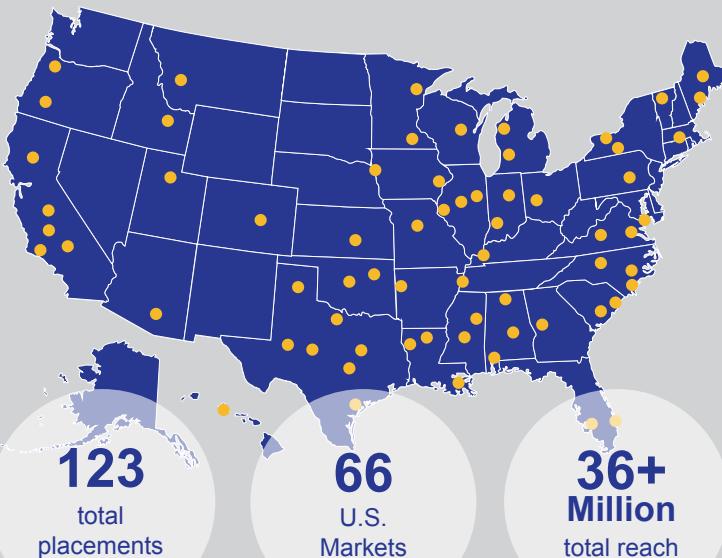


# NAEA Countdown to Tax Season Media Results and Highlights

March - April 2017

## Media Reach



## Message Development

- Conducted survey with 519 NAEA members to gain information about enrolled agent experiences regarding miscues made by tax payers during tax season.
- Tallied survey results to develop “2017 Tax Season Countdown” media messaging

### Survey Highlights



#### One in three

EAs say using DIY tax software is among taxpayers' biggest mistakes



#### Nearly two in five

EAs agree that disorganization among taxpayers is most common mistake.



#### Nine in ten

say starting a new business is the top life event requiring help from an EA

## Message Saturation

- 100% of placements mention NAEA and/or NAEA website
- 100% positive or neutral coverage
- Two national broadcast network interviews with **Fox News** and **NBC**
- LIVE tax day segment on **NewsChannel 8/WJLA's Let's Talk Live!** in Washington, D.C.



Dimitri Sotis  @dimitriWTOP

Wake up Mon/Tue and your taxes STILL aren't done? **@Tax\_Experts' Bryan Lake** on **@wttop** LISTEN [bit.ly/2ogOfFa](http://bit.ly/2ogOfFa)



## Key Message Highlights



“Enrolled agents are federally licensed tax practitioners who both specialize in taxation and have unlimited rights to represent taxpayers in front of the IRS. So, if I have a client who's being audited, I can go to the audit and represent them, I can go to appeals and represent them, I can go to tax court and represent them. We're one of the only tax practitioners that can do that.”

— Bryan Lake



“To find an enrolled agent in our area, you can go to [taxexperts.naea.org](http://taxexperts.naea.org)”  
— Segment wrap for all 78 NBC syndications



“If you can't meet that filing deadline, if you don't have all of your documents together, if you want to meet with one of our NAEA members to prepare your tax return, get that extension request because the penalties for not having an extension are significant.”

— Bryan Lake