

Texas Beef Leaders of Tomorrow Activity Report Form

Presenter Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Date of Activity _____ Approximate audience number _____

Group or Organization Name _____

Please check the box that best describes the activity/group you worked with:

- | | | |
|---|---|---|
| <input type="checkbox"/> News Media Organization | <input type="checkbox"/> Youth Education & Information Organization | <input type="checkbox"/> Civic Organization |
| <input type="checkbox"/> Food/Health Organization | <input type="checkbox"/> Beef/Ag Industry Organization | <input type="checkbox"/> Other _____ |

Activity done in urban area of _____ (city) population _____ (number)

Did the activity receive any additional publicity other than at presentation time (*ex: newspaper/magazine/newsletter articles, radio or television coverage/interviews*)?

Yes No

If yes, please provide circulation numbers for print media coverage and/or estimated audience reach of electronic media coverage.

Publication/Station Name	Media Type (i.e. newspaper, radio, magazine, etc.)	Circulation or Audience Size
ex: KVTV	Television	25,000 Homes

Please describe additional media coverage below and attach copies if possible.

For example: I was interviewed on the KVTV cooking show, Cooking with Kate. I explained about the role of beef in a healthy diet.