

Ad Astra



Per Aspera

Kansas Department of Health And Environment Kansas Newspaper Clips Report - February 2008

Total Tobacco Clips:306

Total PAN Clips: 83

Coverage Characteristics

Type

Hard News	163	53.27%
Editorial	113	36.93%
Letter To Editor	29	9.48%
Editorial Cartoon	1	0.33%
Advice	0	0.00%

Origin Of Story

National	11	3.59%
State	129	42.16%
Local	166	54.25%

Prominence

Front Page	64	20.92%
Editorial Page	93	30.39%
Other	149	48.69%

Scope Of Story

National	70	22.88%
State	176	57.52%
Local	60	19.61%

Clean Indoor Air

Primary	193	63.07%
Secondary	30	9.80%
No	83	27.12%

Opinion Slant of Editorials, Letters

Pro Tobacco	26	18.18%
Anti Tobacco	78	54.55%
Neutral	39	27.27%

Advertising Restrictions

Primary	0	0.00%
Secondary	0	0.00%
No	306	100.00%

Slant

Pro Tobacco	26	8.50%
Anti Tobacco	84	27.45%
Neutral	196	64.05%

Tobacco Control Policy

Economic Disincentives

Primary	0	0.00%
Secondary	49	16.01%
No	257	83.99%

ETS

Primary	0	0.00%
Secondary	0	0.00%
No	306	100.00%

MSA Expenditures

Primary	0	0.00%
Secondary	0	0.00%
No	306	100.00%

Prevalence

Primary	0	0.00%
Secondary	38	12.42%
No	268	87.58%

Youth Access

Primary	0	0.00%
Secondary	7	2.29%
No	299	97.71%

Coalition/Partner Activities

Primary	0	0.00%
Secondary	116	37.91%
No	190	62.09%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	21	6.86%
Secondary	91	29.73%
No	194	63.40%

Cessation

Primary	36	8.55%
Secondary	26	6.18%
No	359	85.27%

Health Care Costs

Primary	12	3.92%
Secondary	87	28.43%
No	207	67.65%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	20	6.54%
Secondary	29	9.48%
No	257	83.99%

PAN - Physical Activity and Nutrition Clips

Total PAN articles:83

Type		Prominence	
Hard News:57	68.67%	Front Page:22	26.51%
Editorial:16	19.28%	Editorial Page:5	6.02%
Letter to Editor:0	0.00%	Other:56	67.47%
Editorial Cartoon:0	0.00%		
Advice:10	12.05%		

Origin of Story		Scope of Story	
National :9	10.84%	National:9	10.84%
State:12	14.46%	State:26	31.33%
Local:62	74.70%	Local:48	57.83%