

How does your chapter promote National Payroll Week with local media?  
Use old and new technology to expand your chapter's voice and bring more attention to the payroll profession.

**For Each Media Promotion:**

1. List the participating media outlet (full name of newspaper, TV station, website, etc.).
2. Describe the promotion in detail. Where applicable, provide the date, time, and location.
3. If possible, provide PDF copies of articles, photos of media events, screenshots of online posts, and links to news broadcasts.
4. Describe how the media promotion was planned.
5. List your goals for the media promotion. Were they met?

**Winners Will Receive:**

- 1st Place—One registration to attend APA's 37th Annual Congress in Long Beach, CA.
- 2nd Place—One registration for any APA Preparing for Year End seminar or APA 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.



*For tips on how to effectively promote NPW through local media, visit [www.nationalpayrollweek.com](http://www.nationalpayrollweek.com), click the "Get Involved" tab, and then click "Media Outreach".*



2017 First Place Winner: Dallas Chapter

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 28, 2018**