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Getting Started - The “A Proverb a Day” Translation Management System (APAD TMS)

The Marriage of Strategy and Vision

Why Proverbs?

Cultures around the world have a fascination with wise sayings. A Proverb a Day feeds this fascination while displaying the intense relationship between the Book of Proverbs and New testament teachings.

Millions of Christians discover the essence of Christian life and experience through a daily reading of Proverbs. Repetitive readings always produce new insight. A Proverb a Day reaches its highest potential for teaching knowledge of God and English as a second language when the programs are listened to over and over again. Several radio stations have broadcast the entire set of teachings every year for over 8 years.

The teachings of Proverbs are of interest to multiple groups of people irrespective of their denominational, theological or political bias. As such it is acceptable and profitable worldwide.

Why Synchronized Scrolling Texts?

Some agencies estimate that as much as 60% of the world’s population learn orally. This same 60% are likely among the world’s most economically oppressed. Solar powered media devices, cell phones and media players connected to earbuds make the delivery of literacy tools economical and effective. The **APAD ESL Earbud Evangelism** strategy offers audio and video encounters with both the local language and in English.

The initial encounter with each teaching is an audio experience in the local language. This may be the result of a radio broadcast or the result of a local project that distributes the teachings on very low cost audio players. The next audio encounter is in two languages. A phrase in a local language is immediately followed by a phrase in English. For instance, several radio stations play an APAD episode in Spanish in the morning and then repeat the same episode in Spanish/English later in the day.

When a media player or computer screen is available, the audience is encouraged to view the same program that they have been listening to on a screen that presents scrolling text that is synchronized with the audio. Participants not only hear their own language, but they begin to read it too. Bridge building between orality and literacy is initiated. Audio with synchronized text on a video display is a powerful tool for focusing attention and stimulating learning.

Many people worldwide have an intense interest in learning to read and speak English. For them, seeing and hearing alternating phrases allows them to make progress in conversational English. The alternating phrases are not designed to teach English grammar, but rather they produce a broad familiarity with the language by impartation.

A famous male choir in North Wales trains new voices by having new members stand next to the best singers in the choir. This imparts nuances of singing skill that are difficult to discuss or teach in a more didactic manner. Similar benefits are reaped as listeners experience A Proverb a Day on a daily basis for several months or years on end.

Why Sing the Scriptures?

An APAD companion project is known as Sing and Speak. Introduced in the 1970's, it encourages bible memorization via song. Several thousand home-school children in the USA went to sleep with a bible memory song playing softly in the background.

By singing a bible verse in the local language and then singing the same verse in English, students learn the bible and learn English at the same time. These bible verses are also used to open the APAD radio programs. In Haiti, they have been sung in French using musical that was stylistically comfortable to the audience. The Spanish songs are composed by a Mexican artist and accompanied with a Spanish Guitar. Future languages can be enriched by composing melodies in the musical style of the associated culture. The APAD Translation Management System provides tools for creating these wonderful songs.

Why Stephen Keel?

Considering the existence of thousands of gifted Christian speakers, why should the language group that your heart longs to minister to be subjected to Bible teaching from a chicken coop manufacturer in Virginia? ¹ For thirty years, Stephen's ministry was in jails and prison in Virginia and North Carolina. In 1999, the Lord surprised him by placing him on a weekly radio program on a small local radio station. After about a year, the manager asked him to convert the once-a-week hour-long program into a daily 15-minute teaching. A Proverb a Day (APAD) was birthed. 2 years later it began a long run in Haiti followed shortly by translation into Spanish. The Spanish version has been heard in over 26 countries.

Reading a chapter a day from the Book of Proverbs for over thirty years empowered Stephen to conduct business fairly and to help his wife raise 8 children in the fear and admonition of the Lord. Together, with the help of dozens of the Lord's servants, Stephen and Nancy Keel have created the APAD environment. APAD has been enriched by the combination of their daily seeking of the face of God with their experiences in

¹ To learn more about chicken coops, visit <http://henspa.com>. Stephen Keel received this business as his "tent making work" designing and manufacturing coops in 1998.

family building and with their business background in computers and chicken coops. You can read more about their exciting encounter with Jesus by clicking on [this link](#).²

Team Building

One person can make an immense difference. Over a period of 4 years, Lancy Leveille translated, edited and produced 240 APAD radio programs. She taught scripture memorization songs to over 300 children. She did this facing incredible infrastructure weaknesses living in Les Cayes, Haiti. Today, a single dedicated individual could conceivably produce the 30 programs that are the core of the APAD Video Project. Lancy succeeded by living frugally in a home provided by her husband. She had to work long hours that strained her eye sight and challenged her patience when her computer glitched or when her Christian associates withheld need help.

In Mexico, Spanish speaking people found a champion in Magdalena Latorre. Her love for her countrymen inspired her to form a team of volunteer translators. She worked closely with Oscar Retreage, the Un Proverbio al Dia (UPAD) audio editor to produce over 160 programs. Our experience in Mexico led us to understand the need to pay small amounts to our translators. It took 4 years to do 160 programs with volunteers. One year later, after instituting the policy of paying translators, and additional 100 programs were produced.

Today, it appears obvious that team building is essential. A General Director or team champion must step up to the plate. The APAD TMS is looking for a champion to log into the system and accept the responsibility for forming a team. Provision exists for an APAD Operations Manager that has similar privileges inside of the program.

Guidelines for most of the activities listed below are provided for by the APAD TMS. An easy-to-use menu system allows the work to be initiated, assigned, tracked, paid for. Relevant reports are preconfigured and easily retrieved to keep track of work in progress.

The General Manager or Operations manager must be responsible for the following:

Be responsible for promoting the work in the target language group. This involves but is not limited to developing ministry alliances, overseeing translation, editing and other tasks, getting the word out about the availability and profitability of the materials, raising capital, setting fees for and paying for services associated with the project, receiving and accepting applications from volunteers and freelance workers.

² [“He Inclined His Ear Unto Me”](#) is a biographical journey into the sometimes commonplace and sometimes remarkable encounters with Jesus that result from “...acknowledging Him in all your ways.”

Target Language Specific Personnel Requirements

The following “job functions” exists. A volunteer or free lance worker can offer services in a single or in multiple roles. One person could do all of this, but it would be very hard.

- General Manager
- Operations Manager
- Marketing Director
- Development
- Translator
- Language Editor
- Audio Editor
- Video Editor
- Scrolling Text Technician
- Songwriter
- Vocalist
- Musician
- Newsletter Editor
- Photographer

Hardware and Software

Requirements

Hardware

Nearly everyone involved needs access to the internet to receive assigned tasks and to report on work accomplished.

Translators and Language Editors need a text capable computer.

Both the audio and video editors need a fairly robust computer. A computer with two monitors is very useful for creating screen captures of the scrolling text. The second monitor is a great tool, but it is not essential.

Software

Translation is typically done with Microsoft Word. Alternately, you may wish to use the word processor associated with Open Office. <http://www.openoffice.org/>

Audio editing requires a program with the functionality of Sony Sound Forge V8.0. Typically an applicant for the position of Audio Editor will already own suitable hardware and software. If they do not have such, they may not have enough editing background to be successful.

Scrolling text is created and displayed with Mini Lyrics from <http://www.crintsoft.com/> This program is freely distributed, but it is advised to buy it to reward the hard work that created it.

The video are creating using Camtasia Studio Screen Recording & Presentation software.

A free trail is available from <http://www.techsmith.com/download/trials.asp> A single user license is \$299.00

Target Language Specific Tasks

All of the following tasks are associated with the APAD TMS. They are managed with the following associated attributes:

- Assigned to: {person's Name}
- Assignment Date: {MM/DD/YY}
- Expected Completion date: {MM/DD/YY}
- Actual Completion Date: {MM/DD/YY}
- Agreed Upon Fee for Completion: {no fee, \$xx.xx}
- Date Fee Paid: {MM/DD/YY}
- Amount Paid: {\$xx.xx}
- Status: {Unassigned, Assigned/In Progress, Completed}

General Management

- Assign Worker – Task Description “xxxx”
- Assign Task – “Task Name “xxx”
- Fundraising to cover production costs
 - Funding Strategies
- Promotion to radio and TV stations
- Ongoing public relations with broadcasters

Management of audio and video production

- Translation Management
 - Translation Program #XXX
 - Editing of Translation – Program #XXX
- Bible Memory Song Management
 - Melody line creation – Song Name “XXXX”
 - Recording of lyrics in the local language – Song Name “XXXX”
 - Recording of lyrics and in English – Song Name “XXXX”
 - Mixing and Final production – Song Name “XXXX”
 - Sing and Speak Audio Production
 - Create a music soundtrack that reflects the local culture is added
 - Distribution Upload (1-n) – Program # XXX

- There may be as many as 10 formats and upload feed locations for each program. The list is to be determined but includes Cell phone distribution, Podcasting, TV Shows, Zune, PMP, Play Station, Etc.

Audio/Video Production Tasks

- (The English transcripts and recordings are the same for all productions)
- The local language is usually recorded in a country that speaks the language
- Audio Production
 - Editing and production of local language versions – Program # XXX
 - Audio Recording of local language versions – Program # XXX
 - Editing and production of dual language versions – Program # XXX
- Announcement Production
 - Write Announcements for Radio Programs
 - Select Announcements for Specific Radio Programs
 - Requires general Director Approval
 - Produce Audio Segment for Announcements
- Radio Programs
 - Assemble Music, announcements and Bible teachings – Program # XXX
 - Upload to Podcasts and other Internet Downloads – Program #XXX
 - Distribution Upload (1-n) – Program # XXX
 - There may be as many as 10 formats and upload feed locations for each program. The list is to be determined but includes Cell phone distribution, Podcasting, TV Shows, Zune, PMP, Play Station, Etc.
- Video Production
 - Verify Transcript and Audio Agree – Program # XXX
 - Time-stamp individual phrases for audio synchronization – Program # XXX
 - Video capture of scrolling text – Program # XXX
 - Encoding for multiple device platforms – Program # XXX
 - Distribution Upload (1-n) – Program # XXX
 - There may be as many as 10 formats and upload feed locations for each program. The list is to be determined but includes Cell phone distribution, Podcasting, TV Shows, Zune, PMP, Play Station, Etc.

Target Language Specific Costs

These costs are flexible and decided upon by each local team. If you are a director, you can [CLICK HERE](#) to see and adjust these costs.

Using the Translation Management Software

Videos are being produced as training materials. See the growing list of video by [Clicking Here](#)