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On March 17, 2020, the Superior Court of California, County of Santa Barbara received approval for an emergency order to suspend all non-emergency services—all criminal, civil, family, traffic, small claims, and probate proceedings—until April 3. Little did we know the courthouse would remain closed physically, but operational nonetheless, for more than a year.

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Looking for Member News and Humor and Translation? These columns are found in the Chronicle-Online edition: www.ata-chronicle.online!
Navigating the New Normal and More

While it may be too soon to proclaim “the end is near,” it does appear that we’re approaching a return to normalcy and a post-COVID world. Here in New Orleans, most restrictions have been lifted and we even have live music again. I recently flew to Tucson, Arizona, and, except for a mask requirement in the airport and on the plane, restricted drink service during the flight, and not all food venues being open at the airports, flying was almost normal again. In two days, President-Elect Madalena Sánchez Zampaulo and I will conduct a site visit of the conference hotel in Minneapolis and get a first-hand look at what ATA62 will look like in October.

While not everyone may be ready and willing to travel in October, especially members who live overseas, I do hope that we have something close to normal attendance at this year’s conference. While virtual webinars and conferences are convenient and certainly less expensive than in-person events, they cannot provide the same quality of networking as physical interaction.

But we were not quite ready for an in-person meeting back in April when the Board of Directors held its spring meeting virtually on April 24–25, 2021. Here’s a recap of some of the items that were discussed or acted on.

Finances: Treasurer John Milan reported on the Association’s financial situation for the first half of the 2020–2021 fiscal year (July 1–December 31, 2020). As expected, revenues were down, coming in at $1.46 million, with drops in revenues from dues, certification, and the Annual Conference compared to a year earlier. The declines in certification and the Annual Conference were directly related to the pandemic, while declining membership may or may not be related. But expenses were also down across the board, totaling $1.24 million, which resulted in a positive operating income of about $217,000 for the first half of the fiscal year.

Treasurer Milan expressed concerns about the coming years. Our budget projects net losses for the next three fiscal years, mostly due to declining membership revenue but also increasing costs. The Finance and Audit Committee is examining the issue and will be proposing cost-cutting and other measures to reverse this projection.

Bylaws Amendments: The Board discussed several proposed Bylaws amendments that will be presented to the Board in final form at its summer meeting, at which time the Board will vote on presenting them to the membership for approval at the Annual Meeting of Voting Members during the conference this October.

See you at ATA62!

October 27–October 30, 2021
Minneapolis, Minnesota
https://ata62.org
While virtual webinars and conferences are convenient and certainly less expensive than in-person events, they cannot provide the same quality of networking as physical interaction.

One amendment, which I initially proposed to the Governance and Communications Committee, would remove the president and president-elect as ex officio members of the Ethics Committee. Currently, the Bylaws stipulate that the president and president-elect are non-voting ex officio members of all committees except the Nominating and Leadership Development Committee. As the Board is the final appeal authority for ethics cases, neither of these officers should be involved in ethics cases. Robert’s Rules of Order Newly Revised, our governing parliamentary authority, also strongly suggests that officers not be ex officio members of either nominating or disciplinary committees.

Another amendment would expand eligibility to serve on standing committees to corresponding and associate members, and to chair standing committees to corresponding members. This is in response to a number of standing committees that have “members” who are currently ineligible to serve as voting members of the committee and to the increasing disproportionate number of associate members compared to active members. The other amendments are so-called “housekeeping” amendments to clear up possible ambiguities or resolve “wording” issues such as the use of gendered nouns. All the amendments and the full rationale for those that are approved by the Board in August will be published in due time before the Annual Meeting.

Advocacy: The Board discussed a proposal from the Advocacy Committee intended to increase the professionalization of ATA’s advocacy efforts. After much discussion, during which there was unanimous consensus that ATA needs to professionalize some of its advocacy work and not rely solely on member volunteers, the Board ultimately rejected the proposal as presented and asked the Advocacy Committee to revise its proposal and present a new proposal at the next Board meeting.

Ad Hoc Website Committee: The Board accepted the final report from the Ad Hoc Website Committee following the very successful launch of the new website. My thanks to the committee members and all the members who reviewed and revised website content is worth repeating – THANK YOU!

Finally, I’m happy to report an additional sign of a return to normal. The next Board of Directors meeting will be held in-person in Nashville, Tennessee, on August 7-8, 2021. I’m so glad that my last Board meeting will be a real one. See you at ATA62 in Minneapolis! 

Certification: One very pleasing report came from the Certification Committee regarding its efforts to move the certification exam to an online platform. The first online session has since been held, and while it was not nearly as smooth as one would have hoped, the majority of issues encountered were technical. These issues can easily be resolved. Additional sessions will have been held by the time you read this, and the online offering should be operating smoothly. Not only will this platform allow us to meet the pent-up demand created by the suspension of in-person exams during the pandemic, but it will also enable candidates to take the exam without having to travel or lug a suitcase of paper dictionaries and brings the exam environment closer to the real world.
A Hybrid Conference

As I sit down to write my column this month, I’m reminded of where we were a year ago and thankful to be feeling much more optimistic this year than last when it comes to planning the details of our Annual Conference. While uncertainty is still present in 2021 and the world has a way to go on the pandemic front, it’s exciting to see improvements that make planning a hybrid conference and the chance to see many of you in person a reality.

The hybrid conference model (virtual and in person) is new to ATA, but you’ll find that if you’ve attended an ATA conference before—whether virtually last year or in person in previous years—much of it will feel familiar. With 16 Advanced Skills and Training (AST) sessions and 120 regular sessions this year, the lineup offers something for everyone. If travel isn’t an option for you this fall, I hope you’ll consider attending virtually.

While the world has a way to go on the pandemic front, it’s exciting to see improvements that make planning a hybrid conference and the chance to see many of you in person a reality.

We’ll also have a variety of networking sessions available for all attendees, both on-site in Minneapolis and online.

If you plan to join us in the Twin Cities area, please note that COVID-19 protocols are shifting as the number of infections decrease and the number of vaccinated people increases across the United States. We continue to get updates based on local guidelines and protocols and will follow all current mandates of the Hyatt Corporation at the time of our event. As we work with the Hyatt Regency Minneapolis, our host hotel, and event planning coordinators, we’ll make the most of our time together in person while keeping attendees safe. For those attending from the comfort of their home office, please note that we have a new virtual conference site in the works with more features for networking and engaging throughout the conference. Please watch for registration information on ATA’s conference website!

In addition to this year’s annual meetings during the conference, we’ll have an election for three officer positions, three director positions, and, hopefully, several proposed Bylaws amendments. These proposed amendments are meant to clean up some areas of our Bylaws that are outdated or unclear. The Governance and Communications Committee will propose the Bylaws changes to the Board of Directors at its summer meeting in Nashville, Tennessee, on August 7-8, 2021. If the Board approves presenting the proposed amendments to the membership, you’ll see them on this year’s ballot. Please make sure you have undergone the Active Membership Review process if you wish to vote in this year’s election. The deadline to become an Active (voting) member is mid-September.

With hope and optimism that we’re moving past what proved to be a difficult last year for so many, I wish you a lovely summer and look forward to seeing as many of you in person (or virtually) this year as possible in October!
What’s New?

ATA has more to offer than ever before. The breadth and depth of the programs and services reflects the hard work of dedicated volunteers and the staff at ATA Headquarters. Here’s a look at what’s new.

Professional Development
This year we’re on track to host 60 professional development opportunities. These include webinars, member orientation sessions, and networking events. Like many activities during the pandemic, we started out one way and made changes on the fly to respond to feedback. For example, although the membership orientation sessions were initially geared toward newer ATA members, after the first one, the volunteers involved heard from longtime members who said they had also learned valuable information from attending. We subsequently promoted the sessions to all ATA members and to date have educated almost 500 members about ATA’s programs and services. Be sure to check out upcoming events on ATA’s home page: www.atanet.org and scroll down to Looking Ahead.

Podcasts
Matt Baird, host of The ATA Podcast, continues to guide listeners through interviews with key volunteers sharing information about ATA and our various activities and programs. For example, Matt interviewed ATA President Ted Wozniak and President-Elect Madalena Sánchez Zampauro for the mid-year “State of the Association” update. We also added an all-new feature to The ATA Podcast concerning specialization and diversification in the fields of translation and interpreting. The new program, Inside Specialization, which was developed in collaboration with ATA’s Professional Development Committee, focuses on various specializations where you can learn the “what, why, and how” from translators and interpreters working in those areas. The first episode was on international development. Check out the link in the sidebar for a list of available episodes.

Compensation Survey
The recently completed compensation survey is providing much-needed data for translation and interpreting professionals. The final report created from
this survey will represent the most complete, accurate, and up-to-date income and pay rate data available. The results will be formatted to allow you to easily compare your business to that of your peers as well as apply various filters (e.g., translator, Spanish into English, and independent contractor) to see prevailing rates for translation and interpreting services. We’ll be publishing an executive summary of the survey to share with the membership.

Online Exams
As you’ll read in this issue’s Certification Forum column (see page 38), ATA is now offering the certification exam online. We began with a soft rollout to work out the inevitable bugs and online gremlins. As the system is fine-tuned, we’ll expand the number of online sittings.

Annual Conference
Planning for the Annual Conference as a hybrid event is moving forward. As President-Elect Madalena Sánchez Zampaulo mentions in her column (see page 6), the Hyatt Regency Minneapolis, our host hotel, features plenty of space for learning and networking, including a spacious lounge in the hotel lobby to connect with colleagues and see familiar faces. This will allow you to participate at your own comfort level. (As an aside, the gym, which is complimentary to hotel guests, is like no other conference hotel gym we’ve experienced—four rooms of equipment, a pool, a full-size basketball court, a dance studio, and more!) Of course, we’ll continue to monitor COVID-19 protocols and implement best practices in alignment with the Hyatt Regency’s corporate requirements.

While there’s no question the conference experience is best in person, we’re also offering the option to attend virtually. We’ll have 120 educational sessions from Thursday through Saturday. All 120 sessions will be recorded and available after the conference for long-term access. If you register for the in-person conference you’ll have access to the virtual conference as well. This means you can take a break and watch a session from your hotel room. The hotel block for the conference is now open and discounted rates are available at the Hyatt Regency Minneapolis until October 1 or as space allows. Register today for the conference regardless of whether you’re attending in person or online.

Be sure to get the most out of your ATA membership by taking advantage of everything we have to offer!
ATA Professional Liability Insurance Program
Member-Exclusive | Protect Your Business

WHAT DO WE COVER?
This comprehensive professional liability, commonly known as errors and omissions (E&O) liability insurance, covers defense costs and settlements and provides a valuable layer of coverage for your professional services. Coverage is designed to address potential liabilities arising from errors, omission, or mistakes in the rendering of interpreting and translation services.

PROGRAM HIGHLIGHTS
• Contingent Bodily Injury & Property Damage
• Limits ranging from $250,000 to $2,000,000
• Higher limits of $3,000,000 and $5,000,000 including excess limits up to $5,000,000 are available (subject to underwriter approval)
• Affordable Annual Premiums starting at a minimum of $410 per year
• HIPAA/HITECH Fines & Penalties Coverage
• Worldwide coverage (subject to terms)
• Broad definition of professional services
• Backed by Lloyd’s of London, a financially strong insurer carrying an A.M. Best Rating of A

GET IN TOUCH
1.855.663.2282 | ata-questions@alliant.com | https://ata.alliant.com
Here’s a look at how the PR Committee interacts with the media, as well as the efforts of ATA’s Writers Group to publish articles in various outlets for increased exposure for the organization and its members.

The focus of ATA’s Public Relations Committee is to inform and educate the media and public about the roles that translators and interpreters play in society and what it means to be a translator or interpreter. At the most basic level, this can range from simply correcting the common but incorrect use of these two terms interchangeably (e.g., translation = written; interpreting = spoken) to more complex discussions about the ethical responsibilities that translators and interpreters have when providing services to government officials.

The PR Committee is involved in a wide range of activities, including:

- Helping to promote ATA on social media.
- Interacting with the traditional media.
• Placing articles in various media outlets to garner attention for ATA.
• Organizing school outreach presentations to engage the next generation of translators and interpreters.
• Scheduling ATA’s presence at various external events to educate the business public about ATA and the services members provide.
• Developing marketing materials.
• Organizing ATA’s annual activities for International Translation Day.

The committee also promotes the use of ATA’s free online Language Services Directory as the go-to resource for potential buyers of language services to find translators/interpreters for their projects.

The following will provide a more in-depth look at how the PR Committee interacts with the media, as well as the efforts of ATA’s Writers Group to publish articles in various outlets to increase exposure for the Association and its members. These activities are two sides of the same coin: one represents ATA responding to media representatives who reach out to ATA for assistance or information, and the other represents some of ATA’s efforts to reach out to the media.

### ATA and Media Inquiries

It’s the PR Committee’s goal for ATA—the largest professional association for translators and interpreters in the world—to serve as the recognized source for information about translating and interpreting. The Association is frequently contacted by local, regional, national, and international media outlets to comment on various news that involves translators, interpreters, and language-related issues. Mirroring the diverse role that translators and interpreters play in all aspects of society, inquiries cover a wide range of topics.

Here are some examples of the types of inquiries ATA has received from media outlets in recent years:

- **The Kansas City Star** requested information about the need for interpreting and translation in educational K-12 settings as related to Title IV language access and confidentiality issues.
- **A White House reporter** for the Associated Press contacted ATA about issues related to meetings between the U.S. and Russian administrations.
- **A reporter from The New York Times** covering a drug trafficking trial inquired about interpreter certification.
- **U.S. News & World Report** contacted ATA for information on translation and interpreting careers.
- **An NBC News producer** contacted ATA for assistance using ATA’s Language Services Directory.
- **A regional California media outlet** asked for background information regarding the risks to interpreters working in person during the pandemic.
- **A reporter from a large city paper** asked for information on the importance of providing interpreting services at city council meetings.
- **Several journalists** have contacted ATA to request press passes to ATA’s Annual Conferences.

It’s the PR Committee’s goal for ATA to serve as the recognized source for information about translating and interpreting.
ATA has been contacted by numerous outlets to comment on legislation affecting freelancers’ ability to work, such as California’s Assembly Bill 5 and the PRO Act being considered by the U.S. Congress.

Upon receiving media inquiries, the PR Committee chair assesses the information requested and where to direct the requester for the most pertinent response. In addition, the chair replies in a timely manner to the individual asking for assistance. The world of media moves quickly and journalists are often on a short deadline, making it important to respond quickly if ATA would like to be able to influence a story or provide information that will be used in published or broadcast form. For this reason, responding rapidly and efficiently to inquiries is a priority.

ATA Writers Group

ATA’s Writers Group dates to 2015, when its members began crafting articles to be placed in national, industry, business, and online media outlets. The purpose is to provide exposure to ATA as an organization as well as its members while simultaneously educating the public about issues related to language, translation, and interpreting. ATA members who are active in the Writers Group work in various language pairs and specialties. Here are some of the dedicated volunteers who have been part of our writing team:

- Matt Baird, an ATA-certified German>English translator specializing in copywriting, content marketing, and corporate communications.
- Gabriella Aldeman, a Spanish<>English translator specializing in nonprofits, educational material, creative translations, and children’s literature.
- Anne Connor, a Spanish>English and Italian>English translator specializing in law, medicine, and business.
- Elena Langdon, an interpreter and ATA-certified Portuguese>English translator specializing in multimedia and health care.
- Kate Deimling, an ATA-certified French>English translator specializing in advertising, marketing, search engine optimization, copywriting, and book translation.
- Marion Rhodes, an ATA-certified English>German translator specializing in search engine optimization, marketing, tourism, and equestrian sports.
- Emily Safrin, an ATA-certified Spanish>English translator specializing in editing, medical, and culinary translations.
- Molly Yurick, a Spanish>English translator specializing in subtitling, tourism, hospitality, and airline industry translations.

These volunteers work with the PR Committee chair and an outside PR professional who pitches...
The world of media moves quickly and journalists are often on a short deadline, making it important to respond quickly if ATA would like to be able to influence a story or provide information that will be used in published or broadcast form.

...articles to media outlets covering a wide range of industries. Articles are written by both members of ATA’s Writers Group and ATA leadership. Members of ATA’s Writers Group are assigned deadlines for their articles throughout the year. They work with ATA’s PR professional to prepare and adapt their pieces for various media outlets as needed. The team also meets with the PR professional bimonthly and holds a yearly brainstorming session to discuss article topics and set the annual calendar.

ATA pitches to national outlets and to others that are more specialized. When choosing who to approach, the PR team considers various factors. These include statistics such as online readership, likely article coverage views, social media shares, link coverage, domain authority, as well as reputation and industries covered. While it was challenging during the past year to garner attention for articles that didn’t focus on the pandemic, the team’s articles were successfully published in language and other industry outlets.

Examples of past articles that have been published by the team are included in the sidebar on page 12. (Note that ATA’s Writers Group is currently recruiting. If you’re interested in submitting an application to this volunteer group, please contact the PR Committee chair at pr-chair@atanet.org for more information.)

Increasing Awareness of the Profession, One Publication at a Time

The goal of ATA’s Public Relations Committee is to share information with the general and business public to educate them about who translators and interpreters are and what they do. Doing so increases awareness about the role our members play in society and the importance of both translation and interpreting.

We’re confident that our efforts in PR, both now and going forward, will bring positive attention to the translation and interpreting professions while serving the interests of all ATA members. As chair of ATA’s PR Committee, I welcome any questions regarding the progress of our efforts. Please don’t hesitate to contact me at eve@bodeuxinternational.com.
What the Business Practices Education Committee Is Doing for ATA Members

To succeed in today’s competitive economy, you need specialized knowledge and an inside track. As an ATA member, we’ve got you covered with ATA’s Business Practices Education Committee.

By Michael Engley

ATA’s Business Practices Education Committee was established in 2005 to provide ATA members with information about sound business practices for the translation and interpreting industry. Fine, you say, but what has it done for me lately? That’s a good question, so let’s elaborate.

Business Practices Listserv: To begin with, the committee’s core project remains the Business Practices listserv, which can be found at https://groups.io under the name ATA-Business-Practices. At the beginning of June 2021, the group had 763 members, who typically submit anywhere from several dozen to several hundred posts per month. Discussions are moderated with a light touch by Paul Merriam, and the archives contain nearly 3,700 topics dating back to 2005. To join the group, go to https://bit.ly/groups-ATA-BP. The moderator will contact you with further instructions to complete your subscription.

Brainstorm Networking: In addition, the Business Practices Education Committee has hosted a Brainstorm Networking Event at every ATA Annual Conference since 2014, when David Rumsey, who was ATA President-Elect at the time, first came up with the idea. Participants join a group of typically between four and six people around a table and have a few minutes to introduce themselves, after which they discuss a pre-written scenario involving an ethical issue or other business-related problem. When time is called, everyone moves to a different table and starts over with a new group and a new scenario. Since the pandemic prevented in-person meetings, this event was held virtually for the first time at ATA’s 61st Annual Conference with over 300 people in attendance. Owing to the success of that event, the committee decided to begin holding it virtually on a quarterly basis. (The announcements are sent out by ATA Headquarters, so keep an eye out for the next one.) We’re happy to report that this event will be back (both in person and virtually) at ATA’s 62nd Annual Conference (October 27–30, 2021), so keep checking the conference site (https://ata62.org) for more information!

ATA Mentoring Program: The Mentoring Program was originally conceived and administered by former ATA Secretary Courtney Sears-ridge, and later by Susanne van Eyl, before being brought under the umbrella of the Business Practices Education Committee. The idea is to pair translators and interpreters seeking to learn a new skill with ATA members possessing more experience in the relevant area. Mentees are typically industry newcomers, but even longtime ATA members can benefit from the experience if they would like to learn something new (e.g., adding a new specialty, marketing to direct clients, becoming a better proofreader, fine-tuning their business skills, etc.). Key to the mentee’s success over the course of the program is the articulation of clear and actionable goals.

The program begins each year on April 1 with an application deadline in early March. It runs for six months, but the mentor-mentee pair have the option of extending this period for an additional six months. The application process is more streamlined if you’ve already paired up with a mentor and agreed on your objectives, but the Mentoring Committee can pair you with a suitable mentor if necessary. Mentees and mentors generally meet about once per month, typically via Skype or Zoom, for Q&A or other discussions. It’s also worth noting that certified translators earn continuing education (CE) points for participating in the program. If this sounds intriguing and you think you would like to be a mentor or a mentee, please contact the Mentoring Committee at mentoring@atanet.org and mark your calendar for the 2022 program year!

**Mastermind Program:**
The Business Practices Education Committee has also set up a Mastermind program. The idea is to bring together independent groups of around a half-dozen self-guided professional peers of approximately the same level of experience to discuss opportunities and things they’ve struggled with in their business. These peer groups will meet initially for six months in a venue of their choosing to brainstorm solutions and set goals as well as to encourage and hold each other accountable for attaining their goals. (Business Practices Education Committee Chair Tess Whitty and Dorothee Racette gave a presentation to explain the program that’s available online as a free webinar at: [http://bit.ly/ATA-Mastermind](http://bit.ly/ATA-Mastermind).) ATA members can express their interest in the program and volunteer as facilitators each January. Participants will be eligible to earn CE points. An article with more information about the Mastermind Program was posted to The Savvy Newcomer blog earlier this year under [http://bit.ly/Savvy-Mastermind](http://bit.ly/Savvy-Mastermind).

**Blog:** Our blog, Next Level: The ATA Business Practices Blog, is geared toward experienced translators and interpreters and is expected to go live later this summer. If you have expertise you would like to share with fellow translators and interpreters, writing an article for Next Level would be a great way to elevate your professional profile. If you’re interested, please contact the committee at atabipractices@gmail.com.

And speaking of blogs, don’t forget the popular The Savvy Newcomer blog, which was founded by Spanish Language Division members Helen Eby, Jamie Hartz, and Daniela Guanipa in 2013. They’re part of a whole team of volunteers working to provide both fresh and reposted high-quality, peer-reviewed content on a weekly basis that’s directed at newcomers to the industry.

**Model Résumé:** Last but not least, a questionnaire has been drafted for members of ATA’s Translation Company Division with the goal of developing a model résumé—possibly in a dedicated file format—based on input from agency owners regarding the sort of information they consider to be important and/or irrelevant. This project is still in an early stage but look for the model résumé to be available possibly later this year.

**Want to Get Involved?**
As you can see, ATA’s Business Practices Education Committee provides numerous ways for ATA members to improve their business practices and hone their professional skills regardless of their level of experience, as well as the opportunity to give back to the community by contributing blog articles or serving as a mentor. And now that you know what the Business Practices Education Committee is doing for you, please consider taking advantage of these great ATA member benefits and/or volunteering with one of our initiatives. For more information, be sure to check out [https://bit.ly/ATA-BPECommittee](https://bit.ly/ATA-BPECommittee).

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**Michael Engley, CT** is a member of ATA’s Business Practices Education Committee. Previously, he served as administrator and assistant administrator of the German Language Division (GLD), as well as the dictionary review coordinator for the GLD’s newsletter *interaktiv*. He is an ATA-certified German>English translator specializing in corporate communications and financial translation. michael@bullishtranslations.com.

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**ATA Annual Conference Networking Events (including Brainstorm Networking)**
[https://ata62.org/networking](https://ata62.org/networking)

**ATA Mastermind Program**

**ATA Mentoring Program**

**The ATA Savvy Newcomer Blog**
[https://atasavvynewcomer.org](https://atasavvynewcomer.org)

**Business Practices Listerv**
On March 4, 2020, reality sunk in. I had potentially been exposed to COVID-19 and would have to spend the next 14 days in isolation. For the next week I kept hearing news about the development of the pandemic and where it was heading. On March 16, I texted my colleagues that San Francisco and Santa Cruz Counties, where my sons attend college, had issued a shelter-in-place order. Monterey County was also seriously considering doing the same.

On March 17, while I was still in quarantine, fellow court interpreter Lauren Ames texted the link to a local newscast reporting the second COVID-19 case in Santa Barbara County. That same day the Santa Barbara Superior Court (SBSC), where I work as a staff interpreter and interpreter/translator trainer, received approval for an emergency order to suspend all non-emergency services—criminal, civil, family, traffic, small claims, and probate proceedings—until April 3. (Little did we know the courts would remain closed physically, but operational nonetheless, for more than a year.)

On March 20, the governor of California issued a statewide shelter-in-place order. I was fortunate enough to keep working (remotely) to help SBSC continue to provide services, including language access. On March 25, SBSC Chief Executive Officer Darrel Parker announced that many people would begin working from home, thanks to the efforts of IT Director Jessica Thomson, her team, and courtroom.

Language Access in the Courts: How Technology Saved the Day During a Pandemic

An interpreter shares her experience adapting to video remote interpreting at the Santa Barbara Superior Court during the pandemic.

By Lorena Pike
operation supervisors. On March 26, Parker announced that he was “exploring the use of Zoom to create a virtual courtroom where appropriate.”

The Tech Savvy Interpreter
As soon as I read Parker’s email, I replied advising him that Zoom has an interpreting feature that would enable limited-English-proficient (LEP) individuals to hear interpreting into their native language in the simultaneous mode. He replied asking whether I had experience in video remote interpreting (VRI). I answered that I had ample experience.

I first started using VRI—and performing remote simultaneous interpreting—for a language access initiative spearheaded by Tracy Young, the language access services coordinator at Barton Health in South Lake Tahoe, California. In 2015, Young started using ZipDX, a remote interpreting platform, to provide health-related education programs for the local Spanish-speaking community. She had already hired several experienced conference interpreters, and I was recruited by friend and colleague Judy Jenner, who had joined Barton’s interpreting team earlier. (For more on this story, you can read the article Young and Jenner wrote for The ATA Chronicle, “Adventures in Remote Interpreting at a Rural Hospital.”)

Being familiar with the technology and how to use it gave everyone a big advantage when it was most needed. I can say that my experience with VRI, coupled with Parker’s initiative, openness to adopt technology in the courtroom, and SBSC’s IT team helped tremendously to keep the courts operational while protecting staff and court users alike.

VRI Implementation and Training
Our VRI adventure started almost immediately. On April 3, 2020, Parker held a meeting with all staff interpreters, during which we were told to be ready in the event the court needed to open more virtual courtrooms, which would necessitate the use of Zoom for remote court sessions. During these court sessions, LEP litigants and defendants would be able to hear simultaneous interpreting in their native language simply by switching to the corresponding language channel.
The breakout room feature was another benefit when it came to the final decision to use Zoom for proceedings. This feature allows defendants and their attorneys to have separate conversations that the interpreter can be asked to join when needed to interpret in the consecutive mode. This is an advantage because it ensures that the private conversations attorneys have with defendants remain confidential. (Note: Zoom’s interpreting feature doesn’t work in the breakout rooms, so the consecutive mode must be used when interpreting during these conversations.)

The breakout room feature also allows judges to take care of additional cases when other parties need to talk separately. The judge can then close the breakout room when it’s time for everyone to reconvene in the general session.

Everyone at SBSC worked together to conduct dry runs and technology testing at the courthouse and jail, as well as at the offices of the district attorney and public defender. As expected, there were various technological challenges, such as issues with connection quality and bandwidth, installation of proper software, setting special videoconference rooms for in-custody defendants, and procuring computers and headsets.

Training with staff interpreters started in early April. Additional training sessions with clerks, judicial officers, and IT staff were scheduled during April and May to ensure that everyone was ready to use Zoom in the virtual courtroom.

Around this time, Tracy Clark, manager of interpreter services at Ventura County Superior Court, contacted me for advice on how to use Zoom’s interpreting feature so she could authorize the purchase of the proper license and offer remote simultaneous interpreting in Ventura County courts. Even though the courts in Ventura County had been using Zoom since the beginning of the pandemic, Clark explained that they were still unsure of how to use the interpreting feature, so interpreted court proceedings had been conducted in the consecutive rather than simultaneous mode.

I agreed to provide training sessions to Ventura staff and independent contractor interpreters. I’ll never forget the joy in my Ventura colleagues’ eyes when they realized how “easy” it was to perform simultaneous interpreting in the virtual courtroom.

After this training, which I recorded and shared with administrators, the Ventura courts decided to acquire Zoom’s business level license to start using the interpreting feature.

Meanwhile, in the outside world, officials from California predicted that COVID-19 deaths per day would peak on April 17, 2020, thus ensuring that “full social distancing” (and remote court proceedings) would last through May 2020.

The Virtual Courtroom

Around this time, work had just started on the next phase for remote court sessions. In addition to the tests conducted at the Santa Barbara Courthouse, several successful tests were also performed in Santa Maria (70+ miles apart), where I primarily work and reside. A few judges even proved to be tech wizards and helped other judges by holding special training sessions to help them get acquainted with the functions necessary to handle their virtual courtrooms in a simpler, more expeditious way.

Zoom’s interpreting feature was first tested by a staff interpreter at the Santa Barbara Courthouse. This went well and served as the starting point to identify potential issues such as background noise, choppy audio due to slow bandwidth, and switching to the Spanish channel. At this point, protocols for remote court proceedings were drafted, including VRI guidelines and protocols for interpreters. My colleague Lauren Ames drafted an awesome Zoom guide for interpreters, and Clark, who is also a sign language interpreter, shared VRI protocols with us.

The IT team at SBSC worked tirelessly to set up courtrooms with all the necessary technology and audio connections so that occasional hybrid court proceedings could take place. This proved helpful when in-person and remote interpreters were needed at the same time in cases involving multiple defendants. Throughout this
process, I continued holding training sessions for judges and other staff as more courtrooms opened virtually. By the end of April 2020, several criminal courts were operating virtually with a skeleton crew (e.g., judicial officer, clerk, and court reporter), and, of course, IT personnel were always on standby. By mid–May 2020, the opening of virtual courtrooms in the civil, probate, and child support divisions was expected to occur. Several hiccups were experienced during the remote court proceedings, but everyone remained patient and cooperative to make these remote proceedings less painful.

My colleagues and I acquired more skills and proved essential to the day-to-day operations of the judicial system.

My colleagues and I continued to conduct test meetings using separate channels to provide interpreting for witnesses and defendants/litigants, to practice team interpreting and hand–over protocols, and to exchange information on best practices to make everyone else’s life easier.

There were times when colleagues were still required to interpret in person, either because of technology limitations or because defendants requested to appear in person at the courthouse (something they have a right to do).

In those cases, portable interpreting equipment (e.g., the Williams Sound Digi Wave audio system) was used at all times. This was made possible thanks to funds the Judicial Council of California set aside to acquire interpreting equipment when the pandemic first began. As a result, SBSC received enough transceivers for each interpreter to have their own set (i.e., three for each interpreter). Each transceiver can transmit and receive sound, which means the attorney and the defendant can speak into their own device and interpreters can hear it through their headset. This made it possible for any social distancing guidelines to be respected while maintaining attorney–client confidentiality.

The Video Remote Interpreting Experience: A Year Later

VRI remains challenging for court interpreters who aren’t used to this modality. It can create fear and stress. It also has its own disadvantages, such as injuries due to acoustic shock when sound levels change abruptly, eye strain (also known as computer vision syndrome), and very limited mobility for the interpreter.

As of June 15, 2021, California lifted more restrictions on businesses. Consequently, SBSC opened its clerk’s office and other courtrooms, including arraignment and other criminal divisions, to the public. Unvaccinated individuals are still required to wear masks inside the buildings, as are employees when in close proximity to other people, and those experiencing COVID-19 symptoms are asked to remain at home. Stringent cleaning and disinfecting protocols are also in place.

Several court proceedings are still being held via the virtual courtrooms, including family, small claims, and civil divisions. Some interpreters continue to work on a flex–time basis: morning proceedings in person at the courthouse and afternoon proceedings remotely from home or at a dedicated VRI station inside the courthouse.

Despite the return to in–person proceedings, VRI might be here to stay, as it’s a good option for use in remote or rural communities, or in jurisdictions where courthouses are too far apart. During the past year, we’ve learned about many aspects of this method of interpreting, including adapting to the use of technology, learning new protocols and best practices, and real–life application. My colleagues and I acquired more skills and proved essential to the day–to–day operations of the judicial system. Fortunately, we’re getting through this pandemic and hopefully, one day, we’ll return to hopping from courtroom to courtroom. In the meantime, I’m ready to tackle any VRI assignment that may come my way. ☝️

NOTE


Lorena Pike is an English>Spanish translator specializing in law, accounting, finance, and business and a state certified court interpreter (Nevada and California). She is a staff interpreter and interpreter/translator trainer at the Santa Barbara Superior Court. She is the former program coordinator and instructor for the Certificate of Achievement in Translation and Interpreting at Santa Barbara City College. Her translation work focuses on legal and business documents. She has a BS in accounting with a specialization in taxation from the Escuela Bancaria y Comercial and an MA in Spanish with an emphasis in translation, technology, and Latin American culture. She is a frequent speaker at conferences (e.g., ATA and the National Association of Judiciary Interpreters and Translators) and has participated in professional development events hosted by the Nevada Interpreters and Translators Association and the California Federation of Interpreters. lpike@exetranslations.com
When the pandemic hit in March 2020, my translation workload plummeted abruptly. With no way of knowing if and when my clients would return, I had to act fast to find more work that was compatible with my lifestyle as a freelance translator. One year of teaching online English classes in China in 2019 had opened my eyes to the world of online teaching, and I was sure this sector was rapidly expanding with lockdowns in place around the world. It turned out to be the perfect industry to carry my business through the pandemic. Linguistic and cultural skills such as those cultivated by most translators/interpreters are in high demand in education and are difficult to duplicate. There’s clearly a shortage of good teachers, so I’m constantly turning down requests to take on teaching projects outside of my already packed regular teaching schedule. This industry is likely to remain active even after the pandemic and is a stable option for translators/interpreters looking to

Translators/interpreters possess a wealth of linguistic and cultural knowledge that’s highly valued by learners, so it makes sense to share it. By Carlie Sitzman

(The following was originally published on The Savvy Newcomer blog, https://atasavvynewcomer.org.)
diversify. In the following, I’ll offer an introduction to the online teaching industry, discuss the necessary qualifications, tell you where you can find work, and go over some of the equipment you’ll need to get started.

**What’s Online Teaching and Cultural Experience Hosting?**

Online teaching consists of video conferencing online with one or more students for a predetermined amount of time in order to teach them something. The role is similar to a traditional classroom teacher, but with everything online. One great advantage of online teaching is that teachers can work in the country of their choice. The key is to figure out which clients are frequenting the online teaching platform you choose and cater to their needs. Most of my clients are in the U.S., so I offer courses on how to speak German.

With everyone yearning for a taste of international travel, online cultural experiences have grown in popularity over the past year. Cultural experience hosting is similar to online teaching. Instead of teaching a skill, however, cultural experience hosts strive to provide attendees the experience of doing something in a different country or another language. Cultural experiences can consist of courses where attendees engage in enjoyable hobbies while speaking another language with other participants or courses where participants engage in an activity specific to a certain culture. Cultural experiences I’ve hosted include origami folding in German, German gingerbread cookie baking, art class in German, and a virtual shopping trip to a German Christmas market.

For the sake of simplicity, I’ll refer to both online teaching and cultural experience hosting as “online teaching” in this article.

**What Qualifications Are Required?**

The most essential qualifications are life experience, valuable expertise that you’re willing to share with others, and the ability to effectively sell that expertise. Although not absolutely necessary, an academic degree related to what you’re teaching may help build credibility. You’ll need to have or develop teaching skills, so a teaching certificate of some sort can be enormously helpful.

Translators/interpreters are generally fluent in multiple languages, have very valuable life experiences from living around the world, and are highly familiar with the corresponding cultural environs. This in and of itself makes translators/interpreters perfect online teachers and cultural experience hosts. Overcoming a natural tendency toward introversion has been the biggest challenge I’ve faced while teaching online.

**Where Do I Find Work?**

There are a great many ways to teach online. Before you choose one, you should decide how much time you want to invest in finding clients, what kinds of students you want to teach, how much you want to be paid, and if you’re willing to develop your own curriculum. Some online teaching platforms offer extra support with marketing and some provide you with fully-formed curriculum. You’ll be able to earn considerably more if you’re willing to write your own curriculum. Let’s explore some options, including the pros and cons of each.

**The most essential qualifications are life experience, valuable expertise that you’re willing to share with others, and the ability to effectively sell that expertise.**

**Create Your Own Online Language School**

This is the highest paying and most flexible option, but it also requires the most work. Not only will you have to write all your own curriculum, but you’ll also have to bring in students yourself. In addition to collecting payment for you, online platforms in this category offer the technology required to set up your classes and offer them to the masses. The rest is up to you.

**Platforms to Check Out:**

- **Outschool**
  - [https://outschool.com](https://outschool.com)
- **Amazon**
- **Airbnb**
- **Viator**
- **Meetup**

**Teach English in China**

There are quite a few online English schools in China, all
of which you can work for from the comfort of your own home. They usually provide you with a set of slides to use for each lesson and train you on their teaching methods. These companies can have policies that are hard to fathom at times and will sometimes subtract pay for seemingly minor offenses. Demand for English teachers in China is high, making it an easy way to gain experience in online teaching.

Companies to check out:
- Bling ABC
  https://t.blingabc.com/apply
- Zebra English
- Magic Ears
  https://t.mmears.com/v2
- QKids
  https://teacher.qkids.com

What Resources Do I Need to Get Started?

No matter how good you think your built-in computer camera, microphone, and room lighting are, you’re probably going to have to upgrade to be successful as an online teacher and cultural experience host. Here’s what I consider the most essential equipment for online teaching.

Professional Lighting:
To cultivate a professional presence online, it’s essential to be properly illuminated on-camera. Buy a ring light or a set of those umbrella lights you see professional photographers using.

High-Resolution Camera:
Built-in computer cameras are generally very low-resolution and will negatively impact student experience. Low-quality cameras will also make you and your environment appear much darker on-screen than you really are. You’ll need a high-quality external web camera to ensure that students can see you clearly.

Headset with Microphone:
Students need to hear exactly how you’re pronouncing things to learn a language well. You’ll also have to hear them to correct their mistakes. Having a good headset with a microphone is vital to ensuring that students can learn effectively. Make sure it’s comfortable to wear as well so your head doesn’t hurt after a day of work.
**Teach for a Flexible Online Company**

<table>
<thead>
<tr>
<th></th>
<th>Pro</th>
<th>Con</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pay</strong></td>
<td>You choose how much to charge.</td>
<td>You’re slightly limited by what others are charging. If you price yourself out of the market, no one will take your class.</td>
</tr>
<tr>
<td><strong>Curriculum</strong></td>
<td>You teach whatever you want!</td>
<td>It’s a lot of work to create everything from scratch.</td>
</tr>
<tr>
<td><strong>Scheduling</strong></td>
<td>You’re in charge. Work when you want.</td>
<td>None</td>
</tr>
<tr>
<td><strong>Prep Time</strong></td>
<td>Once you have taught the same class several times, there’s no prep time.</td>
<td>There’s a tremendous amount of prep in the beginning.</td>
</tr>
<tr>
<td><strong>Equipment</strong></td>
<td>If you have the basics, you can create classes that don’t require additional equipment.</td>
<td>None</td>
</tr>
<tr>
<td><strong>Students</strong></td>
<td>You may be teaching children or adults, depending on the platform.</td>
<td>None</td>
</tr>
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**Teach English in China**

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<tr>
<th></th>
<th>Pro</th>
<th>Con</th>
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<tbody>
<tr>
<td><strong>Pay</strong></td>
<td>You always get paid what’s promised.</td>
<td>The pay is much higher than minimum wage, but relatively low. Some companies subtract from your pay for silly things like being one minute late to class or having a single dissatisfied student.</td>
</tr>
<tr>
<td><strong>Curriculum</strong></td>
<td>Just use what they give you. Very little work required.</td>
<td>Sometimes the curriculum isn’t all that great and there is nothing you can do about it.</td>
</tr>
<tr>
<td><strong>Scheduling</strong></td>
<td>Some companies are very flexible with scheduling. Classes usually start in the morning, so you will have plenty of time for translating during the day.</td>
<td>Time zone. You are usually teaching from 4:00 a.m. to 8:00 a.m. EST. They tend to overhire, so it may be a while before you start getting students.</td>
</tr>
<tr>
<td><strong>Prep Time</strong></td>
<td>Almost none!</td>
<td>None</td>
</tr>
<tr>
<td><strong>Equipment</strong></td>
<td>None</td>
<td>They may require you to have some toys and physical props.</td>
</tr>
<tr>
<td><strong>Students</strong></td>
<td>Usually children ages 3–12. Very cute!</td>
<td>If you don’t get along with kids, it won’t work.</td>
</tr>
</tbody>
</table>

**Software:** If you’re working with direct clients, you may need a paid subscription to your favorite video conferencing software. You may also want to invest in teaching software that allows you to display pictures, words, numbers, and special effects directly on your camera screen.

**Linguists: The Perfect Candidate for Online Teaching**

I hope you can take this information and use it to diversify successfully with online teaching and cultural experience hosting. Translators/interpreters possess a wealth of linguistic and cultural knowledge that’s highly valued by learners, so it makes sense to share it.

**Carlie Sitzman, CT** is an ATA-certified German>English translator with over 10 years of experience as a freelance translator and technical writer. She has an MA in intercultural German studies from the University of Bayreuth in Germany, as well as a BA in German and an associate of applied science degree in design graphics engineering technology from Weber State University. c.sitzman@sitzmanaetranslations.com
Almond, Eyeless—Can Poetry be Translated?

In *Almond, Eyeless*, Karen Meadows explores the complex interaction between internal and external landscapes and the powerful influence of context on experience.

By Petra Caroline Rieker

Almond, Eyeless (Groundhog Poetry Press, 2018) is the first book of poetry by Karen Meadows. Her work has also appeared in *Subtropics*, *Blackbird*, and *The Hollins Critic*. She has an MA in English and creative writing from Hollins University. Working to market small businesses and startups, she lives outside Philadelphia.

In *Almond, Eyeless*, Karen explores the complex interaction between internal and external landscapes and the powerful influence of context on experience. Through rich sound and unexpected imagery, *Almond, Eyeless* confronts how the self is compromised by society, relationships, or even brief, impersonal interactions, yet maintains the persistent, often desperate, need to be understood by another. Karen brings a distinct, original voice to invented and traditional poetic forms, guiding readers across the contours of boredom, guilt, and misunderstanding to reveal the beauty that
resides within our own vulnerabilities and starvations.

PETRA RIEKER:
Congratulations on your first volume of poems! It has been on the bookshelf since March 2018 and has made it onto the Small Press Distribution’s Bestsellers List. With more than 50 poems, it’s a wonderful collection. Can you tell us about your poetic writing process and current work?

KAREN MEADOWS:
Thank you! The collection has had a really nice reception and I’m thrilled with how things are going so far.

My writing process can be very different, depending on the poem. A poem’s beginning often dictates how I work to get to the final draft. The more narrative poems come on quickly and tend to keep a tidy string. I wouldn’t say they come out seamlessly from start to finish, but a more complete framework emerges early and will require less reorganization and rethinking than a more structurally complex, imagistic poem.

More commonly, an image will come to me, or a line or phrase, and I’ll know instinctually if that’s the beginning, middle hinge, or ending of a poem. From there, it’s usually a rush of imagery and shaping that toward a cohesive end. All those images and fragments get jotted down in a journal-type notebook. Once a poem is really taking shape, I switch to legal pads. I do a lot of recopying of entire poems as I work through them. It helps me stay inside the rhythm and sound structure. Once I feel I have a nearly complete draft, I’ll type it on the computer and print it. I’ll leave it alone for a few days and then come back to see what needs to be tweaked.

Currently, I have a bunch of ideas that are stemming from one main subject, but I’m a poet who needs time to percolate and let things build inside before I really try to capture ideas with words. So, I have a notebook with a working title for my next collection and am jotting down notes, ruminating on different takes on that concept.

A poem’s beginning often dictates how I work to get to the final draft.

PETRA: Your book plays the English language; you explore the physics of relationships. Where do you get your ideas for your poems? To what degree are they related to your personal life?

KAREN: Ideas for poems can come from anywhere. They’ve come from news articles, travel, works of art, the garden, and scientific phenomena. And, yes, some come from personal experience or the experience of friends. Writing has always been a coping mechanism for me. If something is particularly difficult or confusing to me, the only way I can deal with it is to explore it through imagery and sound. By capturing it that way, it lessens its grip on me; I can be done with it.

Though I use the first person a lot, many poems are my taking on a persona. Often an image or a line will come to me, seemingly out of nowhere, and I have to spend time figuring out what it means, creating the backstory. A poem can be fleshing out a tiny cross-section of that persona—a super-condensed short story of a single moment or thought, if you will.

I’m very interested in how people interact and the ramifications of those interactions, whether in our most vulnerable moments or simply passing by on the street. I studied psychology with a focus on behaviorism. How people act in specific situations, how they change for others, transgress others, and the mercurial nature of emotions and relationships have always been a fascination for me. We’re all so similar yet so different in the constructs we build while perceiving the world. I would say Almond, Eyeless is about connections—how they’re made, morphed, and lost.

PETRA: Poetry, with all its nuance, rhythm, sound, and multiple levels of meaning, is certainly the most difficult language to translate. Is it, in your opinion, possible to translate poetry from one language into another without losing meaning?

KAREN: This is a tough question, and one I go back and forth on. When I was younger, I shied away from reading a lot of
translated work. I always had this suspicion that I was ultimately missing out on something, being cheated somehow by the filter of a translation. I would think: “Do I actually love Baudelaire, or do I love David Paul’s translations of Baudelaire?” Ultimately, it didn’t matter. I couldn’t stay away. The greats in any language are magnets and their translated works are beautiful offerings.

I don’t think meaning is lost per se, but there’s no perfect one-to-one in translation—that’s where a lot of nuance and inherent depth in poetic choices can be lost. For example, my friend, poet and translator Daniel Coudriet, and I were discussing differences in translations of the Spanish poet Federico García Lorca. Daniel is fluent in Spanish and can read the original and appreciate that sueno means both sleep and dream simultaneously and cielo can mean both heaven and sky. There’s no English equivalent that works the same way. The translator has to pick. I, as a non-Spanish speaker, miss out on some of that complexity. The fact that there are many translations of Lorca, as well as Chilean poet Pablo Neruda, Bohemian-Austrian poet and novelist Rainer Maria Rilke, and many other writers indicates that each new translator believed that those who came before didn’t get it quite right.

The greats in any language are magnets and their translated works are beautiful offerings.

For me, there are two types of meaning in poetry—technical and emotional. Great poems are a perfect synthesis of sound, rhythm, form, and overt meaning, but it doesn’t end there. A poem lives and is great to us because of what’s in the gaps, between the words and lines. I’m referring to what the poem evokes that is or had been ineffable to the reader. There are mystical aspects to the great poems that persist and reach through, despite the limitations of the language into which they are being translated.

PETRA: How close do you think the translation of syntax is tied with the translation of sound and rhythm? How close should the translator stick to the verse form?

KAREN: Not being a translator or linguist myself, it’s difficult for me to answer the first part of your question with authority. From what I understand, syntax is tied with sound and rhythm a great deal. While preserving one, the other slips and vice versa. Articles, adjectives, and prepositions are ordered very differently across languages (or don’t even exist in some), so the translator is faced with this very sticky issue when trying to preserve sound but operate within syntactic rules of a language.

Things can get even more complicated if the poet purposefully manipulates the syntax of the native language for a play on words, slang, or an affected structure. The translator has the difficult choice of deciding which aspects of the work are integral to the experience of the poem and the poet’s intentions and how that can be conveyed in the contemporary target language. This is daunting, to say the least.

Regarding your second question, writing great poems in verse form is an incredible achievement. And if someone is considered a formalist poet, that aspect of the work is very important to them. How could anyone ever dream of translating Robert Frost or Richard Wilbur without preserving form? I mentioned Baudelaire earlier, and there are incredible translations of his Flowers of Evil poems that preserve the formal structure and rhyme schemes of his poems without straying too far from the original text. There are some additions that were made by the translators to achieve that structure, but
they keep with the tone and are often more beautiful than the literal French.

The American poet and translator Gary Miranda said something important about translations: “If it’s a good poem in one language, it should be a good poem in the other.” If a translator is too beholden to a literal translation of the poem and its structure, they might end up with a pretty bad poem. And that’s not maintaining the integrity of a writer whose work has lasted centuries or is a prominent poet in another country.

There are mystical aspects to the great poems that persist and reach through, despite the limitations of the language into which they are being translated.

Until recently, I had hung on to some purist notions of translation. I felt that poetic devices, such as repetition or the use of “O,” should be preserved without question because a poet uses them to create a specific effect. Those are very conscious choices. But translators like Miranda have abandoned some of those devices in their translations because they just feel unnecessary and can be a barrier for a contemporary audience. I wholeheartedly disagreed until I read the original Legend of Sleepy Hollow by Washington Irving to my son. (Not a poem, I know.) The language was so thick and antiquated that it was virtually unreadable. Being a word nerd, I enjoyed it, but my son packed it in after a few pages. And that’s not a long story! It was a shame because he was so excited to read about the headless horseman.

After that experience, I became a little more open-minded to the idea of “updating” more antiquated modes of speech or form to welcome in contemporary readers. It can be done without sacrificing the spirit of the work.

**PETRA:** What are the skills a poetry translator should have?

**KAREN:** First and foremost—a passion and respect for the work. The more you live within a poet’s oeuvre and immerse yourself in their voice, you’ll come to understand which aspects of the poetry are key to that poet’s work. That way, if you must make a decision about which path to go down, you can feel more confident that you’re staying true to the integrity of the vision and style, and not just exactly what’s on the page. Most translators of poetry are poets themselves, so the work is naturally in good hands.

Second, I would say it’s important to have a solid foundation in the technical aspects of poetry. That’s really where you begin to see the artistry and depth behind the great poems and what led to some particular choices. This would help the translator be more assured during translation maintain the integrity of the poem.

**PETRA:** Is there a language you would especially enjoy hearing your poetry recited in or would like to have your work translated into?

**KAREN:** Oh, any language would be incredible! I studied French, so that would be the language in which I could best understand, from a technical perspective, why specific decisions were made. I would also be able to recite them correctly on my own. However, it would be fascinating to hear the poems in a completely unfamiliar language, such as Arabic or Japanese. They would take on a completely new life and dimension, which is all I could ever hope for as a poet.

**PETRA:** Thanks for the interview.

**KAREN:** Thank you for asking such interesting questions!

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**Meadows, Karen. Almond, Eyeless** (Groundhog Poetry Press, 2018)  

**A reading by Karen Meadows of her poem “Anita” from Almond, Eyeless**  

**Groundhog Poetry Press**  
www.groundhogpoetrypress.com

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**Petra Caroline Rieker** is a freelance journalist and published translator of six works of fiction and translation reference. Specializing in English>German translation, she is the owner of The Art of German Language, a translation and tutoring practice, and publisher of a blog that explores the nuance of translating creative works (www.TheArtofGermanLanguage.com/petas-blog). She serves on the board of directors for the Delaware Valley Translators Association, an ATA chapter. She has an MBA from Otto-Friedrich University in Bamberg, Germany, and is certified as a public relations consultant by the German Academy for Public Relations.  
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WHAT’S COOKING
AN INTRODUCTION TO CULINARY TRANSLATION

Here’s a look at culinary translation as a specialization, including some of the main challenges encountered and tips on how to develop your skills!

By Olivia Singier Texier

Before the pandemic, part of my experience of traveling to a place was trying out the local food, taking market tours with local guides, or dining in the best restaurants in town. Food traditions and culinary arts are huge parts of any culture and lie at the heart of our cultural identity. Food is how people express themselves, show their history, and their story. I bet you probably wouldn’t even be able to name the thousands of regional culinary specialties to be found in your country alone.

Globalization has been changing the food we eat and how we eat it. Immigrants have always brought food traditions from their native countries that have then been assimilated into the local cuisine of their new home. For instance, according to cookbook writer and anthropologist Claudia Roden, the quintessential British “fish n’ chips” was first introduced in Britain during the 16th century by Jewish immigrants forced to leave Spain and Portugal.

We’re now familiar with many dishes originating across the world and regularly enjoy tacos, paella, tiramisu, or brioche! On the global stage, it’s interesting to note that some food cultures prevail over others. For example, ordering a latte is much more usual than ordering fried spiders, a staple rooted in some local cultures such as Cambodia. With a greater variety of food and ingredients available and the globalization of food production and distribution, there’s a greater need for documents and labels—and a greater need to translate them.

You may have noticed the increased interest in cooking and gastronomy during the past few years, especially during the pandemic. The volume of food-related material in need of translation—not only cookbooks but TV programs and websites—has been hugely amplified. But words are not enough, and often a photo of whatever may be on our plates at a given moment can be posted on Instagram or Pinterest for the world to see (a trend called “food porn”).
A Variety of Assignments

Culinary translation isn’t limited to translating cookbooks and recipes, but any material related to the food and drink industry: food and wine publications, product labels, material about health and nutrition, restaurant menus, blogs, and websites, to name a few. Engaging in culinary translation may lead you to translate a wide variety of texts.

For those in the food and drink industry, hiring a professional translator ensures high-quality work, including thorough proofreading. Beyond the stupid typos and ludicrous texts, incorrect information on food labels can have devastating consequences for people with special diets or food allergies.

Cookbooks

As stated by Henry Notaker in his History of Cookbooks, culinary books have existed for thousands of years but haven’t always had the same consistent structure and style seen today. They’ve witnessed an ongoing evolution. According to Notaker, the first cookbook dates back some 3,700 years and was written on clay tablets. Before the 18th century, Notaker explains that cookbooks were intended for rich, literate people and written by men for men in a narrative style, with ingredients and instructions appearing as one block of text. In the earliest cookbooks, ingredient quantities were often listed according to price or size. In the absence of kitchen timers or affordable clocks, Notaker says that the earliest cookbooks often reference prayers to describe cooking times (e.g., boil as long as it takes to say six Hail Marys). The recipe gradually took its current form in the 19th century.

How recipes were presented in cookbooks also evolved over the decades. The addition of technicolor photographs around the 1930s was a turning point in the evolution of cookbooks, the addition of rich colors grabbing the reader’s attention. (And who would consider buying a cookbook with no photos today?) However, the process for color printing was difficult and the price of color reproductions greatly affected how many color photographs appeared in cookbooks and magazines, which explains why black and white photographs or illustrations remained popular. Radical changes in color photography in the late 1970s and early 1980s, transformed by Japanese color printing technology, gave a much better clarity of color to the images. This development was one of the factors that led to an increase in the number of magazines dedicated to food.

There has now been a shift away from general and traditional cookbooks. This new generation of cookbooks conveys more than recipes accompanied by colorful photographs, providing readers with a social and historical context that takes them somewhere and tells a story. Today’s cookbooks tend to specialize, offering recipes from a specific country or region, addressing specific diets, or types of ingredients. This shift also allows for new voices to be heard as cookbooks embrace a more diverse global food community.

Be an Expert and Expect Some Challenges

While you don’t need to be an accomplished cook to be a successful translator in this field, it does help to prepare and taste the dishes and ingredients you’re attempting to adapt to new cultures and environments. One critical aspect of translation is knowing the intended audience. Actually, this needs to be your first concern since you wouldn’t translate a recipe the same way for experienced cooks, children, or even male cooks.

As I said before, translating food-related documents is about translating a different culture. You should expect many culture-specific elements and find strategies to deal with them. Here are a few points that sum up my specialization, with a focus on the recipe text.

Know Your Terminology:

Culinary texts are similar to technical texts and require familiarity with technical jargon (e.g., cooking techniques and utensils). Do you know the difference between “caramelizing” and “browning”? How do you translate “baste” in your target language? Being an experienced cook definitely helps, but using quality reference books (e.g., the encyclopedia of gastronomy...
Know Your Ingredients:
This may seem obvious with simple ingredients like peanut butter or sweet potatoes, but differences in scaling and labeling may need additional research, particularly dairy products like milk and eggs. For example, you may also be less familiar with intralinguistic discrepancies between British English and American English. When crossing the Atlantic, several ingredients change names, including cuts of meat, produce, and many more. Do you know the difference between muesli and granola, shrimp and prawn, cilantro and coriander, and flapjacks and pancakes?

Know Your Measures:
When I started translating culinary texts, I found dealing with measures extremely nerve-racking. Knowing American and/or imperial measurements and their correspondence in the metric system is time-consuming. Help was available with online converters and ready-made tables, but I soon started creating my own conversion spreadsheets. They do save me much time.

Still Interested in Culinary Translation?
Here are a few tips that I either got from other experienced culinary translators or that I’ve been thinking about over time.

Better if You Have a Passion for Food! You love cooking and knowing everything about cooking? Perfect!

Educate Yourself! Enroll in a professional course or masterclass. There are also plenty of culinary certifications (e.g., cheese or wine).

Read, Watch, and Listen to Material about Food and Drink: For example, watch MasterChef—a series in which amateur chefs compete in a series of cooking challenges overseen by a panel of accomplished chefs—in your target language. Subscribe to culinary magazines in your source and target languages. There are also plenty of podcasts available, and they’re a great way to learn while driving or walking the dog!

Connect with Other Translators: Join specific groups on social media, such as Foodie Translators on Facebook. Connect with professionals on LinkedIn or Instagram.

Write about Food and Drinks: I recently created my blog on food and translation and embarked on a project entitled #AroundTheUSin50Recipes. Is there any better continuing professional development than cooking and translating?

Know Your Target Culture:
Titles should be informative and appealing, so we need to be creative sometimes. How would you translate a sandwich called “Rich Boy” in your target language? When an ingredient is unavailable in your target culture, can you find an equivalent? How do you deal with brand names? Once again, perfecting your knowledge of both the source and target culture’s ingredients and products is paramount.

Make Your Translation Invisible: Your translation must read as fluently as the original. This requires adapting the text to your target-language norms.

Know Your Target Culture:
Translating the names of recipes can pose problems when they refer to a cultural element or a play on words.

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Know Your Target Culture:
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Data Privacy and MT Engines

I know some of you might not be enthusiastic about me writing again about data privacy when using generic machine translation (MT) engines like Google, Microsoft, and DeepL. This is partly because I’ve done so a number of times already. Also, I think many might be using the data privacy issue as a kind of marketing ploy that’s just too good to let go—even though it’s not exactly truthful (more on that below).

Now, I’m under no illusion that whatever I write here or elsewhere holds more weight than whatever someone else might write. But I want to make really sure I understand the admittedly very important data privacy issues, so I’m just taking you (once again) on that journey with me.

The question is this: Is my clients’ data privacy assured when I, as their translator, use services like Google Translate, Microsoft Translator (or whatever it might be called at this particular point in time), or DeepL? Let’s start with times when using these engines is not safe or ethically defensible. (Note that I’m not going to talk about the use of MT in general, just about whether it’s safe to trust Google, Microsoft, or DeepL to use the data you transmit to them only for the purpose of suggesting an MT-generated translation to you and nothing else.)

First, it’s not ethically defensible if your client expressly prohibits it. That’s it as far as that point is concerned. It might be that the client is ill-informed about why they prohibit this, but that’s clearly not your concern. If they say don’t do it, you don’t do it.

Second, it’s not safe to use any of those services if you use their web interface at translate.google.com, bing.com/translator, deepl.com/translator, or through apps of any of those companies that offer MT for free (exception: Microsoft Office products—see below). These companies expressly say that they very well might use your data to improve their services.

• Here’s what Google says: “We also collect the content you create, upload, or receive from others when using our services (...) And we use your information to make improvements to our services. For example, understanding which search terms are most frequently misspelled helps us improve spell-check features used across our services.”

While this doesn’t specifically pinpoint translation services, it’s my understanding that they are included (as well as Gmail and myriad other Google services). If you’ve been using the web interface for Google Translate while logged into Google, you can select the History icon at the bottom of the page to see what Google has actually stored in the last three or so months.

• Here’s what Microsoft says: “Microsoft Translator processes the text, image, and voice data you submit, as well as device and usage data. We use this data to provide Microsoft Translator, personalize your experiences, and improve our products and services.”

• And here’s what DeepL says: “When using our translation service, please only enter texts that you wish to transfer to our servers. This is necessary
Is my clients’ data privacy assured when I, as their translator, use services like Google Translate, Microsoft Translator, or DeepL?

in order for us to produce the translation and offer you our service. The transfer of these texts is necessary for us to carry out the translation and offer you our service. We process your texts and the translation for a limited period of time to train and improve our neural networks and translation algorithms. If you make corrections to our proposed translations, these corrections are also forwarded to our servers to verify the accuracy of the corrections and, if necessary, to update the translated text to reflect your changes. We also store your corrections for a limited period of time to train and improve our translation algorithm.”

So far so good. Good? Yes, I think this is good for us because it differentiates the casual user of MT from those of us who use MT as one of our resources during professional translation. Because what we (should!) do is access MT from those sources via their application programming interface (API—how different programs exchange information). And if we access it within a translation environment (e.g., Trados, memoQ, Memsource, etc.), that’s exactly what we’re doing.

Here’s what the different systems say about that:

- **Google**: “Google does not use any of your content for any purpose except to provide you with the Cloud Translation API service.”

- **Microsoft**: “Azure Cognitive Services Translator is a cloud-based machine translation service and is part of the Azure Cognitive Services family of cognitive APIs for building intelligent apps. Customer data submitted for translation to Azure Cognitive Services Translator (both standard and custom models), Speech service, the Microsoft Translator Speech API, and the text translation features in Microsoft Office products are not written to persistent storage. There will be no record of the submitted text or voice, or any portion thereof, in any Microsoft data center. The audio and text will not be used for training purposes either.”

- **DeepL**: “When using DeepL Pro, the texts or documents you submit will not be permanently stored and will only be kept temporarily, to the extent necessary for the production and transmission of the translation. Once you have received the translation, all submitted texts or documents and their translations will be deleted. When using DeepL Pro, your texts will not be used to improve the quality of our services.”

It seems relatively clear to me, but a) I’m not a lawyer, and b) all too often fellow translators or other technology providers like to throw shade on those provisions by pointing to other sections in the legal thickets of those companies that might read like loopholes to those conditions. If the skepticism arises out of real doubt about whether that data might be treated differently than outlined in the legal statements above, it’s not only justified but laudable. But in other cases, I seem to notice a stubbornness borne either of wanting to sell a product or service that in some way competes with those generic MT offerings (a sales pitch masquerading as moral high ground), or just a general rejection of MT in all its forms (or any combination of the two). I think we have to be careful about taking stands that might be hard to defend, especially when it comes to the core of our business as translators or translation technology providers.

Plus, it has always seemed kind of preposterous to assume that professional translators have so much to add to the ongoing collection of data that it would even make a dent in the billions of times non-API users access the data and enter text. (Remember, we’re only talking about source data here, unless you would be using a tool’s interface to make corrections to the translation data.) Would these companies really embarrass themselves by not keeping what clearly seems to be a contractual promise?

Either way, I thought it would be helpful to actually reach out to some people from these organizations to see what they actually know about their company’s
plan for data submitted through their APIs. I did contact someone at Google who essentially confirmed the contractual agreement, though he was very eager not to go on record with anything that could get him into hot water with Google’s legal team. (I remember when interviewing the former head of Google’s MT years ago, two members of the legal team sat right next to him and weighed every word that came out of his mouth). But I was very grateful to Microsoft’s Chris Wendt—or rather former Microsoft employee Chris Wendt, who happened to retire just days after I asked him (Happy Retirement!). Here’s what he said:

“When using the Translator API, free or paid, or a commercial application like Office, no customer content will be stored by Microsoft. When using a Microsoft consumer app, the Microsoft Translator app for the phone or bing.com/translator, Microsoft may save the customer content and use it for quality improvement. We recently changed the phone app to specifically ask for permission before storing customer content.

There is a difference between customer personal data and customer content. Customer content is the payload of the translation request. Customer personal data identifies the customer, like the subscription ID, email address, physical address, the internet provider the request came from, and similar information. The services, including Microsoft, do maintain personal data in order to send the bill, ensure fairness, and throttle the service. That’s why the explanation of what happens with personal data is somewhat lengthy. What I say above is about customer content (payload). Not about the metadata associated with the use of the service.”

And, just for clarification, I asked again: “Is it correct that when using the paid API services to obtain translation from Microsoft (with or without Custom Translator), there’s no case where the source data will be used by Microsoft?” And Chris’ answer: “That’s correct. Not the translation either.”

And all of the above is by no means me arguing that you or anyone should use MT. I have no dog in that fight (it’s really not a fight in the first place), but I think it’s really important to be clear about the legal ramifications. Most of the articles written about MT are about customized MT systems. It’s possible to use customized systems—either provided by clients or through systems like the ones above that we ourselves can train. Although the fact is that most translators don’t have access to customized systems (either because the clients don’t provide them or because translators work in too many different fields and sub-fields to spend time training engines), so it’s these kinds of systems that many are using. And it’s good to know exactly what that means.

NOTES

Jost Zetzsche is chair of ATA’s Translation and Interpreting Resources Committee. He is the author of Characters with Character: 50 Ways to Rekindle Your Love Affair with Language. jzetzsche@internationalwriters.com

This column has two goals: to inform the community about technological advances and encourage the use and appreciation of technology among translation professionals.
Why You Need to Keep Swipe Files for Your T&I Business

Swipe files are something I believe every translator or interpreter should be keeping for their business, regardless of whether they prefer to work with translation/interpreting agencies or direct clients.

So, what’s a swipe file? In a nutshell, a swipe file is a file or folder you keep on your computer, in your email, on your phone, or other device that you update often. You can refer to it any time you need to create new marketing content or want to do research on a certain client or market you wish to target with your services. These files could also be called info banks, data mining, or content collecting. There are many ways to keep and use swipe files to remember information that could help you market or grow your business in other ways.

Here are a few ways to organize swipe files for your business and the kind of information you could keep in each one.

Create a swipe file folder or a series of folders and store them on your computer’s desktop or even in a cloud-based file organization system, like Dropbox or Google Drive. Gather information about your ideal client and save it in this folder or in an organized series of files you can refer back to when you need content to feed your marketing efforts. Take screenshots of social media posts or forum conversations with things that your ideal client wants to know or has issues with (e.g., their pain points, challenges, etc.) and that you can help them solve. Make notes of little details, quirks, or interesting tidbits that are specific to your target market. You never know when this type of information will come in handy for a marketing campaign!

The more information you can gather about your target market’s challenges, the easier it will be for you to market your solutions in a way that speaks to your ideal market. If you see an ideal client asking a specific question in a forum or complaining about something related to their job, take a screenshot of this, post a comment if you have a solution, and bank the information to help you create marketing content, like social media posts, warm emails, or blog posts.

You could even keep a swipe file that’s specific to each of your current clients that you consider to be ideal (i.e., those you want to continuing working with!). Keep this information handy so you can use it to add a creative touch to your emails.

Here are some examples of information to keep about your current/ideal clients:

- Their achievements or awards
- New ventures, like opening their doors to do business in a country where one of your working language(s) is spoken or adding a new location
- Important dates like birthdays, work anniversaries, etc.

Use this type of information to send short notes to them like “I remembered XXX was today. Good luck!” or “Congratulations!” Your clients will notice you took the time to reach out to them and wish them well. This may seem like a small gesture, but it can be significant in maintaining great working relationships. Messages like these also keep you top of mind. They are a friendly reminder to clients that you’re available to help them, and they don’t feel like a sales pitch!
Keep a swipe file of images on your smartphone. Have you recently received a package or a piece of mail with something you ordered or with a marketing slant that you found very effective? How did this piece of mail make you feel? Valued? Understood? Happy? Clearly, it’s not practical to keep every package or piece of effective marketing that makes its way into your mailbox. Instead, snap a photo and add the image to a folder on your phone. If you can sync the folder to your desktop computer, even better!

Over time, you’ll have a collection of photos saved of packaging or messaging that you found effective and worth noting. Could you do something similar for your clients? How could you find a way to “package” your services to make them feel valued, understood, or happy? This type of information can be incredibly valuable when you’re tweaking your client onboarding process, submitting invoices, or even sending basic emails to clients. You’ll be able to take the common invoice or email and tweak it to make them feel how you did when you opened that fun package in the mail. Be creative and have fun with it!

Add a folder to your email account and name it “Marketing Swipe Files” or “Ideal Client Swipe Files.” We all get marketing emails from time to time, or even daily for that matter. Which emails or newsletters do you find yourself opening time and again? Add these emails to your “Marketing Swipe Files” folder in your inbox. Analyze which emails you’ve found the most effective in marketing to you, as a customer, and that really “speak” to you. What did the business or sender get right to keep you opening their emails and engaged with their content? How can you do something similar in your own business for your clients?

On a similar note, from which emails do you find yourself unsubscribing? Instead of deleting them, keep a folder to house these unwanted emails so you can look back and remember what you don’t want to do in your own marketing campaigns.

In a separate “Ideal Client Swipe Files” folder, store emails that you’ve sent back and forth with your clients (remember, only the ideal ones!) that you want to have handy the next time you’re crafting a marketing email or writing a new social media post. Did someone ask you a question that you’re often asked? File it in this folder. It could very well be the question that inspires your next blog post topic or social media post. Does your client speak a certain way or use specific jargon or terms? Take note and try to incorporate these into the messaging the next time you write to them.

When gathering content for your swipe files, it’s important to also look to other industries for inspiration. I get a lot of my own inspiration from graphic designers and copy editors, for example. I find that both work similarly to translators and interpreters, and they also find incredibly creative ways to market to their ideal clients through both images and copy.

Make the information in your swipe file work for you. Once you have a decent amount of content in your swipe files, analyze the information you’ve collected.

- What can your swipe files tell you about your ideal client?
- What can you do with this information to improve your marketing efforts?
- What can you learn from what others do in their industries that could be carried over creatively to yours and help you to stand out from others who provide the same services as you?

Over time, you’ll continue to update your swipe files as you learn more about your ideal client and about marketing in general. It can be fun to collect this information, and it should ultimately give you a lot of insight. Set some time aside on your calendar each week or month to search for new information to add to your swipe files. Doing this will allow you to keep your content fresh and create content based on what your ideal client would want to see from you. It also helps you stand out as a translator or interpreter in your language pair(s) or area(s) of specialization, because it shows you know your client, you did your homework, and you took the time to find out more about them and their needs.

You can be as detailed and collect as much information as you want to store in your swipe files. They are yours to use for marketing your business or learning more about the market in which you want to work. You may find that your ideal client or target market can change over time. All the more reason to keep updating your swipe files to remain relevant in your marketing efforts.

Madalena Sánchez Zampaulo, CT
ATA president-elect and chair the Governance and Communications Committee. She is the owner of Accessible Translation Solutions and a Spanish>English and ATA-certified Portuguese>English translator. She served as chair of ATA’s Membership Committee (2018–2020), Public Relations Committee (2014–2018), and administrator of ATA’s Medical Division (2011–2015). She has a BA in Spanish from the University of Southern Mississippi and an MA in Spanish from the University of Louisville. She is also a consultant for the University of Louisville Graduate Certificate in Translation. You can read more of her articles on her blog at www.madalenaszampaulo.com/blog-home. madalena@accessibletranslations.com

“Business Practices” will alternate in this space with “The Entrepreneurial Linguist.” This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors.
I recently had the opportunity to speak with Talia about The ParlamINT, GlobalSaké’s monthly virtual events series that she developed for sharing well-rounded perspective localization insights and connecting industry professionals across borders, cultures, and continents. This highly engaged, interactive virtual program is a great fit for linguists, translators, and interpreters working in localization and global expansion.

JOST ZETZSCHE: Talia, would you mind introducing yourself? What’s your professional background, and what was your initial reason to join the world of translation?

TALIA BARUCH: I’ve always been fascinated about understanding people within the cultural context of their regional environments. I’m a product of cross-cultural fusion, where East meets West. My father was from Samarkand, the exotic epicenter of the Silk Road. My mother was from England, with deep family roots in Vienna and Brno. I grew up in Israel’s multicultural melting pot, went to a French high school, and spent all my summers growing up at Yewsden, the house of the Yew Tree (aka “The Ark”) built by my grandparents. Yewsden was the haven “Paradise on Planet Earth,” where World War II survivors and immigrants from across the globe came together, fleeing a dark time to feel human again. Yewsden is where I soaked in the babel of multiple languages, cultures, perspectives, and mentalities. It’s where I learned to open my prism wide, observe rounded views from multiple angles, and adopt tolerance.

My BA was in English and French linguistics and literature, and my MA was in translation and interpreting. My entry into the localization industry was, initially, as a literary transcreator—adapting creative content (e.g., poetry, off-Broadway shows, and marketing assets) to resonate with international segments. I then transitioned into localization management on both the language services provider and client-side for the next decade (Lionbridge, Translated.com, and Google—Maps and Earth products), eventually pivoting to head international product and growth at Linkedin and SurveyMonkey.

In 2017, I created a new curriculum for applied learning, bringing high-tech into higher-ed and training the next generation of global leaders to effectively design a “global-ready-from-the-get-go” product strategy, building the right local experiences on a global scale. I’ve been teaching this program at the executive MBA Program at Hult International Business School, the Centro de Estudios Superiores de Diseño de Monterrey in Mexico City and Monterrey, Mexico. (More information is available on her website: www.taliabaruch.com.)

JOST: Thanks for sharing that! Let’s talk about...
GlobalSaké. How did you come up with it, who else is involved, and, well, what is it? And how is it different from other organizations that organize meetings and networking?

TALIA: GlobalSaké is about making products make sense in the global marketplace. It’s a collective community of cross-functional global leaders interested in driving international expansion. Its mission is to bring people together for content and connections, sharing rounded open-minded industry expertise across functions, cultures, and borders. I designed GlobalSaké’s ParlamINT program as an interactive monthly events series for applied industry insights on how to effectively drive adoption in new markets. The program holistically covers the core cross-functional challenges and solutions for building a global-ready and geo-fit product strategy, integrating the right regional and cultural factors to land and grow in new markets on a global scale.

GlobalSaké’s differentiator edge in the landscape is approaching localization with a broader, more holistic, strategic, horizontal, and cross-functional effort, driving impact to the business bottom line. Our goal is to invite to the discussion table the stakeholder leads across the organization to align on international efforts. This is reflective in our audience: 85% of our event attendees are client–side, and over 75% are executive and senior management level (= buyers of international solutions). This is a huge differentiator from many other industry localization events, where language services providers make up a larger portion of the audience.

When people come together across cultures and complementing skillsets with an open mindset for collaboration and open heart for learning from each other, that’s when meaningful innovation happens, right at the cross-pollination junction. And that’s the framework we offer at GlobalSaké’s events.

I founded this venture back in 2017 with John Hayato Branderhorst, a senior strategist at btrax, a design and marketing agency specializing in Japan and U.S. market entry and growth. Since then, our global community has grown immensely. We now have almost 1,000 active members, most of whom are regular attendees in our monthly series!

JOST: And what about translators? I’ve said many times that we’re a super-diverse industry (if, in fact, we are an industry), but that doesn’t mean that the different stakeholders are not connected in some way. So, does it make sense for translators to get involved with GlobalSaké? And, if so, would they join to learn, network, or why else?

TALIA: The program is a perfect fit for translators! I’m still a translator/transcreator at heart, and that skillset is in the DNA of any passionate linguist. At the end of the day, our goal is to create the right–fit experiences for people around the globe. That human factor is critical to get right. The spectrum of translation, localization, transcreation, transadaptation, and local content origination is, on a fundamental level, about understanding people within the cultural context of the regional environment. Being a great translator/transcreator isn’t just about understanding language. It’s also about understanding the cultural nuance of the customer’s expected behavior, their perspective, what they truly care about, and what triggers their actions.

Another value–add for translators to attend GlobalSaké’s events is industry networking and job opportunities. Being a part of the GlobalSaké ParlamINT community of global tech leads in some of the world’s top innovation companies (e.g., startups, scale-ups, and multinational corporations) is an incredible opportunity to find the right talent, job, content, and connections. Each event kickstarts with interactive audience engagement, then a series of TedTalk format presentations showcasing applied insights through different case studies, then Q&A, followed by 30 minutes of breakout room roundtable discussion digests with networking. We conclude with a one–minute meditation wrap-up.

JOST: Thanks for talking with me today and sharing the vibrant community you’ve helped create! async

Jost Zetzsche is chair of ATA’s Translation and Interpreting Resources Committee. He is the author of Characters with Character: 50 Ways to Rekindle Your Love Affair with Language. jzetzsche@internationalwriters.com

Remember, if you have any ideas and/or suggestions regarding helpful resources or tools you would like to see featured, please e-mail Jost Zetzsche at jzetzsche@internationalwriters.com.
The Online Exam Is Here!

ATA is excited to offer our certification exam online to complement our traditional in-person format. For the first time, members are now able to take the exam from anywhere in the world without having to travel to a live sitting!

How Does the New Format Work?
We’ve partnered with ExamRoom.AI, a remote online proctoring company that works with associations, industry, and academia. Online exam sittings are scheduled twice per month from June to September this year (the schedule can be found at https://bit.ly/ATA-exam-schedule). All dates this year fall on a Wednesday during U.S. business hours so the staff at ATA Headquarters can be available to answer any last-minute questions. ExamRoom.AI has a website and phone number candidates can access any time, including during the exam should they encounter any difficulties.

When you register for the exam through ATA, you’ll receive a confirmation email and instructions from both ATA Headquarters and ExamRoom.AI. Be sure to read and save these emails so you have the proper login credentials at your fingertips on exam day.

Security
Online exam security is significant, through a combination of artificial intelligence (AI) and live proctors. Candidates’ screens are recorded (archived for later review if needed) and the AI catalogs suspicious activity. The working environment is monitored through the 360 app, which candidates will need to download on a mobile phone or a tablet prior to exam day. The device where the app is downloaded will need to be placed on a table or chair behind the test taker. Finally, ATA proctors will view candidates and their screens remotely and can chat or speak live with candidates to warn them if they engage in prohibited behavior.

Taking the Exam
On exam day, you log onto the ExamRoom.AI website to be guided through a system check (the details are included in the instructions sent after registration) and onboarded by one of their agents. Onboarding includes verifying your identification and showing a scan of your surroundings.

Once the verification and onboarding process is complete, candidates are handed off to ExamRoom.AI and ATA proctors, who provide the final code used to access the exam passages and start the three-hour timer. As usual, you’ll have three passages from which to choose. Read through them and choose the two you want to translate. Type your work in the answer box on the screen. Your work is saved automatically, you can switch back and forth between the two passages, and you can always go back and revise what you’ve written as many times as you like. Candidates can feel secure knowing their work will not be lost, even if they get disconnected.

A count-down timer is displayed to show how much time remains. When you’re finished (or the time is up), you click on a button to end the test and then log out. Your exam is sent to ATA Headquarters electronically.

More Accessible than Ever!
Exam-related materials have been updated on our website to reflect the new online option. Most of the information remains the same—and there’s quite a bit of it—since the main change is how to access a sitting. If you’re thinking about becoming a certified translator, be sure to refer to the resources on ATA’s website as you prepare, whether you’re planning on an in-person or online sitting. The staff at ATA Headquarters and volunteers for the Certification Program have worked hard to make the exam more easily accessible to more of our members, so we hope you’re able to take advantage of the various options...and wish you good luck! Also, thanks for your understanding and patience as we get this new platform running optimally.

Michèle Hansen, CT is chair of ATA’s Certification Committee. An ATA-certified French>English translator and editor since 1990, she specializes in the health-related international development, medical, and pharmaceutical sectors. She previously served as administrator of ATA’s French Language Division. michele@globalhealthlanguage.com

More on ATA’s Certification Exam
ATA Certification Website
www.atanet.org/certification

ATA Computerized Exam Online Resource List: What’s Permitted and What’s Not

Skills You Need before Taking ATA’s Certification Exam,”
Whether attending in person or virtually, you will get everything you need to thrive as a professional translator or interpreter.

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Enhance your skills and grow your business so you’re always ready for what the future has in store.

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Get practical and effective solutions for the challenges currently facing translators and interpreters.

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**ATA 62nd Annual Conference**
October 27-30, 2021 | Minneapolis, Minnesota | In Person or Virtually
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Discounted rates are available at the Hyatt Regency until October 1 or as space allows.

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Our people – our greatest asset – are dedicated to helping you meet the challenging demands of a digital-first world. We’ve been supporting the translation industry for more than 35 years, and our commitment to doing so is as strong as ever.

Have questions?
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