

national payroll week

2020

CHAPTER

Local Media Outreach Contest

Obtaining media coverage for National Payroll Week® is one of the best ways to spread the word and raise awareness of the payroll profession.

Whether by billboard, TV, radio, or newspaper, share how your chapter promoted NPW in 2020.

Entry Instructions:

1. Describe each media promotion in detail.
2. If applicable, provide copies of articles, photos of media events, and links to news broadcasts, etc.
3. Describe how the media campaign was planned.
4. Describe your goals for the media campaign. Were they met?
5. Please attach photos (in JPEG or PNG format) of your events.



For tips on how to organize media events for NPW, visit www.nationalpayrollweek.com/media-outreach.

Winners Will Receive:

- 1st Place—One registration to attend APA's 39th Annual Congress in Nashville, TN.
- 2nd Place—One registration for any APA seminar or webinar (live or on-demand).
- 3rd Place—A free subscription to The Payroll Source Online.
- A personalized NPW Award Certificate.
- Recognition in PAYTECH.
- Winning web banners.



2019 First Place Winner:
Washington Metropolitan Area Chapter

Please submit entries in a Word document or PDF file.
Submit all files to Chapter Relations at chapterrelations@americanpayroll.org.