



2016 National Payroll Week Local Media Outreach Contest

In the new age of social media there are countless forms of media, some popular options are radio, news stations, newspapers, Facebook, LinkedIn and Twitter. Pitch National Payroll Week to local media, and see the results in your events!

Questionnaire:

1. List all events.
2. List the media outlets who participated in this entry to promote your event (give full names of newspapers, TV stations, radio stations, etc.).
3. List the date, time, duration, location, and attendance of the event (provide numbers and names, if possible).
4. Who planned/organized the event and media?
5. How was the event planned/executed?
6. How was the event promoted through media? Illustrate the ways you used newspapers, radio, Facebook, Twitter, LinkedIn, blogs, TV, etc. Include PDFs of articles, screenshots of posts and links to News casts.
7. List your goals for using media to promote your event? Were your goals met?
8. How was the event a success?

Winners receive:

- First Place – One registration to attend APA's 35th Annual Congress in Orlando, FL
- Second Place- One registration for any of APA Preparing for Year-End Seminar or Webinar(live or on-demand)
- Third Place – A free copy of *The Payroll Source*
- All winners will receive a NPW Award Certificate and an announcement in the January issue of PAYTECH
- All participants receive a web banner



2015 First Place Winner:

Atlanta Chapter

For tips on how to reach the media, press releases, and letter to the editors, head to www.nationalpayrollweek.com and click "Public Relations/Media" under the "Tools" tab.

Please submit the questionnaire with event details such as dates, attendees and location.

Include photos and screen shots in JPEG format.

Judging will be based on creativity, promotion of events, and amount of educational outreach/community service completed.

Submit all files to Chapter Relations at chapterrelations@americanpayroll.org.

Deadline for Contest Entries: September 23, 2016