

# APA Chapters Get Creative With Media Outreach

BY STEVE ELLIOTT

The media blitz surrounding the 10th anniversary celebration of National Payroll Week® 2006 reached new heights in the local and national media, with coverage from coast to coast and all points in between. Thanks to the hard work, innovative ideas, and dedication of local APA chapters and their members, this national public awareness campaign reached more people than ever before.

Taking the initiative to contact their local media outlets, APA chapters brought the NPW message to communities all across America.

Competition was once again fierce in the NPW Local Media Outreach Contest and each entry stood tall on its individual merits. The judges had a hard time picking the top entries, and any chapter that took on the challenge to gain media coverage deserves congratulations. The following chapters had the top media outreach programs for NPW 2006.

## The Winners

**First Place** went to the **Joplin Chapter of Southwest Missouri** for their excellent efforts in both reaching out to their local media for “Money Matters” National Education Day, and in rewarding payroll professionals with a free luncheon in their area. Chapter President Debbie Cash taught several financial literacy classes in the Martin Luther School in Joplin, talking to children in grades 5-8 about what they can expect when they enter the working world.

“Even though the lesson was geared more toward high school students, it was appropriate for the younger kids as well,” Cash said. “The better kids understand their paycheck and the tax-withholding system, the better they will be able handle their own finances when the time comes. It’s all about teaching financial responsibility.”

Cash sent news releases about the event to local media, received positive press in three local newspapers, and was featured on two television stations. Cash also organized and invited the press to a free luncheon to recognize chapter members and recruit new payroll professionals to the APA family. The luncheon, which included a payroll-related crossword puzzle Cash created herself, gave the payroll professionals a chance to network and enjoy each other’s company in a fun and friendly atmosphere.

The **Charlotte Chapter** took **Second Place** by getting television coverage for NPW. The Charlotte Chapter held an event recognizing the employers that work with the North Carolina Employer Support of the Guard and Reserve. The chapter invited members of local Guard and Reserve units of all military branches to join the chapter members for a free buffet lunch. The “Thank You for Your Service” lunch was promoted in the chapter’s newsletter and on their Web site, and a news release was sent to the Charlotte area radio, print, and television media.

Two local TV stations covered the event for the evening news September 7, with Chapter President Tim Cochran supplying an on-air interview to discuss NPW, promote the chapter’s activities, and encourage people to take the NPW survey. The meeting was the best-attended in the chapter’s history.

The **Birmingham Payroll Association** took **Third Place** by securing a prime interview on their local morning news show and sponsoring a clothing drive to benefit My Sister’s

Closet and the YWCA. My Sister’s Closet provides clothing and toiletries to women who need help getting into the job market and cannot afford proper business attire. Chapter President Jennifer Williams appeared on the newscast September 4 for almost three minutes, explaining NPW to the audience and publicizing the two-day clothing drive held on September 6 and 7. BPA members volunteered to accept

donations and prepare items for resale.

The **Metro Atlanta Payroll Association** impressed the judges enough for an **Honorable Mention** for their campaign. Member Lisa Poole, CPP, worked with the Fulton County School System to set up a

Financial Literacy Symposium on September 8. Guest speakers included Mike Kavanagh, a radio personality from WSB AM 750 radio’s “Money Matters” program. The event gained extensive coverage from Kavanagh. Hosted by Centennial High School and attended by hundreds of students, the event was also video streamed live throughout the county’s 90 schools. The show was also recorded for broadcast at a later date for distance-learning classes at other high schools.

Congratulations to all the winners, and all the other hard-working APA chapters that reached out to the media during NPW 2006!



Chapter President Debbie Cash of the Joplin Chapter of Southwest Missouri, promoted “Money Matters” National Education Day by sending out press releases, appearing on TV, and hosting a media luncheon.

Members of the Birmingham Payroll Association Chapter garnered media attention from a local TV station to help promote a clothing drive for “My Sister’s Closet.”

