



Chapters and Local Media Team Up to Spread NPW Message

BY ERIKA HURST

APA chapters and members across the country joined the grassroots effort to ensure that the message of National Payroll Week 2008 was heard across the nation.

Every chapter and member who reached out to local media for NPW deserves acclaim. Your hard work made the media more aware of National Payroll Week and the important work of the payroll department. Thank you to everyone who worked to spread the news about NPW!

APA received multiple entries for the NPW Local Media Outreach Contest. As always, choosing winners was extremely difficult. Here are the top media outreach programs of NPW 2008:

First place went to the **Southeastern Pennsylvania Chapter** for bringing the NPW message to as many as 6.7 million listeners on one of Philadelphia's top business news radio stations. On Sept. 2, Raeann Hofkin, CPP, Chapter President, appeared on WWDB 860-AM and spoke about NPW, the "Getting Paid In America" survey, APA, and her local chapter. Hofkin's outreach efforts spread the message of NPW to millions in Philadelphia.

The **Matanuska Susitna Valley Chapter** secured **second place** for appearing on Alaska National Public Radio. Dee Nelson, CPP, and Dee Durand, CPP, secured an interview with KNBA on-air personality Danny Freeman during morning drive time on Sept. 5. APA member Robin Hill visited the morning show and spoke about the vital role payroll professionals play, as well as the importance of NPW.

The **Denver Chapter** locked in **third place** by continuing its "Paycheck Line 9," a televised payroll hotline. Chapter members David Pena, CPP; Christine Denio, CPP; Melenie Lam-



The Matanuska Susitna Valley Chapter of APA took second place in the Local Media Outreach Contest for spreading the NPW message.

Local Media Outreach Contest Winners

First place—Southeastern Pennsylvania Chapter

Second Place—Matanuska Susitna Valley Chapter

Third Place—Denver Chapter Payroll Association

Honorable Mention—Chicago Chapter

bert, CPP; Susan Judah, CPP; and Iva Jane Ray, CPP, answered viewer questions and promoted the payroll profession for two hours during the Denver 9News KUSA morning newscast on Sept. 3, 2008.

Not only has the message of NPW reached viewers in Denver as a result of the chapter's efforts, the television appearances also have increased attendance at its monthly chapter dinner meetings.

Honorable Mention goes to the **Chicago Chapter** for its NPW media campaign. Members Katie Staffelt, CPP; Christine O'Hara, CPP; and Mary Kazmierczak, CPP, distributed 500 flyers to five downtown Chicago buildings. The flyer highlighted NPW and the "Getting Paid In America" survey, and it also promoted the chapter.

Christine O'Hara, CPP, also used a local media list, courtesy of APA, to send out a press release announcing NPW and an e-mail promoting the "Getting Paid In America" survey.

Congratulations to the winning chapters and to everyone who participated in a local media outreach campaign for NPW 2008! □

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