

Ad Astra



Per Aspera

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

Total Tobacco Clips: 206

Total PAN Clips: 29

Coverage Characteristics

Type

Hard News	153	74.27%
Editorial	26	12.62%
Letter To Editor	27	13.11%
Editorial Cartoon	0	0.00%
Advice	0	0.00%

Origin Of Story

National	21	10.19%
State	110	53.40%
Local	75	36.41%

Prominence

Front Page	55	26.70%
Editorial Page	53	25.73%
Other	98	47.57%

Scope Of Story

National	54	26.21%
State	122	59.22%
Local	30	14.56%

Clean Indoor Air

Primary	89	43.20%
Secondary	36	17.48%
No	81	39.32%

Opinion Slant of Editorials, Letters

Pro Tobacco	12	22.64%
Anti Tobacco	34	64.15%
Neutral	7	13.21%

Advertising Restrictions

Primary	0	0.00%
Secondary	0	0.00%
No	206	100.00%

Slant

Pro Tobacco	12	5.83%
Anti Tobacco	34	16.50%
Neutral	160	77.67%

Tobacco Control Policy

Economic Disincentives

Primary	6	2.91%
Secondary	15	7.28%
No	185	89.81%

ETS

Primary	0	0.00%
Secondary	36	17.48%
No	170	82.52%

MSA Expenditures

Primary	0	0.87%
Secondary	0	0.43%
No	206	98.70%

Prevalence

Primary	0	0.00%
Secondary	14	6.80%
No	192	93.20%

Youth Access

Primary	3	1.46%
Secondary	15	7.28%
No	188	91.26%

Coalition/Partner Activities

Primary	14	6.80%
Secondary	105	50.97%
No	87	42.23%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	0	0.00%
Secondary	76	36.89%
No	130	63.11%

Cessation

Primary	27	13.11%
Secondary	3	1.46%
No	176	85.44%

Health Care Costs

Primary	0	0.00%
Secondary	12	5.83%
No	194	94.17%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	5	2.43%
Secondary	63	30.58%
No	89	43.20%

PAN - Physical Activity and Nutrition Clips

Total PAN articles:29

Type		Prominence	
Hard News:24	82.76%	Front Page:7	24.13%
Editorial:0	0.00%	Editorial Page:1	3.45%
Letter to Editor:1	0.00%	Other:21	72.41%
Editorial Cartoon:0	0.00%		
Advice:4	13.79%		

Origin of Story		Scope of Story	
National :1	3.45%	National:1	3.45%
State:3	10.34%	State:11	37.93%
Local:25	86.20%	Local:17	58.62%