



## 2012 NBAP Activity Report

*Directions: State Beef Ambassadors will complete the information below within 30-days of an official beef ambassador event (consumer/retail event, or youth presentation). Completed reports are to be sent to the NBAP Program Manager at: **9110 E Nichols AVE #302, Centennial, CO 80112.***

To complete report online visit: <https://www.surveymonkey.com/s/NBAPreport2012>

<b>Your Name:</b>	
<b>Your State:</b>	
<b>Your email address:</b>	
<b>Your phone number:</b>	
<b>Date of activity:</b>	
<b>Indicate type of activity:</b> <ul style="list-style-type: none"> <li>a. <b>Youth</b> event (ex: classroom presentation, audience of high school aged youth or younger)</li> <li>b. <b>Consumer</b> event ( ex: retail event, food show, event targeting consumers over age of 18)</li> <li>c. Youth <b>and</b> Consumer event</li> <li>d. Media Interview</li> </ul>	
<b>Name of event/group:</b>	
<b>Total number of people in audience</b> <i>(if actual number not know, please estimate):</i>	
<b>Please provide a brief event summary:</b>	

<p><b>Was your state beef council involved in this event?</b></p>	
<p><b>Did local or state CattleWomen attend this event?</b></p>	
<p><b>Was an audience survey used to measure the overall impact of your educational/promotional efforts? Explain.</b></p>	
<p><b>Please explain how you've determined this event was a success for beef education and promotion (ex: survey results, comments made from audience, feedback from teacher, etc.)?</b></p>	
<p><b>Was there media coverage of this event?</b></p> <ul style="list-style-type: none"> <li>• If yes, provide publication/station/website name and address.</li> <li>• If yes, also provide estimated media impressions based on viewership/circulation</li> </ul>	

***Completion of this form is essential to the continued growth and success of the National Beef Ambassador Program.  
Your time and cooperation are greatly appreciated!***

