



THE LEADER IN GLOBAL LANGUAGE AND BUSINESS SERVICES

LANGUAGE:

- History
- Leadership
- Network
- Press Center
- Our Quality
- Technology
- Experience
 - Case Studies
 - Client List
- Partners
- Corporate Citizenship
- Awards
- Resource Center
- Careers

Case Study: TIME FOR KIDS

The Client

TIME FOR KIDS is a subsidiary of AOL/TimeWarner, the world-renowned news and information publisher. TIME FOR KIDS produces two weekly news magazines in print and web editions for students during the school year: News Scoop (grades 2-3) and World Report (grades 4-6).

The only weekly magazine produced for students by a major news organization. TIME FOR KIDS has taken the market by storm with its unique approach: a focus on journalism.

TIME FOR KIDS wanted to extend its reach and gain a new audience by providing a news magazine for Spanish-speaking children. TransPerfect and TFK strategized together and determined that a web-based solution would reach the greatest number of readers.

The Challenge

- The news stories require weekend editorial development in order to meet TFK's commitment to providing the most timely stories to students each week
- The Spanish had to be released within 24 hours of the English
- TransPerfect had to achieve the Time editorial tone in Spanish
- In addition to producing a version of Spanish appropriate for all Spanish speakers, the Time for Kids audience also required adaptation of the language to the correct grade level of the audience (2nd-6th grade)

The TransPerfect Solution

With two launch meetings and several conference calls, TransPerfect co-developed a project plan with TFK to localize a series of articles starting every Friday evening, delivering the final HTML files to TFK on Tuesday mornings. The translators work over the weekend with access to Project Managers for linguistic and process questions. From there, the files are converted to HTML, and our web engineer reviews and tests the files before submitting them to TFK on Tuesday mornings.

TFK selected TransPerfect because of its combined strengths in Spanish, educational development, and Web engineering. Our ability to tailor the normal process for localization also came in to play as we created a unique solution for these magazines. In addition, both groups have a focus on timely delivery of high-quality current events content, essential for today's students and teachers.

