

Ad Astra



Per Aspera

Kansas Department of Health And Environment Kansas Newspaper Clips Report - December 2007

Total Tobacco Clips: 257

Total PAN Clips: 5

Coverage Characteristics

Type

Hard News	176	68.48%
Editorial	63	24.51%
Letter To Editor	18	7.00%
Editorial Cartoon	0	0.00%
Advice	0	0.00%

Origin Of Story

National	37	14.40%
State	35	13.62%
Local	185	71.98%

Prominence

Front Page	54	21.01%
Editorial Page	79	30.74%
Other	124	48.25%

Scope Of Story

National	21	8.17%
State	81	31.52%
Local	155	60.31%

Clean Indoor Air

Primary	90	35.02%
Secondary	48	18.68%
No	119	46.30%

Opinion Slant of Editorials, Letters

Pro Tobacco	11	13.58%
Anti Tobacco	47	58.02%
Neutral	23	28.40%

Advertising Restrictions

Primary	2	0.78%
Secondary	2	0.78%
No	253	98.44%

Slant

Pro Tobacco	18	7.00%
Anti Tobacco	126	49.03%
Neutral	113	43.97%

Tobacco Control Policy

Economic Disincentives

Primary	9	3.50%
Secondary	18	7.00%
No	230	89.50%

ETS

Primary	0	0.00%
Secondary	8	3.11%
No	249	96.89%

MSA Expenditures

Primary	0	0.00%
Secondary	1	0.39%
No	256	99.61%

Prevalence

Primary	4	1.56%
Secondary	36	14.01%
No	217	84.44%

Youth Access

Primary	6	2.34%
Secondary	10	3.89%
No	241	93.77%

Coalition/Partner Activities

Primary	47	18.29%
Secondary	48	18.68%
No	162	63.03%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	9	3.50%
Secondary	67	26.07%
No	181	70.43%

Cessation

Primary	14	5.45%
Secondary	43	16.73%
No	200	77.82%

Health Care Costs

Primary	0	0.00%
Secondary	15	5.84%
No	242	94.16%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	1	0.39%
Secondary	19	7.39%
No	237	92.22%

PAN - Physical Activity and Nutrition Clips

Total PAN articles:5

Type		Prominence	
Hard News:2	40.00%	Front Page:0	0.00%
Editorial:0	0.00%	Editorial Page:0	0.00%
Letter to Editor:0	0.00%	Other:5	100%
Editorial Cartoon:0	0.00%		
Advice:3	60.00%		

Origin of Story		Scope of Story	
National :3	60.00%	National:3	60.00%
State:0	0.00%	State:0	0.00%
Local:2	40.00%	Local:2	40.00%