

Ad Astra



Per Aspera

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

Total Clips: 163

Coverage Characteristics

Type

Hard News	122	74.84%
Editorial	19	11.66%
Letter To Editor	18	11.04%
Editorial Cartoon	0	0%
Advice	4	2.45%

Origin Of Story

National	8	4.91%
State	60	36.81%
Local	95	58.28%

Prominence

Front Page	42	25.77%
Editorial Page	32	19.63%
Other	89	54.60%

Scope Of Story

National	10	6.13%
State	66	40.49%
Local	87	53.37%

Clean Indoor Air

Primary	59	36.20%
Secondary	3	1.84%
No	101	61.96%

Opinion Slant of Editorials, Letters

Pro Tobacco	9	24.32%
Anti Tobacco	20	54.05%
Neutral	8	21.62%

Advertising Restrictions

Primary	1	.61%
Secondary	1	.61%
No	161	98.77%

Slant

Pro Tobacco	9	5.52%
Anti Tobacco	77	47.24%
Neutral	77	47.24%

Tobacco Control Policy

Economic Disincentives

Primary	16	9.82%
Secondary	2	1.23%
No	145	88.96%

ETS

Primary	13	7.98%
Secondary	7	4.29%
No	143	87.73%

MSA Expenditures

Primary	1	.61%
Secondary	2	1.23%
No	160	98.16%

Prevalence

Primary	3	1.84%
Secondary	9	5.52%
No	151	92.64%

Youth Access

Primary	6	3.68%
Secondary	8	4.91%
No	149	91.41%

Coalition/Partner Activities

Primary	30	19.6%
Secondary	7	25.0%
No	126	55.4%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	16	19.6%
Secondary	35	25.0%
No	126	55.4%

Cessation

Primary	15	18.40%
Secondary	9	5.52%
No	139	85.28%

Health Care Costs

Primary	3	1.84%
Secondary	5	3.07%
No	155	95.09%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	28	17.18%
Secondary	6	3.68%
No	129	79.14%