

# National Payroll Week • September 7-11, 2009

## America Works Because We're Working for America®

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### **NATIONAL PAYROLL WEEK 2009**

National Payroll Week (NPW) 2009 was a resounding success, with record-breaking achievements across the entire campaign including far-reaching media and advertising campaigns, invaluable survey participation, and fantastic community outreach.

#### **Online Survey Success**

The 7th annual “Getting Paid In America” online survey remained incredibly popular with more than 39,000 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 152 local chapters and more than 22,000 members presented important financial literacy information to school and civic groups, participated in community service initiatives, and used local media to reach out to our nation’s workforce and the employees of tomorrow.

NPW 2009 saw the fourth Money Matters National Education Day. On this special day, nearly 50,000 students were taught by hundreds of APA members who volunteered to teach teens in their communities the ins and outs of a paycheck using a specialized lesson created by the APA and the National Council on Economic Education.

APA local chapters brought attention to NPW by receiving 130 proclamations in their cities and states.

APA also teamed up with NPW Diamond Sponsor ADP to provide consumers and workers across the country with a free educational Webinar-On-Demand. The webinar, “Top 10 Things You Should Know About Your Paycheck,” was viewed more than 2,400 times by consumers in need of a paycheck boost.

#### **NPW Advertising Accomplishments**

The 2009 NPW advertising campaign reached a total of 53.3 million people. A 30-second televi-

sion commercial aired on NBC’s “The Today Show” and MSNBC’s “Hardball with Chris Matthews.” Top publications like *US News & World Report* and *The New York Times Magazine* published our eye-catching “Accurate & On Time” print ad. In addition, banner ads of varying sizes ran on CNN.com, NYTimes.com, WashingtonPost.com, WSJ.com, and more. Users who clicked were taken to the NPW website to participate in the “Getting Paid In America” survey.

The interactive NPW e-greeting card, specially designed for National Payroll Week, challenged payroll professionals to see how fast they could deliver a paycheck through a maze of offices. The upbeat message was well received with more than 3,700 cards sent to employees across the country.

#### **Positive Press Coverage**

National media coverage for NPW reached millions in 2009. The APA used new and exciting distribution options to expand the reach of the campaign message. The result was a dynamic campaign that received coverage in print, online, radio, and television mediums. Highlights of the coverage NPW received are outlined below:

**USA TODAY Snapshots.** The largest daily newspaper in the United States, *USA Today*, ran two Snapshots on the front page of the publication’s Money section. The first appeared in the October 20 issue, and quoted a statistic comparing employee raises to the cost of living increase. The second appeared in the October 27 issue, and cited a statistic on the definition of middle class.

**NPW in Times Square.** NPW was promoted in Times Square on the giant Reuters video billboard. The announcement 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.** Washington, D.C. radio station WPFW interviewed APA on ways to stretch a paycheck. The 10-minute interview was broadcast live

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during the station's morning drive-time show "Market-watch." San Antonio's WOAI-AM interviewed APA on the "Getting Paid In America" survey. The interview was aired during the station's morning drive time and posted to its website.

**NPW on TV.** National Payroll Week was featured on the nationally broadcast CBS network morning show, "The Early Show." The show's weatherman recognized payroll professionals for paying workers accurately and on time in front of an enthusiastic crowd of APA members, NPW sponsors and APA staff. The popular morning show was aired during the station's morning drive time and posted to its website

**NPW Online.** A release announcing NPW was sent to major media to great success. Overall, the release generated more than 200 online articles, reaching nearly 49 million readers. The "Getting Paid In America" survey results were picked up by top media, including Yahoo. In total, the releases generated more than 137.3 million potential impressions.

**SSA/IRS Reporter.** The influential publication included a special article on NPW. The newsletter's summer edition featured "APA's National Payroll Week Website: Lots of Great Resources, and a Free Pay-check!" The publication reaches 6.5 million business readers.

**Fortune:** *Fortune* magazine published a special section, "Making Payroll Work for You" in its September 14 issue, which was sold during NPW. The article quoted APA's Dan Maddux and discussed how outsourcing and technology help payroll cope with a tough economy.

### NPW website

The NPW website was actively promoted as a year-round resource for paycheck-related information. In 2009, [www.nationalpayrollweek.com](http://www.nationalpayrollweek.com) received more than 158,000 impressions from September 7-11. At the campaign's peak from May – September, the website received 606,763 impressions.

### 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's continued growth every year since its inception in 1996 possible. Our thanks to the following organizations for their continued support of NPW:

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