

November 15, 2010

From: Bill Parsons [williamparsons2@yahoo.com](mailto:williamparsons2@yahoo.com)

To: NCRA Board of Directors

Subject: The masses of NCRA members don't care, but the NCRA board is not supposed to allow slipshod standards

Ladies and Gentlemen:

The masses of NCRA members don't care how the JCR Court Reporter Listing ad section is run, but the NCRA board is supposed to care about it and not to allow slipshod standards (no standards).

The 100's of advertisers who canceled their ads because of great dissatisfaction with those ads being listed by seniority in no order (and not being listed by city) and 100's of advertisers who wouldn't consider buying JCR Court Reporter Listings cared a lot when over 100 advertisers canceled their ads and 100's more wouldn't even consider buying ads.

Please go to

<http://www.courtreportersmuseum.info/ncra/index.htm> and see what having no standards for the JCR Court Reporter Listing ad section has resulted in -- a 57% loss of California advertisers.

Q Why were 57% of the California advertisers lost?

A Because NCRA boards of directors have refused to list the ads of states such as California by city -- **a state with a population of 36,961,664 and a state with 478 cities and towns.**

Has the board cared that it has run an ad section into the ground by setting no standards and adopting the suggestion by a former NCRA president and the NCRA staff to just let the ads run until they are

replaced? No.

Good leaders do not allow great resources to die on the vine and wither away because of inaction and refusal to list the ads by city.

It's the members' best interests that NCRA boards of directors are supposed to be looking out for -- that's their duty.

You don't forego the opportunity to earn \$200,000 more in advertising revenue because a task force years ago was so unqualified that it couldn't even think to list the ads by city and then the firms by seniority under the cities.

Because NCRA had a totally unqualified task force shouldn't mean that the members of NCRA and advertisers in the JCR Magazine are forever penalized with terrible service and great losses in advertising revenue and charging for ads at wholesale prices.

The board is not there to feather the beds of freelance agency owners who have revenues in the millions of dollar.

Such favoritism of many firms with million dollar revenues at the expense of the average members whose dues have to be raised and raised to cover expenses is a total disservice to the 99% of the members who don't own and run freelance firms with million dollar revenues.

Where is the good leadership on the NCRA board to rectify past wrongs such as those done by its task force which ordered the JCR Court Reporter Listings to be arranged in no order -- a mishmash of ads, a chaotic mess??????

Slipshod running of a magazine ad section, which the NCRA board has assumed responsibility for running, is a great disservice to NCRA

members and to all the advertisers who canceled their ads in disagreement with the board's policy of refusal to list the ads by city.

Slipshod running of a magazine ad section is a great disservice to all the potential advertisers who won't consider purchasing ads arranged in no order.

The NCRA board has disregarded the following advice and pleas of the former advertisers who canceled their ads.

NCRA member advertisers made the following 30 comments regarding the NCRA board's running of the JCR Court Reporter Listings in no order other than by seniority (which is no order as far as readers of the ads are concerned):

1. This (seniority listing of ads) is exactly why I haven't advertised in JCR/NCRA in 25 years.

I think seniority listing is wrong. I've contacted the people (NCRA) over the years about advertising hoping they would change the way they do business.

2. I NEVER understood the advertising 'policy' of JCR, and until changes are made I never will.

3. I was shocked that this (seniority listing of ads) is the advertising policy of NCRA. It is neither equitable, nor justified.

4. NCRA may have more advertisers if everyone was listed alphabetically (by city) instead of (new advertisers) being put at the end of the list."

5. We definitely concur all advertisers should be accorded equal treatment (listing of ads by city) as our incomes depend certainly

partially on referrals.

6. Ads should be placed alphabetically by city. An equally important reason for this (listing ads by city) is it is just plain easier for USERS of these ads (with listing of ads by city) to find what they are looking for.

7. The current ads in the JCR is a 'mishmash.'

8. I couldn't agree more that the advertisements are currently chaotic.

9. Unfair policy (listing ads by seniority in no order).

10. Trying to rectify (seniority listing of ads in no order) what is at best a hodgepodge.

11. Too much subjectivity here (listing ads by seniority in no order)

We live in an alphabetized world (listing ads by city); alphabetize the ads (list ads by city).

12. Difficult to pick out the multi-page ads (ads listed in no order).

13. Layout (listing ads by city) would be more user friendly.

14. It would be helpful to have a city listing.

15. I want all to be fair (ads listed by city). What else can I do besides cancel?

16. Certainly unfair (listing ads by seniority in no order) the way

the listing is being done now.

17. Seniority based listing creates an egg hunt -- no rhyme or reason to anyone searching for a company.

18. I am excited about the prospect of organizing the court reporter listings (listing ads by city) in the Journal.

19. I have long wondered how our potential clients would locate California court reporters for a specific locale (with ads listed by seniority in no order).

20. It would be my desire to eliminate both the first-come first-served status and to provide a listing by location.

21. We definitely agree that all reporting firms advertising in the Journal of Court Reporting should be treated equally (by listing ads by city).

22. You would think that the Journal would want to accommodate their readers by making the ad listings (listing by city) as convenient as possible.

Listing the reporting firms by city and state would seem the most efficient way to accomplish this.

23. We appreciate efforts in trying to resolve this unfair practice (listing ads by seniority in no order).

24. It is burdensome for readers to locate a particular reporting firm (with ads listed by seniority in no order).

25. All NCRA members should be treated equally in their listings (by listing the ads by city).

26. A first-come first-served basis might do well at a department store sale, but with a national publication it only seems fair we be treated with equal status (by listing ads by city) as those members who came before us.

27. Should we not be treated equally (by listing ads by city)?

28. "Inequitable policy on advertising (listing ads by seniority in no order).

29. Hope NCRA reviews this policy (listing ads by seniority in no order) and acts in the best interests of the members.

30. We support geographic listings by territory (by city) that are rotated on a per issue basis among all advertisers fairly.

In conclusion, in addition to the above comments made by JCR Court Reporter Listing advertisers, 40 additional advertisers submitted surveys indicating they wanted the ads listed by city.

The NCRA board is being asked to rectify wrongs done by a previous NCRA task force (with no special expertise or knowledge in running a magazine ad section) that recommended listing the JCR ads in no order (by seniority).

The NCRA board is being asked to list its JCR Court Reporter Listing ads by city.

Since previous NCRA boards have considered it so important to list ads by seniority, the ads could still be listed seniority but under city designations.

Such a policy of listing ads by city would encourage many new advertisers to purchase ads.

Such a policy of listing ads by city would turn a dying ad section into a thriving and profitable ad section once again as it was in 1992.

Revenue generated by a thriving and prosperous ad section could be used to help pay the expenses of a magazine financed mostly by membership dues.

When ad revenue is lessened because of unpopular, unfair ad policies, it is the dues of the members which must be raised and raised to pay for the expenses of publishing a magazine -- editor's salary and magazine staff salaries, magazine printing and mailing expenses and office space and equipment provided and purchased to be used in producing a magazine -- commonly called "overhead."

The number of domestic JCR Court Reporter Listing ads has declined from 259 ads in 1992 to 182 ads in 2010.

That's a loss of 77 advertisers over 18 years or a loss of 30% of the advertisers.

The NCRA board should not allow the continuation of the very unpopular policy of publishing the of JCR Court Reporter Listings in no order.

It is the standard in the advertising industry that all large directories are listed by city.

The NCRA board should emulate successful directories and not continue to allow its JCR Court Reporter Listing ad section to be listed in no order.

It should be the goal of the NCRA board to have a thriving and prosperous JCR Court Reporter Listing ad section.

A thriving and prosperous ad section would help ease the burden imposed on NCRA members in having their dues raised and raised to cover the operating expenses of the JCR Magazine.

At the same time as the members dues are being raised and raised to cover expenses, a formerly great thriving and prosperous ad section is neglected and being run in a slipshod manner to please less than 1% of the freelance agency owners who want their ads listed in no order by seniority so those most senior advertisers can get a leg up on the newer ad buyers.

However, the NCRA board can still continue to bestow seniority listing on agencies forever.

All the protesting advertisers have asked for is that their ads be listed by city, and the ads themselves can be still listed by seniority but under city designations.

Submitted by Bill Parsons