audio**visual**

**Deep Focus**
ATA-AVD

## Publication guidelines for the American Translators Association's (ATA) Audiovisual Division (AVD) Newsletter

Dear member of the Audiovisual Division,

The Deep Focus newsletter is the official publication of the American Translators Association's Audiovisual Division created to share and spread expertise, tips, and awareness with our members in a collaborative effort.

It is published on a quarterly basis on the ATA Audiovisual Division website (http://www.ata-divisions.org/AVD/), where we share useful resources in our field such as  book and software reviews, news, innovation, and education, frequently asked questions of the trade, and much more.

If you can contribute to spread knowledge about practice in our area with relevant content to share with your fellow audiovisual translators, reviewers and educators, we welcome submissions under the following governing editorial guidelines:

• Articles: 800 to 2,500 words. Diffusion, educational, academic, informative, among others.
• Reviews: 600 to 1,000 words. On books, conferences, software, trends, markets, among others.
• Columns: 800 words.  News, tips, novelties, interviews, among others.

All submissions must be written in English and, if examples or translation analysis in other languages are to be included, they should have the corresponding back-translation. Additionally, submissions must contain a title, copyright notes, citations/references, and other observations, if applicable.

Submission process:

Send your submission via email to publicationsavd@gmail.com as a Word document with:

• Author's name, email address.

• A short 50-to-80 words biography on the author. The bio should include:

Sample Bio:
Geannie Dow is founding member of the TRS Society, a Valencia-based translation organization specialized in translation, localization, timed text and voice-over in over 12 languages for independent projects and non-profitable causes. She provides translation for social programs in her spare time. She is an ATA-certified (English>German) translator. Contact: dowgean@trssociety.com.

• Author Bio JPEG, high-resolution headshot or photo. Preferably, professional quality.

• Article JPEG, high-resolution graphics such as photos, charts, diagrams, etc. should be separately submitted.

• A brief abstract of 100 words maximum for the table of contents that emphasizes the main points of your article. Example: • Brush up your researching strategies. Keep in mind using the right resources will save you a lot of time!

• The concise title pinpointing the subject and stating the purpose of the article.
Example: • Localizing for Streaming Media: The Ins and Outs

• Submissions are evaluated by our editorial committee for content.
• Submissions undergo a thorough revision for flow and consistency by our copy editors.
• All articles are subject to editing for grammar, style, and space limitations.

• Byline: List your name with no designations (e.g., PhD, MD, or job title) following the article title. Any credentials can be included in the author biography.
Of course, your contributions to Deep Focus will boost your standing. Furthermore, ATA Certified Members are awarded two (2) ATA Continued Education Points (CE) per published article with a maximum of 8 points per reporting period. More information can be found at:
https://www.atanet.org/certification/aboutcont_record_requirments.php

In observance to general ATA style guidelines:

General Writing Tips

• Content should be original, not something that has appeared elsewhere in a blog (though the material can be adapted from older posts or publications).
• Avoid long blocks of text. Break down the main points of the article into sections with subheads.
• Do not attempt to cover everything about a particular topic in one article. Narrow the focus of discussion to a few main areas.
• Text must not be "advertorial," promotional, or "marketing" in nature. Avoid self-promotion and make sure the text is not biased toward your products and services.
With this in mind, you can demonstrate how the product can be used and highlight your level of expertise through the use of specific examples that are easy to follow.

General Style Guidelines

All articles are subject to editing for grammar, style, punctuation, and space limitations. The ATA Chronicle follows The Chicago Manual of Style, 16th Edition. There are also certain style practices that are specific to ATA (see below). Where appropriate, the relevant section in The Chicago Manual of Style is noted below, for example (Chicago, 5.25). Here are some general rules to keep in mind during the writing process.

ATA-Specific Terminology:
• Uppercase "Association" when referring to ATA
• The ATA Chronicle (in italics) or Chronicle
• Uppercase ATA Annual Conference
• Uppercase ATA Board of Directors, the ATA Board, or the Board (when referring to ATA's Board)
• Uppercase Committee, Division, or Chapter only when it is part of an official title (e.g., ATA Executive Committee, but not "the Committee is working").
• Uppercase official ATA officer and division administrator titles only when they precede a name:
-- president-elect
-- ATA president
-- ATA executive director
-- assistant administrator
-- administrator

Abbreviations/ Acronyms/ Intialisms:
• Spell out the full name of a term the first time it is used, followed by the abbreviation in parentheses. Use the abbreviation for all subsequent appearances.

information technology (IT)
health care resource utilization (HRU)

• When you refer to an association, corporation, or business for the first time, use its full name, followed by its initials in parentheses. If possible, include the city and state or country where the organization is headquartered. If applicable, please include a website for more information. In subsequent references, either use the abbreviation or say "the association," "the organization," or "the society."

The National Association of Widget Manufacturers (NAWM) of Washington, DC (www.widget.com) is…
• When the abbreviation is used in subsequent text, it should not be preceded by the.

Members of the American Translators Association (ATA) gathered in Seattle for a networking session. ATA members can learn a lot from attending such events.

Capitalization:
Academic Degrees: Do not capitalize academic degrees.
Job Titles: Capitalize titles when they precede a person's name (Executive Director John Smith says…), but lowercase them when they follow the name (John Smith, executive director of…).
Organizations, committees, and conferences: Capitalize complete official names. Lowercase them when they become general (Chicago 7.50-7.62).
National Capital Area Chapter of ATA the chapter
German Language Division the division

Comma (Serial):
Place a comma before the conjunction joining the last two items in a series. (e.g., red, white, and blue) (Chicago, 6.19-20).

Contractions:
Contractions are allowed

Italics:
• Publication titles
• Blogs
• Foreign words (except proper names)

Preferred Spelling:

Use American English spellings, the exception being proper names (Localisation Forum).

• database, not data base

• e-mail, not email

• federal, not Federal (unless part of a title such as Federal Communications Commission)

• health care (unless "healthcare" appears as part of an official title)

• online

• résumé

• term base

• toward, not towards

• web

• website

• webmaster

• web page

Format for References:

Use endnotes, not in-text citations. Insert the reference number at the end of the sentence (Chicago, 16.15). The number will correspond to the complete reference note at the end of the article. Please put the page number and website (if applicable) at the end.

Books (one author):

Goody, John, and Josh Tad. Translating the Source Text (Baltimore: Johns Hopkins University Press, 2000), 24-25.

Books (two authors):

Albin, Verónica S., and María T. Coggins. Bilingual Glossary forMedical Translators: Hematology, Oncology, Radiotherapy (PCM Translation Resources, 1994), 100.

Books (more than three authors):

Locke, Christopher, Rick Levine, Doc Searls, and David Weinberger. The Cluetrain Manifesto (Perseus Books Group, 2000), 35.

Edited Volume:

Niske, Heldge. "Introduction to Terminology and Terminological Tools," in Community Interpreting and Translating: New Needs for New Realities. Edited by Garcés C. Valero and Barés G. Mancho (Universidad de Alcalá: Servicio de Publicaciones, 2002), 38.

Newspaper:

Dibble, Sandra. "University of San Diego to Help Prepare Mexico for Oral Trials," The San Diego Union-Tribune (November 4, 2014), http://bit.ly/USD-oral-trials.

Barbassa, Juliana, and Manuel Valdes. "2010 Census Counts Indigenous Immigrants," The Huffington Post (March 2010), http://bit.ly/Census-count.

Periodicals (one author):

Cengel, Katya. "The Other Mexicans," National Geographic (June 25, 2013), http://bit.ly/NG-Mexicans.

Periodicals (two authors):

Mason, George, and Abigal Baldwin. "Cultural Variations in Arabic." Reflections (June 2000), 5.

Periodicals (more than three authors):

Adams, John, George Stanley, Doc Searls, and David Weinberger. "The Attack on Academic Theory." Education Quarterly, Volume 2 (September 1998), 44.

Government Report:

International Narcotics Control Strategy Report, Volume 2 (Washington: Department of State, Bureau for International Narcotics and Law Enforcement Affairs, March 1, 2006), 107-111.

Press Release:

"DEA Administrator Karen Tandy Visits Panama" (Embassy of the United States, Panama, June 21, 2005).

Conference Proceedings

Martin, Lorena, and John Roth. "Financial Crimes," Proceedings of the Annual Conference of the National Association of Judiciary Interpreters and Translators (May 2005), 6.

Court Case:

U.S. v. Zambrana, 841 F.2d 1320 (7th Cir. Ind. 1988).

The submission deadline for contributions for the first Deep Focus issue is **November 3rd**, 2018.

Thank you in advance for your interest and involvement.

Best regards,

Deep Focus Editorial Staff