

See how one Keep America Beautiful affiliate listed their extensive media coverage!

**Hot Springs/Garland County Beautification Commission**  
2006 Cigarette Litter Prevention Program  
Media Listing

**TV:**

Channel 11 Statewide News 6:00 am - 5 second teaser 3 minute news spot August 16  
Channel 4 Statewide News 10:30 pm - 5 second teaser 4 minute news spot August 18  
Channel 16 Statewide News 9:00 pm - two 5 second teaser 4 minute news spot August 22



Channel 4 Interview

**Radio:**

10 second and 30 second versions of an audio interview running on 52 local Arkansas radio stations Saturday and Sunday August 19-20

**Print Media:**

Near full page color/B&W three section two page layout in the Hot Springs Sentinel Record (only County Newspaper). It included Poster/PSA article on survey and article on the Pocket ashtrays.

**Web**

Three paragraph section on UPN 38 web site for 3 days  
Four paragraph section on KARK 38 web site for 3 days

**Poster Placement**

Area of map 2 September 7, 2006 - 5  
Area of map 2 September 7, 2006 - 11  
Area of Map 3 September 7, 2006 - 4