

## **Kyodo News JBN's Translation, Editing and Notation Policy**

The editing policy of Kyodo News JBN is based on the notation system of The Japan Newspaper Publishers & Editors Association and Kyodo News.

These notations (see below) are generally and widely used in Japan's newspaper industry, and Kyodo News JBN follows them when translating and distributing press releases for clients.

It is our major premise to translate the whole text and to render English press releases that clients provide into news articles in Japanese. This will often not be in the style submitted by public relations practitioners/company representatives.

The version we prepare is intended to help media editors who receive press releases from Kyodo News JBN understand content and be favourably disposed to using them as articles without the need for major change.

The editing policy of Kyodo News JBN is as follows:

### **1. Notation at the end of sentences**

Courteous Japanese suffixes like "desu", "masu", etc. are not used, and we instead write them in a literary style like "dearu", "shita", "katatta", etc. It means media do not have to edit this themselves and it becomes much easier to accept and use press releases supplied by us.

### **2. Notation at the end of words of foreign origin**

It is an established practice in Japanese media to add a dash "—" at the end of a word of foreign origin pronounced long, especially technical and high technology terms like "computer", "server", "semiconductor" and "security".

### **3. Notation of "katakana" characters**

Names of companies and products written in the English alphabet, like "ABC Company" and "Product XYZ", are generally written in Japanese "katakana" characters (the square phonetic Japanese syllabary) with some exceptions; namely, words which cannot be pronounced or which do not have meanings. In that case, original English notations like company and product names are also written in parentheses.

### **4. Disclosure notice**

A "notice" which begins with "forward looking" ought to be considered as forming part of a press release but it will not be included in the translation prepared by Kyodo News JBN unless it is recognised as necessary to retain content and context of the release.

### **5. Request for corrections from clients**

When a client makes corrections to a Japanese translation prepared by Kyodo News JBN, we accept them as long as they follow our editing policy. But when Japanese phrases, sentences and paragraphs which are not included in the original English version of text are added to a Japanese release, we cannot accept such changes in principle – unless it is agreed beforehand that the revised text is a second release. Conversely, if Kyodo News JBN has already made a Japanese translation, we will not distribute any client-supplied Japanese translation, even with a disclaimer.

If the above editing policy is not acceptable, Kyodo News JBN will distribute an unedited version, but with a disclaimer. In such a case, however, clients should send their release in Japanese, with an English version, before translation begins. The client-provided Japanese should be basically based on the original English version and should not be a substandard level.

Through this procedure, we hope that we can avoid differences of opinion with clients and a protracted and unnecessary exchange of correspondence, thus helping to distribute press releases as soon as possible.