

## US UNCUT -- TALKING POINTS MEMO

### What is US Uncut

US Uncut is a grassroots movement that uses online social networking tools to coordinate direct action protest against corporate tax avoidance and public service cuts. The overarching message is to explain that if X company paid its taxes, Y budget cut or tax increase wouldn't have to happen. The primary tactic is to use creative public demonstrations to draw media attention and penetrate the public debate by repeating a few carefully crafted key messages.

### Basic Argument

- ☐ At all levels of government, Americans face severe budget cuts, making the recession worse.
- ☐ Most cuts could be prevented simply by requiring superrich individuals and Billionaire corporations to pay their taxes. (GAO says 83/100 biggest US corporations use foreign tax havens)
- ☐ Americans agree the best way out of this hole is to increase taxes on the rich to reduce deficits. (Jan 2011 poll by 60 Minutes & Vanity Fair – 61% said tax the wealthiest)

### Corporate Tax Dodger Target: Bank of America

- ☐ Bank of America pockets Billions in profits and bailouts here, but pays \$0 in American taxes.
- ☐ **If Bank of America would pay their taxes, just like everyone else, then America would not need to cut \$100 Billion in college grants.** If this one company pays their bill, millions of kids could go to college. The solution is simple: make them pay their fair share so we don't need to cut this valuable public service.
- ☐ Do you pay your taxes? So do I. Did you know Bank of America doesn't?

### Talking Points for Press:

- ☐ The message is simple – before you shut down the government and punish middle-class working Americans, why not first make the richest of the rich pay their fair share in taxes, just like everyone else?
- ☐ The \$3 in my wallet is more than the combined income tax liability of multi-billionaire Fortune 500 headlines like ExxonMobil, GE, Bank of America, and Citigroup (COMBINED). That should be a clear red flag to our leaders that the richest of the rich are gaming the system.

[A] Tax avoidance is immoral. In the United States, there is a corporate culture of tax avoidance. If corporations paid their fair share, then we could solve every state's budget crisis without firing one more teacher, balance the federal budget without cutting Social Security, and bring down unemployment by putting Americans back to work.

### **Talking Points for Fellow Activists:**

[A] We don't need more big tax breaks for the superrich, paid for by cuts to the rest of us.

[A] We pay our taxes, why don't they? Taxes are the price we pay for living in a civilized country. If they want to do business here, then they have to pay the cost of admission, just like everyone else does.

[A] Billionaire corporations got bonuses, bailouts, & tax cuts too. It's just not practical to destroy the middle class so these guys get rich.

### **Counter-Arguments**

[A] *Tax avoidance is legal.*

o Exactly, tell the politicians that the law needs to be changed so the superrich can't game the system. Individual families pay more income taxes than billionaire corporations, which is why we need to get rid of foreign tax havens. That's what we're doing here.

[A] *It's impossible to do anything about international tax havens – a reality of global economics.*

o If we could close Al Qaeda's secret accounts after 9-11, we can sure as hell close down Billionaire corporations tax havens now. We just need to make the politicians do it.

[A] *We shouldn't be increasing taxes on anyone in a recession.*

o Only billionaire corporations think it's fair to cheat on their taxes. By not paying their fair share, it increases the burden on the rest of us, through higher middle-class taxes and service cuts.

[A] *They earned this money; they should keep it.*

o Billionaire corporations profit from the system of public services set-up by the government. It only makes sense for them to pay their fair share, just like everyone else. No corporation is an island, even if they send all their profits to tropical tax havens.

- ☐ *Taxing corporations more will drive them away from America.*

  - o Billionaire corporations have already abandoned America for foreign tax havens. They pay zero income taxes here, hold their profits in international banks, and ship millions of American jobs overseas. That is un-American.
- ☐ *But corporations are the job creators, we shouldn't be taxing them right now.*

  - o Small Businesses are the job creators in America, not Billionaire corporations. The owner of the hardware store down the street doesn't need to cheat on his taxes to get ahead; he needs customers with cash in their pockets ready to spend it. When Americans are buying things again, unemployment will go down.
- ☐ *Only a far-left liberal would be advocating tax & spend policies in a recession.*

  - o Cheating is un-American. It is clear that the richest of the rich are gaming the system and not paying their taxes, which is leading to cuts in vital public services and civil unrest.

### **What to Chant**

- ☐ Bailed-Out Banks, Pay Your Taxes!
- ☐ Cuts Don't Cure! Stop the Cuts!
- ☐ You Caused this Crisis! Now YOU Pay!
- ☐ THIS is what DEMOCRACY looks like!

### **What to say to Police:**

1. OFFICER – first of all, always address them formally as Officer (Sir or Ma'm works too).
2. Yes, I understand that you OFFICER are just doing your job, and we are willing to comply with your instructions.
3. ONLY AFTER SAYING ABOVE - We are here to use our 1st Amendment rights of free expression to show that corporate tax dodging costs us vital public services, such as cuts in funds for teachers, firefighters, and police officers.
4. AGAIN, I understand you are just doing your job OFFICER and I will comply with your instructions.
5. Thank you OFFICER.

B. If they don't even let you say a word before acting aggressively, explain that you are willing to leave and would like them to speak to your legal counsel on the phone (XXX-XXX-XXXX). Dial the number and hand them the phone – make sure someone is always pointing a camera at you while talking to the police – it's your best guarantee for fair treatment.

**Motto for the Movement**

*The revolution shall be tweeted, liked, and shared. We the People Win. #epic*