

52nd Annual Conference
Southeastern Association of Tax Administrators
Marketing E-Filing Programs



Louisiana Department of Revenue
Cynthia Bridges, Secretary

2001 Electronic Filing Media Campaign Expenditures

Television	\$ -0-
Radio	\$ 31,442.35
Newspaper	\$ 30,246.58
PSAs	\$ -0-
Production	\$ 4,000.00
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Total	\$65,688.93

2001 Electronic Filing Media Campaign Strategy

Press Conference

Press Releases

E-File Posters/Brochures

Radio Ads

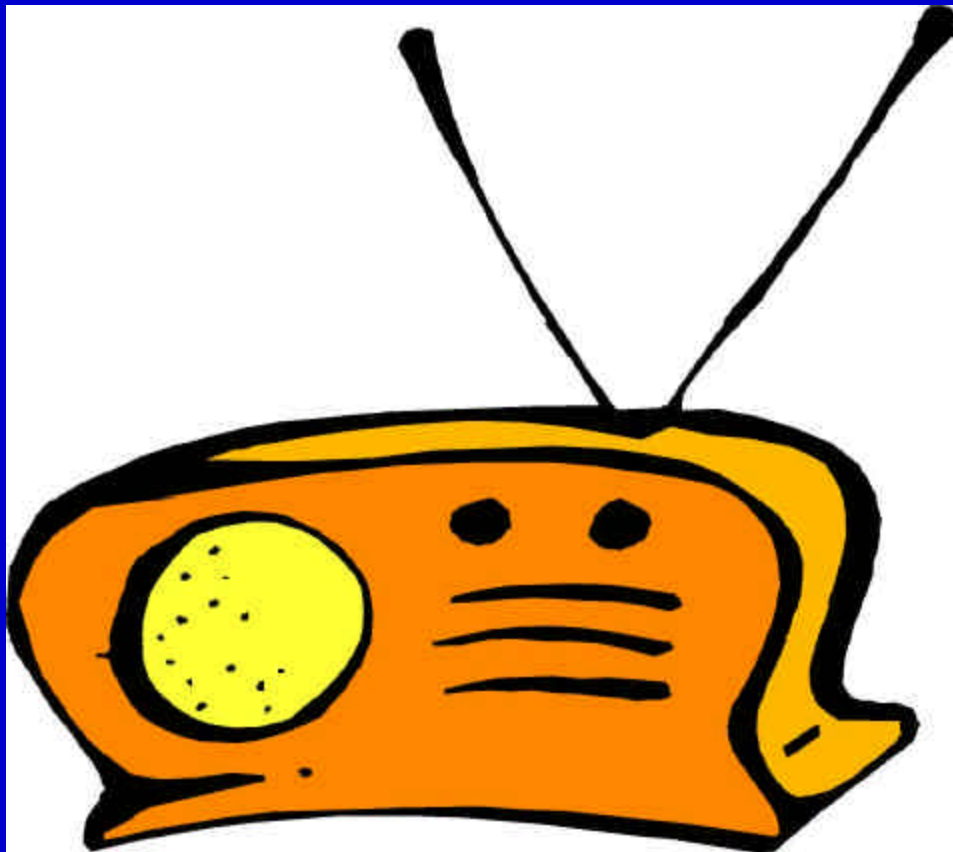
Newspaper Ads

Public Service Announcements

Statewide Media Interview Tour by Secretary

Follow-up Press Releases

2001 E-File – 60-Second Radio Ad



**Louisiana
Department of Revenue**

Electronic filing is the key!

It's quick!

It's easy!

The refunds are faster!



Free Internet filing of state income tax returns from the Department's website (www.rev.state.la.us)



VITA (Volunteer Income Tax Assistance)

Free assistance and electronic filing for qualified taxpayers at all regional offices of the Department.



TeleFile

Free filing via touchtone telephone for qualified taxpayers.



Electronic filing by paid preparers

More information is available through our website at www.rev.state.la.us or at the following offices of the Department of Revenue:

Alexandria Regional Office • 900 Murray Street, Room 8-100 • 318-487-5333
Baton Rouge—Main Office • 330 North Ardenwood Drive • (Tax Assistance) 225-925-4611 • (TDD) 225-925-7533
Baton Rouge—Regional Office • 8490 Picardy Avenue, Building 600 • 225-763-5700
Lafayette Regional Office • 825 Kaliste Saloom Road • Brandywine III, Suite 150 • 337-262-5455
Lake Charles Regional Office • One Lakeshore Drive, Suite 1550 • 337-491-2504
Monroe Regional Office • 122 St. John Street • Room 105 • 318-362-3151
New Orleans Regional Office • 1555 Poydras Street, Suite 900 • 504-568-7778
Shreveport Regional Office • 1525 Fairfield Avenue • 318-676-7505
Thibodaux Regional Office • 1418 Tiger Drive • 504-447-0976

Results – Year 2001 Electronic Filing Campaign

	<u>Year 2001</u>	<u>Year 2000</u>	<u>Percent Change</u>
Fed/State Online	426,511	368,290	15.81 %
Website	6,121	NA	NA
TeleFile	40,009	65,446	- 38.87 %
Total Electronic Filing:	472,641	433,736	8.97 %
	(38,905)		
Percent of Total Returns	28.28%	25.04%	3.24 %

2002 Electronic Filing Media Campaign Expenditures

Television	\$ 67,480
Radio	\$ 21,000
Newspaper	\$ 16,113
Billboards	\$ 34,265
PSAs	\$ -0-
Production	\$ 5,000
Total	\$143,858

2002 Electronic Filing Media Campaign Strategy

Press Release

E-File Posters/Brochures

Radio Ads

Television Ads

Newspaper Ads

Billboards

Bookmarks*

Statewide Media Interviews by Regional Directors

E-File Message in Employee Paycheck Stubs

Regional Press Releases about VITA

Follow-up Press Releases

2002 E-File – 30-Second Television Ad



**FASTER
REFUNDS**

LDR

LOUISIANA DEPARTMENT OF REVENUE

Quick



as a **CLICK.**

Ask your tax preparer to e-file for you.

www.rev.state.la.us

LAMAR



**Quick as
a click!**

E-file today!

**Louisiana
Electronic
Filing
Program**

www.rev.state.la.us

Results – Year 2002 Electronic Filing Campaign (For same time period to July 15, 2002)

	<u>Year 2002</u>	<u>Year 2001</u>	<u>Percent Change</u>
Fed/State Online	513,208	426,511	20.33 %
Website	21,961	6,121	258.78 %
TeleFile	23,092	40,009	- 42.28 %
<hr/>			
Total Electronic Filing: (+85,620)	558,261	472,641	18.12 %
Paper Returns: (-66,993)	1,131,371	1,198,364	-5.60 %
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Total Returns	1,689,632	1,671,005	.01 %
Percent of Total Returns	33.04%	28.28	+4.76 %

**File your
Louisiana Sales Tax Return
through the Internet at
*www.rev.state.la.us***

For more information, call (225) 925-7356.



Filing by
paper is
SO
last century

Sales Tax returns filed via the department's website

December/2000

June/2001

June/2002

4

440

1,389

Sales Tax payments submitted via the department's website

3 for \$41,103

81 for \$4,367,713

364 for \$10,343,004

Withholding Tax returns filed via the department's website

April/2002

June/2002

10

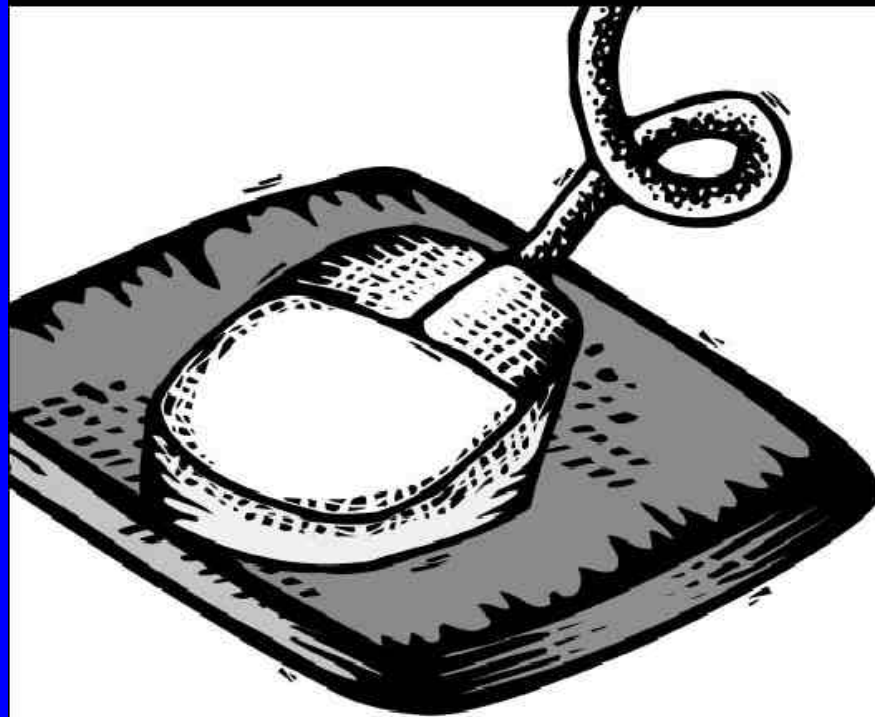
42

Withholding Tax payments submitted via the department's website

1 for \$773.00

32 for \$144,604

FILE SALES & WITHHOLDING TAXES ONLINE



Quick as a Click

www.rev.state.la.us

It's Fast and Accurate

LOUISIANA
DEPARTMENT
OF REVENUE



To Register and select a Personal Identification Number (PIN) to electronically file sales tax and/or withholding tax with the Department of Revenue, go to www.rev.state.la.us and click on Electronic Services/Online Tax filling.

EDR

www.rev.state.la.us

LOUISIANA DEPARTMENT OF REVENUE



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