



## 2017 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?



**2016 First Place Winner: Atlanta Chapter**

*For tips on how to reach the media, writing press releases, and sending letter to the editors, head to [www.nationalpayrollweek.com](http://www.nationalpayrollweek.com) and click "Public Relations/Media" under the "Tools" tab.*



### Winners receive:

- First Place - One registration to attend APA's 36<sup>th</sup> Annual Congress in North Harbor, MD
- 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

**Please submit entries in a Word document or PDF file.**

**Submit all files to Chapter Relations at [chapterrelations@americanpayroll.org](mailto:chapterrelations@americanpayroll.org).**

**Deadline for Contest Entries: September 27, 2017**