

Ad Astra



Per Aspera

Kansas Department of Health And Environment

Kansas Newspaper Clips Report - November 2007

Total Tobacco Clips: 260

Total PAN Clips: 29

Coverage Characteristics

Type

Hard News	205	78.84%
Editorial	27	10.38%
Letter To Editor	10	3.84%
Editorial Cartoon	0	0.00%
Advice	18	6.92%

Origin Of Story

National	27	10.38%
State	112	43.08%
Local	121	46.53%

Prominence

Front Page	44	16.92%
Editorial Page	36	13.84%
Other	189	72.69%

Scope Of Story

National	29	11.15%
State	126	48.46%
Local	105	40.38%

Clean Indoor Air

Primary	76	29.23%
Secondary	41	15.77%
No	143	55.00%

Opinion Slant of Editorials, Letters

Pro Tobacco	4	7.27%
Anti Tobacco	38	69.09%
Neutral	13	23.64%

Advertising Restrictions

Primary	0	0.0%
Secondary	22	8.46%
No	238	91.53%

Slant

Pro Tobacco	5	1.92%
Anti Tobacco	79	30.38%
Neutral	176	67.69%

Tobacco Control Policy

Economic Disincentives

Primary	0	0.00%
Secondary	105	40.38%
No	155	59.62%

ETS

Primary	1	0.38%
Secondary	6	2.30%
No	253	97.31%

MSA Expenditures

Primary	0	0.00%
Secondary	0	0.00%
No	260	100%

Prevalence

Primary	2	0.77%
Secondary	72	27.69%
No	186	71.54%

Youth Access

Primary	0	0.00%
Secondary	2	0.77%
No	258	99.23%

Coalition/Partner Activities

Primary	32	12.30%
Secondary	118	45.38%
No	138	53.08%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	20	7.69%
Secondary	156	60.00%
No	84	32.31%

Cessation

Primary	15	5.77%
Secondary	67	25.77%
No	178	68.46%

Health Care Costs

Primary	6	2.31%
Secondary	145	55.78%
No	109	41.92%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	20	7.69%
Secondary	55	21.15%
No	185	71.15%

PAN - Physical Activity and Nutrition Clips

Total PAN articles:29

Type		Prominence	
Hard News:18	66.67%	Front Page:3	10.34%
Editorial:0	0.00%	Editorial Page:0	0.00%
Letter to Editor:0	0.00%	Other:26	89.66%
Editorial Cartoon:0	0.00%		
Advice:11	37.93%		

Origin of Story		Scope of Story	
National :7	24.14%	National:7	24.14%
State:0	0.00%	State:0	0.00%
Local:22	75.86%	Local:22	75.86%