

National Payroll Week • September 1-5, 2008

America Works Because We're Working for America[®]

National Payroll Week (NPW) 2008 was a resounding success, with new and outstanding achievements across the entire campaign including far-reaching media and advertising campaigns, high survey participation, and fantastic community outreach.

Online Survey Success

The 6th annual "Getting Paid In America" online survey remained incredibly popular with more than 45,000 responses. The survey is an invaluable resource to help APA bring more attention to the efforts of the payroll industry and better serve America's employees.

Community Education and Outreach Efforts

During National Payroll Week, members of the American Payroll Association's 150 local chapters and more than 23,500 members present important financial literacy information to school and civic groups, participate in community service initiatives, and use local media to reach out to our nation's workforce and the workers of tomorrow.

NPW 2008 saw the third Money Matters National Education Day. On this special day, 624 APA members volunteered to teach teens in their community the ins and outs of a paycheck using a specialized lesson created by the APA and the National Council on Economic Education.

In 2008, APA sent letters to all state governors requesting a show of support for National Payroll Week. As a result, 17 states issued proclamations for NPW. APA local chapters also received 100 proclamations in their cities and states, for a grand total of 117 proclamations issued across the country.

NPW Advertising Accomplishments

The 2008 NPW advertising campaign soared to new heights, reaching a total of 97.3 million people, up 210% from 31.4 million in 2007. Leading the increase was a highly effective television advertising campaign that featured APA's first professionally produced television commercial. The 30-second spot aired on NBC's "The Today Show," CNN's "Anderson Cooper 360,"

and MSNBC's "Countdown with Keith Olbermann." Other highlights of the ad campaign included: a highly visible online push through the Google ad network, which includes sites such as CNN.com, MySpace.com, and YouTube.com; a radio sponsorship of the National Public Radio program BBC Newshour; and print ads in *The New York Times Magazine*, *US News & World Report*, *Kiplinger's Personal Finance* and *Human Resource Executive*.

APA and American Greetings teamed up again to create the 2008 NPW e-greeting card. The card was very engaging, allowing members and their friends to incorporate themselves into a payday dance party by uploading a digital photo. The card was very well received, being sent 8,420 times, an increase of 18% over 2007, far surpassing most campaigns done by American Greetings.

Positive Press Coverage

National media coverage was extraordinary for 2008. The Public Relations department used a multi-layered approach, reaching out to all mediums to circulate the NPW message. The result was a well-rounded campaign that received coverage in print, online, on radio, and on television. Highlights of the coverage NPW received are outlined below:

The Early Show on CBS – National Payroll Week was featured for more than three minutes on the nationally broadcast CBS network morning show, "The Early Show." APA was invited by the show producers to be a special exclusive guest for its outdoor segments. APA members, NPW Sponsors, APA staff, and the Dancing Paycheck mascot appeared prominently throughout the hour-long show wearing NPW t-shirts and holding NPW signs. The group was referenced repeatedly throughout the broadcast including memorable moments of APA's dancing paycheck "bouncing" and the weatherman asking everyone to thank their payroll professional. The popular morning show reaches more than 2 million viewers. The NPW contingent has already been invited back for 2009.

NATIONAL PAYROLL WEEK

USA TODAY Snapshots – The largest daily newspaper in the United States, *USA TODAY*, ran two Snapshots of NPW survey results on the front page of its Money section. The first appeared in the October 21 issue, and quoted the statistic on health care. The second appeared in the October 22 issue, and quoted the statistic on a national sales tax.

APA/ADP ANR distribution – APA and ADP teamed up to promote NPW over the radio waves. For the special initiative, APA and ADP co-produced a 60-second audio news release (ANR) featuring APA’s Dan Maddux. The campaign was a big success, reaching an estimated 12.8 million radio listeners across the country during the week of NPW.

Kansas City Star – Popular personal finance columnist Diane Stafford interviewed APA’s Dan Maddux on tips to stretch a paycheck. The interview appeared in both print and online versions of the Sunday edition of the *Kansas City Star*, reaching an estimated audience of 1.3 million readers.

NPW in Times Square – NPW was promoted in Times Square on the giant Reuters video billboard. The announcement proudly displayed the NPW logo and encouraged consumers to recognize their payroll professionals. It appeared during the week of NPW at rush hour, when Times Square is busiest.

NPW on the Radio – Michigan radio station WCZY-FM interviewed APA’s Public Relations Manager Mark Coindreau on ways to stretch your paycheck. The 10-minute interview was broadcast live during the station’s popular morning show with John Sebastian and Tina Sawyer.

Jon Stewart vs. Stephen Colbert – The NPW survey featured a fun question asking which Comedy Central talk show host, Jon Stewart or Stephen Colbert, should earn more money. APA created a real-time results page, which allowed fans of both to comment and lobby for or against each host. The initiative received considerable media attention, including a blog from the Comedy Central network. The tongue-in-cheek contest received millions of potential impressions through media placements. In addition, the real-time results page received over 500 comments and contributed to web traffic at www.nationalpayrollweek.com.

North American Precis Syndicate (NAPS) – The NPW message was spread through community newspapers, on local radio stations, and on local television stations across the country. APA used NAPS, a leading news distributor serving local media, to disseminate two Audio News Releases (ANRs), one Video News Release (VNR), and two print releases.

1. The NAPS ANRs enjoyed fantastic pickup among community radio outlets. The first ANR provided paycheck-stretching tips. It was aired 397 times for a total potential reach of 16.7 million listeners. The second ANR promoted the APA survey, and was aired 233 times for a potential reach of 13 million listeners.
2. The VNR distributed through NAPS was a 60-second video that showed viewers how to stretch their paycheck and drove them to the NPW website. The VNR aired 79 times, reaching a potential audience of 28.6 million.
3. Three print releases were distributed through NAPS. The first promoted the NPW survey and was published 160 times for a reach of 9.1 million potential readers. The second release provided paycheck-stretching tips and was published 252 times with a potential readership of 16.5 million. The third discussed W-2 tips and asked readers to visit the NPW website to use the W-4 assistant and paycheck calculator. The release was published 720 times for a potential readership of 58.9 million.

SSA/IRS Reporter – APA leveraged its strong relationship with *SSA/IRS Reporter* editors to include a special article on NPW in the highly regarded publication. The newsletter’s summer edition featured “National Payroll Week Web Site Shows How to Go Green with Your Green.” The publication has a reach of 6.5 million business readers.

Dependent Care and Flexible Spending Accounts (FSA) – APA created and distributed a special release highlighting dependent care flexible spending accounts. The release noted the alarming fact that child care now costs more than college in most states, and urged parents to use dependent care FSAs to reduce child care costs by up to 35%. APA created a press re-

NATIONAL PAYROLL WEEK

lease, audio news release, and video news release. The distribution was effective, with the Seattle Post Intelligencer publishing the release on its website and four media outlets downloading the ANR and VNR to air.

NPW website

The NPW website was actively promoted as a year-round resource for paycheck-related information. Traffic to this site continues to grow. In 2008, www.nationalpayrollweek.com received more than 315,867

impressions from September 1-5. For the entire campaign from May – September, the Web site received 950,667 impressions, a 123% increase over 2007.

NPW Sponsorship

National Payroll Week is grateful for the support of numerous corporate sponsors from the payroll and business community. Their ongoing support has made NPW continued growth every year since its inception in 1996 possible.

Our thanks to the following organizations for their continued support of NPW:

NPW 2008 Sponsors:

Diamond
ADP

Platinum
Ceridian
Cybershift
Intuit
Paychex
Sage Software
TimeClock Plus

Media Partners
Human Resource Executive
Paycheckcity.com

Gold
Accountemps and Robert Half Finance & Accounting
Ultimate Software
Workforce Software

NPW 2009 Sponsors:

Diamond
ADP

Platinum
Ceridian
Cybershift
Kronos
MasterCard
Paychex

Media Partners
EmployersWeb.com
Human Resource Executive
Journal of Accountancy
Paycheckcity.com

Gold
Accountemps and Robert Half Finance & Accounting
Ultimate Software
Workforce Software