

# eVideos and Webinars



# Who We Are

The CDTFA administers California's:

- Sales and use taxes
- Fuel taxes
- Tobacco taxes
- Alcoholic Beverage tax
- Cannabis taxes, and
- Other special taxes and fees

# Videos We Offer

## Videos on Our Public Website

- Registering with the CDTFA
- Keeping Records
- Understanding the Resale Certificate
- Filing My Return
- Making A Payment

# Videos We Offer

## Videos on Our Public Website

- Paying Your Use Tax
- Contacting the CDTFA
- Relief Requests

[www.cdtfa.ca.gov](http://www.cdtfa.ca.gov)

- Online Services Tutorials Under “How Do I...”
- Industry Specific Tax Guides





**CDTFA**  
CALIFORNIA DEPARTMENT OF  
TAX AND FEE ADMINISTRATION

Search CDTFA...



## California Department of Tax and Fee Administration

The mission of the CDTFA is to make life better for Californians by fairly and efficiently collecting the revenue that supports our essential public services.

### How Do I...



- Register for Permit, License, or Account
- Verify a Permit, License, or Account
- Close a Permit, License, Account
- Change My Business Information
- Request an Extension or Relief
- Find My Tax Rate
- New Online Services - Video Tutorials
- Calculate...



### Taxpayer Events & Education



- Seminars for Small Businesses and Nonprofits
- Classes, Clinics, and Workshops
- Online Seminars
- Cigarette and Tobacco Workshops
- International Fuel Tax (IFTA) Workshops
- Speakers Bureau
- Event Calendar

### Latest News

- CDTFA Reports Cannabis Tax Revenues for the Seci
- Industry Insight Newsletter: California Taxable Sale
- CDTFA Holds Annual Taxpayers' Bill of Rights Meeti
- New Operative Date of April 25, 2019, for District Us
- Based on \$500,000 Sales Threshold
- Relief May Be Available to Marketplace Sellers Usin
- CDTFA Announces New Taxpayers' Rights Advocate
- New Sales and Use Tax Rates Operative July 1, 201
- Proper Use of a Resale Certificate

### Twitter



CDTFA  
@cdtfa

Cannabis retailer? Distributor? Cultiva  
@CDTFA has a tax guide for you! you  
@CAGovOps @casb @CAGoBiz @C  
#smallbusiness @CalCannabis @BC  
@CBTmag

EDUCATIONAL

Tax Guide for Cannabis Businesses - Yo

# Tax Guide *for* Cannabis Businesses

Overview

Getting Started

Distributors

Retailers

Cultivators

Manufacturers

Videos

Tax Facts

Resources

## Filing a Cannabis Tax Return for Cannabis Distributors



Filing a Cannabis Tax Return for Cannabis Distributors

EDUCATIONAL

Watch later

Share

# FILING A CANNABIS TAX RETURN

# Publicizing Our Videos

- Social Media -

- YouTube Channel



- Website Homepage



- Special Notices

- News Releases



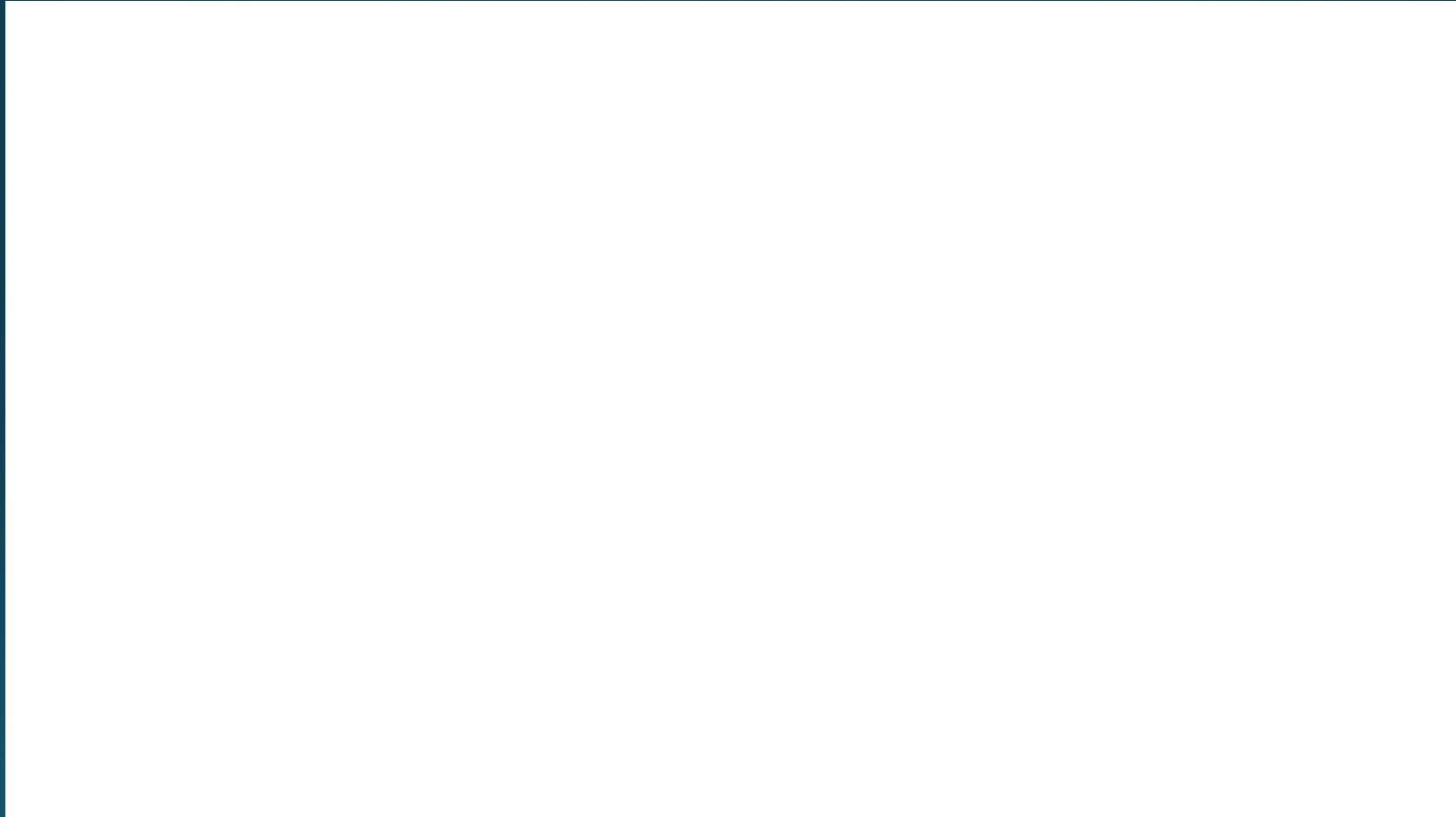
# Viewer Data

- Average almost 6,000 views per week
- Most popular videos cover how to file a return and how to create a Username and Password

# Videos We Offer -Internal

- Internal Videos
  - Take 5 Videos
    - Over 60 Videos
  - Deputy Director Monthly Videos
  - Legislation Updates

# Videos We Offer - Legislation Updates



# Videos We Offer

- Internal Videos
  - Live Webinars Targeted to Certain Staff
    - Local Tax Allocations
    - Field Staff



# Webinars

## Keys to Webinars

- Prepare ahead of time
  - Biggest challenge is being legally accurate while communicating in a way the audience wants to listen
- Have a few canned questions/responses
  - Helps get audience going
  - Fill in if not a lot of questions
- Have a good question screener
  - Know what the panel can handle
  - Know the topic and what would be a good question

# Making a Video

- Should we make a video?

## VIDEO PROJECT INFORMATION

REQUESTOR \_\_\_\_\_ DATE: \_\_\_\_\_  
DEPARTMENT REQUESTING VIDEO \_\_\_\_\_

Purpose / Goal of video:

Target Audience:

Describe the business need:

Describe settings where this video might be exhibited:  
live events, trainings, conferences, other:

Describe how the video will be distributed:

Describe how the video will be promoted:

### WHAT CDTFA GOALS WILL THIS VIDEO SATISFY?

- ☐ A) MAXIMIZE  
VOLUNTARY  
COMPLIANCE
- ☐ B) ENHANCE  
ORGANIZATIONAL  
EFFECTIVENESS
- ☐ C) INVEST IN THE  
ORGANIZATION
- ☐ D) OTHER - PLEASE  
EXPLAIN

# Making a Video

- Things to Consider
  - “Shelf Life”
    - Will the information still be relevant in 1 or 2 years?
  - Time to produce
    - Average 10 staff hours per 1 finished minute of video

# Making a Video

- Things to Consider
  - What is the need for the video program?
  - What are the goals and objectives of the video?
  - Who is the audience?
  - What will be the content?

# Making a Video

- Script Writing Tips
  - Start by dividing your page into two columns
  - Right side (what you see)
  - Left side (what you hear)

# Making a Video

| <u>AUDIO</u>  | <u>VIDEO</u>   |
|---|--|
| <p>There are many benefits to archiving your email. By archiving your email you increase storage space on your computer. Archiving your email allows you to keep your Outlook folders clean and organized. Not only can you can also archive your email but calendar items and tasks can be archived as well.</p>                         | <p><b>Title on top of screen</b></p> <p><b>“Why Should We Archive Email”.</b></p> <p>Show 2010 inbox with a large number of emails</p> <p>Close ups of Outlook workflow in action.</p>   |
| <p>There are a few different methods you can use to archive your email.</p> <p>You can archive “manually”, at any time you chose, or you can “auto archive”, letting outlook do the work for you.</p>   | <p><b>Title on top of screen “How to archive.”</b></p> <p>Show open Outlook window on windows desktop</p> <p>Blur and show title <b>“Manual”</b> transition to <b>“Auto Archive”</b></p> |
| <p>Let’s begin with manually archiving email.</p> <p>First, click on the file tab on the upper left corner of your screen. Make sure the “info” option is highlighted. Next, click the cleanup tool button on the bottom your screen. A menu will appear, click archive at the bottom of this pop up box. An archive box will appear.</p> | <p>Focus back to desktop and zoom into Outlook window.</p> <p>Follow mouse cursor and we proceed through steps, highlighting items along the way.</p>                                    |
| <p>In the archive box you are given the option to archive all of your Outlook files, such as emails calendars and tasks. Or you can specify a specific folder to archive. For example, you can select your inbox or a specific subfolder within your inbox.</p>   | <p>Highlight fields.</p>   |

# Making a Video

- Script Writing Tips
  - Use plain language
  - Write the way you speak
  - Parentheticals, Acronyms and Numbers
  - Decide what type of approach your video will need
  - Sit with the production crew ahead of time and get on the same page



# Making a Video

- Script Writing Tips
  - Consider the video's length
  - Use on-screen text to support what you say
  - Keep it simple

# Making a Video

- Finishing Touches to the Script
  - Let someone in your intended audience read it over
  - Double-check the script to make sure it is exactly how you want it
- Use a Checklist

# Making a Video

- Video Script Checklist
  - Any lists or main ideas that could be reinforced as text on the video screen?
  - In the video column of the script, have I described the type of video shots I need or special graphics/effects?

# Making a Video - Resources

- **Equipment and Software**

- Digital Cameras
  - DSLR
- Editing Platform
  - Adobe Premier
    - Editing on Mac Workstations tied to an internal server
- Hi-Def Video uses a lot of data

# Making a Video - Resources

- **Staff**
  - 4 Television Specialists
  - 1 Manager
  - 2 Associate Governmental Program Analysts for Internal Videos

# Contact Information

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# Questions?





# City and County of San Francisco Office of the Treasurer & Tax Collector

# Who We Are

- Combined city and county, so we collect county taxes (property) as well as city taxes (payroll, gross receipts, hotel, parking, etc.)
- Robust tax environment with two new taxes proposed and passed in 2018 by the voters (Homelessness Gross Receipts, Commercial Rents Tax) and more taxes proposed
- About 100,000 registered businesses, about half sole proprietorships. About 12,000 file and pay the gross receipts tax (meaning GR over \$1.1M)
- Proposition 218 governs our ability to communicate and causes us to be very cautious about interpreting our code

# Who is the Audience?

- “Customer” base used to be thought of as CPAs, lawyers and tax professionals
- Now our typical customer is thought of as a part-time businesses – taxi/TNC drivers, rental hosts, independent contractors, lessors of real estate
- All major tax filings are online and there is some confusion with smaller taxpayers, technologically inexperienced taxpayers, and taxpayers who speak primary languages other than English

# Videos We Offer

## Videos on YouTube

- Business Registration Filing How-To
- Gross Receipts and Payroll Expense Tax Filing
- Social programs





## SF Treasurer and Tax Collector

44 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Uploads PLAY ALL

≡ SORT BY



2020年度的商業登記續領視頻  
238 views • 5 months ago



San Francisco Registro de  
Empresa de Renovación 2020  
274 views • 5 months ago



I-renew ang Pagpaparehistro  
ng Negosyo sa San Francis...  
44 views • 5 months ago



續訂舊金山商業登記2020  
7 views • 5 months ago



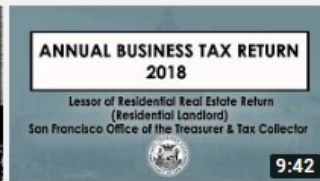
SF Municipal Bank Feasibility  
Report Webinar 20190412...  
37 views • 5 months ago



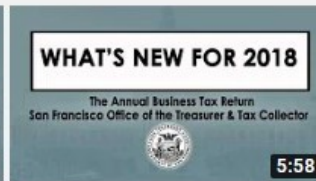
Business Registration  
Renewal 2020  
3.7K views • 5 months ago  
CC



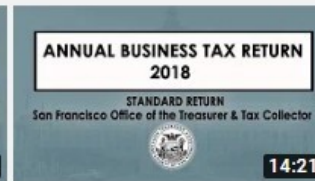
K2C Webinar  
76 views • 7 months ago



Annual Business Tax Return  
2018 - Residential Landlord  
460 views • 9 months ago



Annual Business Tax Return  
2018 What's New  
995 views • 9 months ago



Annual Business Tax Return  
2018 - Standard Return  
749 views • 9 months ago



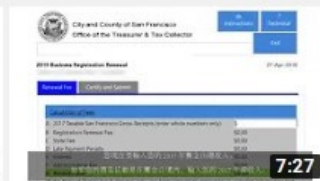
Business Registration  
Renewal v6 YouTube 1080p...  
7K views • 1 year ago



SPANISH Business  
Registration Renewal v1...  
282 views • 1 year ago



FILIPINO Business



CHINESE Business



2017 Gross Receipts Tax and



2017 Gross Receipts Tax and



2017 Gross Receipts Tax and



Online na Paag-renew na

# Learnings

- Used to offer in person tax seminars – inefficient
- Then made intricate videos and translated into other languages – time consuming
- Now, make “low tech” webinar-style videos that show a typical filing experience
  - YouTube translates into other languages with captions, so no Prop 218 liability
- Most popular videos are about business registration – which effects all 100,000 businesses

# Making a Video

- Content is generally around functionality of the online form, not in-depth tax advice
- TTX has used Skype/Webex to quickly and effectively produce videos
- Scripts are fully written and storyboarded to reduce re-takes and identify trouble spots
- Since it is hard for the audience to rewind, we write simple sentences, and repeat important points



# Contact Information

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Tax Collector

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# Who We Are



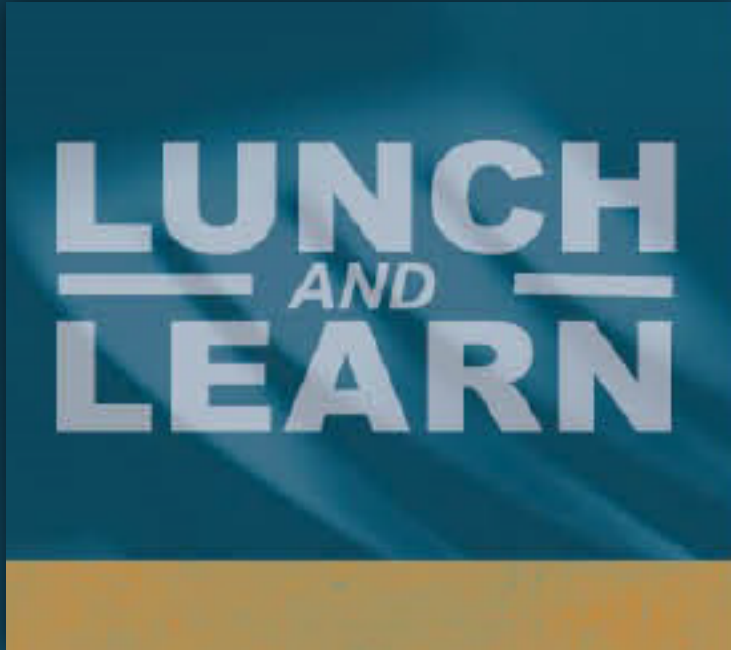
- Administer California's employment tax program
  - Unemployment Insurance
  - Disability Insurance
  - Employment Training Tax
  - Personal Income Tax
- 1.5 million employers
- 18.6 million workers

# Who is the Audience

- EDD Employees
- Customers of California
  - Employers
  - CPAs
  - Tax professionals
  - Claimants



# What We Offer - Internal

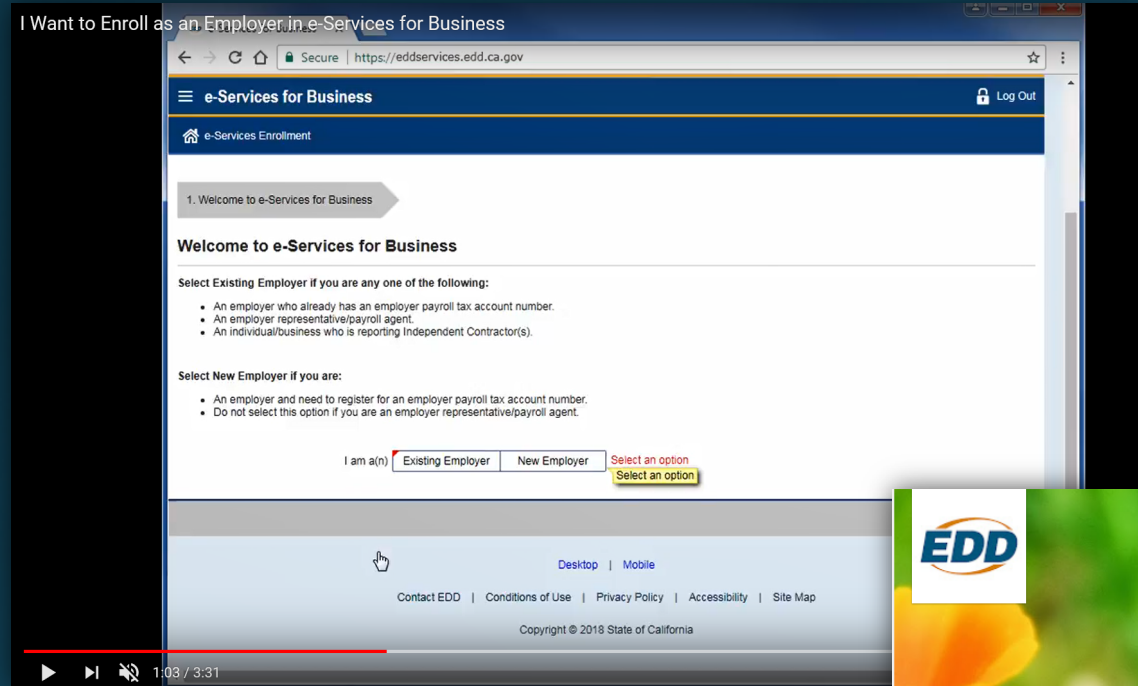


**Webinars**

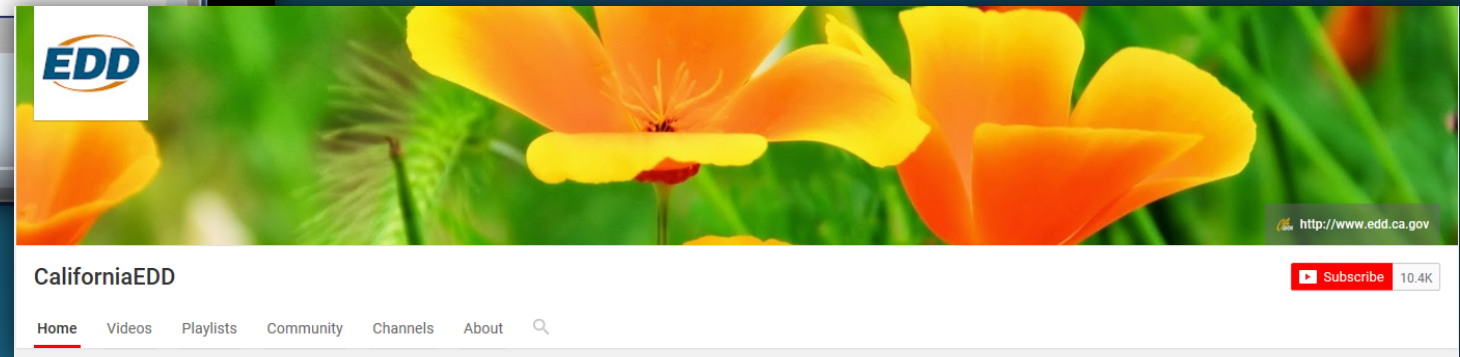


**Auditor Training**

# What We Offer - External



e-Services for Business tutorials



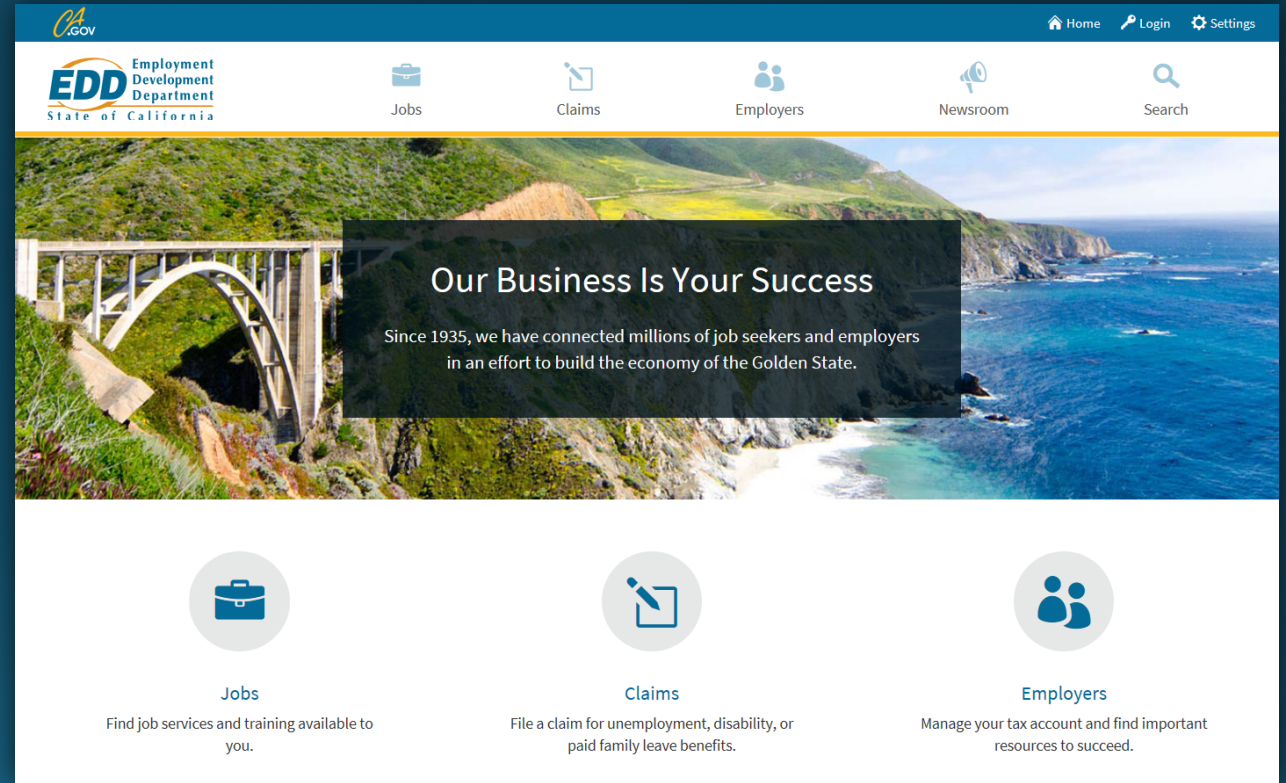
YouTube Channel – 150 Videos



# How We Share Our Videos



Social Media



EDD Website

# Making a Video

- Adobe Presenter
- Adobe Connect
- Adobe Captivate
- YouTube





# What We Learned

Short videos keep  
the viewers  
attention.

Succinct to a  
specific topic.

Provide a table of  
contents.

Make it engaging.

The number of  
views on YouTube  
increased.



# Contact Information

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# Questions?