



## 2012 National Payroll Week Local Media Outreach Chapter Contest

CHAPTER NAME:

SUBMITTED BY:

ENTRY QUESTIONS:

We strongly encourage you to be as detailed as possible in your descriptions and include photos taken at the events. Photos can be attached to the entry in JPEG format, along with copy samples of media coverage.

1. Please list the event(s) to be included in this entry.
2. Who organized the event(s) and helped make it a success? Please include planning and organizing details.
3. List the date, time, duration, and location of the event(s).
4. How many media outlets did you reach out to and how many responded?
5. List full names of newspaper, TV, radio, and e-news outlets who participated.
6. Please give a detailed summary and description the event(s). Please include why this event was chosen and how NPW was promoted.
7. Who attended this event and what was the total attendance? Please share quotes or comments.
8. List the ways you promoted this event. Please list full newspaper and TV/radio station names.
9. Describe why the NPW event(s) were a success and what goals were met.

Please submit in WORD or PDF format to [chapterrelations@americanpayroll.org](mailto:chapterrelations@americanpayroll.org) by **SEPTEMBER 21, 2012.**