

Ad Astra



Per Aspera

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

Total Clips: 146

Coverage Characteristics

Type

Hard News	102	69.86%
Editorial	33	22.60%
Letter To Editor	7	4.79%
Editorial Cartoon	1	0.68%
Advice	3	2.07%

Origin Of Story

National	26	17.81%
State	47	32.19%
Local	73	50.00%

Prominence

Front Page	23	15.75%
Editorial Page	33	22.60%
Other	90	61.64%

Scope Of Story

National	35	23.97%
State	58	39.73%
Local	53	36.30%

Clean Indoor Air

Primary	11	7.53%
Secondary	6	4.11%
No	129	88.36%

Opinion Slant of Editorials, Letters

Pro Tobacco	4	11.76%
Anti Tobacco	39	88.64%
Neutral	1	2.27%

Advertising Restrictions

Primary	7	4.79%
Secondary	9	6.16%
No	130	89.04%

Slant

Pro Tobacco	4	2.74%
Anti Tobacco	79	54.11%
Neutral	63	43.15%

Tobacco Control Policy

Economic Disincentives

Primary	2	1.37%
Secondary	8	5.48%
No	136	93.15%

ETS

Primary	18	12.33%
Secondary	21	14.38%
No	107	73.29%

MSA Expenditures

Primary	3	2.05%
Secondary	3	2.05%
No	140	95.89%

Prevalence

Primary	13	8.90%
Secondary	31	21.23%
No	102	69.83%

Youth Access

Primary	28	19.18%
Secondary	8	5.48%
No	110	75.34%

Coalition/Partner Activities

Primary	49	33.56%
Secondary	6	4.11%
No	91	62.33%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	23	15.75%
Secondary	39	26.71%
No	84	57.53%

Cessation

Primary	22	15.07%
Secondary	8	5.48%
No	116	79.54%

Health Care Costs

Primary	3	2.05%
Secondary	12	8.22%
No	131	89.73%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	56	38.36%
Secondary	14	9.59%
No	76	52.05%