



The Wisconsin Taxpayers Alliance . . . Shining the light on Wisconsin government.

For nearly 80 years, the Wisconsin Taxpayers Alliance (WISTAX) has cut through the fog of political rhetoric and media spin, shining a powerful light on Wisconsin state and local government.



WISTAX is the state's oldest and most respected private authority on state and local government finances. Citizens, students, and community leaders rely on the Alliance and its expert researchers for reliable facts on how government works, taxes, and spends.

Self-government isn't easy. Representative democracy prospers only when citizens have the information they need to hold government accountable, and to ensure public officials are responsive and fiscally responsible.

About WISTAX

The Wisconsin Taxpayers Alliance is a private, nonpartisan, nonprofit 501(c)(3) organization, established in 1932 and based on the premise that representative self-government works best when citizens understand the workings of their government. WISTAX has no affiliation with any other organization—national, state, or local. WISTAX does no lobbying or advocacy.

To achieve broader public understanding of government and the impact of public policies, especially those related to taxes and government spending, WISTAX focuses on two main areas: education and research.

Citizen Education

WISTAX conducts an extensive statewide citizen-education program.

Mass Media – Our website, www.wistax.org, is the online portal to our research and publications. WISTAX also distributes some 30,000 publications and press releases to more than 500 news media each year. Reporters contact our researchers daily for interviews and information.

Community Talks – Each year, WISTAX professional staff deliver scores of talks to civic and community organizations.

School Lectures – WISTAX professional staff teach students about the structure of state government and the legislative process. We emphasize the importance of participation in our democratic system.

Textbook – WISTAX publishes *The Framework of Your Wisconsin Government*, a 122-page textbook. Wisconsin schools and others have ordered more than 300,000 copies, making it the most popular textbook on state and local government in the state.

Policy Research

WISTAX's professional researchers bring together years of experience in government, business, and academia. They collect and analyze data on government administration, tax policy, and spending. Research findings are made available to the public through WISTAX's website, publications, and speeches.

WISTAX professionals also provide consulting help to municipal officials, legislators, news media, and other organizations regarding state and local government finances and management.

Publications

WISTAX education and research culminate in our extensive list of publications. Virtually all of our research is published, giving it wide dissemination among concerned citizens as well as public officials.

WISTAX publishes two periodicals: *The Wisconsin Taxpayer*, a monthly 8-page magazine, and *Focus*, a biweekly newsletter. Other annual publications include a consumer handbook on state and federal income taxes; a compilation of performance, demographic, and cost data on every school district in the state; and comparisons of municipal expenditures. WISTAX also prepares the state's only report card — *Measuring Success: Benchmarks for a Competitive Wisconsin*.

If you're not reading WISTAX's news-making publications, you're not getting the whole story about state and local government, a story the media can no longer afford to cover. The issues WISTAX writes about today are the issues that government officials will be dealing with tomorrow.

WISTAX and You

Many community and business leaders recognize that WISTAX contributes significantly to the political and economic health and to the quality of life of Wisconsin. Supporting WISTAX protects investments in our communities, infrastructure, and economy.

WISTAX supporters receive our publications free or at reduced prices and have free access to our research staff. Most importantly, our supporters know they are ensuring responsible government in Wisconsin.

Join WISTAX

The Wisconsin Taxpayers Alliance (WISTAX) is a privately supported, nonprofit, nonpartisan organization. We rely on contributions from citizens like you. Please help support the respected work of WISTAX by returning this form.

Please detach and mail today.

Name _____

Company _____

Address _____

City, state, zip _____

E-mail address _____

A minimum donation of \$89 or more entitles you to the following:

- *The Wisconsin Taxpayer*, WISTAX's monthly 8-page magazine
- *Focus*, our "insider's" 2-page newsletter, published twice monthly
- *TAXES*, our pocket tax guide to the federal, state, and local taxes paid by Wisconsin taxpayers

I want to support the fine work of WISTAX with my contribution of:

\$1,000__ \$500__ \$250__ \$125__ \$89__

- Bill my credit card:
 - VISA Mastercard Discover
 - Card # _____
 - Exp. date _____
 - Name on card _____

My contribution is enclosed.

Invoice me.

Mail to:
Wisconsin Taxpayers Alliance
401 North Lawn Avenue
Madison, WI 53704-5033



Or sign up at www.wistax.org

Don't take our word for it!

Here's what Wisconsin's opinion leaders say about the Wisconsin Taxpayers Alliance:

“Alliance research is almost tantamount to financial gospel, widely cited by politicians, government leaders, civic groups and educators.”

—*Milwaukee Journal Sentinel*

“But along came the numbers from the Wisconsin Taxpayers Alliance, an organization that has a habit of inserting facts into what is too often the fact-free zone of political conversation.”

—*La Crosse Tribune*

“The Wisconsin Taxpayers Alliance is one of the best friends citizens of this state could have . . . WTA presents facts. The numbers are what they are.”

—*Beloit Daily News*

“It's good to know groups like the Wisconsin Taxpayers Alliance are trying to sort out the mess.”

—*Eau Claire Leader-Telegram*

“A knowledgeable and alert public watchdog.”

—*Metro. Milwaukee Assn. of Commerce*

“We need to hear the truth, however disquieting it may be. Thanks for meeting that need.”

—*Katharine Lyall, President Emerita
University of Wisconsin System*

“The WTA . . . has a well-deserved reputation for using numbers objectively.”

—*Appleton Post-Crescent*

“The nonpartisan Taxpayers Alliance has been following state budgets . . . and often supplies a valuable outside view of trends . . .”

—*Wisconsin State Journal*



The Wisconsin Taxpayers Alliance

The Wisconsin Taxpayers Alliance is the state's oldest—and most respected—private government-research organization. Since 1932, WISTAX has promoted better government and an informed citizenry through publications and an extensive program of school and community lectures.

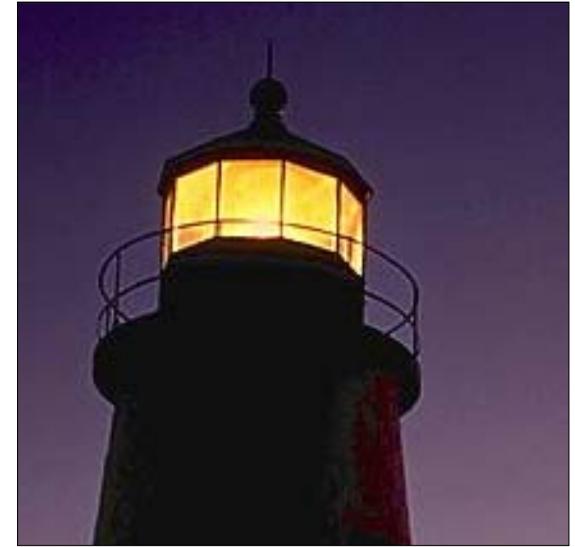
Nonpartisan and nonpolitical, WISTAX has earned an unrivaled reputation for objective, no-nonsense reporting, for telling the truth simply and directly. It is not affiliated with any other organization—national, state, or local.

WISTAX is a charitable nonprofit organization under paragraph 501(c)(3) of the IRS code. Its research and education programs are financed primarily through subscriptions and voluntary contributions from foundations, firms, and individuals throughout the state.

For information about WISTAX's publications or speaker's service, or how you can support the work of WISTAX, contact us:



401 North Lawn Avenue • Madison, WI 53704
608.241.9789 • www.wistax.org



For nearly 80 years, Wisconsin's people, press, and leaders have trusted the Wisconsin Taxpayers Alliance to shine the light on state and local government—how it works, taxes, and spends.

You can too! Join us.



Wisconsin Taxpayers Alliance
www.wistax.org

Join us today by returning this card to:

WISTAX
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Madison, WI 53704

Or place an order by phone with your
credit card by calling us at 608.241.9789,

Or sign up at www.wistax.org