

How to Market Your Ethics First Affiliation

Through its grassroots efforts, the Ethics First program seeks to positively educate court reporters, firms, and clients that the impartiality and neutrality of the court reporter is of utmost importance in maintaining an unbiased legal system. Getting the word out to attorneys, legal staff, and other consumers of court reporting services about the perils of accepting free gifts from court reporting firms is also one of the Ethics First program goals.

Although all NCRA members agree to adhere to COPE, Ethics First members go further, agreeing to help **promote** the program and do your part to ensure that the legal system remains entirely impartial and reporters are selected based on skill, service, and credentials, not gimmicks leading to unintended consequences.

The Ethics First logo signals to your clients, to your peers, and to your competition that you refuse to risk compromising the judicial system through practices which are in conflict with COPE.

Ethics First Participant



The Ethics First Participant category includes only NCRA members who “make the record,” stenographic court reporters and member Certified Legal Video Specialists (CLVS). This does not include nonmember steno reporters, voice writers, DAR/ER monitors, or nonmember CLVS.

Ethics First Supporter



The Ethics First Supporter category is reserved for individuals and associations that support the tenets and precepts of Ethics First, but are not involved in the actual making of the record. This category represents a wide array of individuals and organizations including: state court reporting associations, state bar associations, CART providers, captioners, attorneys, law firms, judges, judicial associations, insurance companies, vendors, scopists, transcriptionists, businesses, etc. The key difference between the supporter category and the participant category is that supporters are not directly involved in “making the record.”

Ethics First Firm



A firm may sign up for Ethics First if at least one firm owner or firm manager is an NCRA member in good standing.



Ethics First Resources

History of Ethics First:

<http://www.ncra.org/Membership/content.cfm?ItemNumber=11844&navItemNumber=11845>

Sign up here! Ethics

First: <http://www.ncra.org/Membership/content.cfm?ItemNumber=11519&navItemNumber=11518>

Ethics First brochure for attorneys and legal professionals, download or buy from NCRA Store:

<http://ncra.files.cms-plus.com/GovernmentRelations/EF%20Brochure.pdf>

Ethics First Document Database and linkable YouTube videos:

<http://www.ncra.org/Membership/content.cfm?ItemNumber=11520&navItemNumber=11517>

Downloadable Ethics First Logos:

<http://www.ncra.org/Membership/content.cfm?ItemNumber=11588&navItemNumber=11517>

Easy Ethics First Talking Points:

<http://www.ncra.org/Membership/content.cfm?ItemNumber=9341&navItemNumber=11517>

Ethics First highlights for clients:

<http://www.ncra.org/Membership/content.cfm?ItemNumber=11587&navItemNumber=11517>

Ethics First professional opinions, HansonBridgett tax memo, Minnesota Bar staff responsibility article: <http://www.ncra.org/Membership/content.cfm?ItemNumber=11584&navItemNumber=11517>

Your Name Here! sample ads:

<http://ncra.files.cms-plus.com/GovernmentRelations/EF%20convention%20pamphlet%201.pdf>

Montana CRA collaborative ad:

<http://www.ncra.org/Membership/content.cfm?ItemNumber=11581&navItemNumber=11517>

Ethics First supportive articles, including by Jim DeCrescenzo, Early Langley, Robin Nodland:

<http://www.ncra.org/Membership/content.cfm?ItemNumber=11582&navItemNumber=11517>

Ethics First sample PowerPoints to update and gather ideas:

<http://www.ncra.org/Membership/content.cfm?ItemNumber=11583>

Ethics First CLE-worthy seminar in a box (coming fall 2012)

NCRA Professional Services Locator, sort by Ethics First: <http://psl.ncra.org/>

COPE Complaint Procedures and Form:

<http://www.ncra.org/About/content.cfm?ItemNumber=10209>

National Court Reporters Foundation Legal Ed seminar in a box, contact BJShorak@ncra.org.