



**PRESS RELEASE**

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## **AGNEW RECORDS VOICE PROMPTS IN NAVAJO FOR INMATE PHONE SERVICE**

Westlake Village, CA – October 7, 2006 - Agnew was selected by Public Communications Services to translate and record inmate phone service voice prompts and marketing materials for the Coconino Sheriff's Department in Arizona. Agnew used a selected team of translators/editors to adapt the script into Navajo and cast the narration for the entire production.

"Close to 50% of the Coconino County Jail inmates and their friends and families are Navajo speaking residents who have a difficult time using the inmate phones at the jail," said Sapna Misra, PCS Marketing Manager. "PCS was able to accommodate the Correctional Facilities request with the help of Agnew's expert translation and recording services," said Misra.

"We were delighted to be instrumental in helping the inmates at the Coconino County Jail to easily follow the voice prompts, dial numbers, and use the brochures and posters in the Navajo language to stay connected with their families and friends, said Irene Agnew, Agnew's president. "In our twenty years in business, this was our first project in Navajo and not without some linguistic challenges," stated Agnew.

"In translating the concept of time, in Navajo a "second" is "the one that moves fast," the month January is "when the snow freezes over," February is "when the little eagles are born," and September is "when the crop is ready to be harvested." Incorporating these equivalents and translating words like "debit cards," and "PIN numbers," concepts that are non-existent in the Navajo language, was truly an energizing experience, said Irene Agnew.

### About Public Communications Services, Inc.

Public Communications Services, Inc. is a Los Angeles based inmate communications service provider in the business of maximizing an inmate's ability to communicate with their family and friends.

### About Agnew

Founded in 1986 and based in Westlake Village, Calif., Agnew is one of the nation's leading translation and multilingual video recording firms. The firm provides document translation, to and from all languages, multilingual Web sites, and multilingual dubbing and recording for corporate videos, film and radio.

For more information, please call (805) 494-3999, send an e-mail to [i.agnew@agnew.com](mailto:i.agnew@agnew.com) or visit [www.agnew.com](http://www.agnew.com).