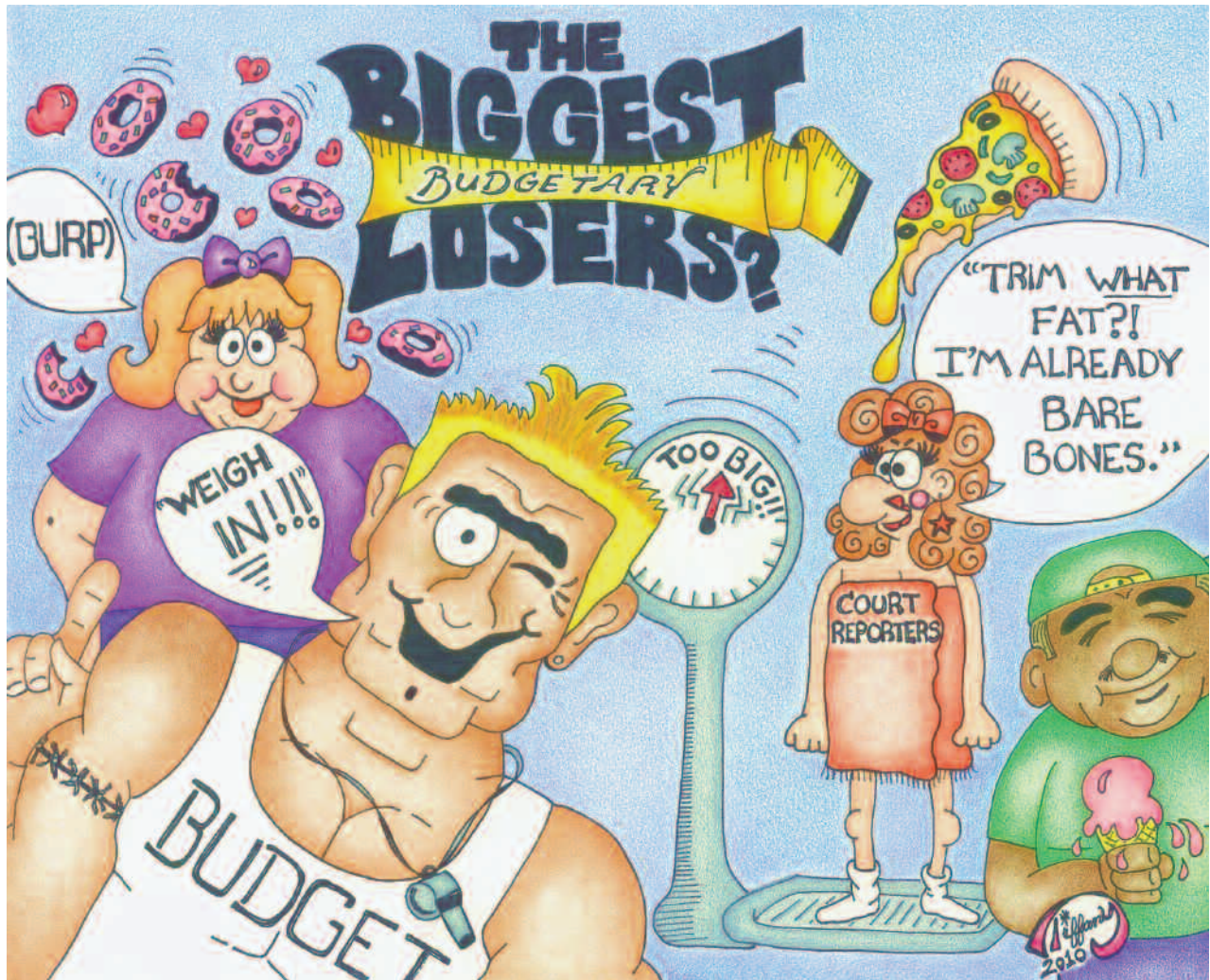


MCRA

PROGRESS

March 2010

The Missouri Court Reporters Association Quarterly



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MCRA PROGRESS

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From the Editor

Dear MCRA Members,

I don't know about you, but time just seems to be speeding up for me. The 2009 Convention is over, and plans are underway for the 2010 Convention. I'm sure the upcoming convention will be better than ever. Keep your eyes open for more information.

Bo Kriegshauser is asking for nominations for the 2010 Distinguished Service Award. Please see page 16.

As always, I'd like to remind everyone that *Progress* is your publication. I would suggest using it as a tool to build the association by sharing information that is useful as well as fun and interesting. By sharing information about your committee and your professional experience, MCRA becomes stronger and stronger as its members become more unified. So please take the opportunity to contribute information to: marian@charter.net.

Kindly,
Marian Rein



President's Message

Hello, fellow MCRA members! I hope this finds each and every one of you well, happy and staying warm, or better yet, able to escape part of this Missouri winter. It seems as if Missouri has somehow managed to opt-out of the global warming trend. Hang in there, it's almost time for sunshine and tulips.

On the subject of weather, our winter board meeting had been scheduled for January 30, but was rescheduled to February 27 due to inclement weather. The winter board meeting minutes will be published in the June issue of Progress, but the minutes will be posted on our website shortly after the board meeting for your review.

We have exciting things happening within MCRA that we will be sharing with you in this issue. First, we are so blessed that MCRA continues to have new members and reporters passing the CCR! Thank you for reaching out to fellow reporters and encouraging them to join us and please continue your efforts in that regard. Your diligence is paying off and making us a stronger united force.

Secondly, Gail Conaway has our new website up and running! Please add www.mocra.wildapricot.org to your favorites and visit frequently, as there will be new items added often. Gail's hard work and dedication to this project are much appreciated and we will all benefit from this fabulous tool, including an online version of Progress. It was men-

tioned in the last issue that we would be going to the online only version of Progress beginning with this issue. Due to some important issues that have arisen, which were imperative to have reach every member, as well as the rescheduling of the board meeting, the decision was made to mail this issue in hard copy.

On January 6, the 95th legislative session began at the Capitol. Our lobbyist, David Klarich, is working hard for each of us and keeps us abreast of every step that is being taken at the Capitol, big and small. Please review his report in this issue. Faith Olliges and I had dinner with David and Senator Robert Mayer and staff, who is the new chairman of the Senate Appropriations Committee, to discuss the State budget and to familiarize Senator Mayer with court reporter issues and MCRA. Senator Mayer and several members of his staff are attorneys and have an appreciation and respect for court reporters. Great news!

On the national level, the National Court Reporters Association President, SueLynn Morgan, has responded very strongly to a recommendation contained in a white paper issued by the Council of State Court Administrators (COSCA) favoring the use of audio only format for the official record. Many of you have probably already heard or perhaps read about this issue, and we want to make our membership aware of the situation and the facts of the matter at hand.

Elizabeth Hurst, NCRA Senior Government Relations Specialist, sent an e-mail with the information. Here is a portion of that e-mail: "In addition to taking exception to the general theses of the COSCA white paper, we also are appalled at what we view as a wholly unacceptable process the committee charged with developing the white paper followed. Not only were no stenographic reporters

included in any discussions — though NCRA asked to participate on a number of occasions — to our knowledge COSCA neglected to include other groups, such as judges, attorneys, jurists or representatives of the public; and each of these groups would have provided important and unique insight into the making and use of the official court record. Without such involvement of these groups, the COSCA paper can be nothing other than inherently flawed."

We feel it is important for our MCRA membership to have all the information and be made aware of this situation. The links to these documents are as follows:

- 1) COSCA White Paper: <http://cosca.ncsc.dni.us/WhitePapers/DigitalRecording-Jan-2010.pdf>
- 2) NCRA President SueLynn Morgan's letter to COSCA: <http://ncraonline.org/NR/rdonlyres/D8E7C915-E8F5-4D46-A6C6-6F6A28834A32/0/NCRAletteronCOSCAwhitepaper.pdf>
- 3) The NCRA Press Release: <http://ncraonline.org/NR/rdonlyres/E051B8A1-5976-40C2-AB6D-E84C1D01181E/0/COSCAwhitepaperreleasefinal.doc>

Please join in a spirit of thankfulness that court reporters are highly regarded and respected in Missouri and that we are still working in the courts and legal settings and have full support of judges and attorneys. We do need to all strive to make ourselves even more valuable and indispensable for the future and these ever-changing times. God bless each and every one of you and thank you for your service and dedication to our profession and MCRA.

Sincerely,

Tiffany M. Thompson
MCRA President 2009-2010



NEWS

MCRA

New Region II Vice President

Let me introduce myself for those of you who don't know me. I'm Rozann Brancato and I am the new Region II Vice-president for MCRA. I will do my best for all of MCRA.

I work as an official court reporter for the 16th Judicial Circuit in Division 17 for the Honorable Jack Grate. Division 17 is located in Independence, Missouri at the Jackson County Annex Courthouse.

I thought I'd let you know what there is to know about me. I have been a court reporter for 29 years. January of this year I started my 21st year as an official in Jackson County. This is pretty unbelievable, since I was only going to work as an official court reporter for 5 years, and then probably move on to something else. Who knows what? I thought something more fun that wouldn't be so routine. I truly thought, yeah, five years will be long enough as an official. How could someone really work in the same place day in and

day out? Surprise! Surprise! 21 years in one place and counting. Honestly, I can't imagine doing anything else.

There have been many times I've thought as my day has started, Well, today's trial will be a routine hearing. Court reporters know there is no such thing as routine. Our profession has truly something new to it daily. There is usually some interesting testimony that makes me think those TV show writers have nothing on us court reporters.

Well, what time I have left over in my day after court or transcripts I share with my husband of 30 years. We like to attend our nieces and nephews extra-curricular events now that are children are grown. We have a son who is a Kansas City, Missouri Firefighter and a daughter finishing her bachelor's degree in northern California.

Rozann Brancato

The CCR test dates for 2010

April 16-17, 2010

Sheraton Hotel, Clayton, Missouri

October 22-23, 2010

Stoney Creek Inn
Columbia, Missouri

Convention 2010 Meet Us in St. Louis PART DEUX

Region I is excited to announce that their plans for the 2010 annual convention are full speed ahead and slated for Friday and Saturday, October 1 and 2 at the beautiful Crowne Plaza in Clayton, Missouri, the county seat.

For those of you unfamiliar with Clayton, it is noted for its nightlife and shopping, and the hotel is two blocks from the Metrolink light rail system, providing access to major St. Louis attractions. There's a free complimentary shuttle to and from Lambert International Airport, so you can leave the driving to someone else.

The schedule should be finalized shortly, including a wide array of great speakers. The convention committee is very happy to announce that Candis Bradshaw will be back by popular demand.

On the social end of things, plans are in the works for a murder mystery dinner with a local acting troupe, providing a night of intrigue and fun.

So keep those dates open and we'll see you in St. Louis!

*Your 2010 Convention
Committee*



NEWS

MCRA

Region I Christmas Party



An Exercise in Humility

by Julia Hunt

I have a confession to make: I am NOT a clean writer. I shadow. I stack. I received my training in court reporting B.R.T. — before realtime. If you did, too, you may have been taught to simply “Get something down for everything; you’ll be able to figure it out later.” While I am able to figure out my misstrokes, this theory has not proven helpful when it comes to writing realtime; even worse if a reporter wishes to branch into CART or broadcast captioning.

This past fall I enrolled in an online captioning course. I’d always been a little curious about the profession, so I decided to break out of my comfort zone and see what it was all about.

Weekly assignments consisted of taping a segment of a TV program, such as news, weather, or sports. Each segment was to be practiced for the next few days with the best take turned in at the end of the week. Along with the writing sample was a self-evaluation form that each student was required to complete after grading each assignment. Categories on the evaluation included the number of misstrokes, stacking errors, drags, punctuation errors, et cetera. While I realize the types of mistakes I make on a consistent basis, to analyze and tally them in this fashion was shocking; to have them analyzed by one of the premier captioners in the country was incredibly humbling --actually, it was downright humiliating! And

yet, as I discovered, what better way to address my chronic issues but to face them squarely and have an expert examine them and offer suggestions.

For shadowing issues, my instructor recommended key adjustments, either tightening or loosening, as may be required. Another suggestion was to not use the tilting mechanism on the tripod as that forces the wrists and fingers to be in a flattened position rather than upright and curved. Check that the tripod height is neither too high nor too low. Remove all jewelry.

In an effort to resolve stacking issues, write suffixes in a separate stroke with the asterisk key, thereby engaging both hands. She told me to watch my fingers as I was writing: Did my fingers bounce up and down as if I were playing a piano? If so, picture an imaginary ruler just above the fingers to keep them nearer the keyboard.

This experience was incredibly challenging, at times maddening, but also very beneficial. As we all know, whether you’ve been a reporter for two months or two decades, there’s always some aspect of our writing to address, to tweak, to improve. No matter what theory we learned or where our writing skills may take us -- the deposition conference room, the courtroom, or captioning from our living rooms -- we can all learn from each other. We are each other’s best resource.



Combine Learning with Fun in the Sun Majesty of the Seas, February 12-15, 2010

by Joanne Martin

When the idea of learning at an exotic location was discussed, we wondered if it could really work. A few of us decided to see if there was interest and put it together.

The planning of this trip to the Bahamas began 18 months before our departure. The number of people that wanted to attend fluctuated throughout the anticipation of this trip. In the end, a total of 16 MCRA members and friends, children and spouses participated.

There were actually many seminars and lectures that occurred throughout the trip, of which many reporters took advantage. However, we had only applied and received approval for 6 CEUs from NCRA.

We scheduled three two-hour seminars throughout trip. The first seminar was 2010 Politics and Legislative Planning. Randy Dunn and I discussed short-range and long-range strategy of getting involved and staying involved with our legislators. Even though it is anticipated that Governor Nixon will request a three million dollar reduction for the judiciary in FY11, using the left-over stimulus money as well as transfers, court reporters should not be effected. However, in FY12, Governor Nixon could ask for a 6.7 million dollar reduction in all departments. It is hopeful that the judiciary will not be hit with as big an amount. It is FY12 that the judiciary and, in particular, court reporters need to prepare for. There was discussion about what a great decision it was for the MCRA to hire Dave Klarich as our lobbyist. Randy explained how it was a very positive move and the implications of the Circuit Judges Association to also hire Dave Klarich.

The second seminar, Cruise Ships – Inside Out, was actually conducted by crew members of the Majesty of the Sea. Even though we were not able to have lunch with Captain

Bjorn Broch Johansen, we were able to meet many of his crew from cabin stewards to the Cruise Director, Anthony Richards.

We were able to learn the ins and outs of sailing a cruise ship and issues that arise, some of which go unnoticed by passengers. Crew members answered our questions and shared with us the rules and policies that must be adhered to not only by the cruise line, but by the laws of the sea.

Our third seminar, The Court Reporter Forum, was very informative and entertaining. We were fortunate to have Rita Lupercio, a court reporter captioner, as well as several officials and free-lance reporters, one of which brought his computer on board to work.

We were able to share experiences and stories of real-life situations that occur in our various cities and professions and, when possible, solutions.

Plus, we were able to share struggles and successes that we deal with daily within our own specialty. In return, everyone freely provided advice and suggestions.

As mentioned earlier, there were additional lectures and seminars that many of our members attended. Some of these lectures and seminars were: Diamond and Gemstone Seminar, Puffy Eyes Seminar, Art of Collecting Seminar, Detox for Health & Weight Loss Seminar, and How to Increase your Metabolism.

At the end of our trip, it was unanimous that learning in exotic places is a success. Each of us plans on participating in our 2nd Learning in Exotic Places trip in 2012!

Reporters who participated: Joanne Martin, Linda Dattilo, Cathi Boyd, Tina Givens, Mindy Meseke, Melissa Schardan, Jennifer Dunn, Rita Lupercio, Chris Simpson, Randy Dunn and Bo Kriegshauser.

MCRA's Exciting New Website is in business!



The Missouri Court Reporters has a new website with a new company called Wild Apricot out of Canada.

I have been working furiously these past few months to get things entered into our new website, and I'm very proud of the outcome.

It features an interactive map where those that want to can have their information input into it to locate you as a court reporter in your area. This has been in the works for more than a year now.

Also, with this site, the members are able to update their own personal information to keep everyone updated.

There will be many other new features that I am still learning. I am really looking forward to everyone seeing and using our new website.

-Gail Conaway



The Joys of Power Napping

by Gayle Wambolt



Wikipedia defines a “power nap” as “a short sleep which terminates before the occurrence of deep sleep or slow-wave sleep, intended to quickly revitalize the subject.”

Several years ago my husband purchased a yoga mat for myself to take to work. No, I didn’t have plans of doing any serious stretching during my lunch hour. My idea was to fit in some serious power naps during my lunch break. I had actually taken a nap here and there during lunch for years by just (as ashamed as I am to admit it) turning out the light, locking my door and throwing a pillow and jacket on my office floor to catch a few Zs. During the years, I had found when I did fit in a 20 to 30-minute power nap, the trials that seemed the toughest and most grueling were a little bit easier on the afternoons that I had taken a short snooze.

There have been many scientific studies performed on power naps, and their evidence suggests 15 to 30 minutes is the most effective. Studies performed at Harvard

University also showed that a mid-day snooze reverses information overload and eased “irritation, frustration and poorer performance that can set in as the day wears on.” The study even found that napping could boost an individual’s performance to top levels.

Even though you may take a little kidding from those few co-workers who you let in on the secret that, no, you weren’t out for lunch when they came to talk to you and found the door shut, in the court reporting field where we have to stay highly focused, alert, and on top of everything, I highly recommend a power nap as often as possible.

If my recommendation still doesn’t have you running out to purchase a yoga mat, let me give you a quote from the National Institute of Mental Health: “The bottom line is: We should stop feeling guilty about taking that ‘power nap’ at work.”

Happy Power Naps!



“While we have the gift of life, it seems to me that the only tragedy is to allow part of us to die—whether it is our spirit, our creativity or our glorious uniqueness”
-Gilda Radner



Calling all MCRA Members!

PROGRESS belongs to you, and we need YOU to help make it great! Please send us articles and information of interest to other court reporters. And we would love to hear what you’ve been up to! Send us a note and share your stories with other members.

The deadline for the June 2010 issue of Progress is May 1. Please email your submissions to Marian Rein at maran@charter.net

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Message from MCRA Lobbyist David Klarich

as of February 1, 2010

The Second Regular Session of the Ninety-fifth Missouri General Assembly has convened and the Missouri Court Reporters Association is there.

Since Governor Jay Nixon announced his recommendations for Fiscal Year 2011 in his State of the State Address on January 20, 2010, the Missouri House of Representatives and the Missouri Senate have started their hearings and deliberations, and are struggling to answer the dilemma that confronts the state of Missouri: how do we balance our budget?

According to the Office of Administration, the state is expected to experience an approximate 6.4% decline in revenues for the remaining months of FY 2010. This translates into a decline in receipts to \$6.97 Billion for FY 2010, down from \$7.4 Billion in 2009.

The consensus revenue estimate for the new fiscal year, however, expects growth for FY 2011 to increase by 3.7% to \$7.2 Billion. The American Recovery and Reinvestment Act (2009) is being used to supplement and stabilize the Missouri budget to the extent available—currently estimated at \$900.6 Billion. But, according to the Governor's recommendations for FY2011 he intends to use a "yet to be recognized" \$300 Billion to offset

state expenditures. In other words, if the United States Congress doesn't pass legislation that will make these additional resources materialize—our next fiscal year will begin in deficit.

Republicans and Democrats alike are attempting to confront these perilous times responsibly and they are using the resources that are available to address the state's most important priorities.

To this end, the Missouri Court Reporters Association is meeting with leaders in the House of Representatives, the Missouri Senate, the Office of the State Courts Administrator, and other interested Associations, to ensure that the administration of justice is protected and advanced.

As a court reporter, you are critically important in every judicial proceeding and it is crucial that members of the Missouri General Assembly appreciate the vital responsibility that you have in memorializing an accurate, complete and secure record.

To date, 1078 bills have been filed in this legislative session, and in addition to the appropriations process there are several bills that are being tracked that may have an impact on your profession. As an Association, you must accordingly be aware of the economic uncertainty in which the state finds itself and

impress upon your legislators the importance of the role that Missouri Court Reporters play in the judicial process.

Developing key and long-standing relationships with legislative leaders will ensure that you will have a voice when important decisions are being made about the nature of your profession and your ability to do your job.

I am grateful and honored to represent you before the Missouri General Assembly, and I am confident that we will emerge from this legislative session unharmed if we stand together.

In the words of President John Adams in his Second State of the Union Address: "I can not close...without once more adverting to our political situation and inculcating the essential importance of uniting in the maintenance of our dearest interests; and I trust that by the temper and wisdom of your proceedings and by a harmony of measures we shall secure...that weight and respect to which it is so justly entitled."

Sincerely,

David Klarich

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Would you like some cimicifuga with that shake ?

by Faith Olliges

Say what? No, that's not a phrase you're likely to hear, but in the reporting business we hear just about anything and everything in our jobs.

As a young reporter, I was sent to report a convention of the Homeopathic Pharmacopeia Society, a society charged with the publication of the *Homeopathic Pharmacopeia*, a compilation of everything you ever wanted to know about natural and herbal remedies but were afraid to ask. Thirty-plus years ago, not only had I never heard of the *Homeopathic Pharmacopeia*, but I doubt I had heard of any herbal remedies. I didn't know how to pronounce them, much less spell them. Compound my dilemma by the fact the featured speakers came from around the world, some of whom periodically lapsed into their native tongues. Where was the Internet when I needed it!

For those of us who can speak to court reporting before the invention of our modern day CAT systems, we truly don't miss our days of onion skin, carbon paper and IBM Selectric typewriters. There's something magical to me about the new-fangled hardware and software that allows us to come back and insert a problem term later and not have to guess how many blank spaces to leave in your transcript to accommodate inserting the term later.

No matter what your chosen path in reporting — official or freelance, captioning or CART — research is one part of our reporting job that has become exponentially easier. Since I'm feeling a tad nostalgic, I'd like to talk about research in

the good old days. I know some of you remember those days — you know, the ones pre-Internet and pre-spell check.

First and foremost, every reporter developed an extensive library of reference books. You had the basics, like the *Physicians Desk Reference*, *Merck Manual*, *Gray's Anatomy* (not the TV program), a medical dictionary, an unabridged dictionary, a legal dictionary and, if you were lucky, a scientific dictionary, medical phrase index and chemical dictionary. Of course, you needed a good set of encyclopedias, and grammar books were a must. In St. Louis, the yearly book fair at Famous-Barr, n/k/a Macy's, was a great resource. There, you could get older versions of any reference book your heart desired, all at a fraction of their original cost.

There were also the freebies, the white pages and yellow pages. If you were lucky, you might have a friend from an adjoining state or another city in Missouri that would share an older copy with you that you could keep. I'm also told there was a program where reporters would bring phone books to our Missouri annual conventions to swap. Now, with the online yellow and white pages, I can't remember the last time I pulled out a phone book.

Since there was no Mapquest, for a whole dollar you could go to the post office and buy a zip code directory to find all those names of little cities and towns that witnesses seem inclined to mumble and slur over. There was a reference book you could buy that listed, by category, all

the corporations throughout the United States. Funny to think how excited I'd be to get one of these treasures for Christmas, and I certainly can't imagine how large that book would be now. For all those pesky neighbors' names and street name references, there was the Haines Criss & Cross Directory, a very large reference book that contained street names in alphabetical order, along with the addresses and names of the residents and phone numbers. You could rent it from Haines each year if you could afford it; otherwise, you made a trip to the library to use theirs.

Speaking of libraries, the public libraries had special call-in numbers for their reference sections where their librarians would assist you in finding the terms you were looking for. For all those Latin terms, the librarians at Washington University Law Library were always ready and willing to help. I have to also personally thank those sympathetic pharmacists who answered my pleas for help with medication names that I couldn't find. Luckily, my trips to the library are now for pleasure only, and I haven't had to beg a pharmacist or pharmacy assistant to take time to help me in a long, long time.

Our greatest resource has remained unchanged, and that is our fellow reporters. There's such a wealth of knowledge among us. We just have to ask and receive. I appreciate so much that we have a profession that continues to selflessly help one another succeed. I guess you could say the more things change the more they stay the same.



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What's happening at STLCC-Meramec?

Spring semester is off to a great start in the IRT program at STLCC!

Realtime Coach

In December, we welcomed Marybeth Everhart from Realtime Coach to the campus. Students were each given a free 30-day trial subscription to this powerful practice program. The program contains more than 500 pieces of practice dictation (video, audio and text) at varying speeds. When students practice in realtime, the program checks their steno and provides instant feedback. Students immediately see their percentage of accuracy. Students continue working the piece, trying to improve their accuracy each time.

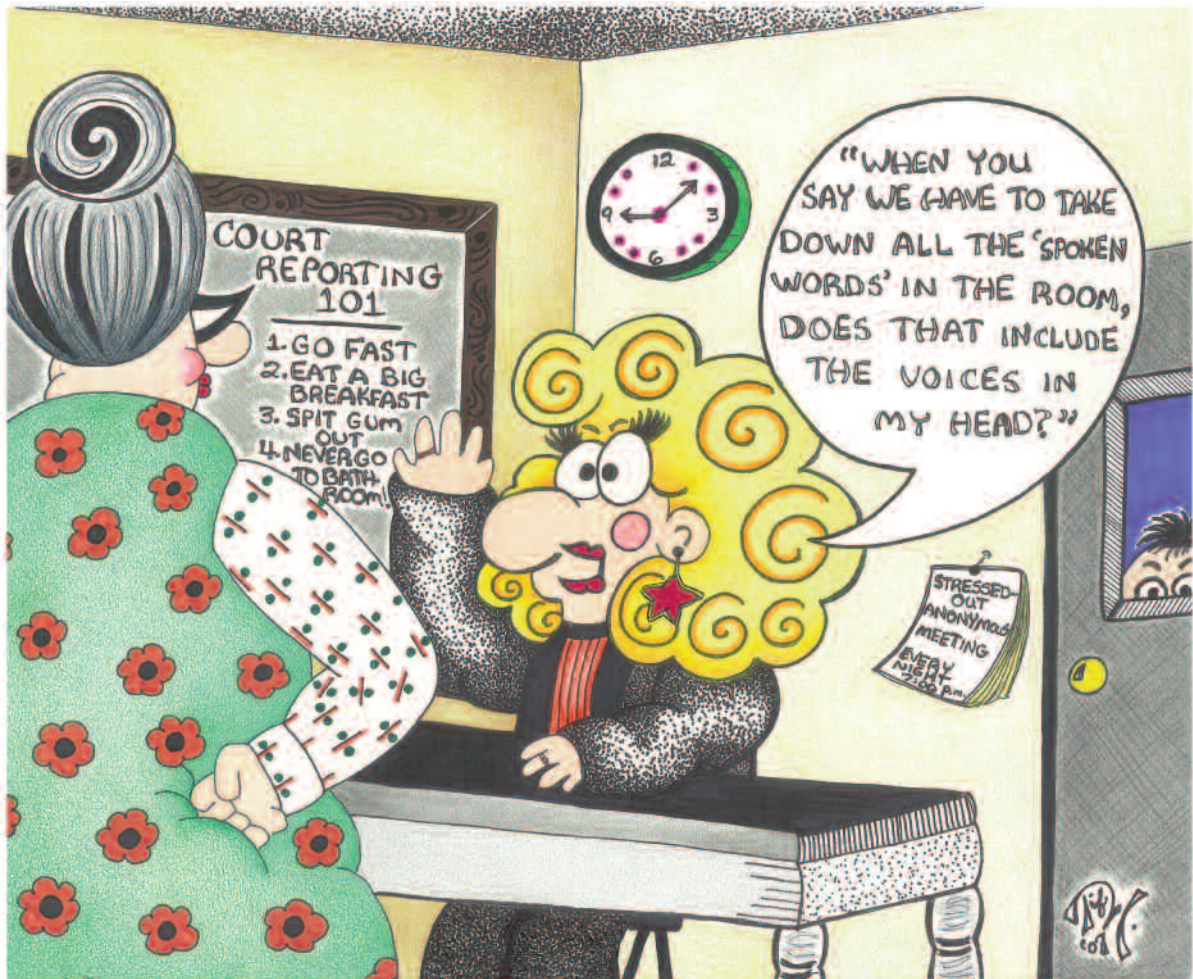
It's almost addictive! Realtime Coach also tracks the amount of time each student spends practicing. Students have completed an average of 30 to 35 hours of homework per day over the last 30 days! The two students with the top number of hours logged will be awarded a free, one-year subscription to Realtime Coach. (NOTE: this product is also available to reporters. Go to www.learnrealtime.com for more information.)

IRT Get-together and Career Coffee Hour

We kicked off the new semester

with an IRT Get-together and Career Coffee Hour, in conjunction with the Career and Employment Services office. Seven employers participated in a panel discussion, answering students' questions about the reporting profession. Approximately 50 people were in attendance. We thank the following participants:

- Rachel Dunn
PohlmanUSA Reporting Co.
- Susan R. Moran
Official Reporter
- Mary Gaal and Kathy Turner,
Midwest Litigation Services
- Ron Gore





- GorePerry Reporting Co.
- Faith Olliges
GorePerry Reporting Co.
(and former president of MCRA)
- Patti White
Good Sport Captioning

IRT Saturday Intensives

Students have been invited to participate in a Saturday practice opportunity. The first "Intensive" was held on Saturday, February 6, from 8 a.m. to 2 p.m. This "study hall" type of environment is being made available to students for focused, undistracted practice on the weekends. It's a pilot program, to be continued as students take advantage of it. Face-to-face with IR1 and IR2

online students
As you may know, the entire IRT program is available online, using Blackboard classes. Online students have periodic opportunities to attend a "LIVE" class. They can do this either by coming to campus or by participating in a synchronous class through "Elluminate" (no charge). These classes provide a nice opportunity for online students to meet each other and participate in a more traditional class periodically. When you're in the area of Big Bend and I-270 in St. Louis, stop by to say hello!

*Patricia L. (Patti) Ziegler, Ed.D.
Assistant Professor and IRT
Program Coordinator*

Cookin' with MCRA

and Judy Schulman

Light Waldorf Salad

Freshly-picked apples are crisp as well as delicious. Try this contemporary version of a classic apple favorite. Each serving has 200 flavorful calories.



Ingredients

- ½ cup light mayonnaise
- ½ cup light plain yogurt
- 3 large apples, cut into bite-size chunks
- ½ fresh pineapple, cut into bite-size chunks or 15-oz can pineapple chunks, drained.
- 2 ribs of celery, sliced
- ¾ cup chopped pecans or walnuts, toasted.
- ½ cup golden raisins

Directions

In a medium-size mixing bowl, blend the mayonnaise and yogurt. Add the remaining ingredients. Refrigerate before serving. Yield: 6 servings.

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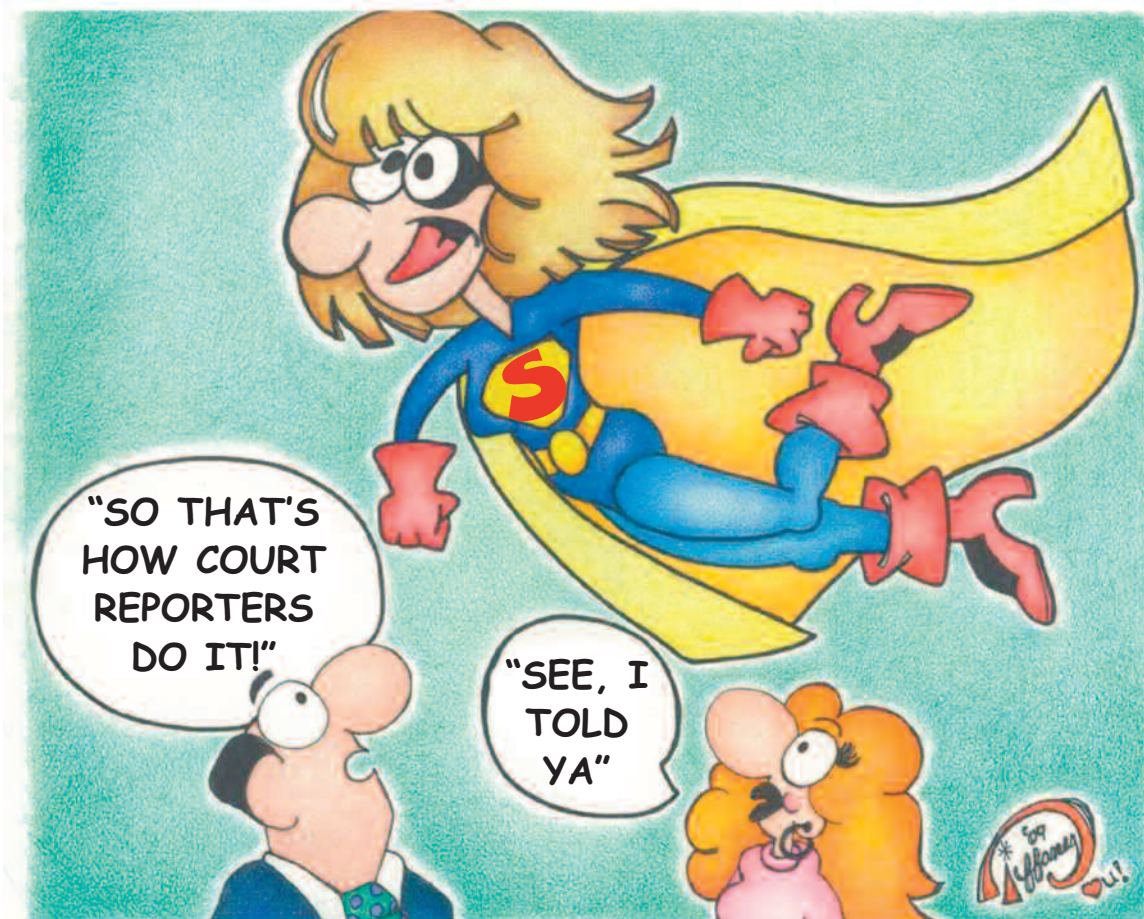
MCRA Requests Nominations for its Distinguished Service Award

Dear Members,

It's time for us to submit nominations for the Distinguished Service Award. If you know of anyone who has gone above and beyond the call of duty for the Missouri Court Reporters Association over the years, please submit your nominations to Bo Kriegshauser at bokriegshauser@charter.net or

send your letter to Bo at 319 North 4th Street, Suite 608, St. Louis, MO 63102. The worthy recipient will be awarded this high honor at this year's convention.

*Sincerely,
Bo Kriegshauser
Chairperson, DSA Committee*





THE SUPERBOWL OF COMMERCIAL CAPTIONING

Super Bowl commercials seem to receive more hype than the game. The commercial spots for Super Bowl XLIV sold out in record time as advertisers vie for the highly sought-after opportunity to connect with the 97.5 million viewers who tune-in to watch the game and, perhaps with just as much draw, the Super Bowl Ads.

Marketing companies continually attempt to meet rising viewer expectations when producing their spots. Millions of dollars are spent by companies promoting their products. This year's advertisers paid an average of 2.7 million dollars (and as much as 3 million dollars) to secure a 30-second commercial during the game. The exposure they receive, and the money they make, is tremendous.

Each year Captions.Com monitors the commercials during the game to see which are captioned for the Deaf and Hard of Hearing. We then display those who captioned and those who did not.

- A 30-second ad during the Super Bowl is 2.7 million dollars - (\$2,700,000.00).
- The cost to caption that ad is approximately \$200.

Check below to see how many sponsors were willing to spend the extra money to make their ad accessible and connect with the 28 million Americans who are deaf or hard of hearing.

Captions.Com has compiled the following list of captioned and non-captioned commercials that were aired during the Super Bowl. They have tried to link to a contact page for each company. On some sites, they could not find a contact page. Please take the time to thank the companies who have included captioning and let those who have not know that it is important to you.

2010 Superbowl Captioning Results:

Captioned:

- GoDaddy.com
- Cars.com
- Anheuser-Busch
- Doritos
- Bridgestone Tires
- Audi
- NFL.com
- Coca Cola
- Disney
- Telefloral.com
- Hyundai
- Dennys
- Career Builder
- Taco Bell
- Vizio
- Intel
- Snickers

THE SUPERBOWL OF COMMERCIAL CAPTIONING

- Boostmobile.com
- CareerBuilder.com
- Dockers
- Dove Soap
- Dodge
- Papa John's
- Dr. Pepper
- Miller High Life
- Motorola
- Volkswagen
- Michelob
- HomeAway.com
- kgb
- Etrade
- 2010Census.gov
- Round Up
- American Family Insurance
- HealthMart Pharmacy
- Emerald Nuts
- Dante's Inferno
- Campbell's Soup
- Pace Picante
- CBS
- Focus on the Family

NOT CAPTIONED:

- Dairy Queen
- Kemps
- Comcast
- Etrade
- Callaway Golf
- McDonald's
- Skechers
- truTV.com
- Universal Studios
- FloTV.com
- Chevrolet
- Qwest
- Masters
- Mazda
- Honda

The following companies ran ads that may not have required captioning. They primarily used music.

- Monster.com
- TV.com

THE SUPERBOWL OF COMMERCIAL CAPTIONING

- Google
- KIA
- The Wire

Background and Disclaimer: This site, <http://www.captions.com/>, is maintained by several parents that have no relationship with any of the sponsors or do not have any relationship with captioning services. Information for this site was obtained through casual observation and should not be considered definitive, although efforts were diligent.



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New Associate, Student, & General Member: \$35

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Visa/MasterCard No. _____ Exp. Date: _____

Membership Status applying for (circle 1): Active • Associate • Student • General Retired

(see page 14 for description of each status)

Type of Reporter (circle): Official • Freelance • Federal • Public Service • Workers' Comp

Admin. Hearing Commission • Other (specify): _____

Student (school): _____ Graduation Date: _____

Reporting method (circle 1): Stenotype • Stenomask

Reporting Experience (years and months):

Current Certifications/Designations (circle all that apply): CSR (MO) CCR (MO) RPR RMR RDR

CRR CVR CVR-CM CLVS PSSC Other: _____

Attach a copy of each certificate if applying for new membership

Transcript Production Method: Please list the brand of software/equipment you currently

use to produce transcripts (example: Case Catalyst, ProCat, SpeechCAT, MS Word, Work Perfect):

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City: State: Zip:

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Place of Employment:

Address of Employment:

Which address for mail (circle 1): Home Office

Membership Category. Please select one:

• **Active Member: \$95** (Four Progress quarterly newsletters and your 2009 Membership Directory will be mailed to you. Online services will be provided at www.mocra.org)

• **Associate, Student, and General Member: \$35** (Four Progress quarterly newsletters and your 2009 Membership Directory will be mailed to you.)

Mail this application form and copies of all professional certifications with credit card information or check made payable to MCRA, to

Gayle Wambolt, MCRA Secretary
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