I have to wonder, "Will they come back with more questions than they came in with to do their project?" So thank you for that.

MICHAEL SESLING: Our humans thank you for trusting in them.

We always have to be forward thinking as technology changes and does improve. When I started January of 2006, we were testing. I don't know if you remember Dragon NaturallySpeaking, which you could buy off the shelf at the big-box stores?

MEG HUNT: Yes.

MICHAEL SESLING: And now, you look at how many services are out there offering AI opportunities for transcription,

extremely cheap, undercutting anything that we can offer.

[00:25:00] Because we need our people to be able to survive and not just survive, but enjoy their life, which is really important, to make sure that we can pay them what they deserve for the hard work they're doing. Transcription is more than just regurgitating what one hears. There's a lot involved in that process. And what we've seen recently, we now have clients that are sending us their AI-produced transcripts --

MEG HUNT: Hmm, what?

MICHAEL SESLING: -- and asking us to authenticate that work. Now, that's just not cleaning up the words. There's grammar, there's punctuation, there's spelling, there's inaccuracies. Typically with a human, I would have called it a mishearing, but I don't want to call it a mishearing with AI, computer-generated inaccuracies. But then there's also formatting, time coding, attribution of speech, [00:26:00] that's a big one. And all of these things take a considerable amount of time to clean up to the point at which our clients, like you, get a transcript that they expect they can just take, and it's nearly ready. I'm sure you still do a little cleanup work on what we send you, but we always guarantee nothing less than a 99-percent-plus accurate transcript. So it's important for us to also be

forward thinking because I'm thinking about, okay, AI is improving, how can I utilize this to keep my people working? So absolutely, if there are people who want to send us AI-generated output, sure, I can have my humans review it. But be aware, we probably could've gotten this done faster, and more effectively, and probably cheaper had you just let us do it from the get-go.

MEG HUNT: I hope you charged them a premium for cleaning up their [00:27:00] AI generated. (laughter)

MICHAEL SESLING: It's --

MEG HUNT: It's tough. (laughs) And --

MICHAEL SESLING: We --

MEG HUNT: -- another point that I think is important in what you said is the challenge is certainly, being from the South, some of our colloquialisms or just our accents can be challenging, especially with the variety of oral histories that we record from across the board. I truly appreciate the attention to the detail that you and your team bring to our recordings. Because it's difficult sometimes for us to understand the people that we interview. And I know just from the years of reading the transcripts that you send back, that [00:28:00] if there's a question and you've thought it out because I can tell as I read through it. And when I see the word in parentheses, inaudible, I know

it probably was very difficult, just from the standpoint of all the work you put into the context, the formatting, the understanding what the person's saying. It's not like you're just looking at the words and, like you said, cleaning it up. You're actually reading it for what it is, and that's the story that's being told. There's great attention to detail from you that we can see in these inaudibles. Sometimes, they're easy for us to fix, but sometimes even we're like, "Oh, my, how did that happen?" but those are very few and far between. So to your point about really looking at it [00:29:00] as a complete work, and reviewing it, and transcribing it with context in mind, again, is another assurance that I have and that the museum has. That we're getting the best possible return on what we expect in all of our relationships with the people we work with, but we're not always as fortunate as we are with ATC.

MICHAEL SESLING: We do our best, I, always call it, to custom match every client's interview, because each interview is its own entity, to the transcriptionist who is working on it. But I say we do our best because sometimes, it all depends on the timing, how quickly does someone need something back, which transcriptionist is available. And [00:30:00] each recording, it could be the accents of

Upcountry, South Carolina, it could be where I'm from, my accent. Well, most people tell me I sound like I'm from Toronto, but I am from Boston, and I can park my car in Harvard Yard, and people say, "What are you talking about Michael?" (laughter) And unless you understand that Boston accent, and people dropping their r's, that transcript could be very challenging to read. There could be a lot of inaudibles, or a lot of words that just don't make any sense whatsoever, and square brackets with a question mark because they're all guesses. If you could offer your 30-second elevator speech about what ATC brings to the table [00:31:00] for Upcountry Museum, for oral history, for archives, what would that be?

MEG HUNT: Hmm, only get 30 seconds? (laughter)

MICHAEL SESLING: You can take as much time as you want.

MEG HUNT: I think for us, the significance of how much we value oral histories. In the fact that they help us understand not only individuals, but how communities survived, thrived, grew, changed. All of those come into play in terms of history preservation, history accuracy, and integrity. [00:32:00] And because we value all of that in what we do with our oral history program, it's most important that we have a company like Audio Transcription Center to be able to partner with us to provide that next

level of accuracy and integrity with the transcripts. Because it's easy today to record anybody and anything with your phone, with the old-fashioned camera setup and microphone. But the hard part comes after all of that, whether it's from an editing standpoint, whether it's from a consolidation of several oral histories to make one presentation. The value that we get in [00:33:00] having reliable transcripts is just an added bonus for us. And the fact that we're able to call you... We try to give you as much time as possible, but I know we've asked a lot in past experiences for a quick turnaround, and you've never failed us yet. The fact that there's that professionalism, there's that continued attention to quality, and most importantly, the fact that you still understand what true customer service is, makes it very easy for me to always go to our leadership team and say, "We don't need to be looking for anybody else to help us with our oral history program as far as transcriptions go, [00:34:00] it will always be ATC."

MICHAEL SESLING: When you think back, I think you said the museum's been around about 30 years. Greenville, I think you said around -- you just celebrated the centennial, maybe that was a decade ago or so.

MEG HUNT: Well, that was just one entity in Greenville. The greater Greenville, the Upcountry's been -- we have documented 300 --

MICHAEL SESLING: Three hundred --

MEG HUNT: -- hundred --

MICHAEL SESLING: -- years, you'd said, yeah. I was --

MEG HUNT: Yeah.

MICHAEL SESLING: So that is a lot of varied history. I'm sure a lot of difficult history over that time, challenging times, slavery, the civil rights movement, women's rights, think about just like everything [00:35:00] over this time. How does the museum handle these different topics in terms of what it presents to your community?

MEG HUNT: Our mission from the very beginning has been to connect people, history, and culture. That's what drives us. We base as our foundation on any exhibition, any presentation, any program, on integrity, presenting history as history. You can't change what happened. You can certainly try and make it what you want it to be, but the fact is, is it happened. [00:36:00] And our job is to present it straightforward, as factually based as we can, and with as much accuracy as we can. And we do extensive research to ensure that we are able to do that. We take great pride in being able to handle those difficult topics,

the transitions that took place, all of the things that you said. We also have workers' rights, if you will, I mean between the different industries that have come and gone and continue to power wrangle in the Upcountry. All of those things are factors in how communities, and states, and a country evolve and grow. [00:37:00] And we believe that we do a very good job in not shying away from those difficult subjects, but hopefully, presenting opportunities for civil discourse to help bring the conversations to the table so that we can continue to look at how things were, how things changed, how things, hopefully, got better and continue on that upward trajectory of effecting positive change so that everybody benefits. We're a sum total of all things. Whether it's me as an individual, I'm a sum total of all the experiences of my life, all the influences of my life. [00:38:00] Same thing happens for communities, and states, and countries. We're not singularly focused, shouldn't be, on just one aspect of what's made us who we are. Because as we just -- we joke, but it's really true, it takes a village for individuals to grow, to become who they want to be, who they were intended to be. For communities to aspire to be more than just what they were, but be all they can be, not to take the army's (inaudible). It's not easy to be a history museum. It's never been

easy, whether you're talking about fundraising, or preservation, [00:39:00] or any of that. Once you decide how you're going to present, and maintain, and sustain your mission as a museum, as a history museum, then your foundation is laid. And it's one that, from the beginning, for the Upcountry History Museum, was based on ensuring that integrity and accuracy were always going to be at the forefront of fulfilling the mission.

MICHAEL SESLING: What has the community's response been to the oral histories that you share? And are there any stories in particular for you that really stand out?
[00:40:00]

MEG HUNT: Ooh, you know, I think oral histories, for the people in the community that we've been able to introduce the program to, they are truly valued. Because we have a lot of researchers and we have a lot of authors that realize where they can learn the most about certain areas and topics that have evolved in greater Greenville and the Upcountry's history. And that, again, is from the people who lived it, so of course, oral histories are a key for them. We, probably in the past, the pandemic, COVID years notwithstanding, have had a couple of other opportunities in the past couple years to do projects that were significantly tied to periods [00:41:00] in Greenville's

history. One being a Mayberry Park, Meadowbrook Park history collection of transition in Greenville's civil rights era. And I had the opportunity to interview some folks who lived that experience from the African American standpoint. And the Mayberry Park was the park the city gave to African Americans at the time in the 1920s, and right beside it was Meadowbrook Park, which was for everybody else. And over time, baseball became a driver, as for many small, southern towns, and Greenville was no [00:42:00] exception. And so Meadowbrook Park started taking some of the space that was designated for Mayberry Park. History is what it is, and we covered that. But there's been a resurgence here in Greenville to acknowledge that, and deal with -- as the mayor says, "fulfilling promises from long ago." And Greenville's done a great job. We have a new park that covers that area now. It's called Unity Park, and the stories that have come from that have helped raise awareness of the times. Because Greenville's growing with a lot of folks who are moving from not even in state but coming from other states and other parts of the world really. So to have a part in preserving that [00:43:00] history and sharing it through oral histories is very rewarding. But the one story that I have for a particular interview that just always makes me

smile is from that project. Actually, we chose to do a panel interview with three people because it made sense. One gentleman actually played baseball in high school on the Meadowbrook Park side but couldn't shower or change at the stadium, had to go back to his high school, because he was African American. We had the wife of a renowned Negro league player who went on to play in the major leagues as integration became more of an opportunity for them to play. And then [00:44:00] had the son and nephew of -- his father and uncle who had played for our African American team in Greenville. So we put them together because I had different generations and a different experience, one being from the wife of a player. They were fun, I mean, in a good way because they all were talking about the same period of time, but from a different perspective. And the respect that they showed each other for not only the roles that each of them played during that time period, but for how they looked at those moments as opportunities to make things better for the next generation. And for me [00:45:00] in that particular project, and even from most of the oral histories that I've conducted, it's very clear to me that the people always moved in a direction so that what they did, the times that they lived through would, somehow, make things better for the people who came after.

And for me, those are the valued moments of being able to do oral histories, sorry.

MICHAEL SESLING: No apology needed. It's amazing to see, [00:46:00] right there, the emotion and how much this personally means to you. And the care that you have for the work that you're doing in the community that you're within.

MEG HUNT: Well, thank you, I do. Yeah, as a journalist, we're taught to just keep your emotions in check, but I'm getting' older now, and you just see things, you've experienced things in your life. But, again, sum total of all the things that have influenced me. And I believe that where I am now is because of all of my experience, all of my skill sets, I can use now for helping, in some small way, ensuring [00:47:00] that we continue to function as an entity that truly believes in facts. That presents to the best of our ability those facts with accuracy and always with integrity because otherwise, what's it all for? And the oral history program gives us a way to reinforce those facts, to further provide opportunities for civil discourse. Not argument, debate, healthy debate for sure, but always [00:48:00] with the intent of not pointing fingers but being able to change and grow. And so if my interviews and the way that we preserve oral histories can

help do that, then I think I've done right by all those who came before me.

MICHAEL SESLING: The legacy that you leave will be wonderful.

MEG HUNT: Thank you, I hope so, with you-all's help, [because?] if I can go back and, and I did, that's another aspect of the transcriptions. As an interviewer, as a writer, I can go back and realize, okay, maybe I should've anticipated this [00:49:00] a little bit differently in the interview. Maybe I should be better prepared in my line of questioning the things that I look for as we move the interview forward. So I have that as -- continues to help me learn because I'm not the world's greatest, but at the same time, I have years of experience, and I did learn from some of the best people in the industry, so... But I can't stop learning, and transcriptions allow me an opportunity to review my work and make little edits and notes to myself on how to do a better job the next time.

MICHAEL SESLING: Is there anything else, any other thoughts that you would like to share?

MEG HUNT: Hmm, no, [00:50:00] I just truly appreciate the fact that I can call you. I think this year was after -- when I reached out the first of the year, it was probably after a year, maybe two years since we had done some work with ATC, but it felt like it was just yesterday. So continuity, the

trust that we have in your work and what you bring to the table for us. Not having to worry about, "Well, who am I going to call?" or "Wonder if they're going to still be able to do?" I never have to ask myself those questions. I just know that when I reach out to anybody on your team that I've had the pleasure of working with, the level of professionalism, the degree of [00:51:00] appreciation for your work and what you put into it to ensure that that excellence, that degree of excellence is always paramount. It just makes me happy because there are so many things now that, yeah, they're just constant battles of trying to get your job done. And not having to worry about transcription services makes me very happy, (laughs) so thank you for continuing to value those intangibles really. We know technology is a benefit. We know that everybody's expectations are instant. Everything has to be done now, now, now, now, give it back to me tomorrow and do this and that. And even on those rare occasions [00:52:00] where I'm begging for a very quick around, I never have to worry about whether it's going to be done the way you've always done it and the way I have come to expect it to be returned to me. And I never have to worry about whether somebody cares about doing that the right way. To me, those intangibles are priceless. And the fact that we can

literally call you out of the blue and never have to worry or question whether those are going to still be part of the equation makes all the difference in the world.

MICHAEL SESLING: I so greatly appreciate your kindness and your time today, Meg, thank you.

MEG HUNT: No, thank you, and I think I probably put ten o'clock in my calendar, so I'd make sure I was ready. And it's [going to be?] three minutes late, so [00:53:00] I just --

MICHAEL SESLING: I'm stopping the reco--

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