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An initiative of KPAAM-CAM and SOAS World Languages Institute

Protocol for Language Team Coordinators

April 23, 2020
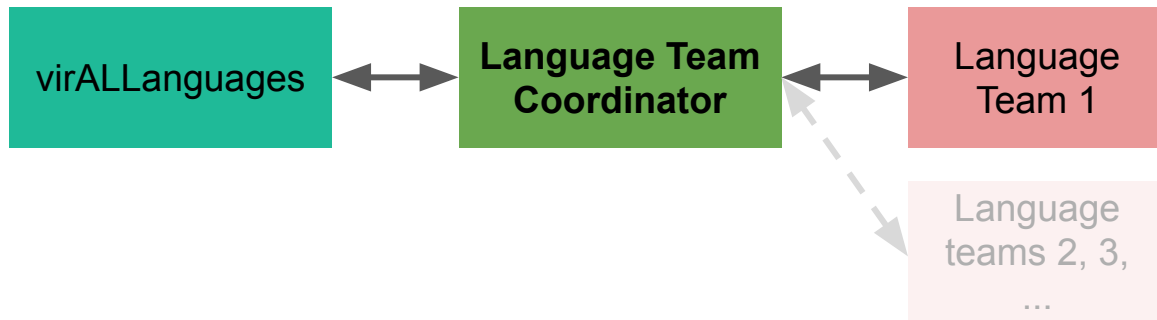
Who is the Language Team Coordinator (LTC)?

You are a researcher, traveller or someone who is otherwise familiar with communities speaking marginalized languages.

Your role is to be the connector between virALLanguages and the communities you'd like to help and work with to stop the spread of coronavirus.
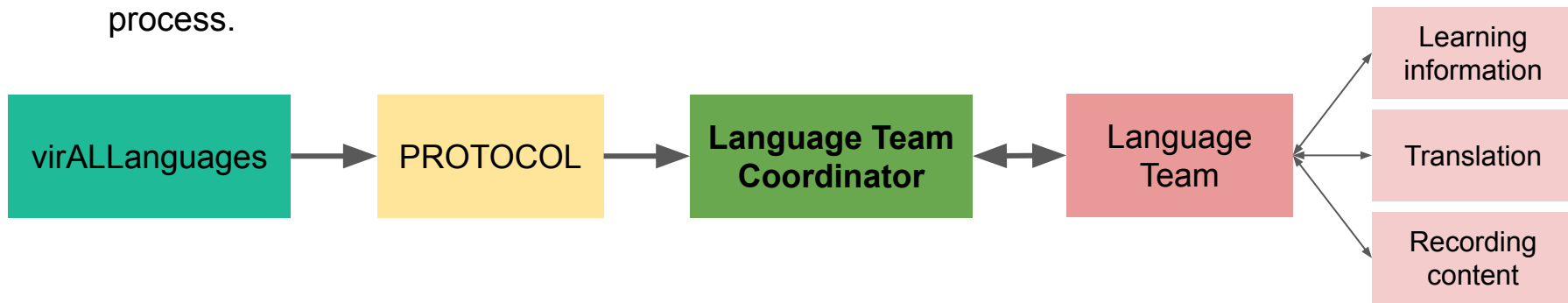
virALLanguages ⟷ **Language Team Coordinator** ⟷ Language Team 1

Language teams 2, 3, ...

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Who is the Language Team Coordinator (LTC)?

In order to ensure **reliability**, **authenticity**, and **trust** you must…

1. Contact a trustworthy speaker to be the spokesperson of your content and promote the creation of a local Language Team (LT)
2. Learn and follow our protocol for creating health-safety content, guiding your LT through the process.

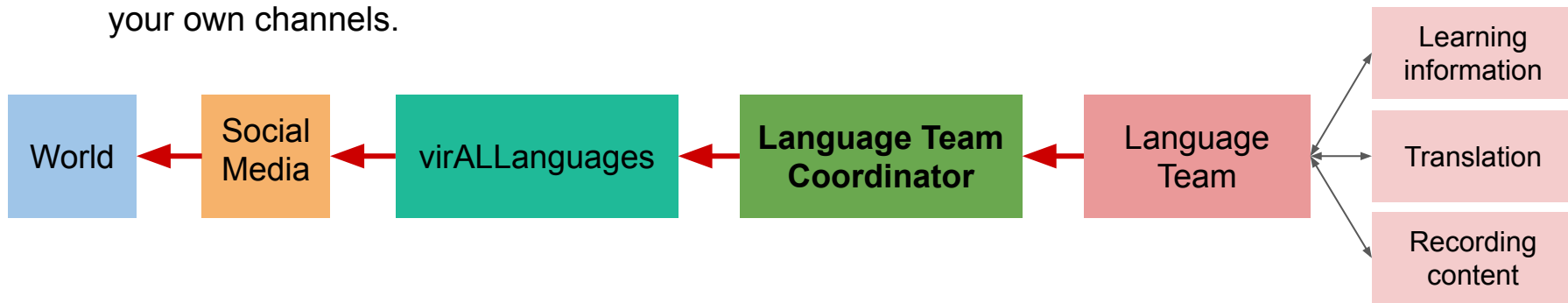| virALLanguages | → | PROTOCOL | → | **Language Team Coordinator** | ↔ | Language Team | → | Learning information |
| | | | | | | | → | Translation |
| | | | | | | | → | Recording content |

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Who is the Language Team Coordinator (LTC)?

Once you've completed the protocol and your content is created, your job is to...

1. Send us the final and best versions of your LT's recordings
2. Wait for us to finish and upload everything to our social media channels
3. Help us share your content to the people it needs to reach, by sharing the links and content via your own channels.

World ← Social Media ← virALLanguages ← **Language Team Coordinator** ← Language Team → Learning information / Translation / Recording content

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Why follow a protocol?

This project has two goals:

    1) to translate public health messages into **as many minority languages as possible**.

    2) to make sure that the messages are both **memorable to hearers** and **totally in line with WHO recommendations**.

Speakers are free to convey the message in the way they deem more effective in their communities. The protocol allows us to ensure that all the messages we diffuse contain accurate information.

We realize this requires quite a bit of work for you and your Language Team. In order to make it as easy as possible, we will provide you with <u>a toolkit.</u>

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What is inside the toolkit?

- **A Reference Text** - this contains key information that can save lives and stop the spread of coronavirus, approved by Public Health specialists at the University at Buffalo (SUNY, USA).
- **Scripts** - the speaker(s) **can** follow/translate these when recording content
- **Technical Guidelines** - these "help sheets" will guide your speaker(s) to make the best possible recordings
- **The Protocol** - a four-step process explained in detail in the following slides.

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#1 SURVEY

#1 SURVEY

1. Ask the Language Team Leader to identify a speaker who is **widely-known** and **highly-esteemed** by the whole speech community and is also available to make the recording. The Speaker and the Leader will become the Language Team (LT).
2. Share the Reference Text with the LT.
3. Language Team Leader will receive a quiz that needs to be passed. This allows us **to verify that the Leader has understood the Reference Text**.
4. Our Survey Team will send your LT's quiz scores to you via email.
5. If the Leader receives a score of 100%, they can move on to the translation stage.
6. If the Leader scores less than 100%, the Coordinator will help with explanations. **Make sure the Leader has a clear understanding of the Reference Text!**

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#2 TRANSLATION

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#2 TRANSLATION

1. LT know how to best address their communities. If they have difficulties structuring content in their messages, then they can follow our scripts. Scripts are there to help and **are not mandatory!**
2. If LT need help, the coordinator shares the <u>relevant script</u> with the LT and asks them to translate it into their local language/dialect.

In any case, the message should be adapted to the local context with information that is **not included** in the Reference Text or the scripts. For example:

- some people may be used to (ritually) sharing a cup when drinking some special drinks and so they should include advice not to do that until the epidemic is over.
- If a village has a festival or event coming up soon, people should be advised to postpone it.
- Use proverbs to emphasize an important point, if appropriate.

Remember: **The goal is to take a "global" message and help ensure it is understood and accepted in the local context**

#3 CONTENT CREATION

#3 CONTENT CREATION

1. Share the <u>relevant technical guidelines / help sheet</u> with the LT.
2. Verify that the LT has read and understood the guidelines before they make their video and/or audio.
3. When you receive the content from your LT, check that...
    a. what the speaker says **is not in contrast** with the Reference text
    b. the video is filmed horizontally
    c. the audio quality is good
    d. the speaker is clearly visible
    e. the content is not too long
4. Send only the FINAL and BEST content to the Tech team: <u>virallanguages.technical@gmail.com</u> along with the full names of the members of your LT so they can be credited.

DO NOT SHARE THE RECORDING AT THIS STAGE!

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#3 CONTENT CREATION

Ultimately, we would like the following items **from each LT**:

1. At least one, basic **video** sharing the most important information
2. One **audio file** for sharing with radio stations
3. **Digital photographs** of each member of the LT and their full names, as they would like to be credited

#4 SHARING

#4 SHARING

1. Once the LT's content is "finished" with our music, introduction, and credits, our social media team will post it on YouTube and Facebook and send you the links via email.
2. You and your LT(s) can now share this content widely!
3. Please also monitor how the recording is received by the community. If there are criticisms or problems of any sort, please inform us (General Management) as soon as possible: virallanguages@gmail.com

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