

Ad Astra



Per Aspera

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

Total Tobacco Clips:126

Total PAN Clips: 94

Coverage Characteristics

Type

Hard News	79	62.70%
Editorial	27	21.43%
Letter To Editor	17	13.49%
Editorial Cartoon	0	0.00%
Advice	3	2.38%

Origin Of Story

National	19	15.08%
State	31	24.60%
Local	76	60.32%

Prominence

Front Page	30	23.81%
Editorial Page	47	37.30%
Other	49	38.89%

Scope Of Story

National	24	13.33%
State	57	44.17%
Local	45	42.50%

Clean Indoor Air

Primary	53	42.06%
Secondary	24	19.05%
No	49	38.89%

Opinion Slant of Editorials, Letters

Pro Tobacco	5	11.36%
Anti Tobacco	22	50.00%
Neutral	17	38.64%

Advertising Restrictions

Primary	0	0.00%
Secondary	0	0.00%
No	126	100.00%

Slant

Pro Tobacco	6	4.76%
Anti Tobacco	22	17.46%
Neutral	98	77.78%

Tobacco Control Policy

Economic Disincentives

Primary	0	0.00%
Secondary	11	8.73%
No	115	91.27%

ETS

Primary	16	12.70%
Secondary	54	42.86%
No	56	44.44%

MSA Expenditures

Primary	0	0.00%
Secondary	0	0.00%
No	126	100.00%

Prevalence

Primary	2	1.59%
Secondary	14	11.11%
No	110	87.30%

Youth Access

Primary	1	0.79%
Secondary	14	11.11%
No	111	88.10%

Coalition/Partner Activities

Primary	12	9.52%
Secondary	52	41.27%
No	62	49.21%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	16	12.70%
Secondary	46	38.89%
No	64	50.79%

Cessation

Primary	9	7.14%
Secondary	11	8.73%
No	106	84.13%

Health Care Costs

Primary	1	0.00%
Secondary	25	23.33%
No	100	76.67%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	9	7.14%
Secondary	55	43.65%
No	62	49.21%

PAN - Physical Activity and Nutrition Clips

Total PAN articles:94

Type		Prominence	
Hard News:91	96.81%	Front Page:24	25.53%
Editorial:3	3.19%	Editorial Page:3	3.19%
Letter to Editor:0	0.00%	Other:67	71.28%
Editorial Cartoon:0	0.00%		
Advice:0	0.00%		

Origin of Story		Scope of Story	
National :17	18.09%	National:27	28.72%
State:30	31.91%	State:28	29.79%
Local:47	50.00%	Local:39	41.49%