



National Payroll Week

2021 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 2021.

Entry Instructions:

1. Describe each media promotion in detail.
2. Describe how the media campaign was planned.
3. Describe your goals for the media campaign. Were they met?
4. Please include photos, screenshots, URLs, PDFs, or video/audio clips showing your media promotions.



Winners Will Receive:

- **1st Place**—One registration to attend 2022 Payroll Congress in Las Vegas, NV.
- **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 and the Chapter Leaders Blog.
- Winning web banners.

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



American Payroll Association
Cincinnati and Northern Kentucky Chapter

2020 First Place Winner:
Greater Cincinnati & Northern Kentucky Chapter

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