

Ad Astra



Per Aspera

Kansas Department of Health And Environment

Kansas Newspaper Clips Report - October 2007

Total Tobacco Clips: 174

Total PAN Clips: 10

Coverage Characteristics

Type

Hard News	106	60.20%
Editorial	41	23.56%
Letter To Editor	22	12.64%
Editorial Cartoon	3	1.72%
Advice	2	1.15%

Origin Of Story

National	33	18.97%
State	32	18.39%
Local	109	62.64%

Prominence

Front Page	32	19.29%
Editorial Page	53	31.43%
Other	89	49.29%

Scope Of Story

National	40	22.99%
State	37	21.26%
Local	98	56.32%

Clean Indoor Air

Primary	67	38.51%
Secondary	5	2.87%
No	102	58.62%

Opinion Slant of Editorials, Letters

Pro Tobacco	9	13.24%
Anti Tobacco	28	41.18%
Neutral	31	45.59%

Advertising Restrictions

Primary	0	0.0%
Secondary	1	0.57%
No	173	99.43%

Slant

Pro Tobacco	9	5.17%
Anti Tobacco	85	48.85%
Neutral	80	45.98%

Tobacco Control Policy

Economic Disincentives

Primary	5	2.87%
Secondary	11	6.32%
No	158	90.80%

ETS

Primary	1	0.57%
Secondary	26	14.94%
No	147	84.48%

MSA Expenditures

Primary	0	0.00%
Secondary	2	1.15%
No	172	98.85%

Prevalence

Primary	0	0.00%
Secondary	8	4.60%
No	166	95.40%

Youth Access

Primary	2	1.15%
Secondary	6	3.45%
No	168	96.55%

Coalition/Partner Activities

Primary	12	6.90%
Secondary	24	13.79%
No	138	79.31%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	15	8.62%
Secondary	43	24.71%
No	116	66.67%

Cessation

Primary	4	2.30%
Secondary	27	15.52%
No	143	82.18%

Health Care Costs

Primary	2	1.15%
Secondary	10	5.75%
No	162	93.10%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	14	8.05%
Secondary	50	28.74%
No	110	63.22%

Physical Activity And Nutrition Clips

Type			Prominence		
Hard News	6	60%	Front Page	2	20%
Editorial	3	30%	Editorial Page	1	10%
Letter To Editor	1	10%	Other	7	70%
Editorial Cartoon	0	0%			
Advice	0	0%			

Origin of Story			Scope of Story		
National	0	0%	National	0	0%
State	0	0%	State	1	10%
Local	10	100%	Local	9	90%