ADRENALINE SOLUTIONS

A bilingual agency
for sport organizations

Bilingual publishing checklist

Eight questions to answer before you publish a document in English and French. Answer them on your own or bring your answers to a first conversation.

1 What are you publishing, and for whom?

Name the document, its readers and what they need to do with it. A coach manual, a policy and a news release are translated differently.

2 Which version is the source?

Decide which language the text is written in first, and freeze that version before translation starts. Late changes cost twice.

3 Which French, and which terms?

Québec French or international French. List the official terms your sport and your programs already use, such as program names and role titles, and where they are published.

4 Who reviews each language?

Name one reviewer per language with the authority to approve. Reviewers who join late reopen wording that was already settled.

5 Do both versions come out together?

Decide whether English and French appear the same day, and what happens when one is late.

6 Which formats do you need?

Print, accessible PDF, web page, newsletter, social posts. Each format adds layout and checking time in both languages.

7 Who keeps the files afterward?

Decide where the source files live, who can edit them and how the next update will keep both languages in step.

8 Who publishes, and where?

Name the person who posts each version, the pages or channels it goes to, and who confirms the links work in both languages.