



2023 NPW

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 to TV, radio, newspaper, or online media, pitch National Payroll Week to your local media and see the impact on your events!

For Each Media Promotion:

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



Winners Will Receive:

- **1st Place**—One registration to attend 2024 Payroll Congress in Nashville, TN*
- **2nd Place**—One registration for any PAYO 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

*The winner is responsible for all travel related expenses incurred in conjunction with attending an in-person event.

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



2022 First Place Winner:
Atlanta Chapter

Please compile entry information into a Word or PDF file. Make sure the file name contains “NPW Local Media” and your chapter’s name. Upload entry here: <https://filecloud.americanpayroll.org/url/npwcontestentries>.



Deadline for Contest Entries: September 22, 2023

