

Ad Astra



Per Aspera

Kansas Department of Health And Environment ***Kansas Newspaper Clips Report - April 2007***

Total Clips: 148

Type

Hard News	105	70.9%
Editorial	8	5.4%
Letter To Editor	25	16.9%
Editorial Cartoon	0	0%
Advice	10	6.8%

Prominence

Front Page	30	20.3%
Editorial Page	28	18.9%
Other	90	60.8%

Clean Indoor Air

Primary	50	33.8%
Secondary	26	17.6%
No	72	48.6%

Advertising Restrictions

Primary	1	2.02%
Secondary	4	2.02%
No	143	95.95%

Economic Disincentives

Primary	1	0.6%
Secondary	2	1.4%
No	145	98.0%

MSA Expenditures

Primary	0	0.0%
Secondary	15	10.0%
No	133	90.0%

Youth Access

Primary	7	4.7%
Secondary	29	19.6%
No	112	75.7%

Coverage Characteristics

Origin Of Story

National	21	14.2%
State	18	12.2%
Local	109	73.6%

Scope Of Story

National	22	14.9%
State	19	12.8%
Local	107	72.3%

Opinion Slant of Editorials, Letters

Pro Tobacco	5	15.1%
Anti Tobacco	22	66.7%
Neutral	6	18.2%

Event Slant

Pro Tobacco	0	0%
Anti Tobacco	22	100%
Neutral	0	0%

Tobacco Control Policy

ETS

Primary	0	0.0%
Secondary	24	16.2%
No	124	83.8%

Prevalence

Primary	1	0.7%
Secondary	13	8.8%
No	134	90.5%

Coalition/Partner Activities

Primary	4	2.7%
Secondary	22	14.9%
No	122	82.4%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	29	19.6%
Secondary	37	25.0%
No	82	55.4%

Cessation

Primary	17	11.5%
Secondary	20	13.5%
No	111	75.0%

Health Care Costs

Primary	1	.7%
Secondary	15	10.14%
No	132	89.19%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	25	16.89%
Secondary	28	18.92%
No	95	64.19%