

Ad Astra



Per Aspera

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

Total Clips: 140

Coverage Characteristics

Type

Hard News	85	60.71%
Editorial	41	29.29%
Letter To Editor	12	8.57%
Editorial Cartoon	0	0%
Advice	2	1.43%

Origin Of Story

National	54	38.57%
State	24	17.14%
Local	62	44.29%

Prominence

Front Page	27	19.29%
Editorial Page	44	31.43%
Other	69	49.29%

Scope Of Story

National	65	46.43%
State	23	16.43%
Local	52	37.14%

Clean Indoor Air

Primary	60	42.86%
Secondary	20	14.29%
No	62	42.86%

Opinion Slant of Editorials, Letters

Pro Tobacco	13	24.53%
Anti Tobacco	34	64.15%
Neutral	6	11.32%

Advertising Restrictions

Primary	7	5.00%
Secondary	7	5.00%
No	126	90.00%

Slant

Pro Tobacco	13	9.29%
Anti Tobacco	72	51.43%
Neutral	55	39.29%

Tobacco Control Policy

Economic Disincentives

Primary	9	6.43%
Secondary	21	15.00%
No	110	78.57%

ETS

Primary	4	2.86%
Secondary	15	10.71%
No	121	86.43%

MSA Expenditures

Primary	4	2.86%
Secondary	5	3.57%
No	131	93.57%

Prevalence

Primary	4	2.86%
Secondary	21	15.00%
No	115	82.14%

Youth Access

Primary	5	3.57%
Secondary	6	4.29%
No	129	92.14%

Coalition/Partner Activities

Primary	29	20.71%
Secondary	10	7.14%
No	101	72.14%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	12	10.79%
Secondary	44	23.02%
No	84	66.19%

Cessation

Primary	6	4.29%
Secondary	23	16.43%
No	111	79.29%

Health Care Costs

Primary	3	2.14%
Secondary	6	4.29%
No	131	93.57%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	26	18.57%
Secondary	13	9.29%
No	101	72.14%