



2014 Radio Scripts

Fair Share

:60 radio ad

Husband: Tax season will be here before we know it!

Wife: It sure will! And every time we write out that income tax check, I remember what we've heard – that all the credit unions in Illinois combined pay less in taxes than our little family of four. On the other hand, Illinois banks paid more than a billion dollars in taxes.

Husband: If credit unions paid their fair share, maybe we'd get a tax refund for a change.

Wife: It's a nice thought. Maybe it's time that lawmakers do something about it!

Husband: Paying their fair share of taxes sure makes sense when our state is in such bad financial shape.

Announcer: The credit union tax subsidy nationwide is nearly \$2 billion, and in Illinois alone it's around \$70 million.

Your family should not pay more in taxes than the credit union down the street. Let your elected officials know that you say "no" to the credit union tax exemption.

Brought to you by the Illinois Bankers Association.

We'd All Be Better Off

:60 radio ad

Husband: I heard something really interesting today – a family of four pays more income tax than all of the credit unions in the state combined!

Wife: That's amazing. I didn't realize that credit unions don't pay taxes.

Husband: It's true! And, get this: the tax subsidy for credit unions is nearly \$2 billion a year – and that's just federal taxes. They don't pay state taxes either!

Wife: If credit unions just paid their fair share, the rest of us might have a little more for our families.

Husband: Paying their fair share of taxes sure makes sense when our state is in such bad financial shape. We'd all be better off. There'd be more for roads, law enforcement, and even Tom and Chrissie's grade school.

Announcer: Your family should not pay more in taxes than a credit union. Let your elected officials know that you say "no" to the credit union tax exemption.

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A Family of Four Pays More

:60 radio ad

- Husband: I heard something really interesting today – a family of four, like ours, pays more income tax than all of the credit unions in the state combined!
- Wife: That's amazing. I didn't realize that credit unions don't pay taxes.
- Husband: It's true! And, get this: the tax subsidy for credit unions is more than \$2 billion a year – and that's just federal income taxes. They don't pay state taxes either! Paying their fair share of taxes sure would make sense when our state is in such bad financial shape.
- Wife: Well, I'm glad we do business with our local bank. Do you know that bank employees just spent the day at Chrissy's school talking to the kids about financial literacy? And they're even going to sponsor Tom's soccer team.
- Husband: Our bank sure does a lot in this community.
- Wife: They sure do. In my opinion, if credit unions really want to do business in our community like banks do, they are going to have to step up to the plate and pay taxes like the rest of us.
- Announcer: Your family should not pay more in taxes than the credit union down the street. Let your elected officials know that you say "NO" to the credit union tax exemption.

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Fair Share

:30 radio ad

- Husband: Tax season will be here before we know it!
- Wife: Yes, and every time we write out that tax check, I remember what we've heard – that all the credit unions in Illinois combined pay less in taxes than our family of four.
- Husband: If credit unions paid their fair share, maybe we'd get a tax refund for a change.
- Wife: Paying their fair share of taxes sure makes sense when our state is in such bad financial shape.
- Announcer: You should not pay more in taxes than a credit union. Let your elected officials know that you say "no" to the credit union tax exemption.

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- Husband: I heard something really interesting today – a family of four pays more income tax than all of the credit unions in the state combined! If credit unions just paid their fair share, there'd be more for roads, law enforcement, and even schools.
- Wife: Paying their fair share of taxes sure makes sense when our state is in such bad financial shape.
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