

Mike Brezonick:
DEFEATING THE DETAILS DEVIL WITH DRAGON

"In many occupations, the devil is in the details. In technical journalism, the devil literally is the details," observes Mike Brezonick, editor-in-chief for Diesel Progress magazine. He spent more than a decade writing for daily newspapers, but even all that note-taking experience didn't prepare him for the precise technical details that crop up during his day-to-day duties editing a monthly trade publication.

As a result, Brezonick began relying more on digital recordings of interviews for the information he needed, but that created a new devil, one that's the bane of all journalists: the transcription process. "That's always a bear of a job, one that's a major productivity killer," he says.

Then Brezonick discovered Dragon NaturallySpeaking. "I'd been looking for something like that ever since I saw people talk to computers on the original 'Star Trek,'" he says. Since he has to listen to the interview again anyway, Brezonick transfers the file to his computer and plays it back at a slightly slower speed, which allows him to speak relevant sections into Dragon.

"I've easily become 30% more productive as a result of doing transcriptions that way," he says. "I now record all my interviews and take very few notes during them, which lets me keep the conversation going and maintain my focus on it."

Other Productivity Gains

Ever-interested in more ways to boost his productivity, Brezonick began applying Dragon to more areas of his job. "I've used it to write shorter articles," he notes. "It works really well. I can look at a press release announcing a new product or

some other minor event and edit it in my head as I speak the article into Dragon. And thanks to my ongoing training of the software, Dragon now recognizes many of the technical terms, unique company names, and other words that are specific to my industry."

In addition, Brezonick uses Dragon's Command Mode to help him handle the large amount of e-mail he gets every day. "I use it to sort email into folders, forward and reply to messages, assign specific signatures, and so forth," he says. He estimates

that his use of Dragon for email and article writing also saves him about 30% of his time. "Like in every business, time is indeed money," he says.

When he's traveling, which is quite often given the trade shows and other events he attends, Brezonick relies on the Dragon Dictation app on his iPhone and iPad. "It's great for speaking text messages while I'm driving," he says. "When I'm covering a trade show, I might have just 10 or 15 minutes between press conferences, but I can quickly speak updates into Twitter, which we use as a news service to disseminate what's happening to our readers."

Making His Life Easier

Brezonick has been using Dragon for several years and has found its accuracy and reliability increase dramatically with each new version.

Many of his office mates have gotten interested in using the software too.

"Dragon just makes my life easier, and they see that," he says. "I look forward to finding even more ways to make Dragon products work for me."

