

Stenograph LLC's New Logo Looks Good:

A Statement of Support from Steno Leaders

Stenograph LLC announced its new logo on August 5th and was met with immediate negativity in social media posts and in an open letter from CCRA. I sympathize with those who fear the future – because that is what's at the heart of such reflexive angst. Stenos have been top dog in our industry for 80 years, but that is changing – not because something better has come along, but because there are not enough of us to satisfy marketplace demand. In the 1990s NCRA membership exceeded 32,000; today it is less than 14,000. The handwriting is on the wall. There is only one issue in stenographic reporting worth worrying about today, and that is our diminishing numbers. Any other issue is a distraction. Stenograph LLC has been serving our needs for 80 years, and we depend on their innovation and well-designed software and writers every day of our lives. Indeed, we take them for granted. If Stenograph is to thrive as a company, it must diversify its customer base, because there just aren't enough of us to keep Stenograph viable. Their new logo, artfully designed to show soundwaves and steno keys, symbolizes their two-pronged strategy for the future. We wish them well. We stenos need them, and we need them financially sound and innovating for us, as they always have and will continue to do. Acknowledging Stenograph's need to diversify is not apostasy; it's reality.

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