

February 27, 2009

To: CyberTax members

From: Bonnie Speedy, National Director, AARP Tax-Aide

Subject: CyberTax 2009-019: Good Morning America publicity

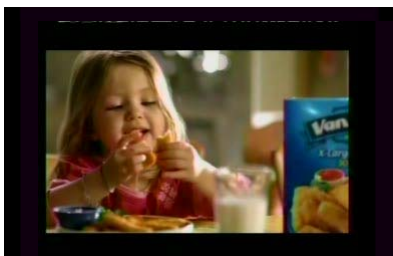
In case you didn't see or already hear, AARP Tax-Aide was mentioned on Good Morning America yesterday! The language is below and hopefully the link will work so you can view it as well.

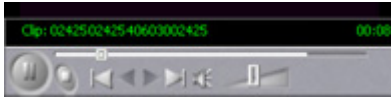
The timing of the Good Morning America piece was good as we know many sites experience long wait times at the beginning of the season. One of the particularly good parts of the piece is that AARP Tax-Aide is specifically mentioned (not just Tax Counseling for the Elderly or TCE). AARP Tax-Aide has spent years making sure the program is always branded AARP Tax-Aide by the organization and all of you in the field do a great job of carrying this through as we see the increase in AARP recognition in surveys. The public can look-up AARP in the phone book but not Tax-Aide, not TCE, not VITA, not military, etc. We are very happy with our unique branding in the clip.

Before you point it out to us, we did ask our press staff to please remember that we serve people under age 60 too! We are the largest free tax assistance and preparation service, giving special attention to people over age 60, but you also prepare 30 percent of the VITA-type EITC returns. So, we are a major player in the under age 60 service arena and want to make sure younger taxpayers know they can come to us as well. We also proposed that there has to be a better word than "simple" returns. Since Counselors all train and test in advance volunteer preparation, we asked our press staff to suggest a more suitable phrase such as "standard" returns.

Despite a little fine-tuning that can always be done with this kind of publicity, we are thrilled for the great mention on such a prominent news show! Many staff here in DC (AARP Tax-Aide and the larger organization) did a great job making this happen with the usual "five minute" notice that tend to be the norm with publicity!

Our service numbers are outpacing last year's service numbers from the same time frame. This should serve as congratulations for getting well deserved notice for the great work that you are doing for American taxpayers!





 [Play Clip](#)

Text from Video:

flaky, tasty. (giggles) announcer: 100% whole white fish fillet from van de kamp's. >>> all right. how to get your taxes prepared for free. americans spend more than \$7 billion a year on preparing their taxes. but most people don't have to shell out all that money. our financial contributor, president of ariel investments, melody hobson, is back to tell us what we need to know. e-filing, doesn't that take money? >> here's the deal, 70% of the americans who file, 98% of americans, can get free software from the irs. as long as you make \$50,000 or less, in adjusted gross income, you can go to the irs website, and pick from over 24 different software programs. and millions of americans have done that. >> some folks think, that's great. i don't trust myself to do it. i want somebody else to prepare my taxes. >> the irs has a program, the volunteer tax assistance program. what they will do, they will do a basic return for you. they will actually hire a tax preparer for you. additionally, you can lean on your state or local government. you can call your state or local treasurer, and ask if they have tax preparers, as well. >> let's talk about specific groups. older americans. >> the irs has partnered with the **aarp**. and for the 52 million americans over the age of 60, if you're low or middle income, you can go to over 7,000 different sites, 7,000 different location, and work with a tax preparer on a simple return. >> how about our brave men and women in combat zones? >> they get the best service of all, period. i have to tell you. it doesn't matter how complicated the return is. the people in the military have

This clip may also be available at <http://abcnews.go.com/gma> in the section for Yesterday under "Get Your Taxes Done for Free".

Leaders, please share this information with volunteers who may not receive CyberTax.

**CyberTax messages will be available weekly on the Extranet (<http://www.aarp.org/tavolunteers>) in the "General Program Communication" section.

*** "No attachment intended"

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