

Broadcast NewsAlert

Lara Shannon - Lara Shannon Consulting

▶ **4BC (Brisbane)**
Greg Cary Morning Show - 24/09/2010 - 09:14 AM
Greg Cary
Station Ph: 07 3908 8200

Cary says Qld's dirty habits are piling up with more litter being thrown onto highways. Cary asks what annoys you most about littering. Cary says cigarette butts annoy him.
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Duration: 0:42
Summary ID: W00040699400

This program or part thereof is syndicated to the following 6 station/s:
 4BU (Bundaberg), 4LG (Longreach), 4RO (Rockhampton), 4VL (Charleville), 4WK (Toowoomba), Radio 4KZ (Innisfail)

Audience	
Male 16+:	13,000
Female 16+:	19,000
All People:	32,000

▶ **ABC Tropical North (Mackay)**
08:30 News - 24/09/2010 - 08:32 AM
Newsreader
News Director Ms Melissa Maddison 07 4957 1111

CEO of Keep Australia Beautiful Qld Rick Burnett says that the State has earned an unwanted title, being the worst performing State in the organisation's latest National Litter Index. He says that the beaches are among the worst affected areas.
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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful Qld
Duration: 0:38
Summary ID: W00040698706

Audience	
Male 16+:	1,100
Female 16+:	1,100
All People:	2,200

▶ **ABC Gold and Tweed Coasts (Gold Coast)**
08:30 News - 24/09/2010 - 08:32 AM
Newsreader
Station Ph: 07 5595 2917

Rick Burnett, CEO, Keep Australia Beautiful Queensland says the Sunshine State is the worst performed in latest litter report. He identifies that the younger generation may need more education in order to stop littering public places.
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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful Queensland

Audience	
Male 16+:	3,600
Female 16+:	6,500
All People:	10,100

Duration: 0:44
Summary ID: W00040698713

▶ ABC Southern Queensland (Toowoomba)
08:30 News - 24/09/2010 - 08:31 AM
Newsreader
Journalist-in-Charge Ms Kim Lyell 07 4631 3830

Rick Burnett, CEO, Keep Australia Beautiful Qld says there needs to be more awareness campaigns to change behaviour of serial litterers. Burnett says Qld's rate of littering is 15% higher than other mainland states in the latest National Litter Index. Burnett says the younger generation knows about the importance of conserving water and electricity but may need some direction in relation to litter.
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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful Qld
Duration: 0:43
Summary ID: W00040698747

Audience	
Male 16+:	2,800
Female 16+:	1,900
All People:	4,700

▶ ABC Southern Queensland (Toowoomba)
07:30 News - 24/09/2010 - 07:33 AM
Newsreader
Journalist-in-Charge Ms Kim Lyell 07 4631 3830

Rick Burnett, CEO, Keep Australia Beautiful Qld says the state has earned the unwanted title of the worst-performing mainland state in the organisation's latest National Litter Index. Burnett says beaches are the worst-affected areas.
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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful Qld
Duration: 0:36
Summary ID: W00040697039

Audience	
Male 16+:	4,400
Female 16+:	4,500
All People:	8,900

▶ ABC North Queensland (Townsville)
07:30 News - 24/09/2010 - 07:33 AM
Newsreader
Journalist in Charge Ms Niki Lyons 07 4722 3030

Keep Australia Beautiful Queensland CEO Rick Burnett says their National Litter Index shows the state is the worst performing mainland state. Burnett says beaches are the worst affected areas.
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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful Queensland
Duration: 0:37
Summary ID: W00040697724

Audience	
Male 16+:	4,100
Female 16+:	4,400
All People:	8,500

▶ ABC Gold and Tweed Coasts (Gold Coast)
07:30 News - 24/09/2010 - 07:32 AM
Newsreader
Station Ph: 07 5595 2917

Rick Burnett, CEO, Keep Australia Beautiful Queensland says the

Audience	
Male 16+:	5,100
Female 16+:	5,000
All People:	10,100


Sunshine State is the worst performed in latest litter report. He identifies beaches as areas where people leave more than there footprints.

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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful
Queensland

Duration: 0:34

Summary ID: W00040697128

 **ABC 612 Brisbane (Brisbane)**
Breakfast - 24/09/2010 - 07:19 AM
Kirsten MacGregor
Producer Mr Chris Welsh 07 3377 5161

MacGregor talks to Don Chambers, National Chairman, Keep Australia Beautiful, about Qld being Australia's most littered mainland state according to the group's National Litter Index. He says that people actually travel and count bits of litter in the same sites twice a year in order to compile the index, further noting that this is the fifth year of results and trends are starting to emerge. Chambers says that although Qld is the worst performing of the mainland states, there is a trend down for the entire state, and remarks that the dirtiest areas are the shopping centres and retail areas. He remarks that cigarette butts and paper are the worst littered items and there are usually 38 butts per 1000 square metres, further noting that a recent survey was done by Butt Free Australia regarding smoking habits which found that smokers do not really consider it littering. MacGregor wants to know if penalties are higher in Vic, which performed the best on the index, to which Chambers replies that the EPA in that state have been running advertisements since 1997. He says that the RACQ should highlight these issues in their monthly magazines.


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Interviewees: Don Chambers, National Chairman, Keep Australia Beautiful

Duration: 5:47

Summary ID: W00040696381

Audience	
Male 16+:	30,000
Female 16+:	26,000
All People:	56,000

 **ABC Sunshine and Cooloola Coasts (Sunshine Coast)**
06:30 News - 24/09/2010 - 06:34 AM
Newsreader
News Editor Ms Jo Skinner 07 5475 5030

CEO of Keep Australia Beautiful Qld Rick Burnett says that the State has earned an unwanted title, being the worst performing State in the organisation's latest National Litter Index. He says that the beaches are among the worst affected areas.


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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful Qld

Duration: 0:35

Summary ID: W00040695319

Audience	
Male 16+:	3,600
Female 16+:	4,300
All People:	7,900

 **ABC Wide Bay (Bundaberg)**
06:30 News - 24/09/2010 - 06:33 AM


Audience	
Male 16+:	N/A

Newsreader
Rural Reporter Mr Scott Lamond 07 4155 4961

Female 16+:	N/A
All People:	N/A

Keep Australia Beautiful says Qld has been disgraced in a new National Litter Index. CEO, Rick Burnett, says it is the most littered mainland state in Australia, with cigarette butts as the main concern.
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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful
Duration: 0:38
Summary ID: W00040696265

 **ABC Tropical North (Mackay)**
06:30 News - 24/09/2010 - 06:33 AM
Newsreader
News Director Ms Melissa Maddison 07 4957 1111

Audience	
Male 16+:	3,000
Female 16+:	2,600
All People:	5,600

Keep Australia Beautiful says Qld has been disgraced in the new National Litter Index. Rick Burnett, Qld CEO says it is the most littered mainland state in Australia, with cigarette butts remaining the greatest concern.
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Interviewees: Rick Burnett, Qld CEO, Keep Australia Beautiful
Duration: 0:36
Summary ID: W00040696833

 **ABC North Queensland (Townsville)**
06:30 News - 24/09/2010 - 06:33 AM
Newsreader
Journalist in Charge Ms Niki Lyons 07 4722 3030

Audience	
Male 16+:	6,500
Female 16+:	5,300
All People:	11,800

Keep Australia Beautiful says that Queensland has been disgraced in the new National Litter Index, since Rick Burnett, CEO, Keep Australia Beautiful is saying that it is the most littered mainland state in Australia. He says that cigarette butts are the biggest problem.
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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful
Duration: 0:37
Summary ID: W00040700383

 **ABC Southern Queensland (Toowoomba)**
06:30 News - 24/09/2010 - 06:32 AM
Newsreader
Journalist-in-Charge Ms Kim Lyell 07 4631 3830

Audience	
Male 16+:	5,800
Female 16+:	6,600
All People:	12,400

Keep Australia Beautiful says Qld has been disgraced in the new National Litter Index. Rick Burnett, Qld CEO says it is the most littered mainland state in Australia, with cigarette butts remaining the greatest concern.
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Interviewees: Rick Burnett, CEO, Keep Australia Beautiful Qld
Duration: 0:37
Summary ID: W00040695773

Internet Articles

Google search link

<http://news.google.com.au/news/more?pz=1&cf=all&ned=au&cf=all&ncl=dGvgel-v4M6bcsMLhhsQBFHXd4OQM>

No butts about Queensland litterbugs

Brisbane Times - [Courtney Trenwith](#) - 4 hours ago

Queenslanders' dirty habits are piling up, with significantly more litter being thrown onto roadways, beaches and green areas. The National Litter Index

Revealed: Australia's dirtiest offenders

Courier Mail - [Brian Williams](#) - 7 hours ago

QUEENSLANDERS are a dirty lot, chucking more rubbish on to roadsides than residents in any other state and territory except Tasmania. ...

Sunshine State left a disgrace

Central Queensland news - 1 hour ago

QUEENSLAND is the most littered mainland state, with cigarette butts our biggest disgrace, according to the latest Keep Australia Beautiful figures. ...

Time to clean up our act

Mackay Daily Mercury - 2 hours ago

MACKAY needs to do its part to help Queensland lose the unsavoury title of being the country's most littered mainland state. According to the latest Keep ...