

no cell tax



challenge: In February 2004, Rhode Island Governor Donald Carcieri released his proposed state budget which called for an additional 26-cent surcharge on wireless customers, purportedly to pay for upgrades to the state's E-911 system. Faced with calls from many state legislators to raise the proposed tax even further, a coalition of wireless providers (Verizon Wireless, Nextel, Cingular) engaged Advocacy Solutions to recruit a grassroots coalition of Rhode Island residents opposed to the cell phone tax increase.

solution:

- ❑ Advocacy Solutions designed, wrote all copy for, and launched www.NoCellTax.org. Site received 13,700 hits and generated 4,300 emails, letters, and faxes to 103 legislators and the governor.
- ❑ Advocacy Solutions recruited the Cellular Telecommunications & Internet Association, the National Taxpayers Union (NTU), and Citizens for a Sound Economy (CSE) to join our coalition. Both the NTU and CSE sent out action alerts to their members promoting www.NoCellTax.org and encouraging supporters to contact their lawmakers. NTU and CSE alerts generated an additional 1,500 emails, letters, and faxes to legislators and the governor.
- ❑ Wrote No Cell Tax coalition announcement press release, which generated print and radio media coverage.
- ❑ Designed and wrote all No Cell tax brochures and radio and print advertisements.
- ❑ Coordinated phone bank operations including script writing and targeting. Generated 285 phone calls to targeted legislators.

result: Despite calls to raise the cell phone tax as high as 56 cents, the No Cell Tax Coalition was able to apply the appropriate pressure to limit the tax to the originally proposed 26 cents.

