

Ad Astra



Per Aspera

Kansas Department of Health And Environment ***Kansas Newspaper Clips Report - March 2008***

Total Tobacco Clips:273

Total PAN Clips: 198

Coverage Characteristics

Type

Hard News	161	59.87%
Editorial	87	31.87%
Letter To Editor	15	5.49%
Editorial Cartoon	0	0.00%
Advice	10	3.66%

Origin Of Story

National	4	1.47%
State	96	35.16%
Local	173	63.37%

Prominence

Front Page	54	19.78%
Editorial Page	72	26.37%
Other	147	53.85%

Scope Of Story

National	4	1.47%
State	178	65.20%
Local	91	33.33%

Clean Indoor Air

Primary	106	38.82%
Secondary	104	38.10%
No	63	23.08%

Opinion Slant of Editorials, Letters

Pro Tobacco	7	6.25%
Anti Tobacco	62	55.36%
Neutral	43	38.39%

Advertising Restrictions

Primary	1	0.37%
Secondary	1	0.37%
No	271	99.27%

Slant

Pro Tobacco	7	2.56%
Anti Tobacco	78	28.57%
Neutral	188	68.86%

Tobacco Control Policy

Economic Disincentives

Primary	0	0.00%
Secondary	1	0.37%
No	272	99.63%

ETS

Primary	0	0.00%
Secondary	17	6.23%
No	256	93.77%

MSA Expenditures

Primary	0	0.00%
Secondary	1	0.37%
No	272	99.63%

Prevalence

Primary	0	0.00%
Secondary	9	3.30%
No	264	96.70%

Youth Access

Primary	0	0.00%
Secondary	0	0.00%
No	273	100.00%

Coalition/Partner Activities

Primary	0	0.00%
Secondary	49	17.95%
No	224	82.05%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	1	0.37%
Secondary	93	34.07%
No	179	65.57%

Cessation

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

Health Care Costs

Primary	0	0.00%
Secondary	84	30.77%
No	189	69.23%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	10	3.66%
Secondary	60	21.98%
No	203	74.36%

PAN - Physical Activity and Nutrition Clips

Total PAN articles:198

Type		Prominence	
Hard News:152	76.77%	Front Page:62	31.31%
Editorial:40	20.20%	Editorial Page:12	6.06%
Letter to Editor:0	0.00%	Other:124	62.62%
Editorial Cartoon:0	0.00%		
Advice:6	3.03%		

Origin of Story		Scope of Story	
National :0	0.00%	National:0	34.34%
State:32	16.16%	State:68	34.34%
Local:166	83.83%	Local:130	65.66%