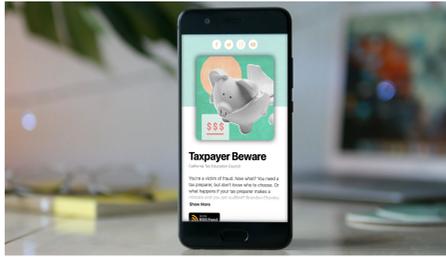




Podcast Campaign Expands to Spanish

Getting taxpayers engaged through testimonies and storytelling will continue to be the focus of the 2022 public awareness campaign. The strategy includes producing new episodes (English and Spanish) on the podcast, "Taxpayer Beware," to educate taxpayers about how to choose a tax preparer, avoiding fraud, as well as true stories about "ghost" tax preparers. The advertising campaign will focus on social media, Google Ads, mobile ads, email marketing and multiple audio platforms. In addition to podcasts and internet outreach, CTEC will promote multiple videos (English and Spanish) on social media and other platforms.



During the 2021 tax season, the podcast campaign reached position 35 on Apple Podcast's Business News section for most of March. CTEC received an average listen rate of 97% - 99% for each episode in late April through the extended May 17th filing deadline. Overall, the campaign performed within the top 50% of national podcast averages.

CRTPs are encouraged to listen and share CTEC podcasts. Links to the podcasts are provided on CTEC.org or can be downloaded at taxpayerbeware.org.

Late Renewals Due January 18, 2022

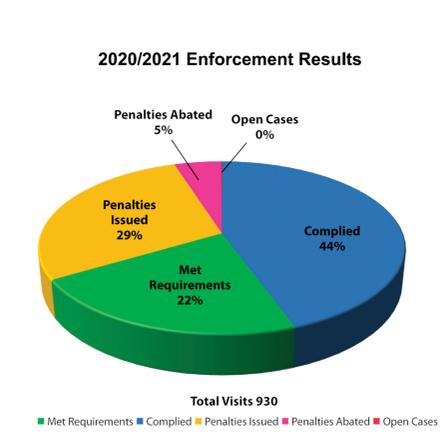
CRTPs who failed to meet the October 31, 2021 renewal deadline have until January 18, 2022 to pay the \$55 late fee, plus the \$33 registration fee and renew late. Normally the deadline is January 15th, however, due to the Martin Luther King Jr. holiday, the deadline has been extended to January 18th.

Missed the Late Renewal Deadline? What to Know...

CRTPs who miss the January 18th deadline to renew late will have to start over, pass a criminal background check and submit fingerprint images to CTEC, PLUS retake the 60-hour qualifying education course, obtain a bond, provide proof of a PTIN from the IRS, and pay CTEC fees.

Due to legislative changes that took effect July 1, 2020, CTEC cannot approve the status of applicants to register or reregister until a background check is passed.

RENEW LATE NOW



Unregistered tax preparers who are caught preparing, or assisting with preparing, tax returns for a fee will be issued a \$2,500 penalty letter from the Franchise Tax Board (FTB). They have 90 days to register with CTEC before the penalty is enforced.

If a tax preparer does not comply, the \$2,500 penalty is assessed. If a tax preparer still fails to comply the next year, a \$5,000 penalty will be issued each year until they either register with CTEC or agree to stop preparing tax returns for a fee.

CTEC pays for the entire enforcement program. All penalties collected by FTB are deposited into the state's general fund.

To report an unregistered tax preparer, visit ctec.org.

Upcoming CTEC Meetings

May 17-19, 2022
Sacramento

November 15 - 17, 2022
Dana Point

Call 877.850.CTEC if you would like to attend. Virtual options will be posted a week before the meetings on the CTEC website.

CTEC Board Members

Registration Renewals

Government Partners CTEC partners with government organizations to help reach taxpayers and tax preparers regarding California requirements for professional tax preparation.



Copyright © California Tax Education Council (CTEC) All rights reserved.

Contact CTEC:
877.850.CTEC (phone)
877.851.CTEC (fax)

PO Box 2890
Sacramento, CA 95812