

177 Webster Street  
Suite A-3767  
Monterey, CA 93940  
(408) 646-0979  
FAX-646-0228

COMMUNICATION  
AND  
LANGUAGE  
LINE, INC.  
FEB -2 PM 1:55  
CAMBRIDGE MA.

January 29, 1987

City Council  
795 Massachusetts Ave.  
Cambridge, MA 02139

Dear Council Members,

Enclosed is material to familiarize you with Communication and Language Line, Inc. (CALL), a Monterey, California based firm. CALL service is rapidly becoming a standard tool for police, emergency, and medical services throughout the U.S. We feel that this service may be of interest to your city.

CALL was founded 5 years ago in an effort to address a fundamental problem which confronts every agency operating in the emergency services field: where to turn for assistance when confronted by one or more foreign language speakers in an emergency situation. Across America, many police departments or hospitals have taken what steps they can toward meeting this challenge. Typical approaches involve recruiting bilingual staff members or establishing a local language bank. Those efforts are commendable but, too often they are undependable. Bilingual staff is not always available and local language banks rarely offer more than a handful of languages with no guarantees on the qualifications of the interpreters.

CALL has taken a global approach to the problem of agency access to foreign languages. From our telecommunications center in Monterey, CA., we provide 24 hour access from anywhere in the world to highly trained, professional interpreters in over 100 languages. The system is inexpensive and efficient. It is ideally suited to function as a support service for the Police Department, as well as any agency that has public contact.

#### Example application of service:

1. A member of the police department makes a car stop at 0300 hours on a street in Cambridge. The violator is drunk but he speaks only Khamu, a Laotian language. The officer arrests and transports the suspect to either the nearest phone, or to the DUI processing center. He then uses his issued CALL card to access our communication center in Monterey over one of our toll-free 800 lines. Our operator connects him to a professional Khamu interpreter who will secure all the information he needs to process the drunk driver and prepare his report. The interpreter will provide a Massachusetts Implied Consent reading, a Miranda reading, and/or any other required or requested advisement.
2. A black man walks into an area office to make a counter report of a hit-and-run accident. He cannot speak English and the desk officer does not recognize the language he is speaking. Using the copyrighted CALL Language ID Card, the man locates and points to Bambara. Using that information, the officer contacts CALL by phone, makes the request for Bambara, and gets his job done.
3. A non-English speaking Iranian calls 9-1-1 to report a crime. The operator connects to the CALL staff and the interpreter is connected to perform a 3 way call to secure the necessary information.

#### How does it work?

Subscribing agencies are issued a toll-free 800 number and an individual agency I.D. number. All requests for service are routed through our Monterey communications center. The majority of the high use languages are staffed and handled in Monterey. Many of the more exotic languages are covered by interpreters located throughout America. With our computer controlled scheduling, 24 hour access to any of the listed languages is not a problem. All of CALL's interpreters have one thing in common; they are professionals who deal with their language on a daily basis. The backbone of our corps are full-time court interpreters and language instructors at the college and university level.

#### The cost:

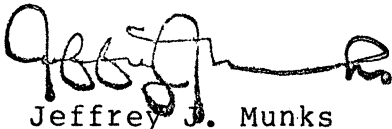
The cost of our service is low to begin with and it is easily controlled by the client agency. There is a one-time fee of \$250.00 to come on line. A monthly maintenance fee of \$9.00 is applied toward usage in any given month. Actual use is billed at the rate of \$1.94 per minute with no minimum or maximum. Billing is broken down into components which show day and date, time of call, user's name or ID, language requested, duration and cost of call. Using the bill as an activity report, management has timely access to information concerning use of the service.

Support services:

CALL also maintains a 24 hour support service division. We are facsimile and modem equipped to receive document translation requests, from any language to any language, with a very short, job dictated, turnaround time.

I would be happy to meet with you at your convenience to further discuss what CALL can do for the city of Cambridge. I am available to make a presentation on CALL's services to your staff at no cost to the city. Please feel free to call with any questions you may have. I am also sending along a list of current CALL clients from around the country which you may use as referrals for additional information on our service.

Respectfully,

A handwritten signature in dark ink, appearing to read 'Jeffrey J. Munks', with a stylized flourish at the end.

Jeffrey J. Munks  
Vice President, Marketing

cc: File  
encl: Ref.  
Fact Sheet

177 Webster Street  
Suite A-3767  
Monterey, CA 93940  
(408) 646-0979  
FAX-646-0228

# COMMUNICATION AND LANGUAGE LINE, INC.

## INTERPRETER SERVICES

Communication and Language Line (CALL), Inc. provides quick, accurate, and inexpensive foreign language interpretation by telephone 24 hours per day, 365 days per year.

CALL addresses one of the fastest growing problems faced by American society today. With a conservatively estimated 8-12 million people in the United States not speaking English, all areas of society are being forced to recognize the importance of the growing non-English speaking segment of the population and solve the problem of communication when there is not a common language present. At times, bilingual family members, friends, or staff are available, but their assistance, while appreciated, does not meet the standards of accuracy, timeliness, specialized terminology, confidentiality, and overall professionalism demanded in our complex society. To meet this need for professional interpretation, CALL can provide your personnel with an 800 number that will enable them to secure the services of skilled interpreters of over 100 languages.

Currently, CALL's clients include emergency services, hospitals, 911 subscribers, law enforcement agencies, governmental agencies, and businesses.

CALL interpreters are generally used in one of the following scenarios:

1. Walk in: A non-English speaking person walks into the office of your agency or business. A representative of your organization calls our central switchboard, which patches him into an interpreter for the appropriate language. Using a speaker phone or extension phone he can then conduct a 3-way conversation. If necessary, a single phone can easily be passed back and forth.
2. Call in: You receive a call from a non-English speaking person. Using conferencing capability available from your local telephone company, you again contact our switchboard, which will patch you in to an interpreter, and conduct a 3-way conversation over the phone.
3. Direct field contact: A representative of your organization (highway patrolman, paramedic, salesman) calls directly into our switchboard from the nearest available phone. He is immediately connected with an interpreter of the necessary language and can pass the phone back and forth to the non-English speaking subject.
4. Indirect field contact: This variation of #3 is for agencies desiring centralized control and/or records of all calls. A representative of your agency in need of an interpreter in a field situation calls into your central communications center, where your operator connects him to the CALL staff.

5. Outgoing calls: One of your personnel needs to place an outgoing call to a non-English speaking person. First, he places a call to our central operator and secures the appropriate interpreter on the line. Then, using the conferencing capability, he places a call to the non-English speaking contact at his residence or place of business. All three can then speak.

In order to assist its subscribers, CALL offers them its unique Language Identification Card. This card contains the following information:

1. Name of subject's language.
2. Instruction for subject to point to his language on the card.
3. Statement assuring subject that an interpreter is being contacted.

Basically, the card is shown to a non-English speaking subject, who simply points to his language, thus saving precious time in determining what language a person speaks. CALL staff can help with language and dialect recognition problems.

#### AVERAGE CALL LENGTHS:

|                                          |                    |
|------------------------------------------|--------------------|
| Incoming Foreign Language Telephone Call | 2.0 to 4.5 minutes |
| Law Enforcement Field Contact            | 3.5 to 7.0 minutes |
| Medical Situation                        | 4.0 to 8.0 minutes |
| Private Enterprise Walk-in Contact       | 3.5 to 6.5 minutes |

#### TRANSLATION SERVICES

Communication and Language Line (CALL), Inc. provides quick, accurate translations of all business, technical, promotional, instructional, and other materials into and from more than 100 languages.

CALL's translation division has been organized specifically to meet the needs of businesses and industries operating in an international, multi-lingual environment. Skilled professional translators working into their native languages are recruited from the nearby prestigious Monterey Institute of International Studies and Defense Language Institute, thus providing CALL with a pool of language and subject-matter specialists able to cover any contingency and sensitive to cultural, national, and ethnic issues.

In recognition of the advent of the telecommunications era, CALL has computerized its operations. We can receive and send material via modem or facsimile machine. In addition, CALL can provide its clients with typesetting and related printing services.

CALL specializes in serving companies doing business in Europe and Asia or with European and Asian firms. Our loyal, professional staff, rapid turn-around time, scrupulous observance of your needs, personalized service, and competitive rates all ensure that you receive the highest quality translation product for your money.

FROM ACROSS AMERICA, C.A.L.L. HANDLES INTERPRETER REQUESTS AROUND THE CLOCK IN ALL OF THE FOLLOWING LANGUAGES:

SPANISH  
CANTONESE  
VIETNAMESE  
MANDARIN  
LAOTIAN  
CAMBODIAN  
URDU

KOREAN  
JAPANESE  
ARABIC  
FARSI  
PORTUGUESE  
TAIWANESE  
GREEK

HUNGARIAN  
ITALIAN  
POLISH  
RUSSIAN  
HINDI  
HMONG  
GERMAN

ALTHOUGH USED LESS FREQUENTLY BY CLIENTS, C.A.L.L. ALSO MAINTAINS 24 HR. ACCESS TO THE FOLLOWING LANGUAGES:

AFRICA  
Akan  
Amharic (Ethiopia)  
Bambara (Mali, Senegal)  
Chaga (Tanzania)  
Dagbani (Ghana)  
Edo (Nigeria)  
Hausa (Benin, Cameroon  
Niger, Nigeria, Togo)  
Hassaniya Arabic (Northern  
Africa)  
Ibo (Nigeria)  
Kamba (Kenya)  
Kikuyu (Kenya)  
Maasai (Kenya, Tanzania)  
Malagasy (Madagascar)  
Mandinka (Mali, Senegal)  
Oza (Nigeria)  
Swahili (Kenya, Mayotte)  
Tigrinya (Ethiopia)  
Twi (Ghana, Ivory Coast)  
Wolof (Gambia, Senegal)  
Yoruba (Benin, Nigeria)

ASIA  
Amoy  
Burmese  
Chao-Chou  
Chungshanese  
Fukienese  
Hakka  
Shanghaiese  
Szechuan  
Toyshanese  
Khamu (Laos)  
Nepalese  
Thai  
Tibetan

EUROPE  
Albanian  
Armenian  
Bulgarian  
Czech  
Danish  
Dutch  
Estonian  
Finnish  
French  
Lithuanian  
Macedonian  
(Yugoslavia)  
Norwegian  
Romanian  
Serbian (Yugoslavia)  
Sicilian  
Slovak  
Swedish  
Ukrainian  
Yiddish

INDIA  
Bengali  
Bhopuri  
Gujarati  
Magahi  
Maithili  
Malayalam  
Marathi  
Punjabi  
Sinhalese  
Tamil  
Telugu

MID-EAST  
Assyrian (Syria,  
Lebanon, Jordan)  
Azerbaijani (USSR,  
Iran, Turkey, Syria)  
Dari (Afghanistan)  
Hebrew  
Pashto  
Turkish

PACIFIC ISLANDS  
Chamorro (Guam)  
Fijian  
Indonesian  
Javanese  
Malayan  
Marshallese  
Samoan  
PHILIPPINE ISLANDS  
Aklan  
Cebuano  
Ilocano  
Ilonggo  
Pampango  
Pangasinan  
Tagalog  
Waray-Waray  
Zambal

SOUTH AMERICA & CARIBBEAN  
Haitian Creole  
Quechua (Peru)

177 Webster Street  
Suite A-3767  
Monterey, CA 93940  
(408) 646-0979

# COMMUNICATION AND LANGUAGE LINE, INC.

## APPLICATION FOR SERVICE

AGENCY NAME : \_\_\_\_\_

BILLING ADDRESS : \_\_\_\_\_

ATTN: \_\_\_\_\_

TELEPHONE NUMBER : \_\_\_\_\_

INITIAL SIGN-UP : A one-time fee of \$250.00 is required for issuance of agency identification number, CALL 800 number, and the requested number of CALL Procedure Cards.

MONTHLY CHARGE : A monthly fee of \$9.00 is billed 2 months in advance. This fee entitles the agency to 4.5 minutes of interpretation in any language or combination of languages during that month, and thereafter, a charge of \$1.94 per minute. Timing for charges starts upon actual connection to the appropriate interpreter by our Central Operator.

A total of \$268.00 (sign-up and 2 months' charges) is required for service to commence. The monthly charges will begin on the first full calendar month after the Procedure Cards are mailed to the agency. Any portion of a calendar month prior to that will not be charged a fee, and service will be billed at the per-minute thereafter rate.

All per-minute thereafter charges will be billed during the calendar month following the month in which service was rendered.

NUMBER OF CALL PROCEDURE CARDS REQUIRED: \_\_\_\_\_

SEND CALL PROCEDURE CARDS TO: \_\_\_\_\_

AGENCY CONTACT PERSON : \_\_\_\_\_ TELEPHONE: ( ) \_\_\_\_\_

AUTHORIZING AUTHORITY:

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Please allow 2 weeks for delivery after your remittance to  
COMMUNICATION AND LANGUAGE LINE, INC.

# CALL CARD

177 Webster Street  
Suite A-3767  
Monterey, CA 93940

**COMMUNICATION  
AND  
LANGUAGE  
LINE, INC.**

**ID#**

**Follow this sequence for every call:**

**1-800-000-0000**

1. **Know what info you are trying to get before you dial the CALL number.**
2. **When the CALL central operator answers, give language request (if the language is not known, then say "unknown," follow this with general info such as "Oriental"), your agency ID number, and your badge or employee number or name.**
3. **Central operator will put you through to appropriate interpreter who will give you his ID number.**
4. **Tell translator exactly the info you need.**
5. **When translator has received your request, if you are not using conferencing, two phones or speaker phones, give the phone to the subject.**
6. **When translator has secured the info, he will instruct the subject to return the phone to you.**
7. **Translator will relay info to you and await further requests. Miranda and Implied Consent readings are available upon request.**
8. **When you have concluded your use of the service, say "End of call."**



177 Webster Street  
Suite A-3767  
Monterey, CA 93940  
(408) 646-0979  
FAX-646-0228

COMMUNICATION  
AND  
LANGUAGE  
LINE

You are invited to contact any of the following CALL clients  
for information on our service:

Sam Houston Memorial Hospital  
1615 Hillendahl  
Houston, Texas 77055  
Attn: Public Affairs (713) 468-4311

California Highway Patrol  
Telecommunications Division  
P.O. Box 898  
Sacramento, CA 95804  
Attn: Jeanne Bell (916) 445-1595

Minneapolis Emergency Communications Center  
316 City Hall  
Minneapolis, MN 55415  
Attn: Jeff Nelson (612) 348-7210

Sacramento County Sheriff's Dept.  
711 G St.  
Sacramento, CA 95814  
Attn: Henry Serrano (916) 440-5020

Seattle Police Department  
600 Third Ave.  
Seattle, WA 98014  
Attn: Lt. Bob Nelson, Director of 911  
(206) 625-2092

6.

S-102

Comm. from Jeffrey J. Munks, Vice-Pres. of Marketing, Communication & Language Line, Inc. (CALL), transmitting information on their 24 hour service of providing professional interpreters to Police & other emergency services when confronted by persons speaking in foreign languages.

In City Council,

February 9, 1987

Placed on File  
Copy to the City Manager

Copy sent to the City Manager Police Chief  
2/11/87 wrh