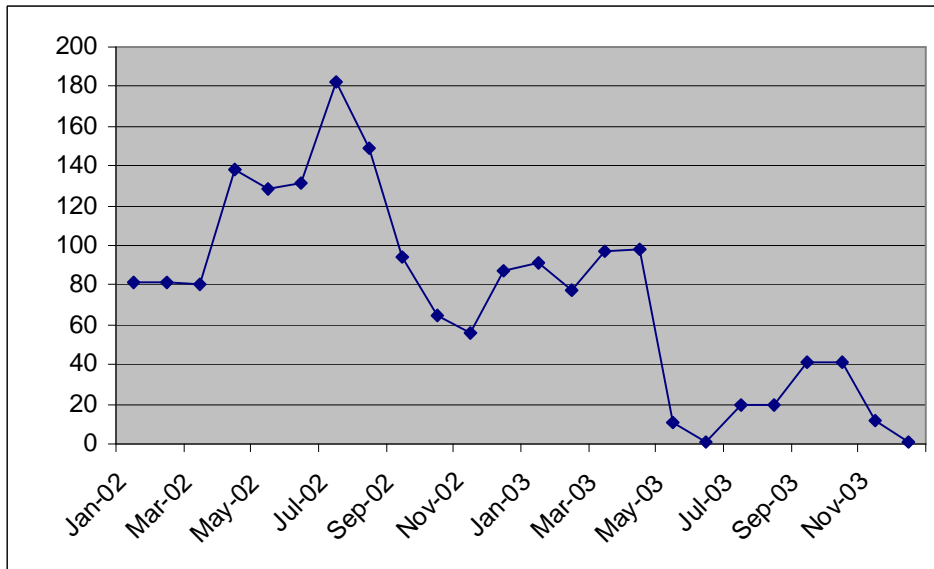


## **Appendix F. State-by-State Reports**

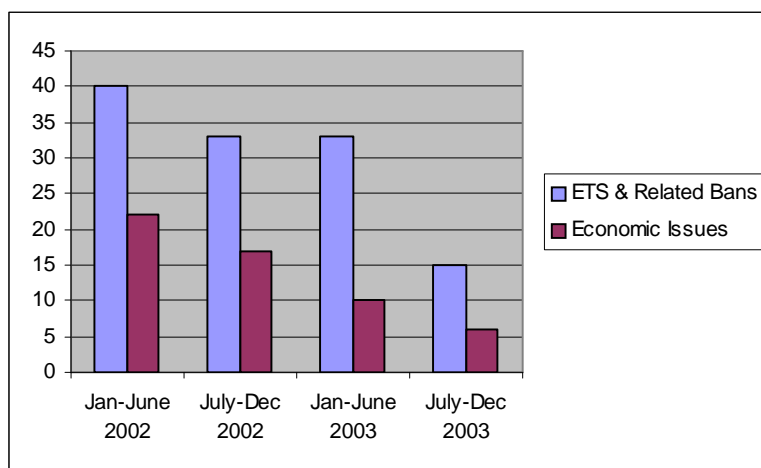
## Alabama

### Volume



Newspaper coverage of tobacco issues in Alabama was focused primarily on the SLS policy area of ETS & Related Bans. This was the result of two policy efforts. The first was a highly contested smoking ban that was proposed in Montgomery, an effort that was ultimately vetoed by the major. However, a statewide smoking ban took effect in September of 2003. As a result, ETS received a larger share of the coverage than other themes in each six-month period. Education, Prevention & Cessation was also reported on extensively, particularly during the first half of 2002. This coverage decreased slightly during the two following periods and disappeared altogether between July and December 2003. Product Issues & Regulation was also frequently reported on in the first six months of 2002. Economic issues received noteworthy media attention in Alabama, with coverage peaking in terms of frequency in the first half of 2002. Economic Issues coverage did account for over 22 percent of the smallest sample from the July to December 2003 period, however. Overall volume of tobacco-related articles peaked in July 2002, with coverage declining through the end of that year. Volume levels were substantially lower in 2003 than in 2002. Editorials and columns were featured most often during the last six months of 2002, when the proportion of Hard News articles was lowest. Coverage of the Tobacco Industry theme grew 17 percent in the first half of 2003 as the relative frequency of ETS also increased. Reporting from September 2003 on the 2-cent cigarette tax increase in the city of Centre highlights the variability of cigarette taxes when compared to much larger increases implemented in other states.

### Smokeless States Policy Areas



**Alabama**

**Article Type**

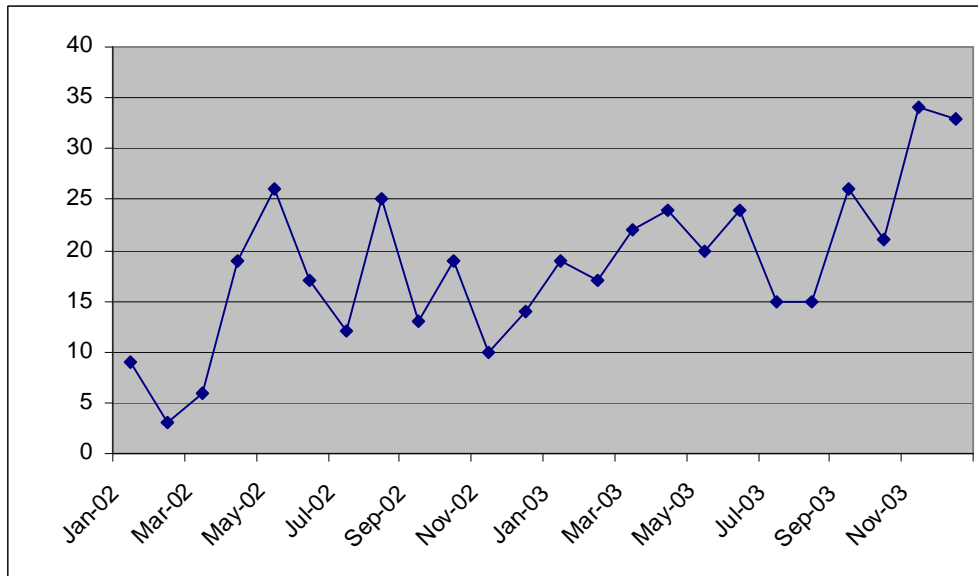
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|--------------|----------------------------|----------------------------|----------------------------|---------------------------|
| Hard News    | 147<br>83.1                | 99<br>70.2                 | 90<br>83.3                 | 22<br>81.5                |
| Editorial    | 4<br>2.3                   | 12<br>8.5                  | 6<br>5.6                   | 1<br>3.7                  |
| Letter       | 14<br>7.9                  | 9<br>6.4                   | 8<br>7.4                   | 3<br>11.1                 |
| Column       | 3<br>1.7                   | 13<br>9.2                  | 4<br>3.7                   | 0<br>0.0                  |
| Cartoon      | 0<br>0.0                   | 2<br>1.4                   | 0<br>0.0                   | 0<br>0.0                  |
| Information  | 2<br>1.1                   | 5<br>3.5                   | 0<br>0.0                   | 0<br>0.0                  |
| Q&A          | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   | 1<br>3.7                  |
| Other        | 7<br>3.9                   | 1<br>0.7                   | 0<br>0.0                   | 0<br>0.0                  |
| <b>Total</b> | <b>177</b><br><b>100.0</b> | <b>141</b><br><b>100.0</b> | <b>108</b><br><b>100.0</b> | <b>27</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|------------------------------|----------------------------|----------------------------|----------------------------|---------------------------|
| Health Effects               | 16<br>9.1                  | 3<br>2.1                   | 8<br>7.4                   | 0<br>0.0                  |
| ETS & Related Bans           | 40<br>22.6                 | 33<br>23.4                 | 33<br>30.5                 | 15<br>55.6                |
| Tobacco Consumption          | 1<br>0.6                   | 9<br>6.4                   | 3<br>2.8                   | 0<br>0.0                  |
| Advertising & Promotion      | 7<br>4.0                   | 4<br>2.8                   | 2<br>1.9                   | 0<br>0.0                  |
| Economic Issues              | 22<br>12.4                 | 17<br>12.1                 | 10<br>9.3                  | 6<br>22.2                 |
| Farming                      | 0<br>0.0                   | 9<br>6.4                   | 3<br>2.8                   | 0<br>0.0                  |
| Product Issues & Regulation  | 33<br>18.6                 | 11<br>7.8                  | 1<br>0.9                   | 1<br>3.7                  |
| Addiction & Quitting         | 4<br>2.3                   | 11<br>7.8                  | 2<br>1.9                   | 0<br>0.0                  |
| Youth Access & PPU           | 10<br>5.7                  | 11<br>7.8                  | 2<br>1.9                   | 2<br>7.4                  |
| Educ, Prevention & Cessation | 34<br>19.2                 | 21<br>14.9                 | 17<br>15.7                 | 0<br>0.0                  |
| Unintended Damage            | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.9                   | 0<br>0.0                  |
| Tobacco Industry             | 6<br>3.4                   | 1<br>0.7                   | 19<br>17.6                 | 2<br>7.4                  |
| Other                        | 4<br>2.3                   | 11<br>7.8                  | 7<br>6.5                   | 1<br>3.7                  |
| <b>Total</b>                 | <b>177</b><br><b>100.0</b> | <b>141</b><br><b>100.0</b> | <b>108</b><br><b>100.0</b> | <b>27</b><br><b>100.0</b> |

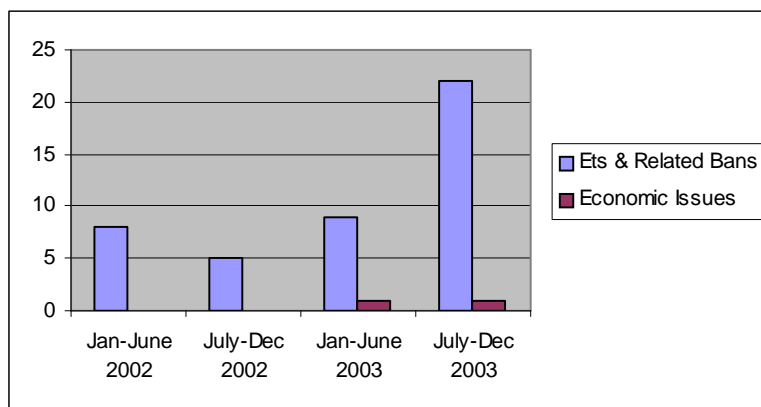
## Alaska

### Volume



The topic of ETS & Related Bans was most extensively reported on in Alaska throughout 2002 and 2003, although Education, Prevention & Cessation was also frequently covered. These themes dominated the coverage from the first half of 2002, and were discussed in a variety of article formats, as Letters to the Editor, Editorials, and Information articles accounted for 56 percent of the sample. Coverage from July to December 2002 returned the smallest sample, with ETS accounting for over 35 percent of the tobacco-related articles. This owes largely to a failed consideration of a smoking ban in Anchorage. The January to June 2003 sample returned a greater distribution of coverage across themes, although still concentrated in the ETS and Education themes. The relative frequency of Hard News was high in late 2002 and early 2003 before declining again in the last six months of the year. Letters represented over 41 percent of the sample from the July to December months as the relative frequency of ETS articles peaked at over 53 percent, suggesting many Alaskans had strong opinions about smoking restrictions in Anchorage. The general volume of tobacco-related stories fluctuated persistently, with growth near the end of 2003. The relative absence of the Economic Issues theme from news coverage in Alaska indicates that cigarette taxes were not as important a factor in the general smoking controversies.

### Smokeless States Policy Areas



## Alaska

### Article Type

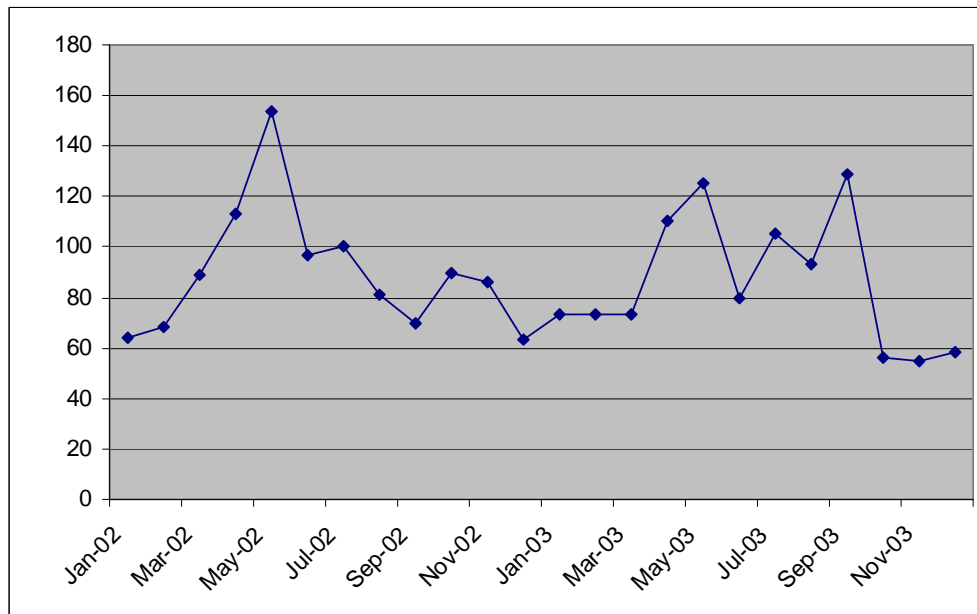
|             | Jan-June 2002 | July-Dec 2002 | Jan-June 2003 | July-Dec 2003 |
|-------------|---------------|---------------|---------------|---------------|
| Hard News   | 11<br>44.0    | 12<br>85.7    | 34<br>82.9    | 21<br>51.2    |
| Editorial   | 3<br>12.0     | 0<br>0.0      | 1<br>2.4      | 1<br>2.4      |
| Letter      | 9<br>36.0     | 1<br>7.1      | 2<br>4.9      | 17<br>41.5    |
| Column      | 0<br>0.0      | 1<br>7.1      | 2<br>4.9      | 2<br>4.9      |
| Cartoon     | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      |
| Information | 2<br>8.0      | 0<br>0.0      | 1<br>2.4      | 0<br>0.0      |
| Q&A         | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      |
| Other       | 0<br>0.0      | 0<br>0.0      | 1<br>2.4      | 0<br>0.0      |
| Total       | 25<br>100.0   | 14<br>100.0   | 41<br>100.0   | 41<br>100.0   |

### Theme

|                              | Jan-June 2002 | July-Dec 2002 | Jan-June 2003 | July-Dec 2003 |
|------------------------------|---------------|---------------|---------------|---------------|
| Health Effects               | 0<br>0.0      | 2<br>14.3     | 2<br>4.9      | 1<br>2.4      |
| ETS & Related Bans           | 8<br>32.0     | 5<br>35.7     | 9<br>22.0     | 22<br>53.7    |
| Tobacco Consumption          | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      | 3<br>7.3      |
| Advertising & Promotion      | 0<br>0.0      | 1<br>7.1      | 2<br>4.9      | 1<br>2.4      |
| Economic Issues              | 0<br>0.0      | 0<br>0.0      | 1<br>2.4      | 1<br>2.4      |
| Farming                      | 0<br>0.0      | 0<br>0.0      | 1<br>2.4      | 4<br>9.8      |
| Product Issues & Regulation  | 2<br>8.0      | 0<br>0.0      | 1<br>2.4      | 1<br>2.4      |
| Addiction & Quitting         | 1<br>4.0      | 1<br>7.1      | 1<br>2.4      | 0<br>0.0      |
| Youth Access & PPU           | 2<br>8.0      | 0<br>0.0      | 1<br>2.4      | 2<br>4.9      |
| Educ, Prevention & Cessation | 9<br>36.0     | 2<br>14.3     | 10<br>24.4    | 1<br>2.4      |
| Unintended Damage            | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      | 2<br>4.9      |
| Tobacco Industry             | 3<br>12.00    | 2<br>14.3     | 5<br>12.2     | 1<br>2.4      |
| Other                        | 0<br>0.0      | 1<br>7.1      | 8<br>19.5     | 2<br>4.9      |
| Total                        | 25<br>100.0   | 14<br>100.0   | 41<br>100.0   | 41<br>100.0   |

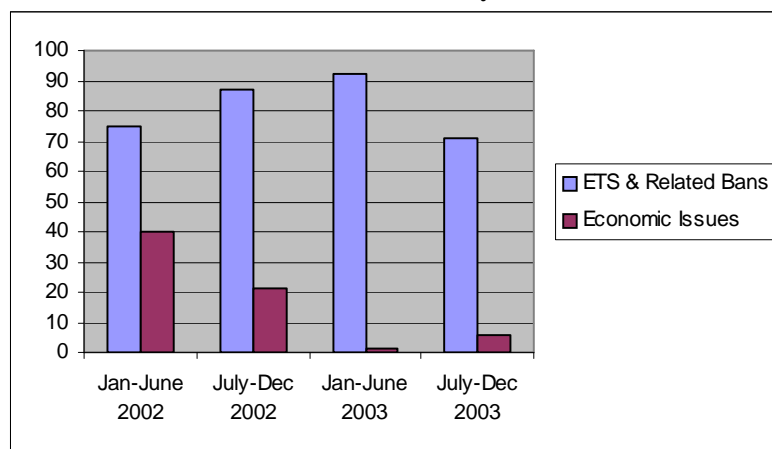
## Arizona

### Volume



The SLS policy area of ETS & Related Bans was the dominant tobacco-related theme in Arizona newspapers during every six-month period in 2002 and 2003. This high volume was the result of smoking bans being considered in areas throughout Arizona including Phoenix, Scottsdale, Chandler, Tuscon and Flagstaff. Additionally, economic issues were most significant during the first half of 2002, when the State was battling an ultimately successful tax initiative. Widespread coverage of this topic contributed to a peak in overall volume and the highest frequencies of front page articles and articles with associated images. Newspapers followed the cigarette tax increase proposal that appeared early in the year through approval of a 60-cent per pack increase by voters in November 2002. The Education, Prevention & Cessation theme was also reported on most often in the first half of 2002. Coverage of both themes decreased during the two subsequent periods before increasing nominally between July and December 2003. Conversely, the relative frequency of ETS & Related Bans coverage grew in each of the three periods from January 2002 through July 2003, declining slightly in the second half of 2003. Stories detailing smoking ban controversies across the state were a fixture in the news in both years, however. Arizona newspapers presented a smaller proportion of tobacco-related coverage in the Hard News format relative to newspapers in most other states. Letters to the Editor were an important component in the overall presentation of tobacco issues here, accounting for more than one fourth of the sample in the July to December periods of both years. The prevalence of Letters along with the dominance of the ETS theme indicate that concerns about smoke-free air and smoking restrictions elicited a strong response in public opinion.

### Smokeless States Policy Areas



## Arizona

### Article Type

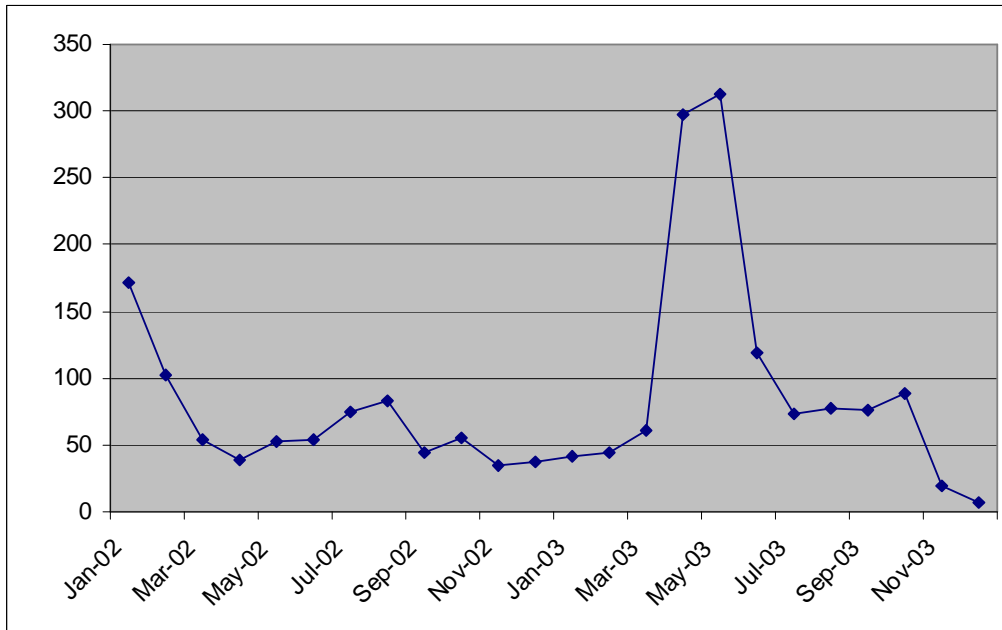
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 136<br>65.4                | 108<br>65.9                | 102<br>68.0                | 71<br>59.7                 |
| Editorial    | 4<br>1.9                   | 4<br>2.4                   | 4<br>2.7                   | 6<br>5.0                   |
| Letter       | 39<br>18.8                 | 41<br>25.0                 | 32<br>21.3                 | 32<br>26.9                 |
| Column       | 7<br>3.4                   | 7<br>4.3                   | 6<br>4.0                   | 4<br>3.4                   |
| Cartoon      | 1<br>0.5                   | 1<br>0.6                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 7<br>3.4                   | 3<br>1.8                   | 2<br>1.3                   | 1<br>0.8                   |
| Q&A          | 0<br>0.0                   | 0<br>0.0                   | 3<br>2.0                   | 5<br>4.2                   |
| Other        | 14<br>6.7                  | 0<br>0.0                   | 1<br>0.7                   | 0<br>0.0                   |
| <b>Total</b> | <b>208</b><br><b>100.0</b> | <b>164</b><br><b>100.0</b> | <b>150</b><br><b>100.0</b> | <b>119</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 10<br>4.8                  | 10<br>6.1                  | 7<br>4.7                   | 7<br>5.9                   |
| ETS & Related Bans           | 75<br>36.1                 | 87<br>53.0                 | 92<br>61.3                 | 71<br>59.7                 |
| Tobacco Consumption          | 5<br>2.4                   | 5<br>3.0                   | 1<br>0.7                   | 6<br>5.0                   |
| Advertising & Promotion      | 4<br>1.9                   | 0<br>0.0                   | 3<br>2.0                   | 3<br>2.5                   |
| Economic Issues              | 40<br>19.2                 | 21<br>12.8                 | 1<br>0.7                   | 6<br>5.0                   |
| Farming                      | 1<br>0.5                   | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.8                   |
| Product Issues & Regulation  | 17<br>8.2                  | 7<br>4.3                   | 4<br>2.7                   | 8<br>6.7                   |
| Addiction & Quitting         | 6<br>2.9                   | 2<br>1.2                   | 0<br>0.0                   | 0<br>0.0                   |
| Youth Access & PPU           | 8<br>3.9                   | 4<br>2.4                   | 2<br>1.3                   | 1<br>0.8                   |
| Educ, Prevention & Cessation | 24<br>11.5                 | 15<br>9.2                  | 5<br>3.3                   | 6<br>5.0                   |
| Unintended Damage            | 2<br>1.0                   | 0<br>0.0                   | 2<br>1.3                   | 3<br>2.5                   |
| Tobacco Industry             | 9<br>4.3                   | 4<br>2.4                   | 16<br>10.7                 | 4<br>3.4                   |
| Other                        | 7<br>3.4                   | 9<br>5.5                   | 17<br>11.3                 | 3<br>2.5                   |
| <b>Total</b>                 | <b>208</b><br><b>100.0</b> | <b>164</b><br><b>100.0</b> | <b>150</b><br><b>100.0</b> | <b>119</b><br><b>100.0</b> |

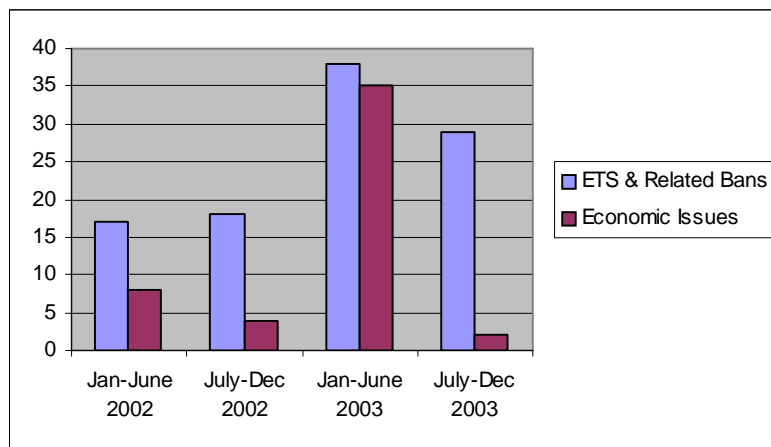
## Arkansas

### Volume



The volume of tobacco-related articles was relatively stable throughout most of 2002 and 2003 in Arkansas despite substantial declines in the early part of 2002 and a spike in the spring of 2003. ETS & Related Bans received the most coverage overall. Second most prevalent was the Education, Prevention & Cessation theme, which dominated coverage overall in 2002, accounting for roughly a quarter of the sample in both halves of the year. Although there were ETS-related stories at the national level that filtered their way into local coverage, the Education/Prevention story in Arkansas during this period was the onset of their quitline and settlement-funded anti-smoking campaign. The theme of Product Issues & Regulation was found most frequently during the first six months of 2002. Coverage of ETS increased in the second half of 2002, when the proportion of Hard News was down due to increases in the relative frequencies of Columns and Editorials. The policy area of Economic Issues gained importance during the first half of 2003, when the state's economic difficulties were especially prominent, leading to a relatively significant amount of tax coverage. State budget problems and the role of cigarette taxes in helping to alleviate them were frequent headline subjects during that time. Letters to the Editor became more common in 2003, accounting for more than 11 percent of articles. The relative frequency of ETS & Related Bans coverage increased minimally from the end of 2002 to the January through June period in 2003, while Tobacco Industry theme coverage increased more than 16 percent. ETS articles accounted for one third of sample during the last six months of 2003, with Education, Prevention & Cessation coverage comprising just over one fifth. News pertaining to Youth Access & PPU proliferated during this period, rivaling the coverage of the Education theme.

### Smokeless States Policy Areas





**Arkansas**

**Article Type**

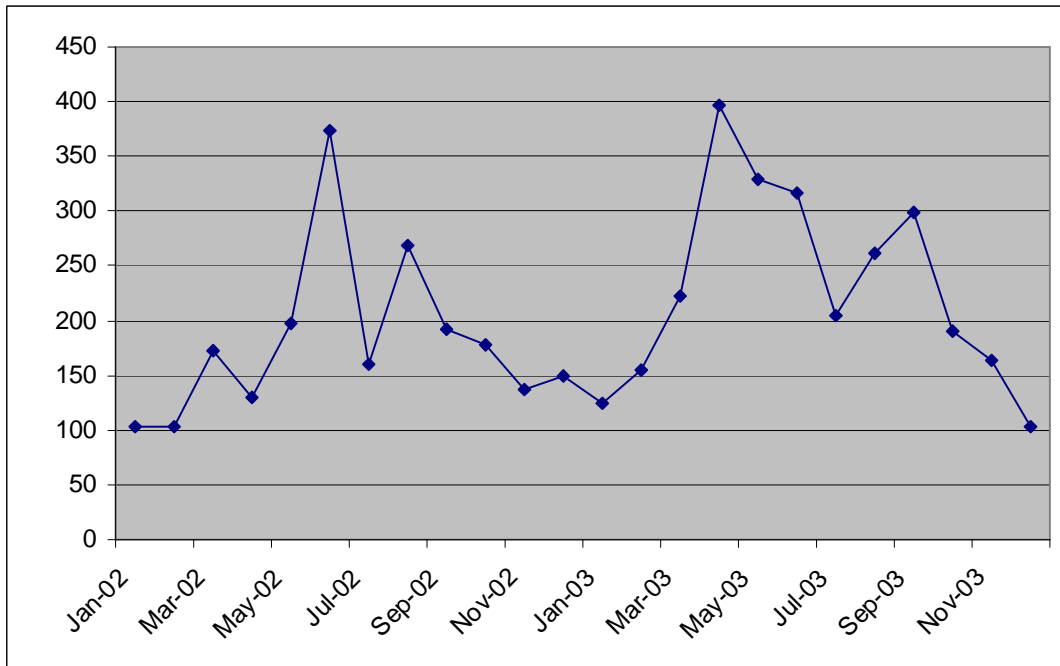
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Hard News    | 70<br>77.8                | 54<br>68.4                | 124<br>78.0                | 67<br>76.1                |
| Editorial    | 3<br>3.3                  | 7<br>8.9                  | 5<br>3.1                   | 3<br>3.4                  |
| Letter       | 6<br>6.7                  | 6<br>7.6                  | 19<br>11.9                 | 10<br>11.4                |
| Column       | 3<br>3.3                  | 8<br>10.1                 | 7<br>4.4                   | 3<br>3.4                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Information  | 2<br>2.2                  | 4<br>5.1                  | 3<br>1.9                   | 5<br>5.7                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 1<br>0.6                   | 0<br>0.0                  |
| Other        | 6<br>6.7                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| <b>Total</b> | <b>90</b><br><b>100.0</b> | <b>79</b><br><b>100.0</b> | <b>159</b><br><b>100.0</b> | <b>88</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Health Effects               | 6<br>6.7                  | 8<br>10.1                 | 10<br>6.3                  | 5<br>5.7                  |
| ETS & Related Bans           | 17<br>18.9                | 18<br>22.8                | 38<br>23.9                 | 29<br>33.0                |
| Tobacco Consumption          | 4<br>4.4                  | 5<br>6.3                  | 2<br>1.3                   | 5<br>5.7                  |
| Advertising & Promotion      | 2<br>2.2                  | 7<br>8.9                  | 4<br>2.5                   | 1<br>1.1                  |
| Economic Issues              | 8<br>8.9                  | 4<br>5.1                  | 35<br>22.0                 | 2<br>2.3                  |
| Farming                      | 1<br>1.1                  | 1<br>1.3                  | 2<br>1.3                   | 3<br>3.4                  |
| Product Issues & Regulation  | 15<br>16.7                | 2<br>2.5                  | 6<br>3.8                   | 2<br>2.3                  |
| Addiction & Quitting         | 4<br>4.4                  | 3<br>3.8                  | 0<br>0.0                   | 1<br>1.1                  |
| Youth Access & PPU           | 3<br>3.3                  | 4<br>5.1                  | 0<br>0.0                   | 17<br>19.3                |
| Educ, Prevention & Cessation | 22<br>24.4                | 20<br>25.3                | 21<br>13.2                 | 18<br>20.5                |
| Unintended Damage            | 0<br>0.0                  | 0<br>0.0                  | 1<br>0.6                   | 2<br>2.3                  |
| Tobacco Industry             | 2<br>2.2                  | 1<br>1.3                  | 28<br>17.6                 | 2<br>2.3                  |
| Other                        | 6<br>6.7                  | 6<br>7.6                  | 12<br>7.5                  | 1<br>1.1                  |
| <b>Total</b>                 | <b>90</b><br><b>100.0</b> | <b>79</b><br><b>100.0</b> | <b>159</b><br><b>100.0</b> | <b>88</b><br><b>100.0</b> |

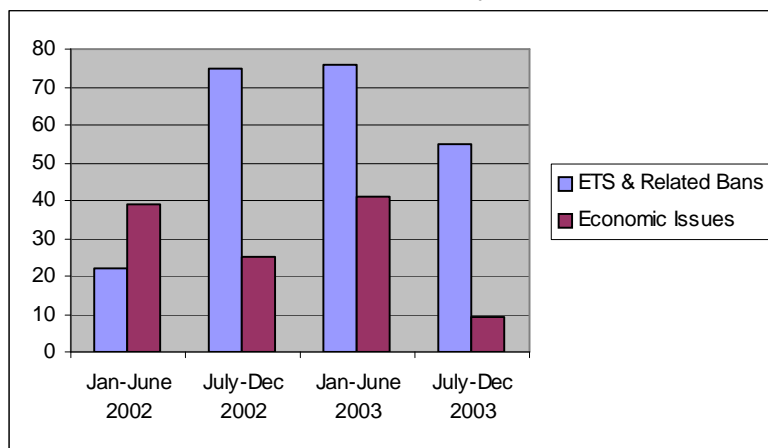
## California

### Volume



2002 and 2003 were significant years for California in terms of tobacco-related legislation and litigation, leading to considerable coverage across many themes. From a policy standpoint, a consideration of raising the legal age of cigarette purchase from 18 to 21 and proposed smoking bans in homes and college campuses as well as outdoor venues across the state led to a strong showing of coverage about ETS & Related Bans. News about the cigarette industry was also among the most prevalent themes of the coverage from California, followed by Education, Prevention & Cessation; Health Effects; and Advertising & Promotion. The combination of these themes reflects a whole host of litigation, with the tobacco industry serving as both plaintiff and defendant in cases against the state of California, individual smokers, and tobacco control advocates. Youth Access & PPU was the most frequently covered theme during the first six months of 2002 when newspapers reported a proposal by the California Medical Association to increase the age requirement for smoking. Volume, front-page articles, and news with associated images all rose dramatically during the first half of 2003, peaking in April, when the Tobacco Industry theme expanded by more than 18 percent. The relative frequency of Hard News was higher in 2003 than in 2002 in California, with Letters to the Editor featured less frequently relative to other states.

### Smokeless States Policy Areas



**California**

**Article Type**

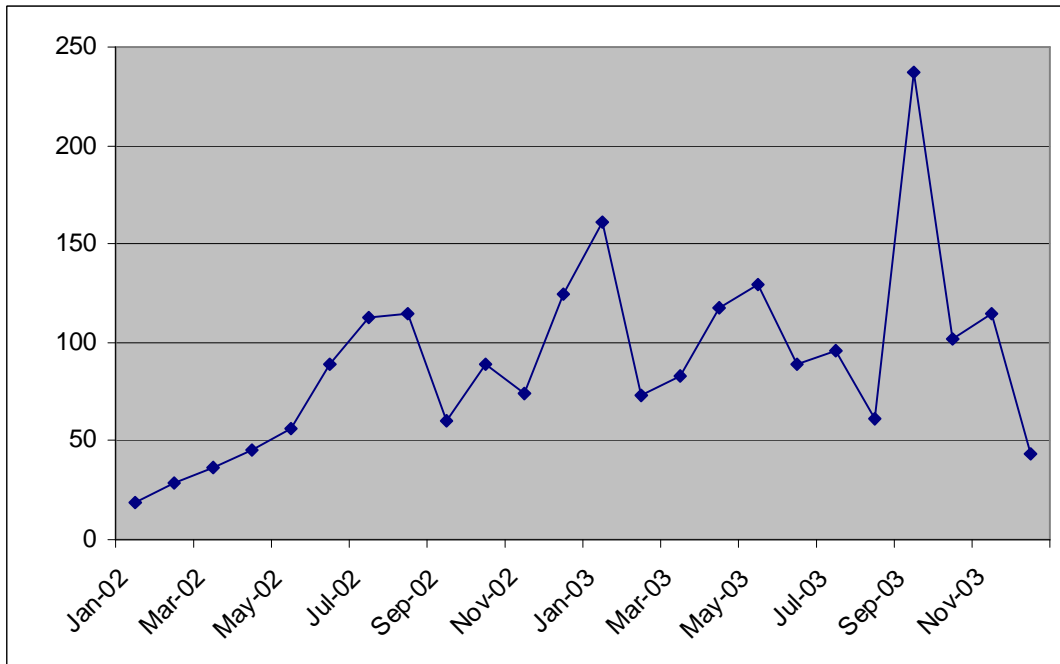
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 223<br>80.2                | 223<br>75.1                | 485<br>87.9                | 297<br>86.8                |
| Editorial    | 7<br>2.5                   | 17<br>5.7                  | 13<br>2.4                  | 5<br>1.5                   |
| Letter       | 19<br>6.8                  | 24<br>8.1                  | 20<br>3.6                  | 20<br>5.8                  |
| Column       | 7<br>2.5                   | 21<br>7.1                  | 23<br>4.2                  | 13<br>3.8                  |
| Cartoon      | 1<br>0.4                   | 1<br>0.3                   | 2<br>0.4                   | 0<br>0.0                   |
| Information  | 1<br>0.4                   | 7<br>2.4                   | 5<br>0.9                   | 6<br>1.8                   |
| Q&A          | 3<br>1.1                   | 2<br>0.7                   | 1<br>0.2                   | 1<br>0.3                   |
| Other        | 17<br>6.1                  | 2<br>0.7                   | 3<br>0.5                   | 0<br>0.0                   |
| <b>Total</b> | <b>278</b><br><b>100.0</b> | <b>297</b><br><b>100.0</b> | <b>552</b><br><b>100.0</b> | <b>342</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 26<br>9.35                 | 25<br>8.4                  | 54<br>9.8                  | 34<br>9.9                  |
| ETS & Related Bans           | 22<br>7.9                  | 75<br>25.3                 | 76<br>13.8                 | 55<br>16.1                 |
| Tobacco Consumption          | 9<br>3.2                   | 10<br>3.4                  | 5<br>0.9                   | 19<br>5.6                  |
| Advertising & Promotion      | 26<br>9.35                 | 34<br>11.4                 | 39<br>7.1                  | 28<br>8.2                  |
| Economic Issues              | 39<br>14.0                 | 25<br>8.4                  | 41<br>7.4                  | 9<br>2.6                   |
| Farming                      | 2<br>0.7                   | 1<br>0.3                   | 17<br>3.1                  | 14<br>4.1                  |
| Product Issues & Regulation  | 31<br>11.2                 | 11<br>3.7                  | 14<br>2.5                  | 42<br>12.3                 |
| Addiction & Quitting         | 6<br>2.2                   | 12<br>4.0                  | 4<br>0.7                   | 7<br>2.0                   |
| Youth Access & PPU           | 51<br>18.4                 | 36<br>12.1                 | 11<br>2.0                  | 14<br>4.1                  |
| Educ, Prevention & Cessation | 27<br>9.7                  | 41<br>13.8                 | 57<br>10.3                 | 22<br>6.4                  |
| Unintended Damage            | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.2                   | 13<br>3.8                  |
| Tobacco Industry             | 22<br>7.9                  | 10<br>3.4                  | 121<br>21.9                | 63<br>18.4                 |
| Other                        | 17<br>6.1                  | 17<br>5.7                  | 112<br>20.3                | 22<br>6.4                  |
| <b>Total</b>                 | <b>278</b><br><b>100.0</b> | <b>297</b><br><b>100.0</b> | <b>552</b><br><b>100.0</b> | <b>342</b><br><b>100.0</b> |

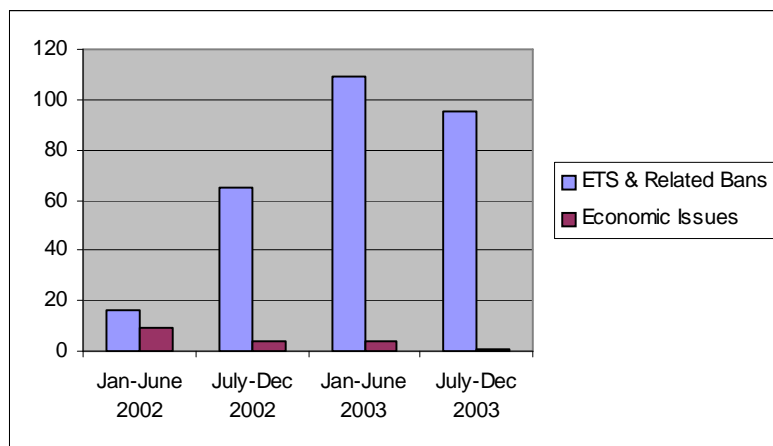
## Colorado

### Volume



ETS & Related Bans dominated news coverage in Colorado in 2002 and 2003. The relevant frequency of this coverage was lowest during the first half of 2002 but increased during each subsequent period, comprising nearly 70 percent of the coverage during the last six months in 2003. Across these two years, smoking bans were considered (unsuccessfully) in Denver, but passed in Fort Collins, Pueblo, Grand Junction, and Greeley. From July 2002 through June 2003 Letters to the Editor were particularly common, reflecting local communities' ambivalence toward the topic of smoke free air. The Tobacco Industry theme was most prevalent during the first half of 2003 as Colorado newspapers reported on the declining profits of Altria Group, Inc. and R.J. Reynolds Tobacco Holdings. General volume rose in January 2003 and later peaked sharply in September as smoking bans dominated the headlines.

### Smokeless States Policy Areas



## Colorado

### Article Type

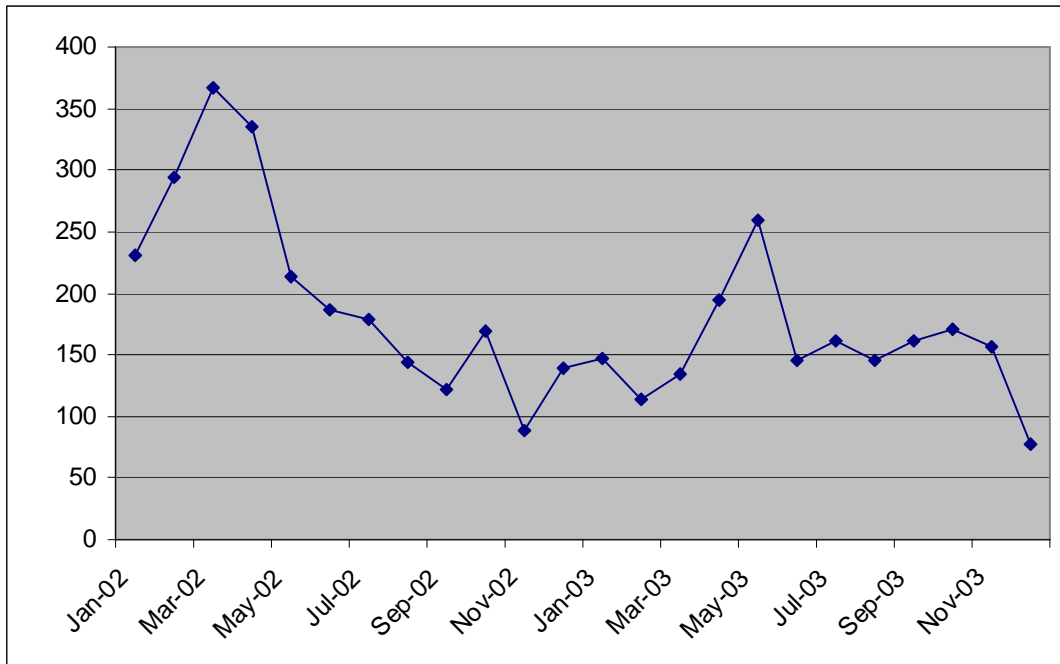
|             | <b>Jan-June 2002</b> | <b>July-Dec 2002</b> | <b>Jan-June 2003</b> | <b>July-Dec 2003</b> |
|-------------|----------------------|----------------------|----------------------|----------------------|
| Hard News   | 60<br>71.4           | 87<br>67.4           | 127<br>62.3          | 97<br>70.8           |
| Editorial   | 1<br>1.2             | 4<br>3.1             | 11<br>5.4            | 4<br>2.9             |
| Letter      | 10<br>11.9           | 24<br>18.6           | 54<br>26.5           | 22<br>16.1           |
| Column      | 3<br>3.6             | 9<br>7.0             | 7<br>3.4             | 9<br>6.6             |
| Cartoon     | 0<br>0.0             | 0<br>0.0             | 0<br>0.0             | 0<br>0.0             |
| Information | 3<br>3.6             | 2<br>1.6             | 3<br>1.5             | 4<br>2.9             |
| Q&A         | 0<br>0.0             | 2<br>1.6             | 2<br>1.0             | 1<br>0.7             |
| Other       | 7<br>8.3             | 1<br>0.8             | 0<br>0.0             | 0<br>0.0             |
| Total       | 84<br>100.0          | 129<br>100.0         | 204<br>100.0         | 137<br>100.0         |

### Theme

|                              | <b>Jan-June 2002</b> | <b>July-Dec 2002</b> | <b>Jan-June 2003</b> | <b>July-Dec 2003</b> |
|------------------------------|----------------------|----------------------|----------------------|----------------------|
| Health Effects               | 8<br>9.5             | 4<br>3.1             | 10<br>4.9            | 3<br>2.2             |
| ETS & Related Bans           | 16<br>19.0           | 65<br>50.4           | 109<br>53.4          | 95<br>69.3           |
| Tobacco Consumption          | 3<br>3.6             | 7<br>5.4             | 2<br>1.0             | 2<br>1.5             |
| Advertising & Promotion      | 5<br>5.9             | 7<br>5.4             | 5<br>2.5             | 0<br>0.0             |
| Economic Issues              | 9<br>10.7            | 4<br>3.1             | 4<br>2.0             | 1<br>0.7             |
| Farming                      | 0<br>0.0             | 1<br>0.8             | 4<br>2.0             | 7<br>5.1             |
| Product Issues & Regulation  | 21<br>25.0           | 7<br>5.4             | 1<br>0.5             | 2<br>1.5             |
| Addiction & Quitting         | 0<br>0.0             | 7<br>5.4             | 4<br>2.0             | 1<br>0.7             |
| Youth Access & PPU           | 2<br>2.4             | 1<br>0.8             | 2<br>1.0             | 0<br>0.0             |
| Educ, Prevention & Cessation | 14<br>16.7           | 19<br>14.7           | 23<br>11.3           | 17<br>12.4           |
| Unintended Damage            | 3<br>3.6             | 0<br>0.0             | 1<br>0.5             | 3<br>2.2             |
| Tobacco Industry             | 1<br>1.2             | 3<br>2.3             | 19<br>9.3            | 4<br>2.9             |
| Other                        | 2<br>2.4             | 4<br>3.1             | 20<br>9.8            | 2<br>1.5             |
| Total                        | 84<br>100.0          | 129<br>100.0         | 204<br>100.0         | 137<br>100.0         |

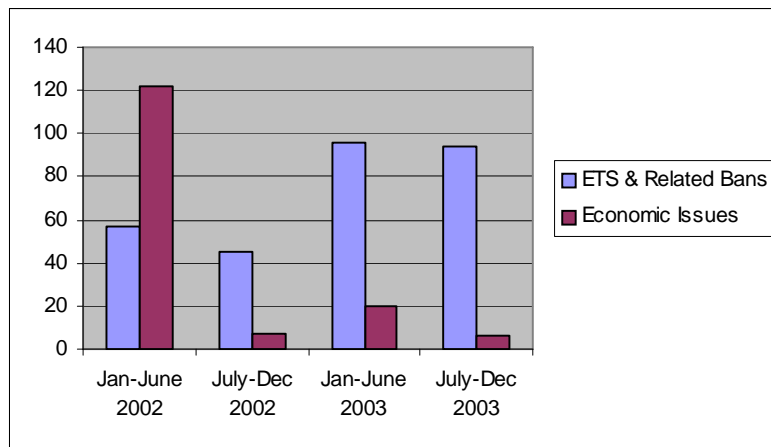
## Connecticut

### Volume



Although overall tobacco-related content peaked in the Connecticut press in the first six months of 2002, attention to tobacco issues remained significant despite subsequent dips in volume. Early coverage was due to the 61-cent per pack tax increase which was passed in February of 2002. Both a pending cigarette tax increase and a pledge by the tax commissioner to regulate internet sales of tax-free cigarettes were detailed in newspapers. Once the tax bill was passed, coverage of economic issues virtually disappeared. In contrast, ETS and Related Bans, the most widely reported on theme, was lowest during the tax discussion, increasing in each subsequent period. This increasing coverage owed to various municipalities considering smoking bans, issues which became moot in late September of 2003 when a statewide ban was passed. The Education, Prevention & Cessation and Product Issues & Regulation themes were given substantial exposure in the first half of 2002 as well, when articles with associated images were most frequent. The presence of Economic Issues in the news decreased by almost 30 percent into the second half of 2002, while Education, Prevention & Cessation coverage increased to its highest relative frequency. Stories pertaining to the Tobacco Industry jumped in the interval from January to June 2003. Connecticut newspapers featured more Hard News in 2003 than in 2002, as Editorials, Letters to the Editor, Columns, and Informational articles collectively accounted for 26 and 32 percent of the relevant articles from January to June and July to December 2002, respectively.

### SmokeLess States Policy Areas



**Connecticut**

**Article Type**

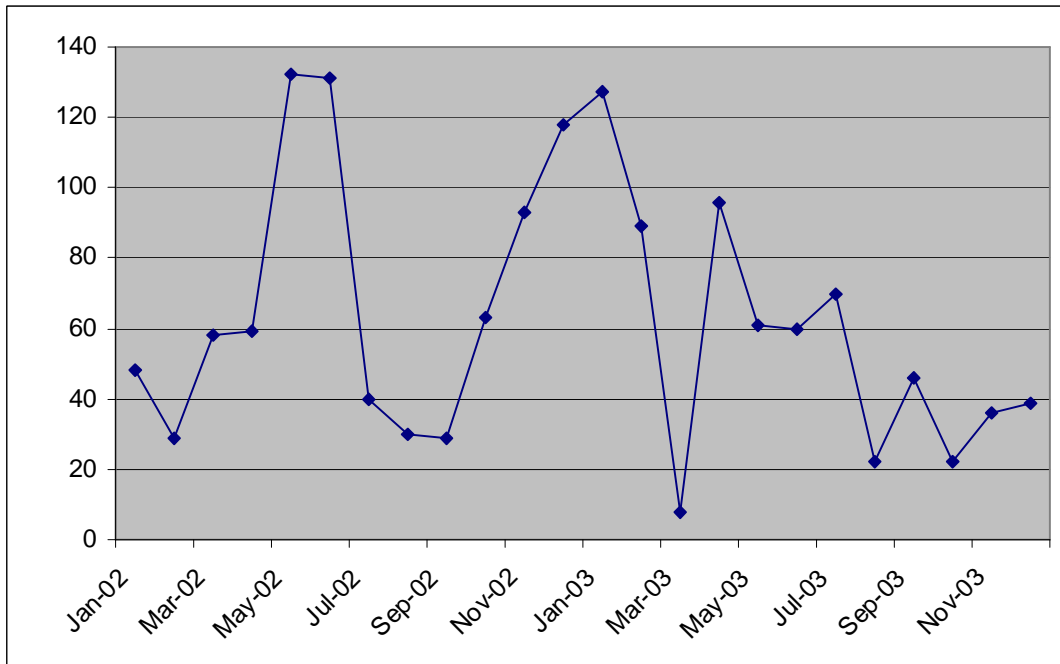
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 239<br>67.3                | 92<br>64.3                 | 193<br>71.5                | 146<br>76.0                |
| Editorial    | 11<br>3.1                  | 10<br>7.0                  | 19<br>7.0                  | 7<br>3.6                   |
| Letter       | 50<br>14.1                 | 6<br>4.2                   | 28<br>10.4                 | 14<br>7.3                  |
| Column       | 18<br>5.1                  | 19<br>13.3                 | 16<br>5.9                  | 16<br>8.3                  |
| Cartoon      | 3<br>0.9                   | 2<br>1.4                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 14<br>3.9                  | 11<br>7.7                  | 12<br>4.4                  | 8<br>4.2                   |
| Q&A          | 5<br>1.4                   | 1<br>0.7                   | 2<br>0.7                   | 1<br>0.5                   |
| Other        | 15<br>4.2                  | 2<br>1.4                   | 0<br>0.0                   | 0<br>0.0                   |
| <b>Total</b> | <b>355</b><br><b>100.0</b> | <b>143</b><br><b>100.0</b> | <b>270</b><br><b>100.0</b> | <b>192</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 23<br>6.5                  | 7<br>4.9                   | 14<br>5.2                  | 5<br>2.6                   |
| ETS & Related Bans           | 57<br>16.1                 | 45<br>31.5                 | 96<br>35.6                 | 94<br>49.0                 |
| Tobacco Consumption          | 4<br>1.1                   | 4<br>2.8                   | 1<br>0.4                   | 4<br>2.1                   |
| Advertising & Promotion      | 4<br>1.1                   | 4<br>2.8                   | 17<br>6.3                  | 13<br>6.8                  |
| Economic Issues              | 122<br>34.4                | 7<br>4.9                   | 20<br>7.4                  | 6<br>3.1                   |
| Farming                      | 0<br>0.0                   | 6<br>4.2                   | 2<br>0.7                   | 6<br>3.1                   |
| Product Issues & Regulation  | 38<br>10.7                 | 10<br>7.0                  | 2<br>0.7                   | 5<br>2.6                   |
| Addiction & Quitting         | 6<br>1.7                   | 9<br>6.3                   | 0<br>0.0                   | 0<br>0.0                   |
| Youth Access & PPU           | 21<br>5.9                  | 3<br>2.1                   | 0<br>0.0                   | 14<br>7.3                  |
| Educ, Prevention & Cessation | 44<br>12.4                 | 31<br>21.7                 | 43<br>15.9                 | 20<br>10.4                 |
| Unintended Damage            | 4<br>1.1                   | 1<br>0.7                   | 1<br>0.4                   | 2<br>1.0                   |
| Tobacco Industry             | 18<br>5.1                  | 4<br>2.8                   | 32<br>11.9                 | 17<br>8.9                  |
| Other                        | 14<br>3.9                  | 12<br>8.4                  | 42<br>15.6                 | 6<br>3.1                   |
| <b>Total</b>                 | <b>355</b><br><b>100.0</b> | <b>143</b><br><b>100.0</b> | <b>270</b><br><b>100.0</b> | <b>192</b><br><b>100.0</b> |

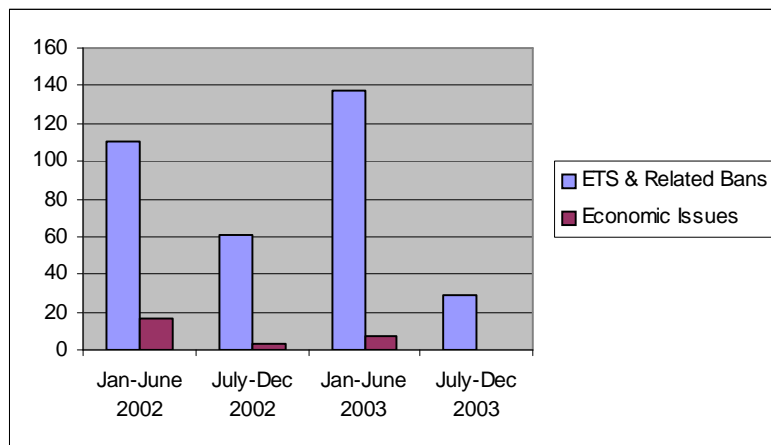
## Delaware

### Volume



It will come as no surprise to anyone living in Delaware that the coverage in Delaware in 2002 and 2003 is unique in its concentration in the ETS & Related Bans theme, owing to a strict statewide ban second only to that of California. The SLS policy area of ETS accounts for an overwhelming majority of the sample during each of the six-month periods in the study, peaking at over 83 percent in the first half of 2003 before reaching a low of around 67 percent in the last six months of that year. Reporting on the Economic Issues policy area accounted for 11 percent of the sample in the period from January to June 2002, but no other theme comprises even 10 percent of the coverage in the subsequent periods. Delaware newspapers' coverage is also extraordinary because well over half of the articles in Delaware newspapers in 2002 and the first half of 2003 were Letters to the Editor, whereas a majority of the coverage nationwide was presented in the Hard News format. This suggests the strongly contested nature of Delaware's ban on smoking. Less than 30 percent of the relevant articles were Hard News during these periods, although this pattern reversed itself somewhat from July to December 2003. These numbers indicate that the citizens of Delaware had especially strong opinions about smoke-free air and smoking restrictions. The general volume of tobacco-related articles in newspapers was particularly high in the first six months of both 2002 and 2003, although these levels were increasing markedly during the July to December months in 2002. As with overall volume levels, the frequencies of articles appearing on front pages and with associated images were highest during the first half of 2002.

### Smokeless States Policy Areas





**Delaware**

**Article Type**

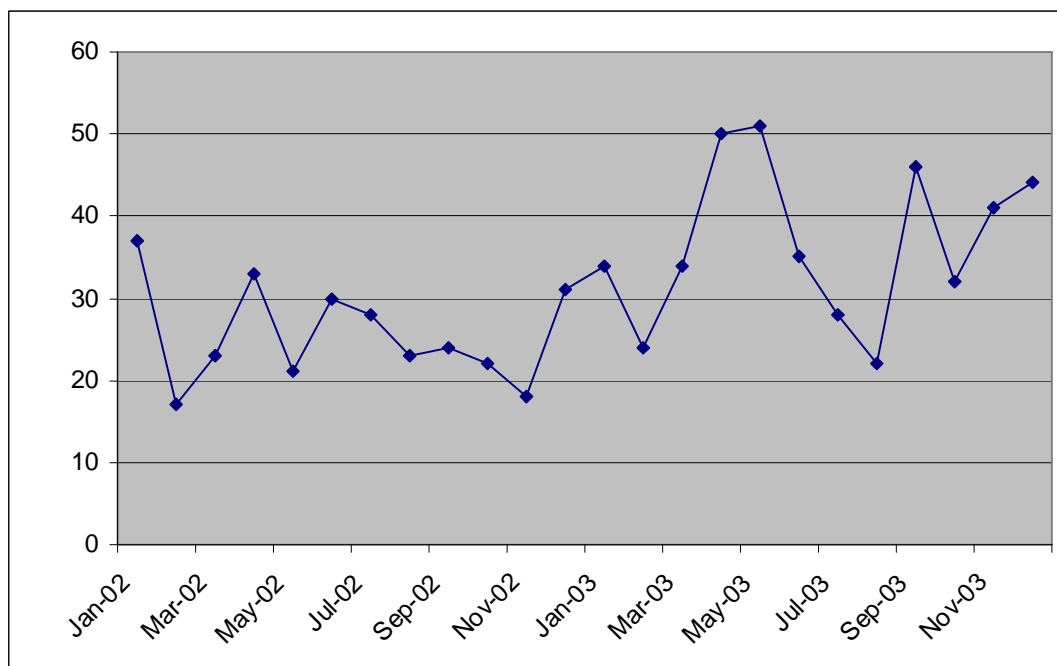
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|--------------|----------------------------|---------------------------|----------------------------|---------------------------|
| Hard News    | 43<br>28.9                 | 25<br>29.4                | 46<br>28.0                 | 24<br>55.8                |
| Editorial    | 6<br>4.0                   | 4<br>4.7                  | 7<br>4.3                   | 2<br>4.7                  |
| Letter       | 89<br>59.7                 | 48<br>56.5                | 92<br>56.1                 | 16<br>37.2                |
| Column       | 7<br>4.7                   | 8<br>9.4                  | 17<br>10.4                 | 1<br>2.3                  |
| Cartoon      | 1<br>0.7                   | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Information  | 2<br>1.3                   | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Q&A          | 1<br>0.7                   | 0<br>0.0                  | 2<br>1.2                   | 0<br>0.0                  |
| Other        | 0<br>0.0                   | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| <b>Total</b> | <b>149</b><br><b>100.0</b> | <b>85</b><br><b>100.0</b> | <b>164</b><br><b>100.0</b> | <b>43</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|------------------------------|----------------------------|---------------------------|----------------------------|---------------------------|
| Health Effects               | 2<br>1.3                   | 2<br>2.4                  | 2<br>1.2                   | 1<br>2.3                  |
| ETS & Related Bans           | 110<br>73.8                | 61<br>71.8                | 137<br>83.5                | 29<br>67.4                |
| Tobacco Consumption          | 1<br>0.7                   | 0<br>0.0                  | 1<br>0.6                   | 2<br>4.7                  |
| Advertising & Promotion      | 0<br>0.0                   | 2<br>2.4                  | 2<br>1.2                   | 0<br>0.0                  |
| Economic Issues              | 17<br>11.4                 | 3<br>3.5                  | 7<br>4.3                   | 0<br>0.0                  |
| Farming                      | 1<br>0.7                   | 1<br>1.2                  | 1<br>0.6                   | 1<br>2.3                  |
| Product Issues & Regulation  | 4<br>2.7                   | 2<br>2.4                  | 1<br>0.6                   | 0<br>0.0                  |
| Addiction & Quitting         | 1<br>0.7                   | 2<br>2.4                  | 0<br>0.0                   | 0<br>0.0                  |
| Youth Access & PPU           | 1<br>0.7                   | 1<br>1.2                  | 0<br>0.0                   | 2<br>4.7                  |
| Educ, Prevention & Cessation | 5<br>3.4                   | 4<br>4.7                  | 3<br>1.8                   | 3<br>7.0                  |
| Unintended Damage            | 1<br>0.7                   | 1<br>1.2                  | 2<br>1.2                   | 1<br>2.3                  |
| Tobacco Industry             | 1<br>0.7                   | 1<br>1.2                  | 2<br>1.2                   | 2<br>4.7                  |
| Other                        | 5<br>3.4                   | 5<br>5.9                  | 6<br>3.7                   | 2<br>4.7                  |
| <b>Total</b>                 | <b>149</b><br><b>100.0</b> | <b>85</b><br><b>100.0</b> | <b>164</b><br><b>100.0</b> | <b>43</b><br><b>100.0</b> |

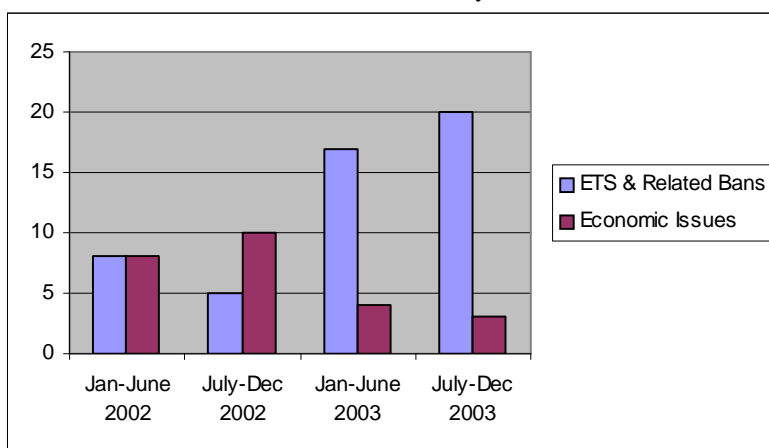
### District of Columbia

#### Volume



The coverage of tobacco issues in the District of Columbia rivaled the coverage in sparsely populated states such as North Dakota, Utah, and Wyoming. The SLS policy area of ETS & Related Bans received more coverage from the two daily newspapers in the nation's capital than other tobacco-related themes in 2002 and 2003. In the first six months of 2002, the three themes of ETS & Related Bans; Education, Prevention & Cessation; and Economic Issues each accounted for 20 percent of the sample. News pertaining to Economic Issues increased in the second half of 2002 while general volume levels declined. The overall coverage, along with the number of stories with associated images, later peaked in the period from January through June 2003 with extensive reporting of federal government involvement in tobacco issues, including numerous lawsuits, the Bush administration's position on an international tobacco treaty, legislation and earmarks, and tobacco control. ETS concerns still dominated the news at that time while coverage of the Tobacco Industry also increased. An especially high proportion of the tobacco-related articles in the D.C. newspapers were of the Hard News format. Together, these trends – low volume, variance in topics, strong tendency toward hard news, rather than opinionated, articles – all point to the fact that, overall, tobacco is more of a state issue than a federal one.

#### Smokeless States Policy Areas



**District of Columbia**

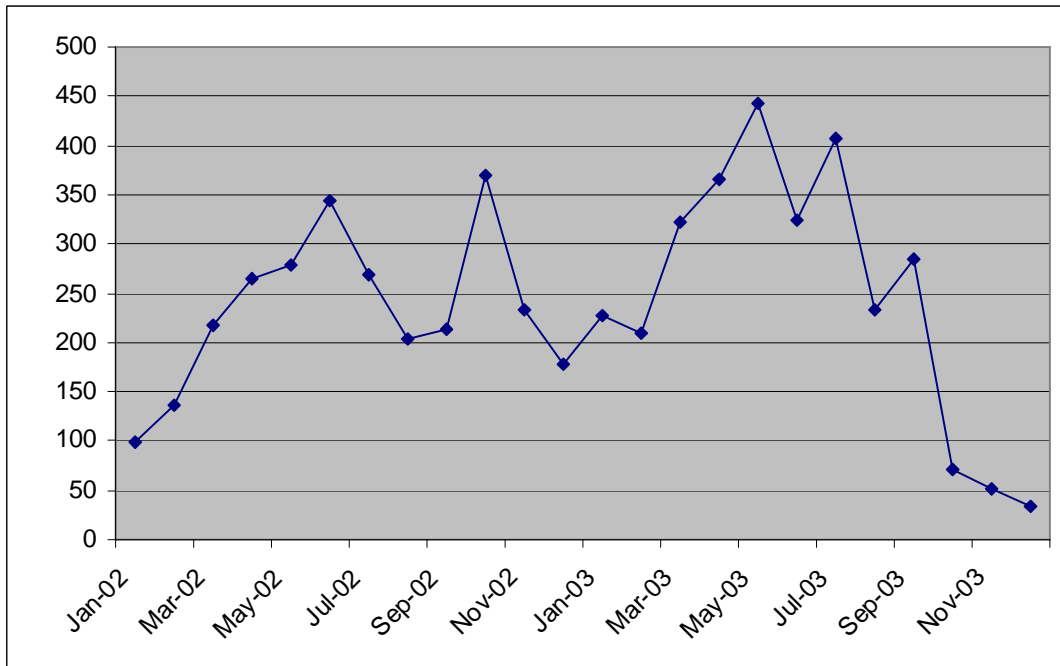
**Article Type**

|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 35<br>87.50               | 22<br>84.6                | 48<br>85.7                | 35<br>76.1                |
| Editorial    | 4<br>10.0                 | 0<br>0.0                  | 1<br>1.8                  | 2<br>4.3                  |
| Letter       | 0<br>0.0                  | 2<br>7.7                  | 3<br>5.4                  | 5<br>10.9                 |
| Column       | 0<br>0.0                  | 2<br>7.7                  | 4<br>7.1                  | 1<br>2.2                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 1<br>2.5                  | 0<br>0.0                  | 0<br>0.0                  | 2<br>4.3                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 1<br>2.2                  |
| Other        | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>40</b><br><b>100.0</b> | <b>26</b><br><b>100.0</b> | <b>56</b><br><b>100.0</b> | <b>46</b><br><b>100.0</b> |

**Theme**

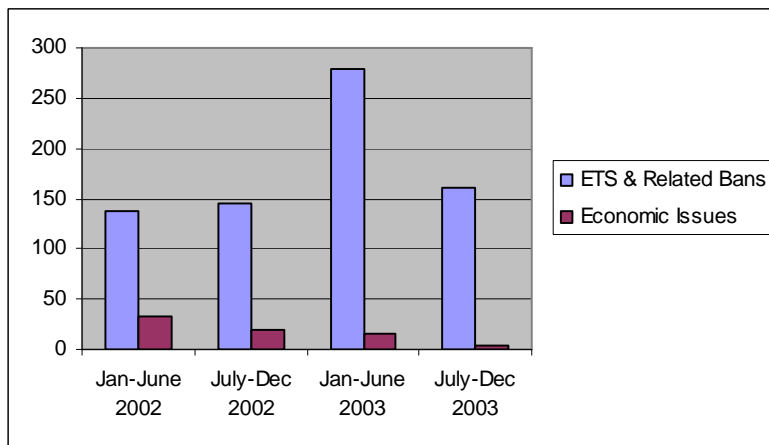
|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|----------------------------|---------------------------|---------------------------|
| Health Effects               | 4<br>10.0                 | 1<br>3.8                   | 0<br>0.0                  | 4<br>8.7                  |
| ETS & Related Bans           | 8<br>20.0                 | 5<br>19.2                  | 17<br>30.4                | 20<br>43.5                |
| Tobacco Consumption          | 1<br>2.50                 | 0<br>0.0                   | 2<br>3.6                  | 3<br>6.5                  |
| Advertising & Promotion      | 0<br>0.0                  | 0<br>0.0                   | 3<br>5.4                  | 0<br>0.0                  |
| Economic Issues              | 8<br>20.0                 | 10<br>38.5                 | 4<br>7.1                  | 3<br>6.5                  |
| Farming                      | 2<br>5.0                  | 1<br>3.8                   | 2<br>3.6                  | 0<br>0.0                  |
| Product Issues & Regulation  | 2<br>5.0                  | 3<br>11.5                  | 3<br>5.4                  | 4<br>8.7                  |
| Addiction & Quitting         | 0<br>0.0                  | 1<br>3.8                   | 1<br>1.8                  | 1<br>2.2                  |
| Youth Access & PPU           | 2<br>5.0                  | 1<br>3.8                   | 1<br>1.8                  | 0<br>0.0                  |
| Educ, Prevention & Cessation | 8<br>20.0                 | 1<br>3.8                   | 5<br>8.9                  | 3<br>6.5                  |
| Unintended Damage            | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  | 0<br>0.0                  |
| Tobacco Industry             | 1<br>2.5                  | 2<br>7.7                   | 9<br>16.1                 | 3<br>6.5                  |
| Other                        | 4<br>10.0                 | 1<br>3.8                   | 9<br>16.1                 | 5<br>10.9                 |
| <b>Total</b>                 | <b>40</b><br><b>100.0</b> | <b>26</b><br><b>100.00</b> | <b>56</b><br><b>100.0</b> | <b>46</b><br><b>100.0</b> |

**Florida  
Volume**



Articles pertaining to the ETS & Related Bans policy area represent the primary component of tobacco-related coverage in Florida in both 2002 and 2003. One long-running ETS story surrounded efforts to ban smoking in workplaces, which was approved by a two thirds majority of voters in the 2002 general election, with state legislature and governor approval the following year. This coverage was central to the widespread prominence of ETS issues in Florida. Reporting on Product Issues & Regulation was at its peak in the first half of 2002 when a statewide class action lawsuit was brought against Philip Morris by smokers claiming the company falsely implied lower levels of tar and nicotine in certain cigarettes. Health Effects coverage was also most frequent in the first half 2002. ETS coverage increased in the second half of 2002 while no other theme received as much as 10 percent of the coverage. The regular presence of Letters to the Editor, which were particularly common between July and December of both years, and other alternative article formats, resulted in a lower relative frequency of Hard News in these periods. The relative frequency of Letters rose again between July and December 2003, indicating the importance of ETS issues among Floridians.

**Smokeless States Policy Areas**



**Florida**

**Article Type**

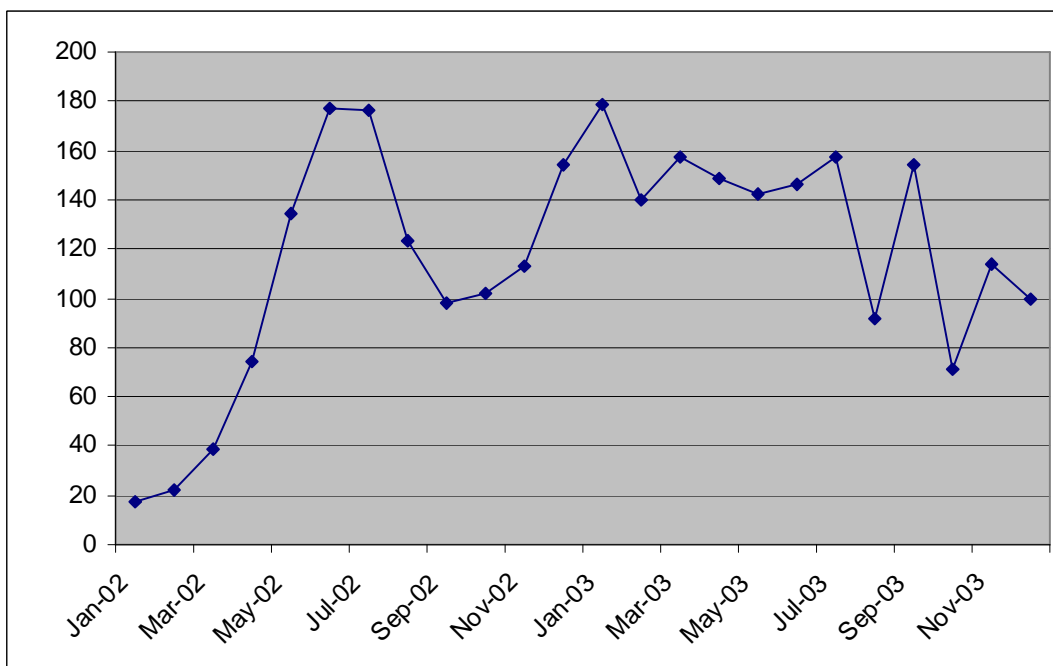
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 277<br>71.8                | 200<br>60.2                | 430<br>77.6                | 199<br>67.7                |
| Editorial    | 7<br>1.8                   | 14<br>4.2                  | 16<br>2.9                  | 4<br>1.4                   |
| Letter       | 66<br>17.1                 | 76<br>22.9                 | 70<br>12.6                 | 64<br>21.8                 |
| Column       | 6<br>1.6                   | 29<br>8.7                  | 26<br>4.7                  | 17<br>5.8                  |
| Cartoon      | 1<br>0.3                   | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.3                   |
| Information  | 6<br>1.6                   | 4<br>1.2                   | 10<br>1.8                  | 2<br>0.7                   |
| Q&A          | 2<br>0.5                   | 4<br>1.2                   | 0<br>0.0                   | 7<br>2.4                   |
| Other        | 21<br>5.4                  | 5<br>1.5                   | 2<br>0.4                   | 0<br>0.0                   |
| <b>Total</b> | <b>386</b><br><b>100.0</b> | <b>332</b><br><b>100.0</b> | <b>554</b><br><b>100.0</b> | <b>294</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 50<br>12.9                 | 25<br>7.5                  | 47<br>8.5                  | 16<br>5.4                  |
| ETS & Related Bans           | 137<br>35.5                | 146<br>44.0                | 278<br>50.2                | 160<br>54.4                |
| Tobacco Consumption          | 6<br>1.6                   | 16<br>4.8                  | 3<br>0.5                   | 9<br>3.1                   |
| Advertising & Promotion      | 9<br>2.3                   | 14<br>4.2                  | 13<br>2.3                  | 5<br>1.7                   |
| Economic Issues              | 32<br>8.3                  | 20<br>6.0                  | 16<br>2.9                  | 4<br>1.4                   |
| Farming                      | 1<br>0.3                   | 7<br>2.1                   | 13<br>2.3                  | 19<br>6.5                  |
| Product Issues & Regulation  | 64<br>16.6                 | 15<br>4.5                  | 11<br>2.0                  | 16<br>5.7                  |
| Addiction & Quitting         | 8<br>2.1                   | 21<br>6.3                  | 6<br>1.1                   | 3<br>1.0                   |
| Youth Access & PPU           | 7<br>1.8                   | 3<br>0.9                   | 0<br>0.0                   | 6<br>2.0                   |
| Educ, Prevention & Cessation | 27<br>6.9                  | 24<br>7.2                  | 38<br>6.9                  | 13<br>4.4                  |
| Unintended Damage            | 6<br>1.6                   | 3<br>0.9                   | 0<br>0.0                   | 5<br>1.7                   |
| Tobacco Industry             | 22<br>5.7                  | 11<br>3.3                  | 67<br>12.1                 | 20<br>6.8                  |
| Other                        | 17<br>4.4                  | 27<br>8.1                  | 62<br>11.2                 | 18<br>6.1                  |
| <b>Total</b>                 | <b>386</b><br><b>100.0</b> | <b>332</b><br><b>100.0</b> | <b>554</b><br><b>100.0</b> | <b>294</b><br><b>100.0</b> |

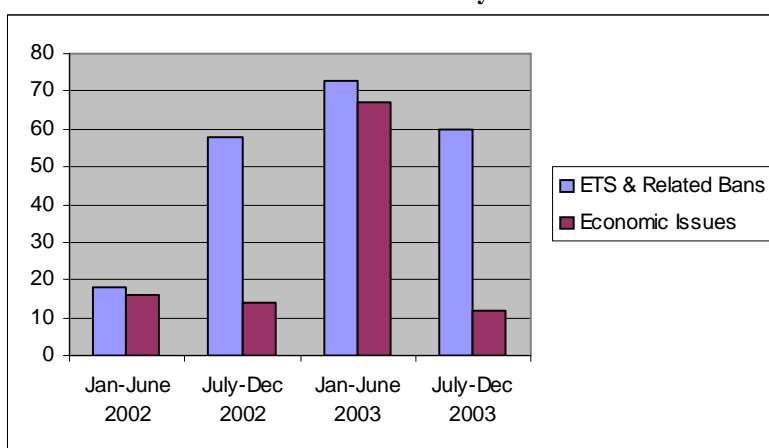
## Georgia

### Volume



Although much of the coverage in Georgia during the SLS evaluation focused on ETS & Related Bans, volume increased to a near-peak level by mid 2002 before dropping and exhibiting further fluctuations in 2003. Newspapers featured varied coverage in the first half of 2002, with significant numbers of articles addressing the themes of Education, Prevention & Cessation; Product Issues & Regulation; ETS; Economic Issues; and Health Effects. ETS coverage represented somewhat of a bell curve as Georgia's newspapers detailed the first countywide ban on smoking in restaurants and other public places, instituted in late 2002. Farming coverage increased in the second half of 2002. Alternative article formats such as Columns, Letters to the Editor, and Editorials were frequently utilized in the presentation of tobacco issues in this period. Volume peaked in January 2003 and despite a small decline in February remained at high levels during the first six months of the year to produce the largest sample. ETS & Related Bans continued to receive considerable coverage, representing somewhat of a bell curve as the result of a ban discussion. Economic Issues peaked in the first half of 2003 as a result of the proposal and subsequent implementation of a state cigarette tax increase. Tobacco Industry articles proliferated in the first half of 2003 and Letters were more common in this period than in others. In the last six months of 2003 coverage of both Farming Issues and ETS peaked, representing 22.5 and 33 percent of the sample, respectively.

### Smokeless States Policy Areas



## Georgia

### Article Type

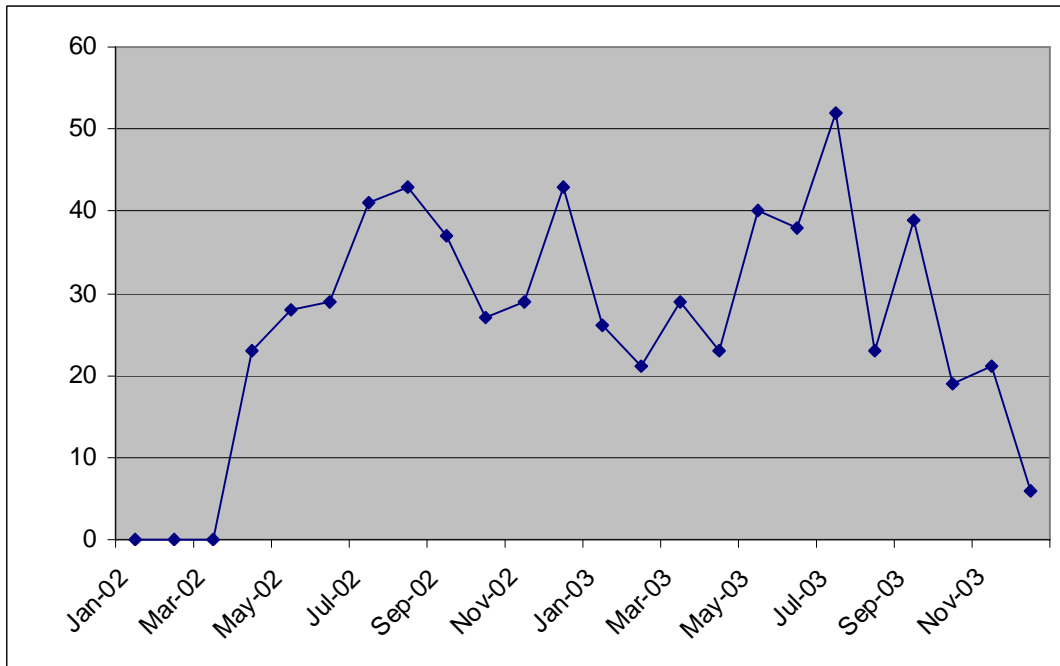
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 93<br>75.0                 | 133<br>73.9                | 229<br>79.8                | 156<br>85.7                |
| Editorial    | 0<br>0.0                   | 8<br>4.4                   | 7<br>2.4                   | 3<br>1.6                   |
| Letter       | 6<br>4.8                   | 12<br>6.7                  | 36<br>12.5                 | 15<br>8.2                  |
| Column       | 1<br>0.8                   | 21<br>11.7                 | 9<br>.3.1                  | 6<br>3.3                   |
| Cartoon      | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.3                   | 0<br>0.0                   |
| Information  | 5<br>4.0                   | 4<br>2.2                   | 5<br>1.7                   | 2<br>1.1                   |
| Q&A          | 2<br>1.6                   | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   |
| Other        | 17<br>13.7                 | 2<br>1.1                   | 0<br>0.0                   | 0<br>0.0                   |
| <b>Total</b> | <b>124</b><br><b>100.0</b> | <b>180</b><br><b>100.0</b> | <b>287</b><br><b>100.0</b> | <b>182</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 15<br>12.1                 | 12<br>6.7                  | 11<br>3.8                  | 10<br>5.5                  |
| ETS & Related Bans           | 18<br>14.5                 | 58<br>32.2                 | 73<br>25.4                 | 60<br>33.0                 |
| Tobacco Consumption          | 5<br>4.0                   | 7<br>3.9                   | 4<br>1.4                   | 4<br>2.2                   |
| Advertising & Promotion      | 8<br>6.5                   | 5<br>2.8                   | 9<br>3.1                   | 2<br>1.1                   |
| Economic Issues              | 16<br>12.9                 | 14<br>7.8                  | 67<br>23.3                 | 12<br>6.6                  |
| Farming                      | 3<br>2.4                   | 24<br>13.3                 | 17<br>5.9                  | 41<br>22.5                 |
| Product Issues & Regulation  | 18<br>14.5                 | 6<br>3.3                   | 2<br>0.7                   | 13<br>7.1                  |
| Addiction & Quitting         | 2<br>1.6                   | 14<br>7.8                  | 3<br>1.0                   | 3<br>1.6                   |
| Youth Access & PPU           | 3<br>2.4                   | 13<br>7.2                  | 0<br>0.0                   | 1<br>0.5                   |
| Educ, Prevention & Cessation | 21<br>16.9                 | 17<br>9.4                  | 34<br>11.8                 | 19<br>10.4                 |
| Unintended Damage            | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.3                   | 1<br>0.5                   |
| Tobacco Industry             | 9<br>7.3                   | 0<br>0.0                   | 40<br>13.9                 | 8<br>4.4                   |
| Other                        | 6<br>4.8                   | 10<br>5.6                  | 26<br>9.1                  | 8<br>4.4                   |
| <b>Total</b>                 | <b>124</b><br><b>100.0</b> | <b>180</b><br><b>100.0</b> | <b>287</b><br><b>100.0</b> | <b>182</b><br><b>100.0</b> |

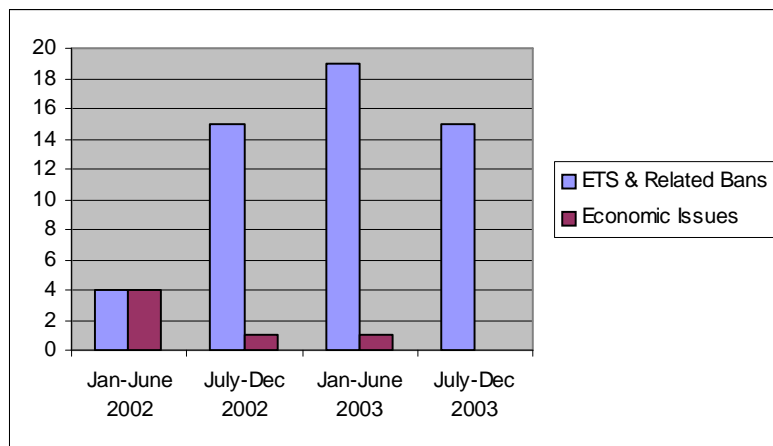
## Hawaii

### Volume



Hawaiian newspapers' coverage of tobacco issues was relatively minimal in 2002 and 2003, with the policy area of ETS & Related Bans attracting the most media attention. Education, Prevention & Cessation was also a prevalent theme, accounting for the largest share of coverage between January and June 2002. ETS and Economic Issues received equal coverage in the sample from that period. Economic Issues articles all but disappeared in subsequent periods, however. The relative frequency of ETS & Related Bans doubled in the second half of 2002 and increased slightly in 2003. Coverage of the Education theme increased as well, while sizable proportions of these articles appeared as Letters to the Editor and Information pieces. Thus, the relative frequency of the Hard News format was particularly low in Hawaii between July and December 2002 and January and June 2003. While few tobacco-related articles appeared on front pages, the highest number of these features (5) was found in the sample from the first half of 2003, which also returned the most articles with associated images. Coverage of the Health Effects and Youth Access & PPU themes increased during the last six months of 2003 while ETS and Education, Prevention & Cessation continued to dominate the headlines.

### Smokeless States Policy Areas





## Hawaii

### Article Type

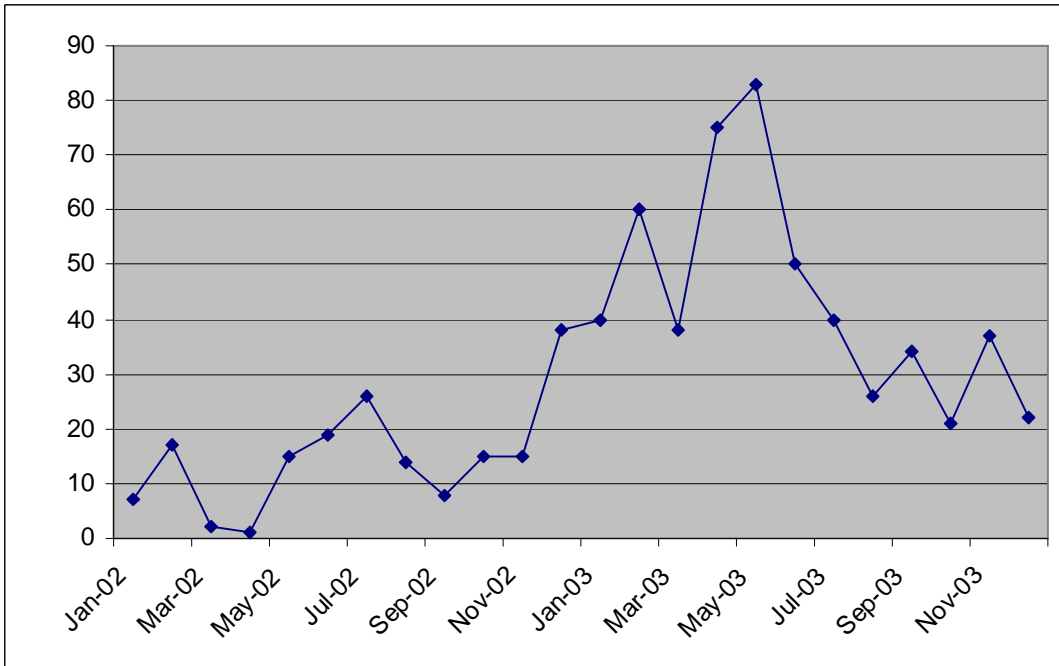
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 17<br>73.9                | 23<br>53.5                | 31<br>60.8                | 28<br>71.8                |
| Editorial    | 0<br>0.0                  | 1<br>2.3                  | 5<br>9.8                  | 1<br>2.6                  |
| Letter       | 2<br>8.7                  | 12<br>27.9                | 10<br>19.6                | 6<br>15.4                 |
| Column       | 1<br>4.4                  | 1<br>2.3                  | 1<br>2.0                  | 3<br>7.7                  |
| Cartoon      | 1<br>4.4                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 2<br>8.7                  | 5<br>11.6                 | 4<br>7.8                  | 1<br>2.6                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Other        | 0<br>0.0                  | 1<br>2.3                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>23</b><br><b>100.0</b> | <b>43</b><br><b>100.0</b> | <b>51</b><br><b>100.0</b> | <b>39</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 1<br>4.4                  | 1<br>2.3                  | 3<br>5.9                  | 4<br>10.3                 |
| ETS & Related Bans           | 4<br>17.4                 | 15<br>34.9                | 19<br>37.3                | 15<br>38.5                |
| Tobacco Consumption          | 1<br>4.4                  | 3<br>7.0                  | 0<br>0.0                  | 1<br>2.6                  |
| Advertising & Promotion      | 0<br>0.0                  | 1<br>2.3                  | 1<br>2.0                  | 1<br>2.6                  |
| Economic Issues              | 4<br>17.4                 | 1<br>2.3                  | 1<br>2.0                  | 0<br>0.0                  |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 1<br>2.0                  | 2<br>5.1                  |
| Product Issues & Regulation  | 1<br>4.4                  | 0<br>0.0                  | 1<br>2.0                  | 0<br>0.0                  |
| Addiction & Quitting         | 2<br>8.7                  | 1<br>2.3                  | 0<br>0.0                  | 0<br>0.0                  |
| Youth Access & PPU           | 1<br>4.4                  | 2<br>4.7                  | 0<br>0.0                  | 4<br>10.3                 |
| Educ, Prevention & Cessation | 5<br>21.8                 | 15<br>34.9                | 15<br>29.4                | 9<br>23.1                 |
| Unintended Damage            | 0<br>0.0                  | 1<br>2.3                  | 0<br>0.0                  | 1<br>2.6                  |
| Tobacco Industry             | 3<br>13.0                 | 0<br>0.0                  | 4<br>7.8                  | 2<br>5.1                  |
| Other                        | 1<br>4.4                  | 3<br>7.0                  | 6<br>11.8                 | 0<br>0.0                  |
| <b>Total</b>                 | <b>23</b><br><b>100.0</b> | <b>43</b><br><b>100.0</b> | <b>51</b><br><b>100.0</b> | <b>39</b><br><b>100.0</b> |

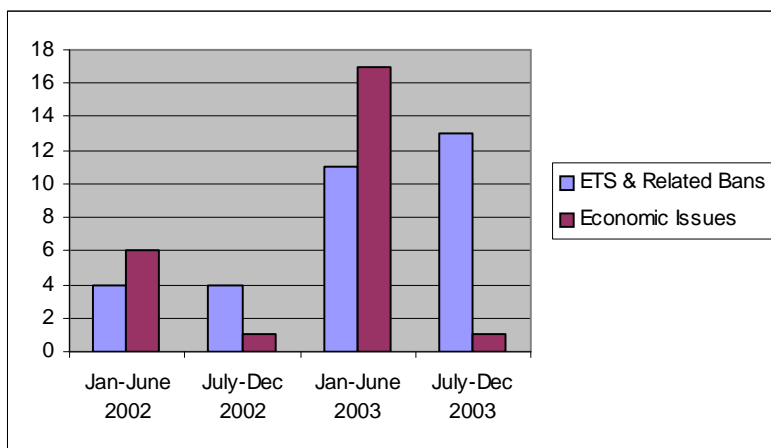
## Idaho

### Volume



Coverage of tobacco issues in Idaho was minimal in 2002 before volume levels rose substantially in 2003. Education, Prevention & Cessation and the policy area of ETS & Related Bans received the most coverage overall, followed by Economic Issues. Economic Issues coverage spiked in the first half of 2003 (accounting for the spike in overall volume), owing to the proposed – and ultimately successful – cigarette tax increase, which raised the price of a pack of cigarettes by 29 cents. Coverage of the Tobacco Industry increased from 0 to 21 percent in this period as the sample size also increased due to growing volume. Overall volume peaked in mid 2003, effecting marked increases in articles with associated images and front page features in the January to June sample. General coverage of tobacco issues declined in the last six months of 2003 (after the legislative session) with ETS & Related Bans and Farming Issues dominating the headlines that appeared, over 91 percent of which prefaced Hard News articles.

### Smokeless States Policy Areas



**Idaho**

**Article Type**

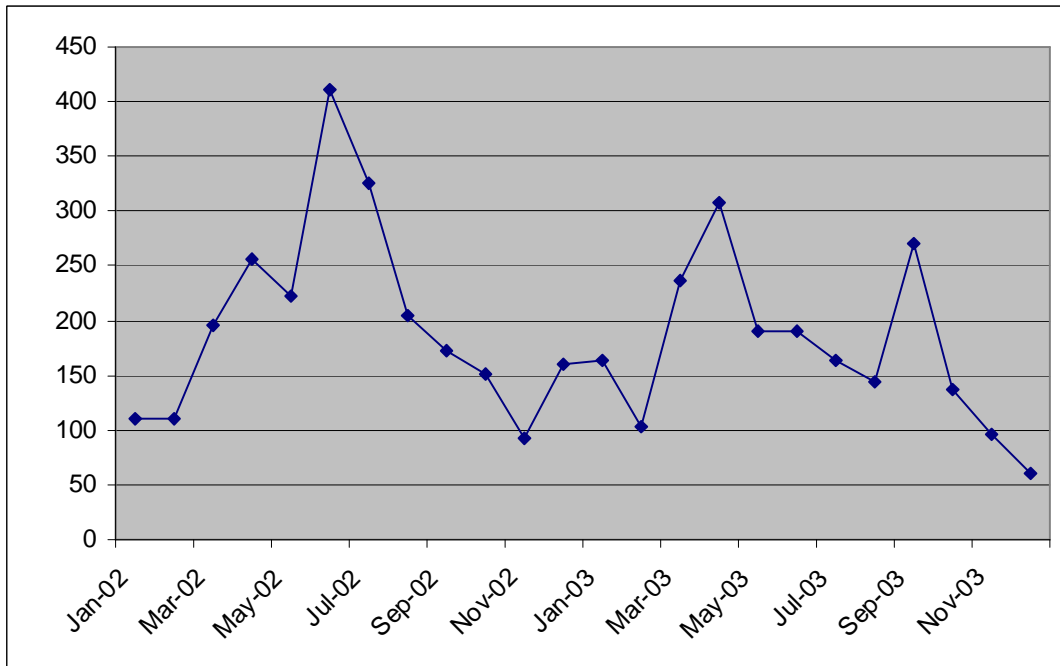
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 13<br>65.0                | 24<br>88.9                | 58<br>81.7                | 32<br>91.4                |
| Editorial    | 0<br>0.0                  | 1<br>3.7                  | 0<br>0.0                  | 1<br>2.9                  |
| Letter       | 3<br>15.0                 | 2<br>7.4                  | 6<br>8.5                  | 0<br>0.0                  |
| Column       | 1<br>5.0                  | 0<br>0.0                  | 4<br>5.6                  | 1<br>2.9                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 0<br>0.0                  | 2<br>2.8                  | 1<br>2.9                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 1<br>1.4                  | 0<br>0.0                  |
| Other        | 3<br>15.0                 | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>20</b><br><b>100.0</b> | <b>27</b><br><b>100.0</b> | <b>71</b><br><b>100.0</b> | <b>35</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 0<br>0.0                  | 0<br>0.0                  | 4<br>5.6                  | 4<br>11.4                 |
| ETS & Related Bans           | 4<br>20.0                 | 4<br>14.8                 | 11<br>15.5                | 13<br>37.1                |
| Tobacco Consumption          | 1<br>5.0                  | 2<br>7.4                  | 0<br>0.0                  | 1<br>2.9                  |
| Advertising & Promotion      | 1<br>5.0                  | 3<br>11.1                 | 1<br>1.4                  | 1<br>2.9                  |
| Economic Issues              | 6<br>30.0                 | 1<br>3.7                  | 17<br>23.9                | 1<br>2.9                  |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 6<br>17.1                 |
| Product Issues & Regulation  | 0<br>0.0                  | 2<br>7.4                  | 1<br>1.4                  | 0<br>0.0                  |
| Addiction & Quitting         | 0<br>0.0                  | 0<br>0.0                  | 1<br>1.4                  | 0<br>0.0                  |
| Youth Access & PPU           | 3<br>15.0                 | 1<br>3.7                  | 0<br>0.0                  | 2<br>5.7                  |
| Educ, Prevention & Cessation | 4<br>20.0                 | 14<br>51.9                | 15<br>21.1                | 1<br>2.9                  |
| Unintended Damage            | 0<br>0.0                  | 0<br>0.0                  | 1<br>1.4                  | 1<br>2.9                  |
| Tobacco Industry             | 0<br>0.0                  | 0<br>0.0                  | 15<br>21.1                | 4<br>11.4                 |
| Other                        | 1<br>5.0                  | 0<br>0.0                  | 5<br>7.0                  | 1<br>2.9                  |
| <b>Total</b>                 | <b>20</b><br><b>100.0</b> | <b>27</b><br><b>100.0</b> | <b>71</b><br><b>100.0</b> | <b>35</b><br><b>100.0</b> |

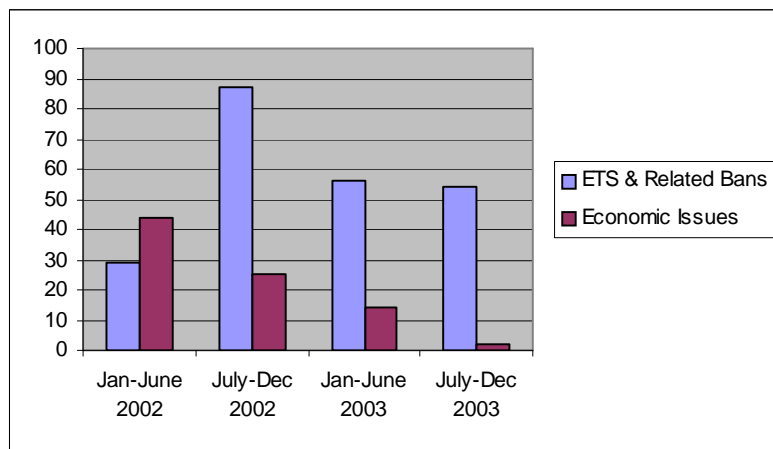
## Illinois

### Volume



ETS & Related Bans and the Tobacco Industry were the most frequently reported on themes in Illinois newspapers, which featured large numbers of tobacco related articles in both years of the study. These themes did not receive particularly extensive coverage during the first six months of 2002. However, coverage spiked due to the class-action lawsuit brought against Philip Morris in Illinois alleging deceptive marketing of “light” cigarettes. Both the policy area of Economic Issues and the Education, Prevention & Cessation theme were found with greatest relative frequency in January through June 2002 while volume of general tobacco-related news peaked at the end of this period. More front page articles appeared in the sample during this time than in later periods while the percentage of Hard News was lowest. In the second half of 2002, ETS coverage spiked due in part to the reintroduction of a proposal to ban smoking in Chicago restaurants. Coverage of Education, Prevention & Cessation declined slightly as newspapers detailed the lack of adequate funding for prevention and cessation programs in the Chicago metropolitan area. In 2003, reporting on the Tobacco Industry theme jumped 40 percent when the landmark, \$10.1 billion ruling was issued against Philip Morris, followed by an intense legal battle. The prominence of this story and the effects of the lawsuit on other tobacco companies help to explain the trend of increased Tobacco Industry coverage in the January to June months of 2003 in almost every state. In Illinois newspapers, media exposure of ETS concerns decreased in early 2003 but the theme gained more attention in the last six months of that year. Tobacco Industry news remained significant in late 2003 as well, while Economic Issues coverage waned. Reporting of the Health Effects theme was another important component of the overall tobacco coverage, particularly in the first and last periods of the study.

### Smokeless States Policy Areas



## Illinois

### Article Type

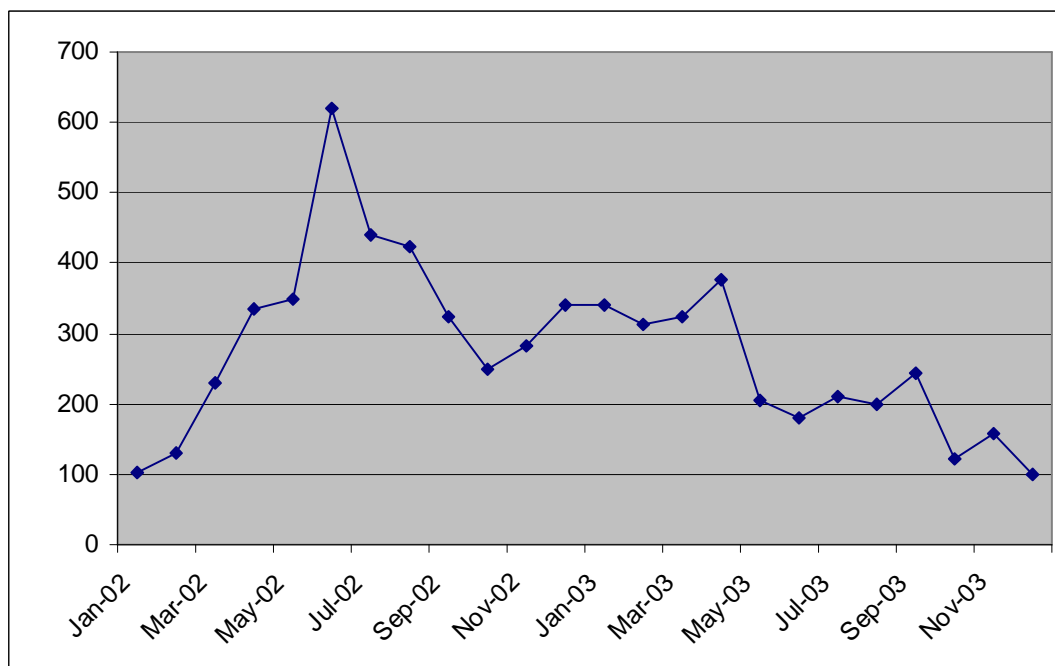
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 212<br>68.6                | 178<br>74.5                | 290<br>82.4                | 161<br>84.3                |
| Editorial    | 8<br>2.6                   | 13<br>5.4                  | 9<br>2.6                   | 0<br>0.0                   |
| Letter       | 33<br>10.7                 | 27<br>11.3                 | 22<br>6.3                  | 20<br>10.5                 |
| Column       | 7<br>2.3                   | 13<br>5.4                  | 24<br>6.8                  | 6<br>3.1                   |
| Cartoon      | 2<br>0.6                   | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 7<br>2.3                   | 4<br>1.7                   | 6<br>1.7                   | 2<br>1.0                   |
| Q&A          | 4<br>1.3                   | 1<br>0.4                   | 0<br>0.0                   | 1<br>0.5                   |
| Other        | 36<br>11.7                 | 3<br>1.3                   | 1<br>0.3                   | 1<br>0.5                   |
| <b>Total</b> | <b>309</b><br><b>100.0</b> | <b>239</b><br><b>100.0</b> | <b>352</b><br><b>100.0</b> | <b>191</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 33<br>10.7                 | 17<br>7.1                  | 29<br>8.2                  | 19<br>9.9                  |
| ETS & Related Bans           | 29<br>9.4                  | 87<br>36.4                 | 56<br>15.9                 | 54<br>28.3                 |
| Tobacco Consumption          | 11<br>3.6                  | 15<br>6.3                  | 7<br>2.0                   | 12<br>6.3                  |
| Advertising & Promotion      | 11<br>3.6                  | 10<br>4.2                  | 15<br>4.3                  | 5<br>2.6                   |
| Economic Issues              | 44<br>14.3                 | 25<br>10.5                 | 14<br>4.0                  | 2<br>1.0                   |
| Farming                      | 1<br>0.3                   | 4<br>1.7                   | 6<br>1.7                   | 17<br>8.9                  |
| Product Issues & Regulation  | 66<br>21.4                 | 7<br>2.9                   | 10<br>2.8                  | 9<br>4.7                   |
| Addiction & Quitting         | 16<br>5.2                  | 11<br>4.6                  | 8<br>2.3                   | 7<br>3.7                   |
| Youth Access & PPU           | 11<br>3.6                  | 7<br>2.9                   | 4<br>1.1                   | 5<br>2.6                   |
| Educ, Prevention & Cessation | 51<br>16.5                 | 37<br>15.5                 | 21<br>6.0                  | 19<br>9.9                  |
| Unintended Damage            | 3<br>0.9                   | 3<br>1.3                   | 0<br>0.0                   | 2<br>1.0                   |
| Tobacco Industry             | 15<br>4.9                  | 7<br>2.9                   | 150<br>42.6                | 36<br>18.8                 |
| Other                        | 18<br>5.8                  | 9<br>3.8                   | 32<br>9.1                  | 4<br>2.1                   |
| <b>Total</b>                 | <b>309</b><br><b>100.0</b> | <b>239</b><br><b>100.0</b> | <b>352</b><br><b>100.0</b> | <b>191</b><br><b>100.0</b> |

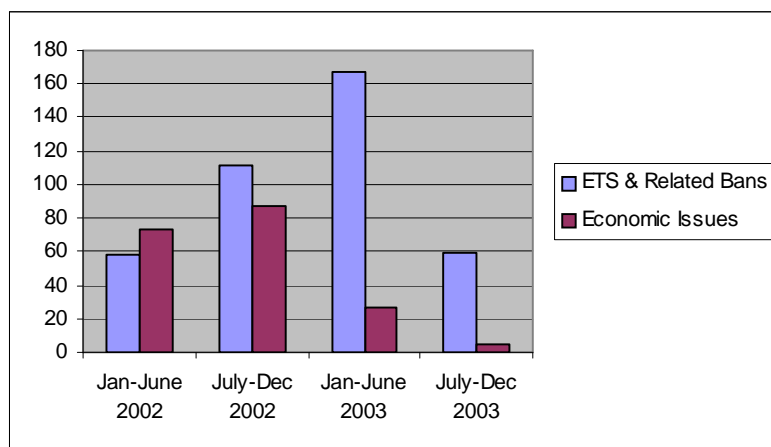
## Indiana

### Volume



The two most prevalent themes in Indiana were Education, Prevention & Cessation and the SLS policy area of ETS & Related Bans. The policy area of Economic Issues was also an important component in the larger picture of tobacco-related coverage in the state, particularly in 2002. Product Issues & Regulation was the dominant theme during the first six months of 2002, however, accounting for almost 19 percent of the sample. Health Effects was also extensively reported on between January and June 2002. Overall volume peaked at the end of the period amid reports of increased cigarette taxes. In the second half of the year coverage of the Economic, Education, and ETS themes increased along with the frequencies of articles featured with images and of front page tobacco-related stories. Coverage of the policy areas diverged in 2003 as ETS became more prominent in the news due to controversies over proposed smoking bans in Indianapolis and Bloomington, as well as at Indiana University. As a result, coverage saw an increase in Letters to the Editor, which were featured most frequently between July and December 2002 and in the first half of 2003. Tobacco Industry theme coverage also increased during the first six months of 2003. A steady reduction in general tobacco-related coverage occurred during much of 2003. Newspapers in Indiana consistently featured sizable proportions of varied article formats, influencing the low proportion of Hard News articles relative to coverage in many other states, with the exception of the July through December period in 2003. This trend was also observed in Massachusetts.

### Smokeless States Policy Areas



**Indiana**

**Article Type**

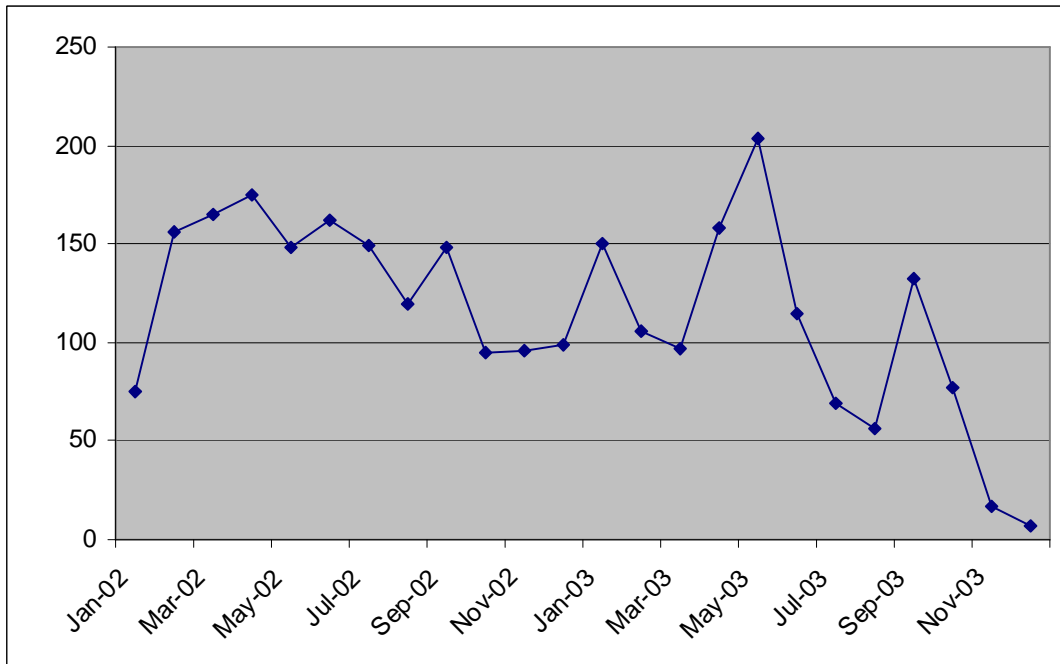
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 276<br>66.2                | 284<br>64.4                | 304<br>67.6                | 165<br>78.2                |
| Editorial    | 11<br>2.6                  | 32<br>7.3                  | 19<br>4.2                  | 13<br>6.2                  |
| Letter       | 32<br>7.7                  | 57<br>12.9                 | 65<br>14.4                 | 14<br>6.6                  |
| Column       | 13<br>3.1                  | 28<br>6.3                  | 30<br>6.7                  | 8<br>3.8                   |
| Cartoon      | 1<br>0.2                   | 1<br>0.2                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 26<br>6.2                  | 31<br>7.0                  | 31<br>6.9                  | 7<br>3.3                   |
| Q&A          | 4<br>0.9                   | 2<br>0.5                   | 1<br>0.2                   | 3<br>1.4                   |
| Other        | 54<br>12.9                 | 6<br>1.4                   | 0<br>0.0                   | 1<br>0.5                   |
| <b>Total</b> | <b>417</b><br><b>100.0</b> | <b>441</b><br><b>100.0</b> | <b>450</b><br><b>100.0</b> | <b>211</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 48<br>11.5                 | 17<br>3.9                  | 24<br>5.3                  | 13<br>6.2                  |
| ETS & Related Bans           | 58<br>13.9                 | 112<br>25.4                | 167<br>37.1                | 59<br>28.0                 |
| Tobacco Consumption          | 12<br>2.9                  | 20<br>4.5                  | 33<br>7.3                  | 15<br>7.1                  |
| Advertising & Promotion      | 4<br>0.9                   | 12<br>2.7                  | 12<br>2.7                  | 20<br>9.5                  |
| Economic Issues              | 73<br>17.5                 | 87<br>19.7                 | 27<br>6.0                  | 5<br>2.4                   |
| Farming                      | 6<br>1.4                   | 18<br>4.1                  | 8<br>1.8                   | 1<br>0.5                   |
| Product Issues & Regulation  | 78<br>18.7                 | 19<br>4.3                  | 6<br>1.3                   | 14<br>6.6                  |
| Addiction & Quitting         | 13<br>3.1                  | 22<br>5.0                  | 9<br>2.0                   | 2<br>0.9                   |
| Youth Access & PPU           | 5<br>1.2                   | 15<br>3.4                  | 2<br>0.4                   | 7<br>3.3                   |
| Educ, Prevention & Cessation | 68<br>16.3                 | 85<br>19.3                 | 78<br>17.3                 | 49<br>23.2                 |
| Unintended Damage            | 5<br>1.2                   | 3<br>0.7                   | 0<br>0.0                   | 3<br>1.4                   |
| Tobacco Industry             | 19<br>4.6                  | 8<br>1.8                   | 49<br>10.9                 | 13<br>6.2                  |
| Other                        | 28<br>6.7                  | 23<br>5.2                  | 35<br>7.8                  | 10<br>4.7                  |
| <b>Total</b>                 | <b>417</b><br><b>100.0</b> | <b>441</b><br><b>100.0</b> | <b>450</b><br><b>100.0</b> | <b>211</b><br><b>100.0</b> |

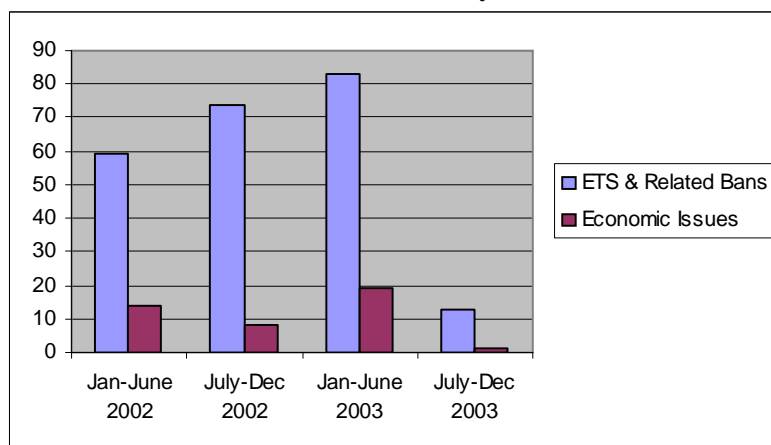
Iowa

Volume



Iowa newspapers reported on ETS and related bans more than other tobacco-related themes in 2002 and 2003. ETS received the largest share of coverage in the sample in 2002 and during the first six months of 2003 as smoking bans were controversial all over the state. Progress made by smoking ban debates in Ames, Sioux City and Des Moines retreated as the state Supreme Court overturned the ban in Ames, leading Iowa City to consider repealing their ban. In the first six months of 2002, the highest number of front page articles was found. The Economic Issues policy area was most prominent in the first six months of 2003 when a coalition of health and consumer groups led a drive for an increase in cigarette taxes during the legislative session. Once this failed, coverage of economic issues virtually disappeared. The relative frequency of Hard News was lowest in the first half of 2003, as a nine percent increase in Letters to the Editor reflected statewide SFA debates. Overall volume of tobacco-related articles peaked in this period, prompting an increase in the frequency of articles with associated images in the sample. As volume steadily declined during the last six months of 2003 (and smoking ban & tax issues were resolved), coverage of tobacco issues became more widely distributed across various themes.

Smokeless States Policy Areas





Iowa

Article Type

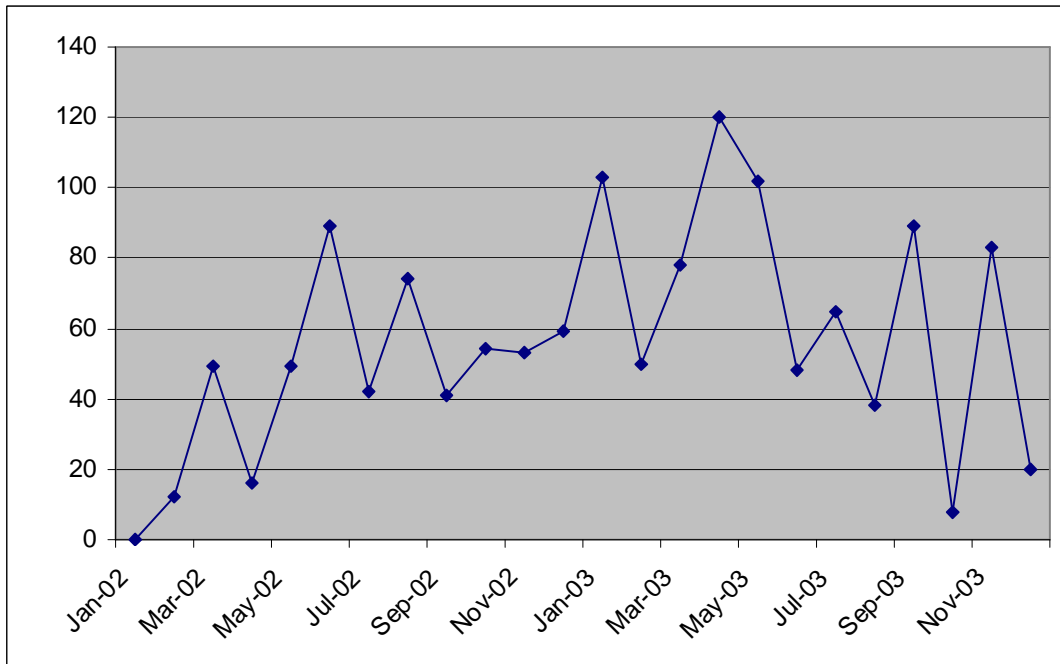
|             | Jan-June 2002 | July-Dec 2002 | Jan-June 2003 | July-Dec 2003 |
|-------------|---------------|---------------|---------------|---------------|
| Hard News   | 182<br>80.2   | 130<br>73.9   | 151<br>67.1   | 63<br>77.8    |
| Editorial   | 7<br>3.1      | 10<br>5.7     | 12<br>5.3     | 0<br>0.0      |
| Letter      | 26<br>11.5    | 11<br>6.3     | 34<br>15.1    | 3<br>3.7      |
| Column      | 1<br>0.4      | 12<br>6.8     | 13<br>5.8     | 6<br>7.4      |
| Cartoon     | 1<br>0.4      | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      |
| Information | 7<br>3.1      | 10<br>5.7     | 4<br>1.8      | 8<br>9.9      |
| Q&A         | 0<br>0.0      | 2<br>1.1      | 9<br>4.0      | 1<br>1.2      |
| Other       | 3<br>1.3      | 1<br>0.6      | 2<br>0.9      | 0<br>0.0      |
| Total       | 227<br>100.0  | 176<br>100.0  | 225<br>100.0  | 81<br>100.0   |

Theme

|                              | Jan-June 2002 | July-Dec 2002 | Jan-June 2003 | July-Dec 2003 |
|------------------------------|---------------|---------------|---------------|---------------|
| Health Effects               | 8<br>3.5      | 5<br>2.8      | 17<br>7.6     | 3<br>3.7      |
| ETS & Related Bans           | 59<br>26.0    | 74<br>42.0    | 83<br>36.9    | 13<br>16.0    |
| Tobacco Consumption          | 19<br>8.4     | 8<br>4.5      | 4<br>1.8      | 3<br>3.7      |
| Advertising & Promotion      | 7<br>3.1      | 5<br>2.8      | 6<br>2.7      | 5<br>6.2      |
| Economic Issues              | 14<br>6.2     | 8<br>4.5      | 19<br>8.4     | 1<br>1.2      |
| Farming                      | 1<br>0.4      | 2<br>1.1      | 2<br>0.9      | 6<br>7.4      |
| Product Issues & Regulation  | 35<br>15.4    | 11<br>6.3     | 3<br>1.3      | 4<br>4.9      |
| Addiction & Quitting         | 5<br>2.2      | 3<br>1.7      | 3<br>1.3      | 3<br>3.7      |
| Youth Access & PPU           | 34<br>15.0    | 8<br>4.5      | 3<br>1.3      | 9<br>11.1     |
| Educ, Prevention & Cessation | 25<br>11.0    | 35<br>19.9    | 29<br>12.9    | 16<br>19.8    |
| Unintended Damage            | 1<br>0.4      | 11<br>6.3     | 0<br>0.0      | 4<br>4.9      |
| Tobacco Industry             | 9<br>4.0      | 0<br>0.0      | 36<br>16.0    | 9<br>11.1     |
| Other                        | 10<br>4.4     | 6<br>3.4      | 20<br>8.9     | 5<br>6.2      |
| Total                        | 227<br>100.0  | 176<br>100.0  | 225<br>100.0  | 81<br>100.0   |

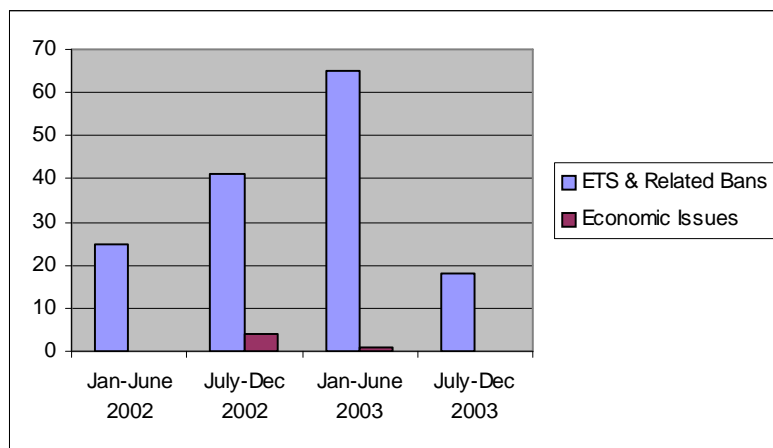
## Kansas

### Volume



Overall volume levels exhibited extensive fluctuations in Kansas, where ETS & Related Bans was the most prominent theme in newspapers during the SLS study. ETS received a greater proportion of coverage than other themes during each six-month period, due largely to the multiple communities that were in some stage of considering or implementing a smoking ban, including Salina, Hutchinson, and Lyons. In contrast, because no tobacco taxes were proposed during this period, coverage of Economic Issues was not a factor in the overall coverage. Product Issues & Regulation articles were second-most frequent in the first six months of 2002. Volume peaked in the spring of 2003, widening the sample for that period and prompting increases in the number of articles with associated images and stories appearing on newspapers' front pages. The relative frequency of Education, Prevention & Cessation coverage increased in this period while reporting on the Tobacco Industry increased 22 percent as fears of a shortage of MSA funds were assuaged by industry payments. Meanwhile, the share of coverage devoted to ETS & Related Bans declined to one third of the sample. Opinionated coverage was especially common in Kansas, reflecting strong sentiment about proposed policy initiatives: Kansas saw increases in the relative frequency of Letters to the Editor, Editorials and Columns.

### Smokeless States Policy Areas



## Kansas

### Article Type

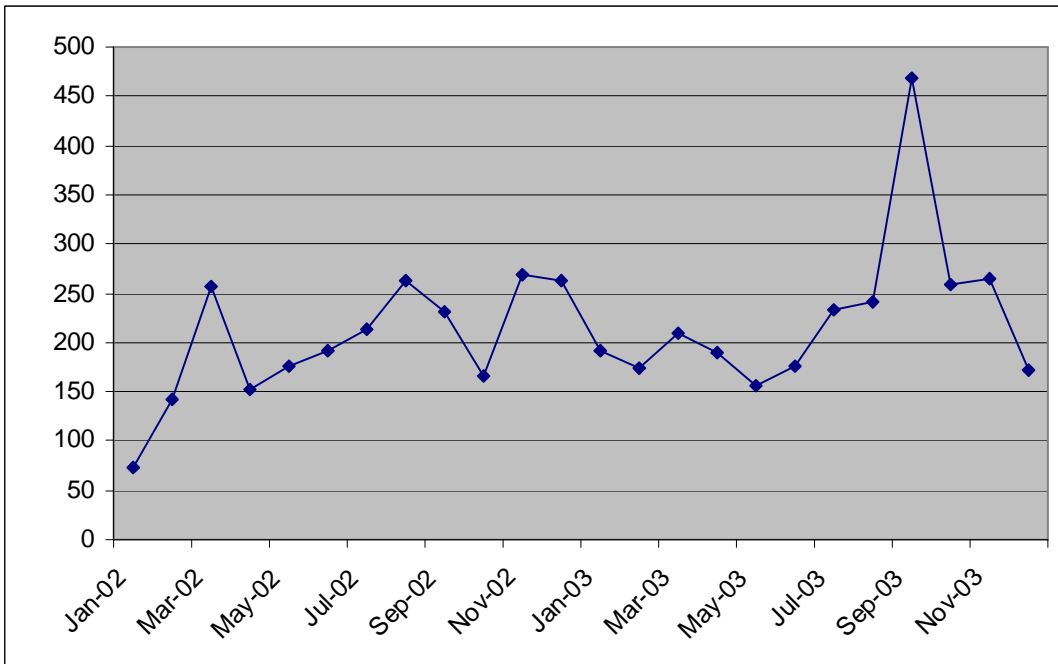
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Hard News    | 43<br>75.4                | 48<br>63.2                | 158<br>81.9                | 28<br>57.1                |
| Editorial    | 1<br>1.8                  | 7<br>9.2                  | 4<br>2.1                   | 6<br>12.2                 |
| Letter       | 10<br>17.5                | 11<br>14.5                | 21<br>10.9                 | 9<br>18.4                 |
| Column       | 3<br>5.3                  | 7<br>9.2                  | 10<br>5.2                  | 3<br>6.1                  |
| Cartoon      | 0<br>0.0                  | 1<br>1.3                  | 0<br>0.0                   | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 2<br>2.6                  | 0<br>0.0                   | 3<br>6.1                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Other        | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| <b>Total</b> | <b>57</b><br><b>100.0</b> | <b>76</b><br><b>100.0</b> | <b>193</b><br><b>100.0</b> | <b>49</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Health Effects               | 3<br>5.3                  | 5<br>6.6                  | 9<br>4.7                   | 1<br>2.0                  |
| ETS & Related Bans           | 25<br>43.9                | 41<br>53.9                | 65<br>33.7                 | 18<br>36.7                |
| Tobacco Consumption          | 0<br>0.0                  | 5<br>6.6                  | 5<br>2.6                   | 1<br>2.0                  |
| Advertising & Promotion      | 0<br>0.0                  | 3<br>3.9                  | 10<br>5.2                  | 0<br>0.0                  |
| Economic Issues              | 0<br>0.0                  | 4<br>5.3                  | 1<br>0.5                   | 0<br>0.0                  |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 6<br>3.1                   | 9<br>18.4                 |
| Product Issues & Regulation  | 19<br>33.3                | 3<br>3.9                  | 3<br>1.6                   | 1<br>2.0                  |
| Addiction & Quitting         | 1<br>1.8                  | 2<br>2.6                  | 3<br>1.6                   | 1<br>2.0                  |
| Youth Access & PPU           | 0<br>0.0                  | 3<br>3.9                  | 1<br>0.5                   | 0<br>0.0                  |
| Educ, Prevention & Cessation | 4<br>7.0                  | 8<br>10.5                 | 32<br>16.6                 | 12<br>24.5                |
| Unintended Damage            | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Tobacco Industry             | 4<br>7.0                  | 0<br>0.0                  | 42<br>21.8                 | 4<br>8.2                  |
| Other                        | 1<br>1.8                  | 2<br>2.6                  | 16<br>8.3                  | 2<br>4.1                  |
| <b>Total</b>                 | <b>57</b><br><b>100.0</b> | <b>76</b><br><b>100.0</b> | <b>193</b><br><b>100.0</b> | <b>49</b><br><b>100.0</b> |

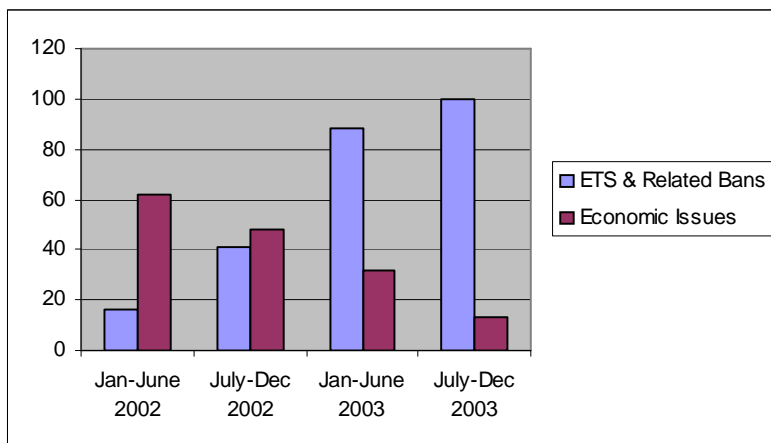
## Kentucky

### Volume



Unsurprisingly, Kentucky’s news coverage of tobacco issues was prolific throughout the period, with ETS & Related Bans and Farming Issues dominating tobacco-related news throughout 2002 and 2003. Coverage of Farming Issues was integral in Kentucky, where tobacco is an important component of the state’s agricultural production and smoking prevalence is high. The Economic Issues policy area received the largest share of the coverage between January and June 2002, when debates proliferated on the possibility of raising tobacco tax, peaking with a relative frequency of over 21 percent. Tobacco Industry articles increased along with ETS coverage between January and June 2003, with the relative frequency of ETS peaking at over 28 percent. Farming Issues were less prominent at this time before regaining attention between July and December 2003. The volume of tobacco-related articles spiked in September 2003 amid reports of an alliance of business owners who successfully delayed implementation of a smoking ban in Lexington. Tobacco Industry coverage remained noteworthy in the second half of 2003 due to talks about potential FDA regulation of tobacco products, although Farming and ETS remained dominant. Article formats were most varied during the first six months of 2003 with a lower proportion of Hard News. Letters to the Editor constituted 16 percent of the sample for the period while Editorials, Columns, and Information articles were also commonly featured.

### Smokeless States Policy Areas



## Kentucky

### Article Type

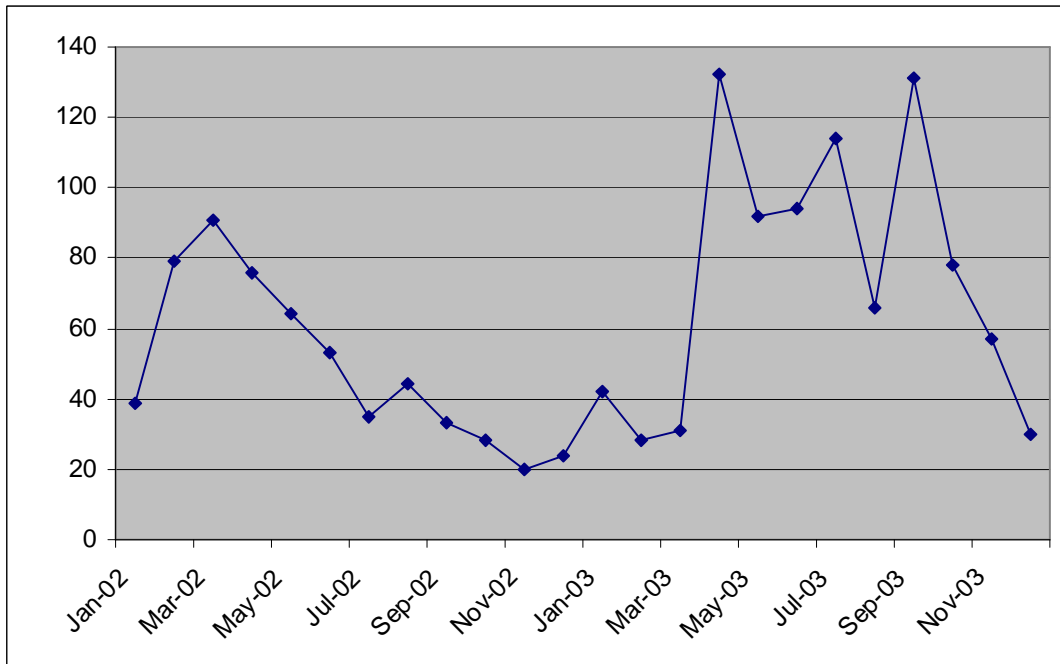
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 216<br>74.5                | 303<br>76.3                | 203<br>65.5                | 302<br>76.8                |
| Editorial    | 13<br>4.5                  | 25<br>6.3                  | 23<br>7.4                  | 25<br>6.4                  |
| Letter       | 21<br>7.2                  | 24<br>8.6                  | 49<br>15.8                 | 43<br>10.9                 |
| Column       | 13<br>4.5                  | 22<br>5.5                  | 17<br>5.5                  | 10<br>2.5                  |
| Cartoon      | 3<br>1.0                   | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.3                   |
| Information  | 15<br>5.2                  | 6<br>2.3                   | 12<br>3.9                  | 8<br>2.0                   |
| Q&A          | 1<br>0.3                   | 0<br>0.0                   | 1<br>0.3                   | 4<br>1.0                   |
| Other        | 8<br>2.8                   | 4<br>1.0                   | 5<br>1.6                   | 0<br>0.0                   |
| <b>Total</b> | <b>290</b><br><b>100.0</b> | <b>397</b><br><b>100.0</b> | <b>310</b><br><b>100.0</b> | <b>393</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 16<br>5.5                  | 15<br>3.8                  | 18<br>5.8                  | 8<br>2.0                   |
| ETS & Related Bans           | 16<br>5.5                  | 41<br>10.3                 | 88<br>28.4                 | 100<br>25.4                |
| Tobacco Consumption          | 3<br>1.0                   | 14<br>3.5                  | 9<br>2.9                   | 6<br>1.5                   |
| Advertising & Promotion      | 22<br>7.6                  | 14<br>3.5                  | 11<br>3.5                  | 3<br>0.8                   |
| Economic Issues              | 62<br>21.4                 | 48<br>12.1                 | 32<br>10.3                 | 13<br>3.3                  |
| Farming                      | 53<br>18.3                 | 164<br>41.3                | 30<br>9.7                  | 112<br>28.5                |
| Product Issues & Regulation  | 44<br>15.2                 | 14<br>3.5                  | 13<br>4.2                  | 33<br>8.4                  |
| Addiction & Quitting         | 4<br>1.4                   | 10<br>2.5                  | 5<br>1.6                   | 2<br>0.5                   |
| Youth Access & PPU           | 4<br>1.4                   | 7<br>1.8                   | 1<br>0.3                   | 4<br>1.0                   |
| Educ, Prevention & Cessation | 35<br>12.1                 | 26<br>6.5                  | 27<br>8.7                  | 20<br>5.1                  |
| Unintended Damage            | 1<br>0.3                   | 0<br>0.0                   | 0<br>0.0                   | 3<br>0.8                   |
| Tobacco Industry             | 14<br>4.8                  | 18<br>4.5                  | 51<br>16.5                 | 37<br>9.4                  |
| Other                        | 16<br>5.5                  | 26<br>6.5                  | 25<br>8.1                  | 52<br>13.2                 |
| <b>Total</b>                 | <b>290</b><br><b>100.0</b> | <b>397</b><br><b>100.0</b> | <b>310</b><br><b>100.0</b> | <b>393</b><br><b>100.0</b> |

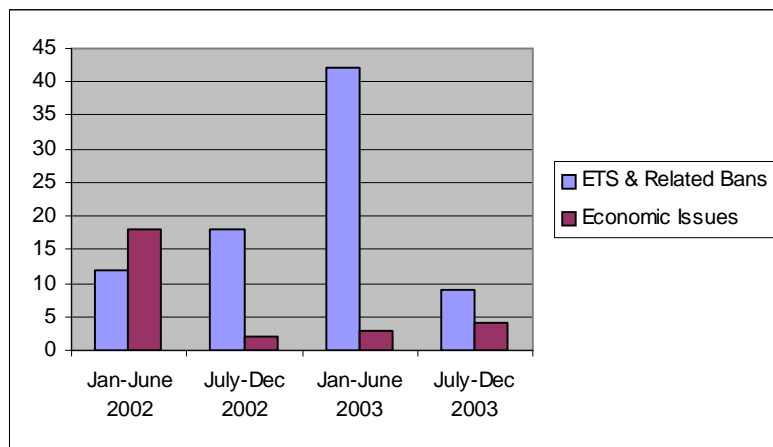
## Louisiana

### Volume



Although overall news coverage in Louisiana was scant, ETS & Related Bans still received the largest share of tobacco-related coverage, followed by Health Effects. During the first six months of 2002, the Economic Issues policy area and Product Issues & Regulation were the most prevalent themes, however. Coverage of both declined markedly in the following period and remained low into 2003. The highest proportion of Education, Prevention & Cessation news also appeared between January and June 2002, with reporting on this theme also declining in later periods. Article formats were most varied during the first half of 2002, particularly due to the high relative frequency of other miscellaneous article types. The proportion of Hard News articles increased substantially in 2003 alongside a spike in coverage of ETS & Related Bans, due to a coverage of a statewide SFA bill, a weakened version of which ultimately passed. Reporting of all tobacco issues spiked in mid-2003 concomitant with a 14 percent increase in Tobacco Industry coverage, owing to a class-action suit against tobacco firms asking the industry to pay for medical monitoring. As volume levels fluctuated substantially throughout the year, Youth Access & PPU became an important theme in both periods in 2003. Newspaper reports detailed a bill in the state legislature that would strip teenagers of their drivers' licenses if they were caught using tobacco products. Reporting of the Health Effects theme increased in the second half of 2003 to account for more than 26 percent of the sample while the relative frequency of ETS declined by nearly 30 percent.

### Smokeless States Policy Areas



## Louisiana

### Article Type

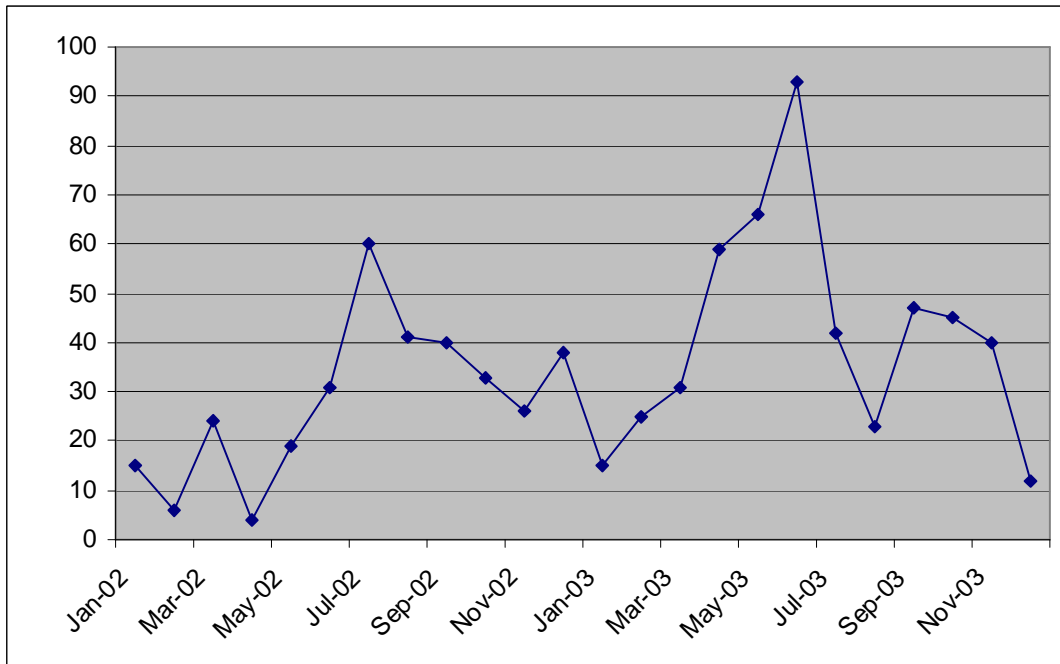
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|--------------|----------------------------|---------------------------|----------------------------|---------------------------|
| Hard News    | 72<br>67.9                 | 34<br>79.1                | 100<br>88.5                | 79<br>86.8                |
| Editorial    | 4<br>3.8                   | 1<br>2.3                  | 2<br>1.8                   | 1<br>1.1                  |
| Letter       | 4<br>3.8                   | 4<br>9.3                  | 5<br>4.4                   | 4<br>4.4                  |
| Column       | 2<br>1.9                   | 3<br>7.0                  | 5<br>4.4                   | 6<br>6.6                  |
| Cartoon      | 2<br>1.9                   | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Information  | 4<br>3.8                   | 0<br>0.0                  | 1<br>0.9                   | 1<br>1.1                  |
| Q&A          | 2<br>1.9                   | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Other        | 16<br>15.1                 | 1<br>2.3                  | 0<br>0.0                   | 0<br>0.0                  |
| <b>Total</b> | <b>106</b><br><b>100.0</b> | <b>43</b><br><b>100.0</b> | <b>113</b><br><b>100.0</b> | <b>91</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|------------------------------|----------------------------|---------------------------|----------------------------|---------------------------|
| Health Effects               | 13<br>12.3                 | 2<br>4.7                  | 5<br>4.4                   | 24<br>26.4                |
| ETS & Related Bans           | 12<br>11.3                 | 18<br>41.9                | 42<br>37.2                 | 9<br>9.9                  |
| Tobacco Consumption          | 2<br>1.9                   | 6<br>14.0                 | 4<br>3.5                   | 4<br>4.4                  |
| Advertising & Promotion      | 5<br>4.7                   | 1<br>2.3                  | 5<br>4.4                   | 1<br>1.1                  |
| Economic Issues              | 18<br>16.9                 | 2<br>4.7                  | 3<br>2.7                   | 4<br>4.4                  |
| Farming                      | 1<br>0.9                   | 2<br>4.7                  | 3<br>2.7                   | 8<br>8.8                  |
| Product Issues & Regulation  | 16<br>15.1                 | 3<br>7.0                  | 1<br>0.9                   | 3<br>3.3                  |
| Addiction & Quitting         | 5<br>4.7                   | 1<br>2.3                  | 1<br>0.9                   | 4<br>4.4                  |
| Youth Access & PPU           | 6<br>5.7                   | 0<br>0.0                  | 11<br>9.7                  | 10<br>11.0                |
| Educ, Prevention & Cessation | 13<br>12.3                 | 3<br>7.0                  | 5<br>4.4                   | 6<br>6.6                  |
| Unintended Damage            | 3<br>2.8                   | 0<br>0.0                  | 0<br>0.0                   | 2<br>2.2                  |
| Tobacco Industry             | 9<br>8.5                   | 0<br>0.0                  | 16<br>14.2                 | 9<br>9.9                  |
| Other                        | 3<br>2.8                   | 5<br>11.6                 | 17<br>15.0                 | 7<br>7.7                  |
| <b>Total</b>                 | <b>106</b><br><b>100.0</b> | <b>43</b><br><b>100.0</b> | <b>113</b><br><b>100.0</b> | <b>91</b><br><b>100.0</b> |

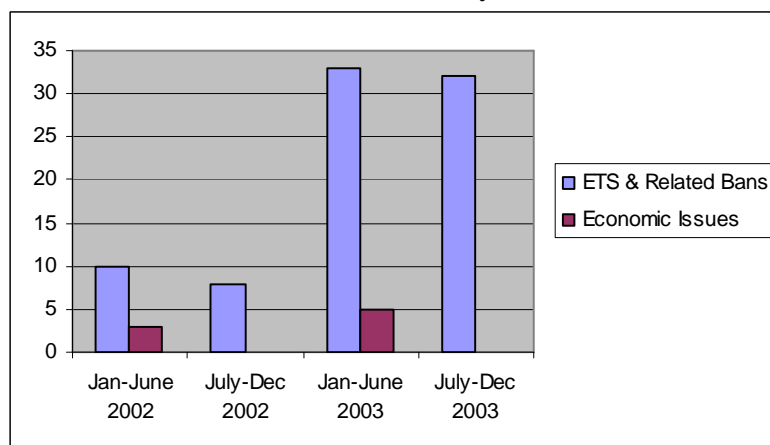
## Maine

### Volume



The dominant theme of the coverage in Maine was the policy area of ETS & Related Bans, which accounted for a quarter of the sample during both six-month periods in 2002, and averaged about half of all coverage during 2003. This widespread coverage was due to debates surrounding bans in foster homes, universities and casinos, in addition to a statewide smoking ban in bars that passed in 2003. Also receiving noteworthy exposure in Maine were Product Issues & Regulation, Education, Prevention & Cessation and the Tobacco Industry themes. The Education theme drew more coverage during the second half of 2002 amid reports of the positive results provided by a state-run telephone quit-line. The sample from July to December 2002, the smallest of the four periods, returned the highest relative frequency of Editorials and the lowest for the Hard News format. Tobacco Industry exposure was prominent during the first six months of 2003 when newspapers featured the highest number of articles paired with images. The relative frequency of ETS coverage increased markedly in the last six months of 2003, prompting an increase in tobacco-related stories that appeared on front pages despite decreased tobacco-related coverage overall. The second SLS policy area of Economic Issues did not receive significant attention in Maine as a result of no successful tax initiatives.

### Smokeless States Policy Areas





## Maine

### Article Type

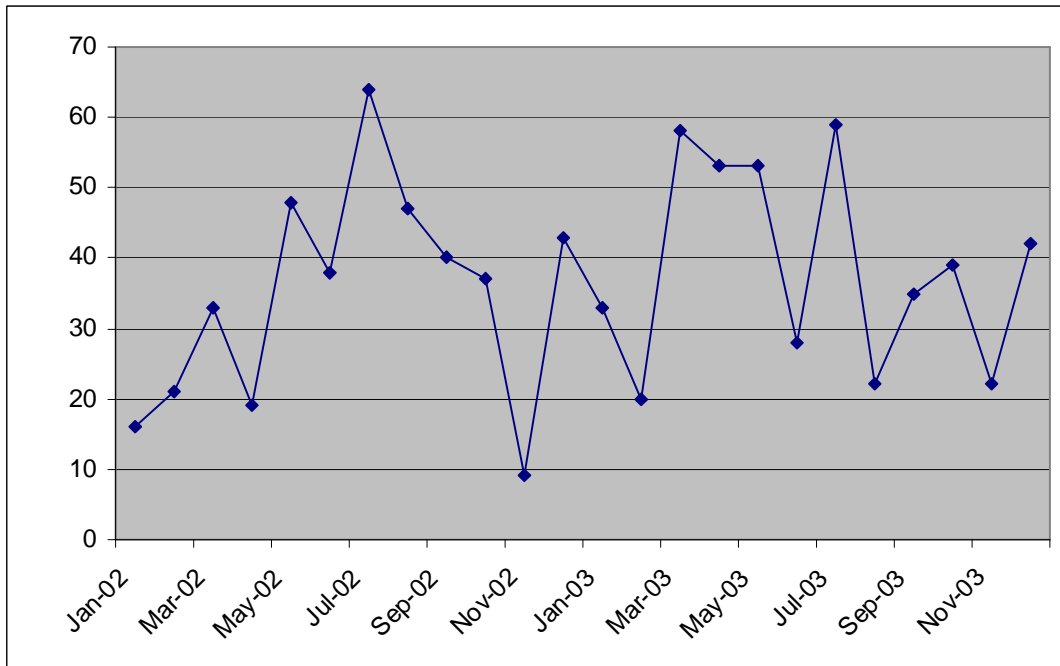
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 34<br>87.2                | 22<br>71.0                | 60<br>76.9                | 43<br>81.1                |
| Editorial    | 2<br>5.1                  | 6<br>19.4                 | 8<br>10.3                 | 2<br>3.8                  |
| Letter       | 3<br>7.7                  | 0<br>0.0                  | 4<br>5.1                  | 8<br>15.1                 |
| Column       | 0<br>0.0                  | 2<br>6.5                  | 6<br>7.7                  | 0<br>0.0                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 1<br>3.2                  | 0<br>0.0                  | 0<br>0.0                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Other        | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>39</b><br><b>100.0</b> | <b>31</b><br><b>100.0</b> | <b>78</b><br><b>100.0</b> | <b>53</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 2<br>5.1                  | 2<br>6.5                  | 3<br>3.8                  | 3<br>5.7                  |
| ETS & Related Bans           | 10<br>25.6                | 8<br>25.8                 | 33<br>42.3                | 32<br>60.4                |
| Tobacco Consumption          | 2<br>5.1                  | 1<br>3.2                  | 0<br>0.0                  | 1<br>1.9                  |
| Advertising & Promotion      | 2<br>5.1                  | 1<br>3.2                  | 0<br>0.0                  | 1<br>1.9                  |
| Economic Issues              | 3<br>7.7                  | 0<br>0.0                  | 5<br>6.4                  | 0<br>0.0                  |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 2<br>2.6                  | 5<br>9.4                  |
| Product Issues & Regulation  | 10<br>25.6                | 1<br>3.2                  | 2<br>2.6                  | 1<br>1.9                  |
| Addiction & Quitting         | 0<br>0.0                  | 3<br>9.7                  | 1<br>1.3                  | 1<br>1.9                  |
| Youth Access & PPU           | 0<br>0.0                  | 2<br>6.5                  | 1<br>1.3                  | 2<br>3.8                  |
| Educ, Prevention & Cessation | 5<br>12.8                 | 9<br>29.0                 | 7<br>9.0                  | 2<br>3.8                  |
| Unintended Damage            | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 3<br>5.7                  |
| Tobacco Industry             | 2<br>5.1                  | 3<br>9.7                  | 12<br>15.4                | 2<br>3.8                  |
| Other                        | 3<br>7.7                  | 1<br>3.2                  | 12<br>15.4                | 0<br>0.0                  |
| <b>Total</b>                 | <b>39</b><br><b>100.0</b> | <b>31</b><br><b>100.0</b> | <b>78</b><br><b>100.0</b> | <b>53</b><br><b>100.0</b> |

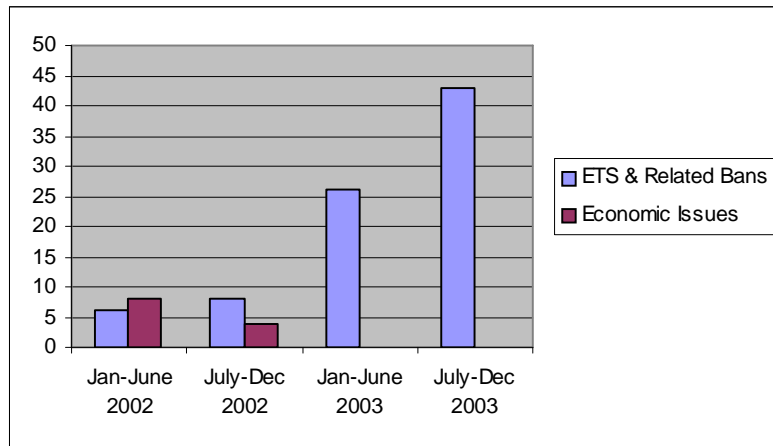
## Maryland

### Volume



The coverage of tobacco issues in Maryland newspapers throughout 2002 and 2003 included substantial fluctuations in volume and a high proportion of Hard News articles. The SLS policy area of ETS & Related Bans received the most media attention overall, increasing in relative frequency across consecutive periods from 13 percent of the sample in the first six months of 2002 to 60 percent between July and December 2003. These increases are in response to the Maryland Supreme Court overturning one smoking ban, followed by other communities in the state such as Rockville pushing through their own bans. With coverage particularly varied by theme in the first half of 2002, newspapers most frequently featured tobacco-related articles with accompanying images. In the second half of 2002, Education, Prevention & Cessation was the most prevalent theme, accounting for 30 percent of what was the smallest sample from either year. The policy area of Economic Issues received noteworthy coverage during both periods in 2002, but these articles were absent from the 2003 sample. Articles with associated images were found most frequently in the sample from January through June 2002. Coverage of the Tobacco Industry theme increased more than 21 percent during the first half of 2003, while coverage of Youth Access & PPU peaked in the last six months of the year amid reports of a reduction in teen smoking, which was attributed to higher cigarette taxes and anti-tobacco programs. Few tobacco-related stories were found on front pages of Maryland newspapers, with the exception of the period from July to December 2003.

### Smokeless States Policy Areas



**Maryland**

**Article Type**

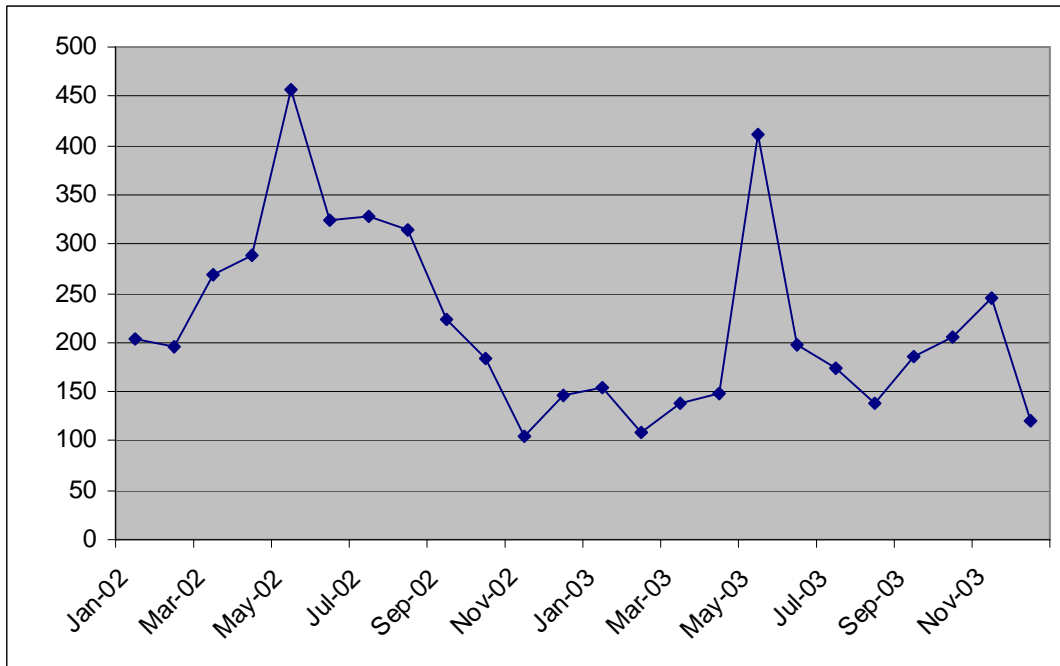
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 40<br>85.1                | 25<br>83.3                | 60<br>87.0                | 59<br>81.9                |
| Editorial    | 0<br>0.0                  | 0<br>0.0                  | 1<br>1.4                  | 4<br>5.6                  |
| Letter       | 2<br>4.3                  | 3<br>10.0                 | 8<br>11.6                 | 8<br>11.1                 |
| Column       | 0<br>0.0                  | 1<br>3.3                  | 0<br>0.0                  | 1<br>1.4                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 1<br>3.3                  | 0<br>0.0                  | 0<br>0.0                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Other        | 5<br>10.6                 | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>47</b><br><b>100.0</b> | <b>30</b><br><b>100.0</b> | <b>69</b><br><b>100.0</b> | <b>72</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 5<br>10.6                 | 3<br>10.0                 | 3<br>4.3                  | 3<br>4.2                  |
| ETS & Related Bans           | 6<br>12.8                 | 8<br>26.7                 | 26<br>37.7                | 43<br>59.7                |
| Tobacco Consumption          | 1<br>2.1                  | 0<br>0.0                  | 1<br>1.4                  | 2<br>2.8                  |
| Advertising & Promotion      | 2<br>4.3                  | 0<br>0.0                  | 2<br>2.9                  | 2<br>2.8                  |
| Economic Issues              | 8<br>17.0                 | 4<br>13.3                 | 0<br>0.0                  | 0<br>0.0                  |
| Farming                      | 4<br>8.5                  | 3<br>10.0                 | 4<br>5.8                  | 3<br>4.2                  |
| Product Issues & Regulation  | 7<br>14.9                 | 1<br>3.3                  | 0<br>0.0                  | 0<br>0.0                  |
| Addiction & Quitting         | 0<br>0.0                  | 0<br>0.0                  | 1<br>1.4                  | 1<br>1.4                  |
| Youth Access & PPU           | 2<br>4.3                  | 0<br>0.0                  | 0<br>0.0                  | 8<br>11.1                 |
| Educ, Prevention & Cessation | 3<br>6.4                  | 9<br>30.0                 | 5<br>7.2                  | 0<br>0.0                  |
| Unintended Damage            | 2<br>4.3                  | 0<br>0.0                  | 0<br>0.0                  | 2<br>2.8                  |
| Tobacco Industry             | 5<br>10.6                 | 0<br>0.0                  | 15<br>21.7                | 6<br>8.3                  |
| Other                        | 2<br>4.3                  | 2<br>6.7                  | 12<br>17.4                | 2<br>2.8                  |
| <b>Total</b>                 | <b>47</b><br><b>100.0</b> | <b>30</b><br><b>100.0</b> | <b>69</b><br><b>100.0</b> | <b>72</b><br><b>100.0</b> |

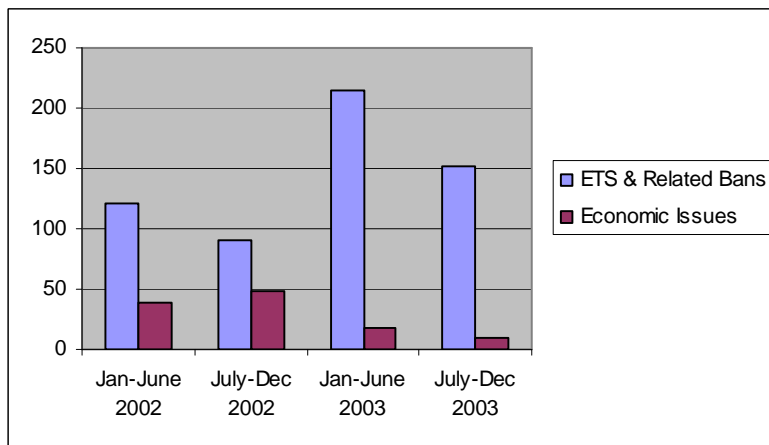
## Massachusetts

### Volume



Media coverage of Tobacco issues in Massachusetts was primarily focused on the policy area of ETS & Related Bans in 2002 and 2003. This volume owed to community-level bans, first in Peabody and Yarmouth, followed by Boston's ban which took effect in May of 2003. Although the actual number of ETS articles spiked to coincide with Boston's ban, the relative proportion of ETS articles increased during each subsequent period. The second and third most frequent themes were Education, Prevention & Cessation and Economic Issues, respectively. Education, Prevention & Cessation was reported on most often during the first six months of 2002 as newspapers reported on stories related to youth anti-smoking initiatives and court issues around tobacco control funding. Economic Issues coverage revolved around the hike on cigarette taxes in 2002. Newspapers reported on the growing revenue from the state cigarette tax increase, which had exceeded expectations. Tobacco-related Hard News was less prominent in Massachusetts than in many other states due to significant proportions of Letters to the Editor, Columns, Editorials, and Information articles across both years.

### Smokeless States Policy Areas



## Massachusetts

### Article Type

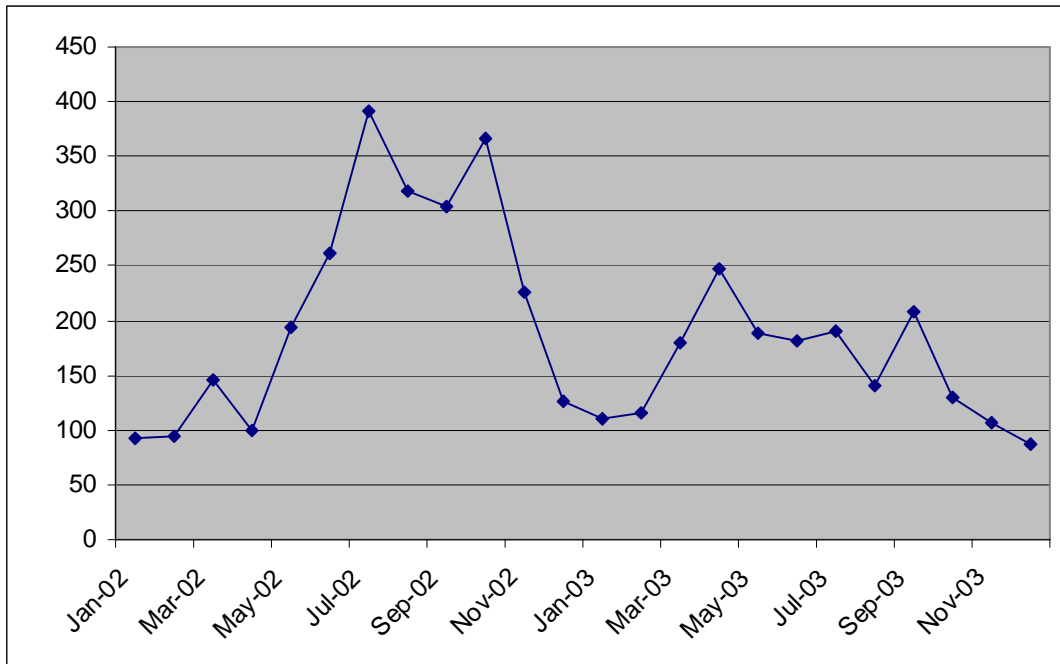
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 253<br>65.4                | 165<br>66.5                | 252<br>66.1                | 180<br>75.6                |
| Editorial    | 14<br>3.6                  | 8<br>3.2                   | 14<br>3.7                  | 6<br>2.5                   |
| Letter       | 56<br>14.5                 | 33<br>13.3                 | 73<br>19.2                 | 39<br>16.4                 |
| Column       | 13<br>3.4                  | 18<br>7.3                  | 24<br>6.3                  | 8<br>3.4                   |
| Cartoon      | 4<br>1.0                   | 2<br>0.8                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 35<br>9.0                  | 14<br>5.6                  | 7<br>1.8                   | 4<br>1.7                   |
| Q&A          | 4<br>1.0                   | 3<br>1.2                   | 8<br>2.1                   | 1<br>0.4                   |
| Other        | 8<br>2.1                   | 5<br>2.0                   | 3<br>0.8                   | 0<br>0.0                   |
| <b>Total</b> | <b>387</b><br><b>100.0</b> | <b>248</b><br><b>100.0</b> | <b>381</b><br><b>100.0</b> | <b>238</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 19<br>4.9                  | 8<br>3.2                   | 13<br>3.4                  | 13<br>5.5                  |
| ETS & Related Bans           | 121<br>31.3                | 90<br>36.3                 | 214<br>56.2                | 152<br>63.9                |
| Tobacco Consumption          | 12<br>3.1                  | 6<br>2.4                   | 3<br>0.8                   | 4<br>1.7                   |
| Advertising & Promotion      | 5<br>1.3                   | 9<br>3.6                   | 11<br>2.9                  | 2<br>0.8                   |
| Economic Issues              | 38<br>9.8                  | 49<br>19.8                 | 17<br>4.5                  | 9<br>3.8                   |
| Farming                      | 1<br>0.3                   | 0<br>0.0                   | 3<br>0.8                   | 9<br>3.8                   |
| Product Issues & Regulation  | 48<br>12.4                 | 11<br>4.4                  | 3<br>0.8                   | 6<br>2.5                   |
| Addiction & Quitting         | 5<br>1.3                   | 5<br>2.0                   | 0<br>0.0                   | 3<br>1.3                   |
| Youth Access & PPU           | 20<br>5.2                  | 11<br>4.4                  | 6<br>1.6                   | 6<br>2.5                   |
| Educ, Prevention & Cessation | 84<br>21.7                 | 50<br>20.2                 | 52<br>13.6                 | 11<br>4.6                  |
| Unintended Damage            | 7<br>1.8                   | 2<br>0.8                   | 0<br>0.0                   | 4<br>1.7                   |
| Tobacco Industry             | 14<br>3.6                  | 1<br>0.4                   | 22<br>5.8                  | 11<br>4.6                  |
| Other                        | 13<br>3.4                  | 6<br>2.4                   | 37<br>9.7                  | 8<br>3.4                   |
| <b>Total</b>                 | <b>387</b><br><b>100.0</b> | <b>248</b><br><b>100.0</b> | <b>381</b><br><b>100.0</b> | <b>238</b><br><b>100.0</b> |

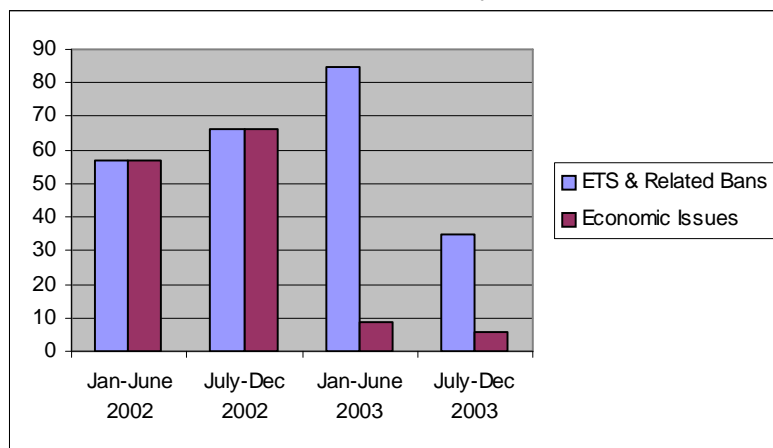
## Michigan

### Volume



Although the SLS policy area of ETS & Related Bans was the theme most widely reported on in Michigan, coverage ETS was exactly on par with that of Economic Issues throughout 2002 as a result of smoking bans in two counties in Michigan, as well as a 50-cent cigarette tax that was passed in mid-2002. Education, Prevention & Cessation also received extensive coverage that detailed the efficacy of youth tobacco control efforts. Product Issues & Regulation coverage peaked between January and June 2002, as newspapers featured the most tobacco-related articles with associated images. Stories pertaining to Education, Prevention & Cessation increased 18 percent in the second half of 2002, when volume of all tobacco-related articles was highest. Such articles were most likely to appear on front pages during this period. The relative frequency of Letters to the Editor doubled between periods in 2002, accounting for over one quarter of the sample between July and December. Hard News was particularly low during this time, falling to 57 percent. Interest in the Tobacco Industry theme rose substantially in the first six months of 2003. Coverage of the policy areas diverged in 2003 as Economic Issues largely disappeared from the headlines and ETS coverage increased to over one third of the sample. After declining in the first half of 2003, reporting of the Education, Prevention & Cessation theme increased in the last six months of 2003 when overall volume levels were in decline.

### Smokeless States Policy Areas



**Michigan**

**Article Type**

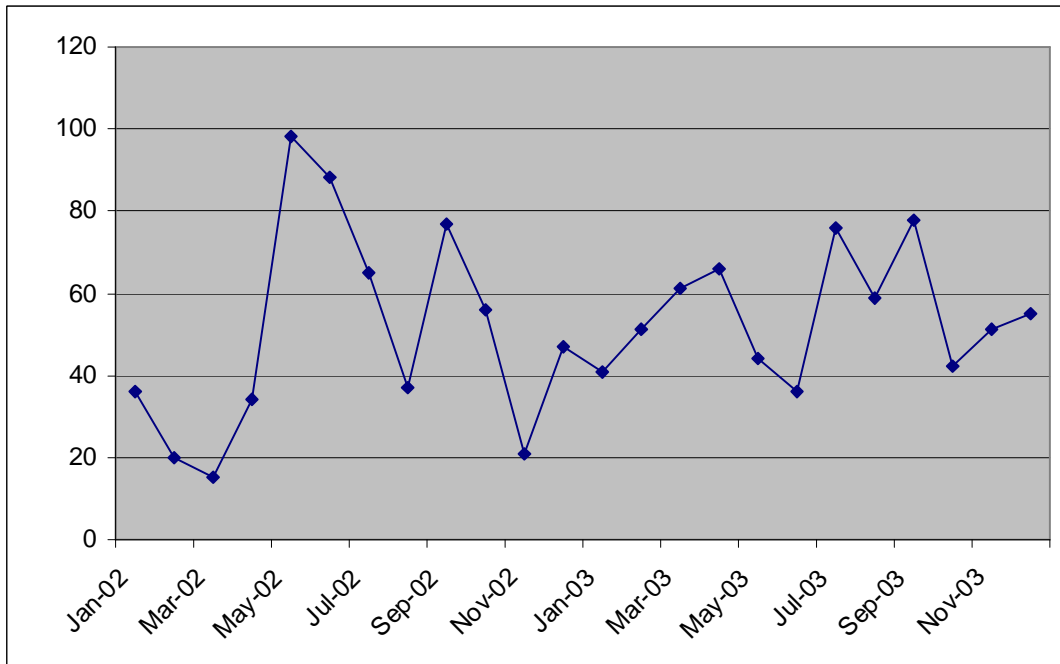
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 193<br>70.4                | 184<br>57.5                | 197<br>77.9                | 130<br>78.8                |
| Editorial    | 14<br>5.1                  | 19<br>5.9                  | 13<br>5.1                  | 5<br>3.0                   |
| Letter       | 35<br>12.8                 | 83<br>25.9                 | 18<br>7.1                  | 13<br>7.9                  |
| Column       | 5<br>1.8                   | 23<br>7.2                  | 13<br>5.1                  | 7<br>4.2                   |
| Cartoon      | 1<br>0.4                   | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 3<br>1.1                   | 11<br>3.4                  | 10<br>4.0                  | 9<br>5.5                   |
| Q&A          | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.4                   | 1<br>0.6                   |
| Other        | 23<br>8.4                  | 0<br>0.0                   | 1<br>0.4                   | 0<br>0.0                   |
| <b>Total</b> | <b>274</b><br><b>100.0</b> | <b>320</b><br><b>100.0</b> | <b>253</b><br><b>100.0</b> | <b>165</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 27<br>9.9                  | 14<br>4.4                  | 24<br>9.5                  | 12<br>7.3                  |
| ETS & Related Bans           | 57<br>20.8                 | 66<br>20.6                 | 85<br>33.6                 | 35<br>21.2                 |
| Tobacco Consumption          | 7<br>2.6                   | 12<br>3.8                  | 9<br>3.6                   | 9<br>5.5                   |
| Advertising & Promotion      | 4<br>1.5                   | 12<br>3.8                  | 6<br>2.4                   | 14<br>8.5                  |
| Economic Issues              | 57<br>20.8                 | 66<br>20.6                 | 9<br>3.6                   | 6<br>3.6                   |
| Farming                      | 1<br>0.4                   | 0<br>0.0                   | 7<br>2.8                   | 8<br>4.8                   |
| Product Issues & Regulation  | 50<br>18.3                 | 8<br>2.5                   | 5<br>2.0                   | 14<br>8.5                  |
| Addiction & Quitting         | 6<br>2.2                   | 16<br>5.0                  | 2<br>0.5                   | 1<br>0.6                   |
| Youth Access & PPU           | 19<br>6.9                  | 9<br>2.8                   | 7<br>2.8                   | 11<br>6.7                  |
| Educ, Prevention & Cessation | 36<br>13.1                 | 100<br>31.3                | 20<br>7.9                  | 29<br>17.6                 |
| Unintended Damage            | 1<br>0.4                   | 1<br>0.3                   | 0<br>0.0                   | 5<br>3.0                   |
| Tobacco Industry             | 3<br>1.1                   | 3<br>0.9                   | 43<br>17.0                 | 15<br>9.1                  |
| Other                        | 6<br>2.2                   | 13<br>4.1                  | 36<br>14.2                 | 6<br>3.6                   |
| <b>Total</b>                 | <b>274</b><br><b>100.0</b> | <b>320</b><br><b>100.0</b> | <b>253</b><br><b>100.0</b> | <b>165</b><br><b>100.0</b> |

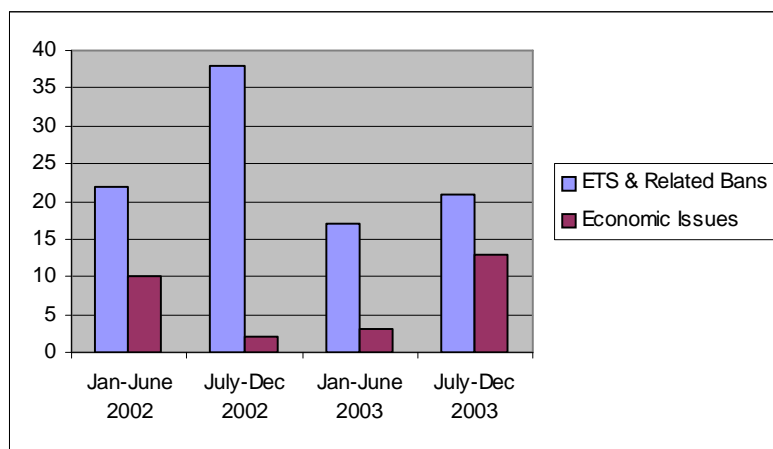
## Minnesota

### Volume



Throughout 2002 and 2003, strongly positive coverage of the Minnesota Partnership for Action Against Tobacco (MPAAT) resulted in Education, Prevention & Cessation dominating coverage. This theme accounted for 45 percent of the sample in the first six months of 2002, and was twice as frequent as coverage of ETS & Related Bans. The relative frequency of ETS & Related Bans coverage doubled in the second half of 2002 while the proportion of Education, Prevention & Cessation-themed articles remained stable. Coverage of these two themes combined represented nearly 90 percent of the sample from the second half of 2002. Widespread reporting on the distribution of cessation products by an anti-smoking group and coverage of a highly contested proposed smoking ban in Eden Prairie contributed to this. One fifth of the articles from the January to June 2002 sample were Letters to the Editor, further highlighting the importance of these themes. Letters were a frequently featured format in subsequent periods as well, although to a lesser extent. Tobacco Industry coverage increased significantly in the first half of 2003, while Farming Issues gained attention in the second half of that year. The number of front page articles jumped in the last six months of 2003 as reporting on the policy area of Economic Issues increased after a year of minimal coverage.

### Smokeless States Policy Areas





**Minnesota**

**Article Type**

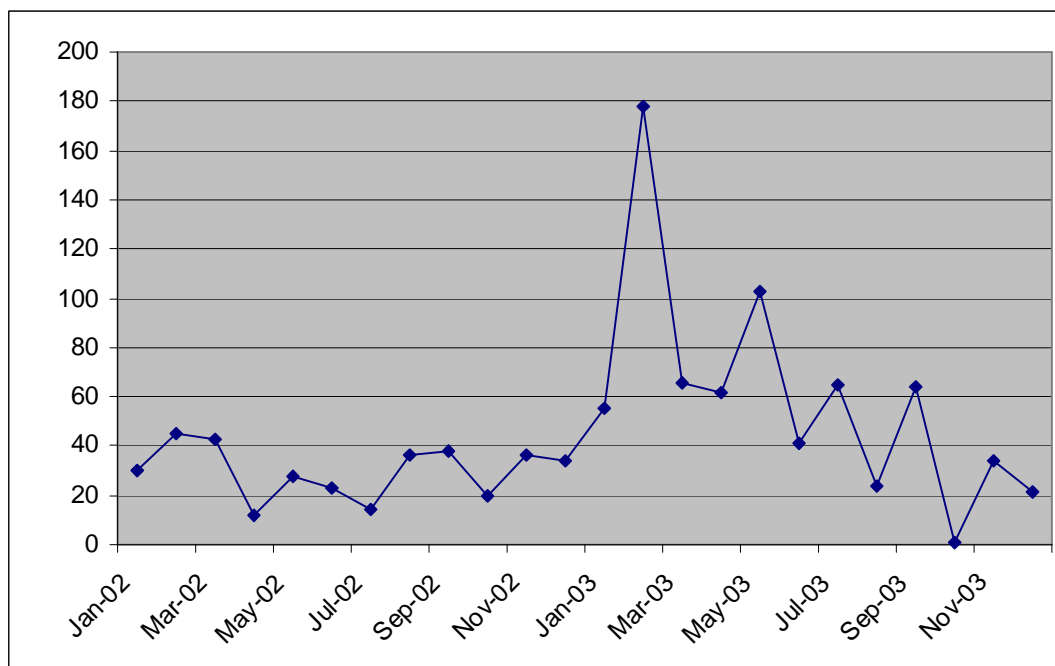
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 71<br>72.5                | 63<br>75.0                | 66<br>80.5                | 74<br>76.3                |
| Editorial    | 2<br>2.0                  | 5<br>6.0                  | 2<br>2.4                  | 0<br>0.0                  |
| Letter       | 20<br>20.4                | 12<br>14.3                | 7<br>8.5                  | 14<br>14.4                |
| Column       | 1<br>1.0                  | 3<br>3.6                  | 7<br>8.5                  | 1<br>1.0                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 1<br>1.2                  | 0<br>0.0                  | 6<br>6.2                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 2<br>2.1                  |
| Other        | 4<br>4.1                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>98</b><br><b>100.0</b> | <b>84</b><br><b>100.0</b> | <b>82</b><br><b>100.0</b> | <b>97</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 5<br>5.1                  | 3<br>3.6                  | 0<br>0.0                  | 4<br>4.1                  |
| ETS & Related Bans           | 22<br>22.5                | 38<br>45.2                | 17<br>20.7                | 21<br>21.6                |
| Tobacco Consumption          | 2<br>2.0                  | 0<br>0.0                  | 0<br>0.0                  | 4<br>4.1                  |
| Advertising & Promotion      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 2<br>2.1                  |
| Economic Issues              | 10<br>10.2                | 2<br>2.4                  | 3<br>3.7                  | 13<br>13.4                |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 5<br>6.1                  | 9<br>9.3                  |
| Product Issues & Regulation  | 5<br>5.1                  | 1<br>1.2                  | 1<br>1.2                  | 6<br>6.2                  |
| Addiction & Quitting         | 0<br>0.0                  | 1<br>1.2                  | 1<br>1.2                  | 1<br>1.0                  |
| Youth Access & PPU           | 1<br>1.0                  | 1<br>1.2                  | 1<br>1.2                  | 2<br>2.1                  |
| Educ, Prevention & Cessation | 44<br>44.9                | 37<br>44.0                | 30<br>36.6                | 24<br>24.7                |
| Unintended Damage            | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 2<br>2.1                  |
| Tobacco Industry             | 8<br>8.2                  | 0<br>0.0                  | 16<br>19.5                | 5<br>5.2                  |
| Other                        | 1<br>1.0                  | 1<br>1.2                  | 8<br>9.8                  | 4<br>4.1                  |
| <b>Total</b>                 | <b>98</b><br><b>100.0</b> | <b>84</b><br><b>100.0</b> | <b>82</b><br><b>100.0</b> | <b>97</b><br><b>100.0</b> |

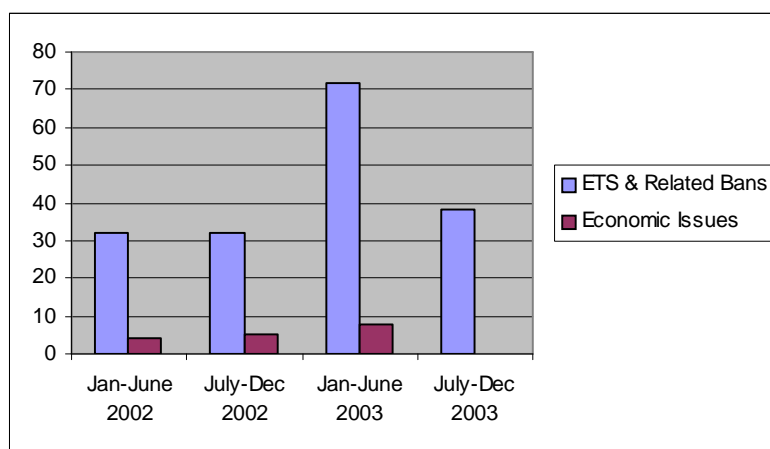
## Mississippi

### Volume



Newspaper coverage in Mississippi was strongly concentrated within the themes of ETS & Related Bans and Education, Prevention & Cessation, to the exclusion of most other topics. The proportion of ETS coverage increased from the first six months of 2002 through each subsequent period, with the actual number of articles spiking during the first half of 2003, when a statewide smoking ban was debated and ultimately passed in an extremely weakened form. Early reports describe a statewide smoking ban for business and government offices; however, this initiative was later altered to include only government buildings and public transportation. However, ETS was a more successful topic than the SLS focus of Economic Issues, which does not appear to have been particularly important in Mississippi during 2002 or 2003. Education, Prevention & Cessation coverage was more prevalent in 2002 than 2003, particularly in the second half of 2002 when many newspapers reprinted a syndicated article questioning the effectiveness of anti-tobacco advertising aimed at teenagers. A citywide ban on smokeless tobacco products in Jackson fire stations made headlines as well. The number of articles pertaining to the Tobacco Industry theme was highest between January and June 2003, while reporting of Health Effects jumped 17 percent during the second half of 2003. Hard News was featured with notably higher relative frequency in 2002 as few Letters to the Editor appeared in newspapers. Columns were an important format for discussion of tobacco issues in the second half of 2002 and the first six months of 2003. Hard News was least frequent between July and December 2003, however, as the relative frequency of Letters to the Editor increased substantially to account for over one third of the sample.

### Smokeless States Policy Areas



## Mississippi

### Article Type

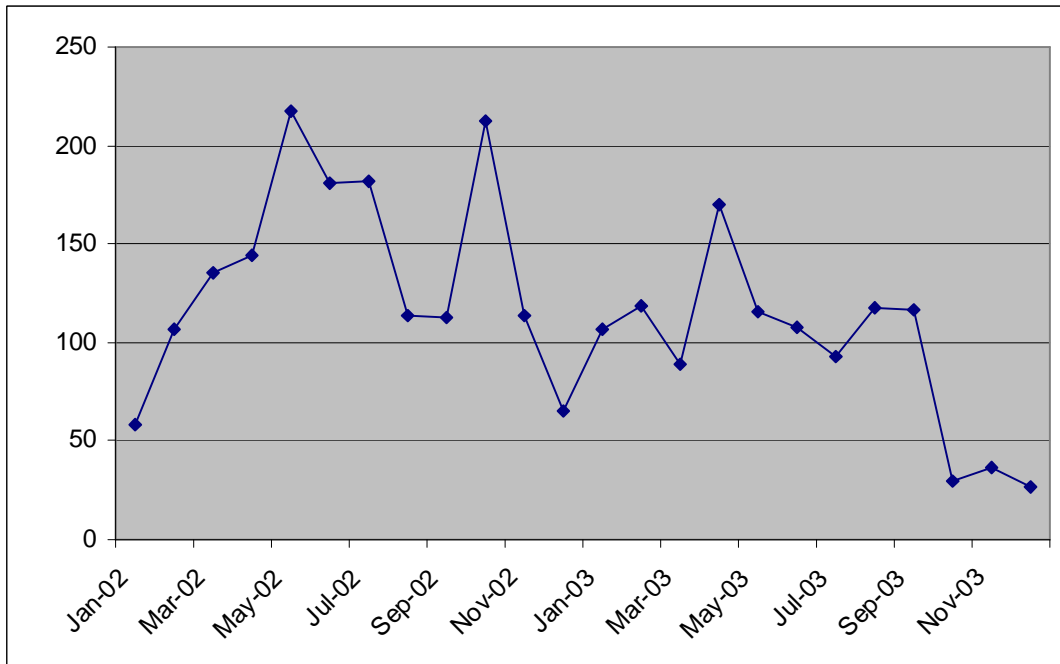
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Hard News    | 60<br>78.9                | 53<br>80.3                | 99<br>68.8                 | 36<br>56.3                |
| Editorial    | 5<br>6.6                  | 8<br>12.1                 | 16<br>11.1                 | 1<br>1.6                  |
| Letter       | 7<br>9.2                  | 3<br>4.5                  | 17<br>11.8                 | 22<br>34.4                |
| Column       | 3<br>3.9                  | 2<br>3.0                  | 8<br>5.6                   | 5<br>7.8                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 2<br>1.4                   | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 0<br>0.0                  | 1<br>0.7                   | 0<br>0.0                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 1<br>0.7                   | 0<br>0.0                  |
| Other        | 1<br>1.3                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| <b>Total</b> | <b>76</b><br><b>100.0</b> | <b>66</b><br><b>100.0</b> | <b>144</b><br><b>100.0</b> | <b>64</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Health Effects               | 1<br>1.3                  | 1<br>1.5                  | 0<br>0.0                   | 11<br>17.2                |
| ETS & Related Bans           | 32<br>42.1                | 32<br>48.5                | 72<br>50.0                 | 38<br>59.4                |
| Tobacco Consumption          | 1<br>1.3                  | 2<br>3.0                  | 1<br>0.7                   | 0<br>0.0                  |
| Advertising & Promotion      | 2<br>2.6                  | 1<br>1.5                  | 2<br>1.4                   | 1<br>1.6                  |
| Economic Issues              | 4<br>5.3                  | 5<br>7.6                  | 8<br>5.6                   | 0<br>0.0                  |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 7<br>4.9                   | 6<br>9.4                  |
| Product Issues & Regulation  | 5<br>6.6                  | 3<br>4.5                  | 0<br>0.0                   | 1<br>1.6                  |
| Addiction & Quitting         | 0<br>0.0                  | 1<br>1.5                  | 0<br>0.0                   | 1<br>1.6                  |
| Youth Access & PPU           | 2<br>2.6                  | 0<br>0.0                  | 3<br>2.1                   | 0<br>0.0                  |
| Educ, Prevention & Cessation | 15<br>19.7                | 21<br>31.8                | 13<br>9.0                  | 2<br>3.1                  |
| Unintended Damage            | 1<br>1.3                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Tobacco Industry             | 3<br>3.9                  | 0<br>0.0                  | 18<br>12.5                 | 2<br>3.1                  |
| Other                        | 10<br>13.2                | 0<br>0.0                  | 20<br>13.9                 | 2<br>3.1                  |
| <b>Total</b>                 | <b>76</b><br><b>100.0</b> | <b>66</b><br><b>100.0</b> | <b>144</b><br><b>100.0</b> | <b>64</b><br><b>100.0</b> |

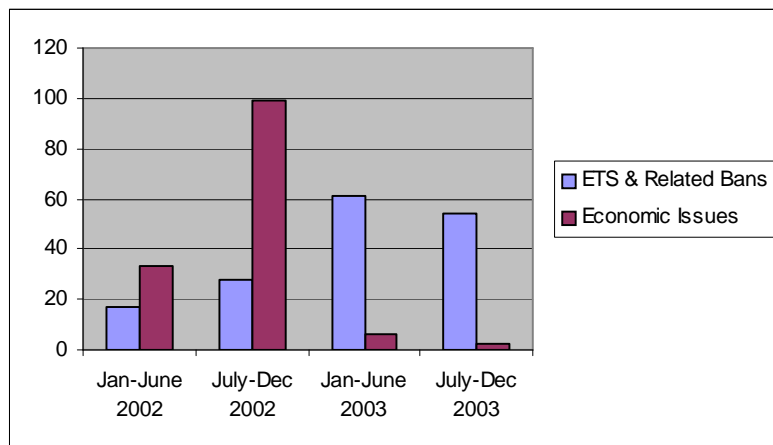
## Missouri

### Volume



The dominance of Missouri's coverage of both Economic Issues and ETS & Related Bans was of particular interest because Economic Issues took a front seat in coverage in 2002, while ETS issues were dormant in the first year and extremely prevalent in the second. In the case of Economic Issues, considerable coverage of a proposed tobacco tax increase dominated the news in 2002. The proposal, which would have quadrupled the state cigarette tax, was ultimately rejected by voters in November. In 2003, ETS coverage surrounded a proposed ban in Springfield as well as the firing of an asthmatic woman who opposed being around smoke at her job on an assembly line. Tobacco issues were presented in various formats in 2002 with Letters to the Editor, Editorials, and Columns common. Letters accounted for one fifth of the sample between July and December 2002 when the relative frequency of Hard News was lowest. Coverage of the Economic Issues theme spiked in the same period as newspapers reported on voters' defeat of a controversial increase in the state cigarette tax. Education, Prevention & Cessation and the Tobacco Industry theme received the third and fourth largest shares of coverage overall after the SLS policy areas, with the relative frequencies of both themes peaking in the first half of 2003. ETS & Related Bans predominated in that period, however, and reporting on this theme nearly doubled in the last six months of the year to account for 60 percent of the sample. With dwindling volume levels, the remaining tobacco-related coverage was scattered across all other themes.

### Smokeless States Policy Areas



## Missouri

### Article Type

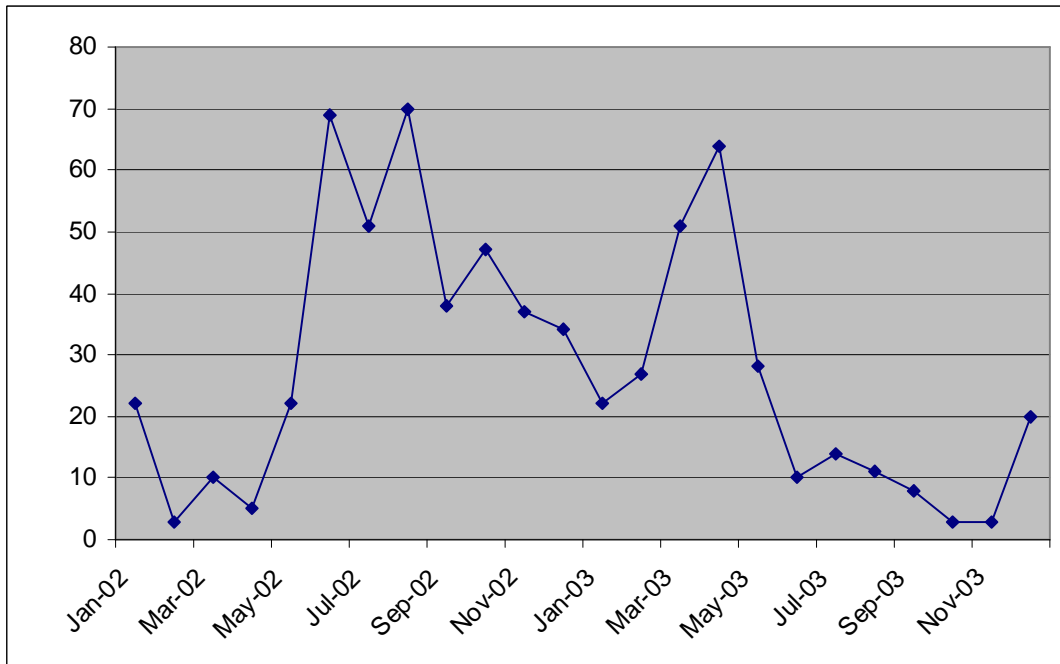
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|--------------|----------------------------|----------------------------|----------------------------|---------------------------|
| Hard News    | 108<br>67.5                | 130<br>62.2                | 149<br>80.1                | 63<br>70.8                |
| Editorial    | 9<br>5.6                   | 13<br>6.2                  | 7<br>3.8                   | 5<br>5.6                  |
| Letter       | 14<br>8.8                  | 43<br>20.6                 | 16<br>8.6                  | 16<br>18.0                |
| Column       | 5<br>3.1                   | 13<br>6.2                  | 7<br>3.8                   | 3<br>3.4                  |
| Cartoon      | 0<br>0.0                   | 2<br>1.0                   | 0<br>0.0                   | 0<br>0.0                  |
| Information  | 4<br>2.5                   | 5<br>2.4                   | 3<br>1.6                   | 1<br>1.1                  |
| Q&A          | 7<br>4.4                   | 2<br>1.0                   | 4<br>2.2                   | 0<br>0.0                  |
| Other        | 13<br>8.1                  | 1<br>0.5                   | 0<br>0.0                   | 1<br>1.1                  |
| <b>Total</b> | <b>160</b><br><b>100.0</b> | <b>209</b><br><b>100.0</b> | <b>186</b><br><b>100.0</b> | <b>89</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|------------------------------|----------------------------|----------------------------|----------------------------|---------------------------|
| Health Effects               | 21<br>13.1                 | 5<br>2.4                   | 7<br>3.8                   | 2<br>2.2                  |
| ETS & Related Bans           | 17<br>10.6                 | 28<br>13.4                 | 61<br>32.8                 | 54<br>60.7                |
| Tobacco Consumption          | 5<br>3.1                   | 5<br>2.4                   | 2<br>1.1                   | 3<br>3.4                  |
| Advertising & Promotion      | 10<br>6.3                  | 4<br>1.9                   | 8<br>4.3                   | 2<br>2.2                  |
| Economic Issues              | 33<br>20.6                 | 99<br>47.5                 | 6<br>3.2                   | 2<br>2.2                  |
| Farming                      | 2<br>1.3                   | 2<br>1.0                   | 4<br>2.2                   | 2<br>2.2                  |
| Product Issues & Regulation  | 23<br>14.4                 | 11<br>5.3                  | 5<br>2.7                   | 1<br>1.1                  |
| Addiction & Quitting         | 3<br>1.9                   | 7<br>3.3                   | 0<br>0.0                   | 3<br>3.4                  |
| Youth Access & PPU           | 9<br>5.6                   | 5<br>2.4                   | 1<br>0.5                   | 2<br>2.2                  |
| Educ, Prevention & Cessation | 15<br>9.4                  | 23<br>11.0                 | 32<br>17.2                 | 9<br>10.1                 |
| Unintended Damage            | 2<br>1.3                   | 0<br>0.0                   | 1<br>0.5                   | 1<br>1.1                  |
| Tobacco Industry             | 13<br>8.1                  | 13<br>6.2                  | 44<br>23.7                 | 6<br>6.7                  |
| Other                        | 7<br>4.4                   | 7<br>3.3                   | 15<br>8.1                  | 2<br>2.2                  |
| <b>Total</b>                 | <b>160</b><br><b>100.0</b> | <b>209</b><br><b>100.0</b> | <b>186</b><br><b>100.0</b> | <b>89</b><br><b>100.0</b> |

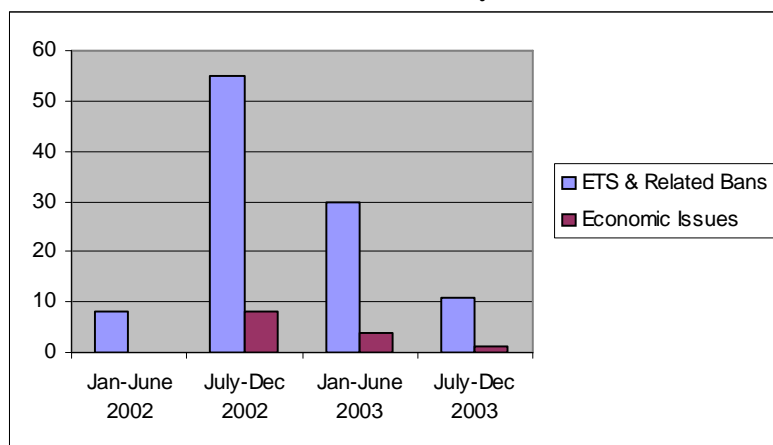
## Montana

### Volume



Coverage of ETS & Related Bans eclipsed coverage of all other themes in Montana, particularly between July 2002 and December 2003. Controversy over the Helena and Bozeman clean indoor air ordinances were prominent in the news throughout both years. Education, Prevention & Cessation was an important component of the coverage as well, particularly during the first six months of 2002 when it was the most frequently covered theme. The number of Product Issues & Regulation articles peaked in the same period, accounting for just below 15 percent of the sample. The Economic Issues theme did not appear to be a significant concern in Montana, at most accounting for 10 percent of the sample in the second half of 2002. Articles with associated images were most frequent in the sample during the first half of 2003 when ETS & Related Bans was the theme of a bulk of the coverage. The proportion of Youth Access & PPU-themed news was especially high when the sample was smallest, between July and December 2003. The relative frequencies of Letters to the Editor and Editorials increased in alternating periods, with Letters more common in the January to June periods and Editorials more common in the July to December periods of both years.

### Smokeless States Policy Areas



**Montana**

**Article Type**

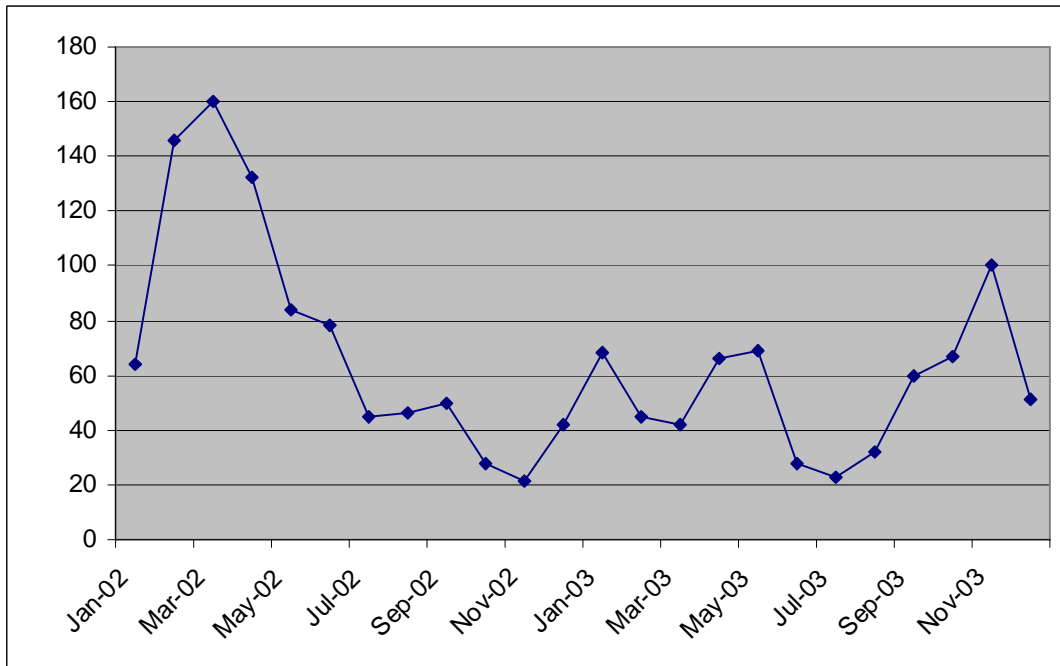
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 23<br>67.7                | 60<br>76.9                | 34<br>70.8                | 15<br>78.9                |
| Editorial    | 3<br>8.8                  | 8<br>10.3                 | 2<br>4.2                  | 4<br>21.1                 |
| Letter       | 5<br>14.7                 | 5<br>6.4                  | 8<br>16.7                 | 0<br>0.0                  |
| Column       | 1<br>2.9                  | 3<br>3.8                  | 4<br>8.3                  | 0<br>0.0                  |
| Cartoon      | 1<br>2.9                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 1<br>2.9                  | 2<br>2.6                  | 0<br>0.0                  | 0<br>0.0                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Other        | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>34</b><br><b>100.0</b> | <b>78</b><br><b>100.0</b> | <b>48</b><br><b>100.0</b> | <b>19</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 3<br>8.8                  | 1<br>1.3                  | 1<br>2.1                  | 0<br>0.0                  |
| ETS & Related Bans           | 8<br>23.5                 | 55<br>70.5                | 30<br>62.5                | 11<br>57.9                |
| Tobacco Consumption          | 0<br>0.0                  | 1<br>1.3                  | 0<br>0.0                  | 0<br>0.0                  |
| Advertising & Promotion      | 2<br>5.9                  | 0<br>0.0                  | 0<br>0.0                  | 1<br>5.3                  |
| Economic Issues              | 0<br>0.0                  | 8<br>10.3                 | 4<br>8.3                  | 1<br>5.3                  |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Product Issues & Regulation  | 5<br>14.7                 | 2<br>2.6                  | 1<br>2.1                  | 1<br>5.3                  |
| Addiction & Quitting         | 1<br>2.9                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Youth Access & PPU           | 2<br>5.9                  | 0<br>0.0                  | 0<br>0.0                  | 4<br>21.1                 |
| Educ, Prevention & Cessation | 12<br>35.3                | 11<br>14.1                | 8<br>16.7                 | 0<br>0.0                  |
| Unintended Damage            | 1<br>2.9                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Tobacco Industry             | 0<br>0.0                  | 0<br>0.0                  | 1<br>2.1                  | 0<br>0.0                  |
| Other                        | 0<br>0.0                  | 0<br>0.0                  | 3<br>6.3                  | 1<br>5.3                  |
| <b>Total</b>                 | <b>34</b><br><b>100.0</b> | <b>78</b><br><b>100.0</b> | <b>48</b><br><b>100.0</b> | <b>19</b><br><b>100.0</b> |

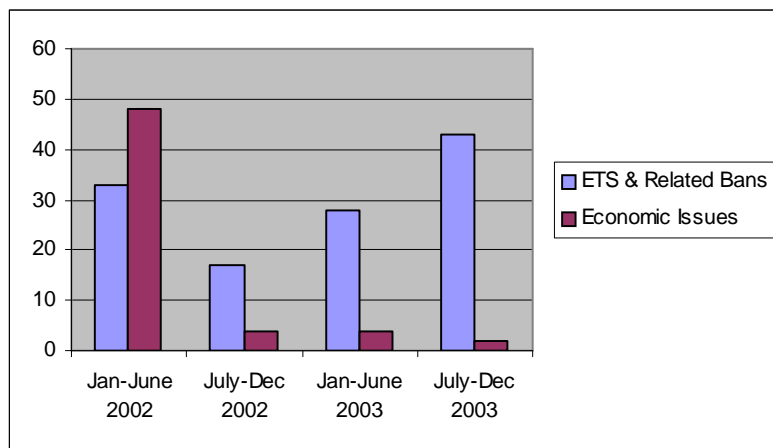
## Nebraska

### Volume



ETS & Related Bans was the most widely covered theme in Nebraska in 2002 and 2003. ETS coverage peaked between July and December 2003 amid controversy over the proposed smoking ban in Lincoln, which was ultimately passed by the City Council. Economic Issues and Education, Prevention & Cessation were also extensively reported on. The volume of all tobacco-related articles peaked early in 2002 resulting in the largest sample for the January through June 2002 period. The Economic Issues policy area was the dominant theme during those months (29 percent), owing to a tobacco tax that took effect in Nebraska on October 1<sup>st</sup>. Predictably, subsequent coverage of this theme declined after the policy went into effect. The frequency of Tobacco Industry news jumped in the first six months of 2003, when more tobacco-related articles appeared on front pages. After hovering around 71 percent in 2002 and early 2003, the relative frequency of Hard News in the sample decreased to 56 percent between July and December 2003 as Letters to the Editor proliferated to account for one third of the sample in that period.

### Smokeless States Policy Areas





## Nebraska

### Article Type

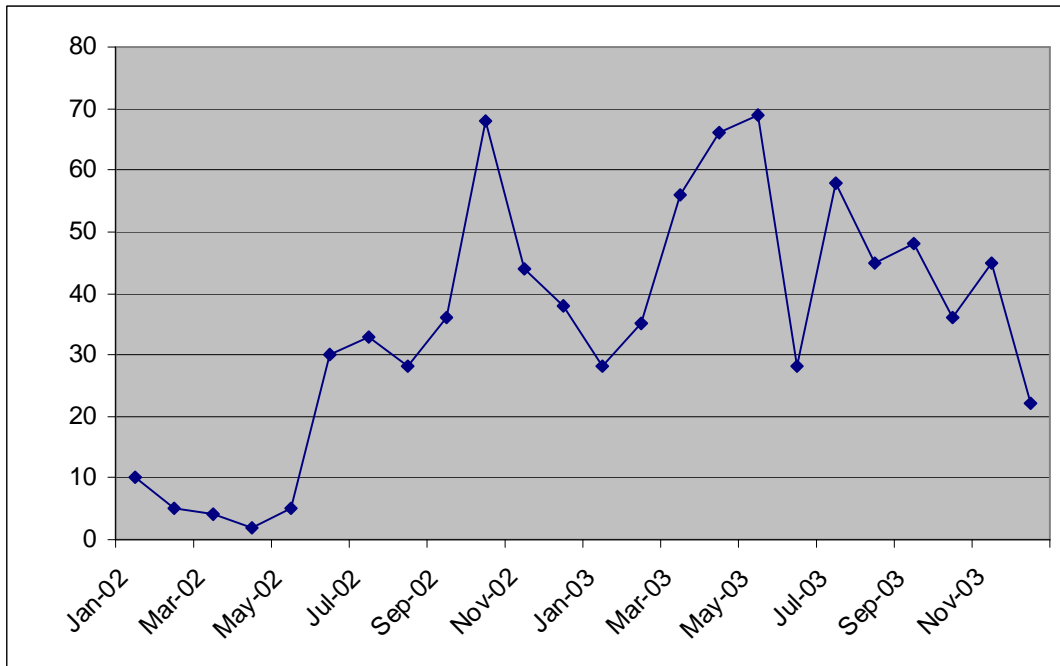
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|----------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 119<br>71.7                | 36<br>70.6                | 65<br>71.4                | 44<br>56.4                |
| Editorial    | 8<br>4.8                   | 2<br>3.9                  | 6<br>6.6                  | 1<br>1.3                  |
| Letter       | 23<br>13.9                 | 1<br>2.0                  | 10<br>11.0                | 26<br>33.3                |
| Column       | 4<br>2.4                   | 7<br>13.7                 | 7<br>7.7                  | 2<br>2.6                  |
| Cartoon      | 1<br>0.6                   | 0<br>0.0                  | 0<br>0.0                  | 1<br>1.3                  |
| Information  | 1<br>0.6                   | 3<br>5.9                  | 1<br>1.1                  | 2<br>2.6                  |
| Q&A          | 0<br>0.0                   | 2<br>3.9                  | 2<br>2.2                  | 1<br>1.3                  |
| Other        | 10<br>6.2                  | 0<br>0.0                  | 0<br>0.0                  | 1<br>1.3                  |
| <b>Total</b> | <b>166</b><br><b>100.0</b> | <b>51</b><br><b>100.0</b> | <b>91</b><br><b>100.0</b> | <b>78</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|----------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 9<br>5.4                   | 1<br>2.0                  | 6<br>6.6                  | 2<br>2.6                  |
| ETS & Related Bans           | 33<br>19.9                 | 17<br>33.3                | 28<br>30.8                | 43<br>55.1                |
| Tobacco Consumption          | 11<br>6.6                  | 2<br>3.9                  | 1<br>1.1                  | 3<br>3.8                  |
| Advertising & Promotion      | 4<br>2.4                   | 3<br>5.9                  | 0<br>0.0                  | 1<br>1.3                  |
| Economic Issues              | 48<br>28.9                 | 4<br>7.8                  | 4<br>4.4                  | 2<br>2.6                  |
| Farming                      | 4<br>2.4                   | 1<br>2.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Product Issues & Regulation  | 20<br>12.1                 | 0<br>0.0                  | 0<br>0.0                  | 4<br>5.1                  |
| Addiction & Quitting         | 1<br>0.6                   | 3<br>5.9                  | 2<br>2.2                  | 1<br>1.3                  |
| Youth Access & PPU           | 8<br>4.8                   | 1<br>2.0                  | 1<br>1.1                  | 4<br>5.1                  |
| Educ, Prevention & Cessation | 15<br>9.0                  | 15<br>29.4                | 18<br>19.8                | 10<br>12.8                |
| Unintended Damage            | 1<br>0.6                   | 0<br>0.0                  | 1<br>1.1                  | 2<br>2.6                  |
| Tobacco Industry             | 6<br>3.6                   | 1<br>2.0                  | 20<br>22.0                | 3<br>3.8                  |
| Other                        | 6<br>3.6                   | 3<br>5.9                  | 10<br>11.0                | 3<br>3.8                  |
| <b>Total</b>                 | <b>166</b><br><b>100.0</b> | <b>51</b><br><b>100.0</b> | <b>91</b><br><b>100.0</b> | <b>78</b><br><b>100.0</b> |

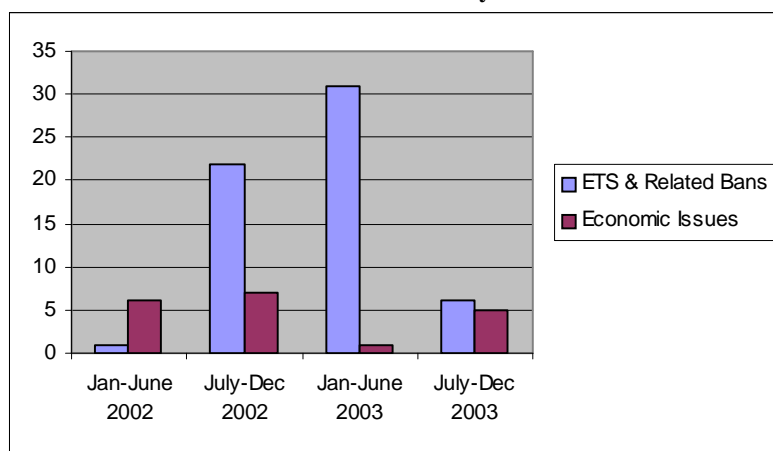
## Nevada

### Volume



Coverage of tobacco issues in Nevada was sparse over both years, particularly during the first half of 2002. The dominant theme was the policy area of ETS & Related Bans. Although ETS coverage was minimal between January and June 2002, attention increased in the second half of the year as the media detailed the controversies surrounding two advisory questions addressing smoke-free air, which appeared on ballots in the November general elections in Las Vegas and Reno. Product Issues & Regulation coverage also peaked in the second half of 2002, whereas in most other states coverage of this theme was most prevalent between January and June. ETS continued to draw headlines in 2003 as Education, Prevention & Cessation and Tobacco Industry news became more prominent. The period from January through June 2003 returned the largest sample and the highest number of articles with associated images. ETS & Related Bans coverage decreased in the second half of 2003, becoming only slight more frequent than the Economic and Product Issues themes. Education, Prevention & Cessation received the largest share of the coverage in that period when newspapers widely reported on a study asserting that Nevada was making fewer efforts than any other state to reduce smoking among women. Letters to the Editor were common article formats for tobacco-related news in Nevada, particularly between January and June in both years.

### Smokeless States Policy Areas



**Nevada**

**Article Type**

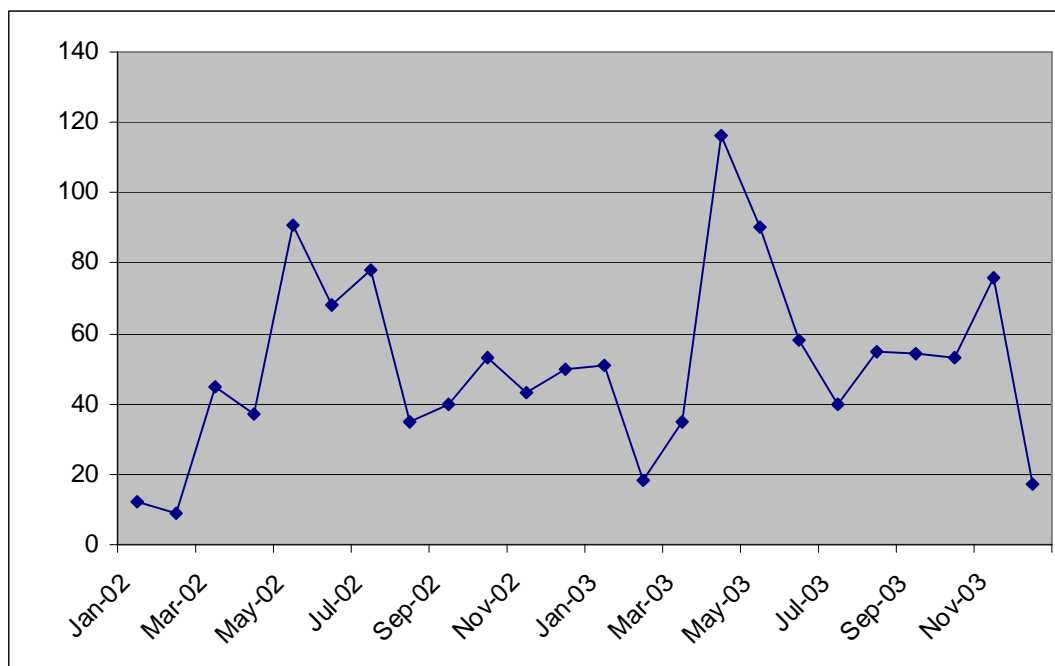
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 9<br>56.3                 | 42<br>73.7                | 58<br>69.9                | 34<br>79.1                |
| Editorial    | 0<br>0.0                  | 4<br>7.0                  | 2<br>2.4                  | 0<br>0.0                  |
| Letter       | 2<br>12.5                 | 6<br>10.5                 | 12<br>14.5                | 6<br>14.0                 |
| Column       | 2<br>12.5                 | 3<br>5.3                  | 3<br>3.6                  | 2<br>4.7                  |
| Cartoon      | 1<br>6.3                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 1<br>1.8                  | 7<br>8.4                  | 1<br>2.3                  |
| Q&A          | 0<br>0.0                  | 1<br>1.8                  | 0<br>0.0                  | 0<br>0.0                  |
| Other        | 2<br>12.5                 | 0<br>0.0                  | 1<br>1.2                  | 0<br>0.0                  |
| <b>Total</b> | <b>16</b><br><b>100.0</b> | <b>57</b><br><b>100.0</b> | <b>83</b><br><b>100.0</b> | <b>43</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 5<br>31.3                 | 5<br>8.8                  | 5<br>6.0                  | 0<br>0.0                  |
| ETS & Related Bans           | 1<br>6.3                  | 22<br>38.6                | 31<br>37.3                | 6<br>14.0                 |
| Tobacco Consumption          | 0<br>0.0                  | 5<br>8.8                  | 1<br>1.2                  | 4<br>9.3                  |
| Advertising & Promotion      | 0<br>0.0                  | 1<br>1.8                  | 4<br>4.8                  | 2<br>4.7                  |
| Economic Issues              | 6<br>37.5                 | 7<br>12.3                 | 1<br>1.2                  | 5<br>11.6                 |
| Farming                      | 0<br>0.0                  | 1<br>1.8                  | 1<br>1.2                  | 1<br>2.3                  |
| Product Issues & Regulation  | 1<br>6.3                  | 7<br>12.3                 | 0<br>0.0                  | 5<br>11.6                 |
| Addiction & Quitting         | 0<br>0.0                  | 2<br>3.5                  | 2<br>2.4                  | 1<br>2.3                  |
| Youth Access & PPU           | 1<br>6.3                  | 0<br>0.0                  | 2<br>2.4                  | 2<br>4.7                  |
| Educ, Prevention & Cessation | 2<br>12.5                 | 5<br>8.8                  | 14<br>16.9                | 9<br>20.9                 |
| Unintended Damage            | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 2<br>4.7                  |
| Tobacco Industry             | 0<br>0.0                  | 0<br>0.0                  | 11<br>13.3                | 5<br>11.6                 |
| Other                        | 0<br>0.0                  | 2<br>3.5                  | 11<br>13.3                | 1<br>2.3                  |
| <b>Total</b>                 | <b>16</b><br><b>100.0</b> | <b>57</b><br><b>100.0</b> | <b>83</b><br><b>100.0</b> | <b>43</b><br><b>100.0</b> |

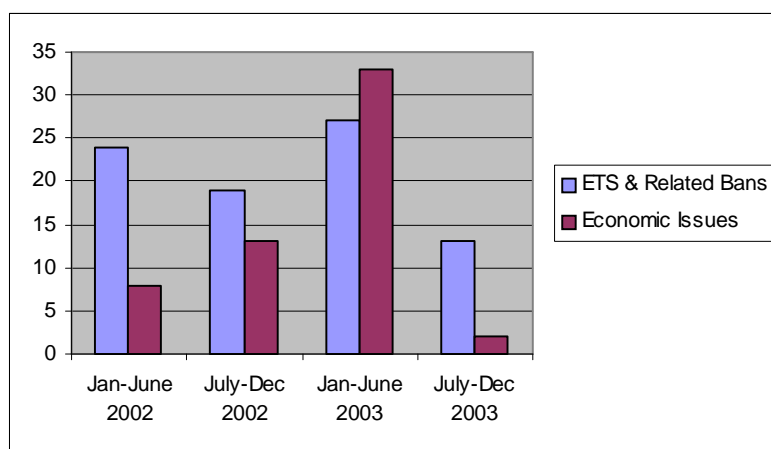
## New Hampshire

### Volume



Newspapers in New Hampshire devoted the most coverage to the policy areas ETS & Related Bans and Economic Issues. Similar to other states, local SFA ordinances were considered in 2002, as well as a tax increase on cigarettes during the legislative session of 2003 (which was ultimately successful). Between January and June 2002 the themes of ETS, Education, Product Issues & Regulation and Economic Issues were similarly prominent. Volume peaked during the first six months of 2003, providing the greatest frequencies of front page articles and stories with associated images. Economic topics such as cigarette taxes were a major component of the coverage in this period, the only interval in which the Economic Issues theme was more frequent than ETS. Editorials and Letters to the Editor were most common between January and June 2003 as well, indicating that while newspapers reported on ETS news more frequently overall, coverage of Economic Issues may have elicited stronger opinions from New Hampshire's citizens. Coverage of the Education and Tobacco Industry themes also peaked in the first half of 2003. As volume decreased in the second half of 2003, the relative frequency of Youth Access & PPU news jumped from 0 to 14% of the sample when a highly publicized report placed New Hampshire behind all other states in its attempts to curb smoking by young people. The Health Effects theme also increased by 14 percent while Product Issues & Regulation regained attention in the last six months of 2003 to contribute to the particularly varied coverage featured during this period.

### Smokeless States Policy Areas



## New Hampshire

### Article Type

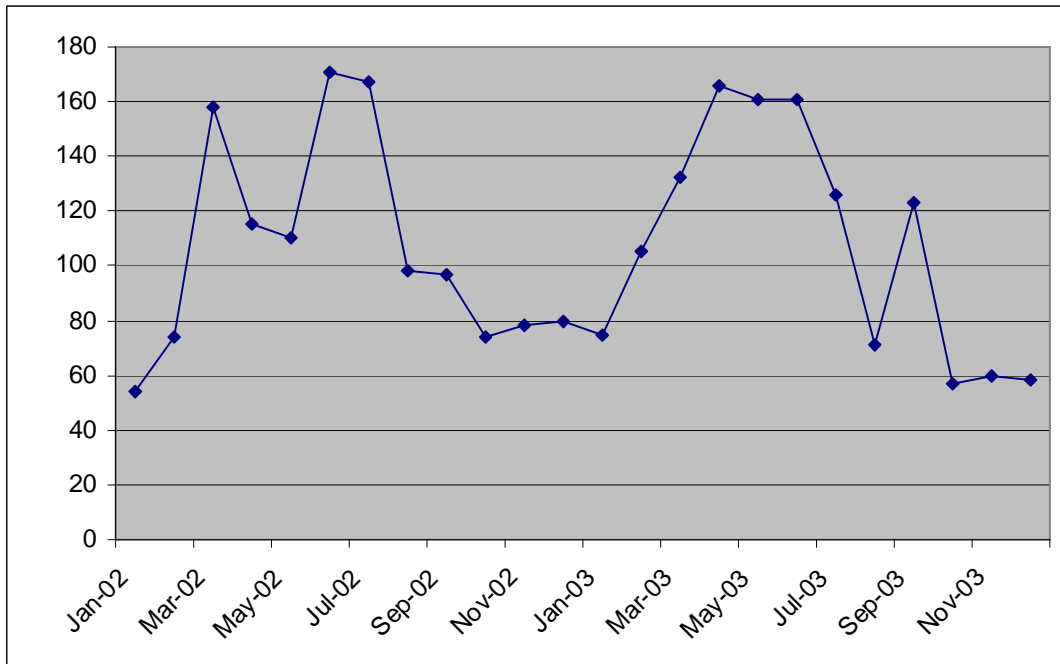
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Hard News    | 52<br>75.4                | 45<br>80.4                | 90<br>72.6                 | 48<br>85.7                |
| Editorial    | 3<br>4.4                  | 1<br>1.8                  | 10<br>8.1                  | 1<br>1.8                  |
| Letter       | 6<br>8.7                  | 6<br>10.7                 | 17<br>13.7                 | 5<br>8.9                  |
| Column       | 3<br>4.4                  | 2<br>3.6                  | 4<br>3.2                   | 1<br>1.8                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Information  | 2<br>2.9                  | 2<br>3.6                  | 2<br>1.6                   | 1<br>1.8                  |
| Q&A          | 1<br>1.5                  | 0<br>0.0                  | 1<br>0.8                   | 0<br>0.0                  |
| Other        | 2<br>2.9                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| <b>Total</b> | <b>69</b><br><b>100.0</b> | <b>56</b><br><b>100.0</b> | <b>124</b><br><b>100.0</b> | <b>56</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Health Effects               | 6<br>8.7                  | 4<br>7.1                  | 4<br>3.2                   | 10<br>17.9                |
| ETS & Related Bans           | 24<br>34.8                | 19<br>33.9                | 27<br>21.8                 | 13<br>23.2                |
| Tobacco Consumption          | 2<br>2.9                  | 0<br>0.0                  | 1<br>0.8                   | 0<br>0.0                  |
| Advertising & Promotion      | 2<br>2.9                  | 0<br>0.0                  | 4<br>3.2                   | 1<br>1.8                  |
| Economic Issues              | 8<br>11.6                 | 13<br>23.2                | 33<br>26.6                 | 2<br>3.6                  |
| Farming                      | 0<br>0.0                  | 1<br>1.8                  | 1<br>0.8                   | 3<br>5.4                  |
| Product Issues & Regulation  | 9<br>13.0                 | 5<br>8.9                  | 2<br>1.6                   | 11<br>19.6                |
| Addiction & Quitting         | 1<br>1.5                  | 1<br>1.8                  | 1<br>0.8                   | 0<br>0.0                  |
| Youth Access & PPU           | 1<br>1.5                  | 1<br>1.8                  | 0<br>0.0                   | 8<br>14.3                 |
| Educ, Prevention & Cessation | 11<br>15.9                | 8<br>14.3                 | 21<br>16.9                 | 5<br>8.9                  |
| Unintended Damage            | 1<br>1.5                  | 0<br>0.0                  | 0<br>0.0                   | 1<br>1.8                  |
| Tobacco Industry             | 2<br>2.9                  | 3<br>5.4                  | 20<br>16.1                 | 1<br>1.8                  |
| Other                        | 2<br>2.9                  | 1<br>1.8                  | 10<br>8.1                  | 1<br>1.8                  |
| <b>Total</b>                 | <b>69</b><br><b>100.0</b> | <b>56</b><br><b>100.0</b> | <b>124</b><br><b>100.0</b> | <b>56</b><br><b>100.0</b> |

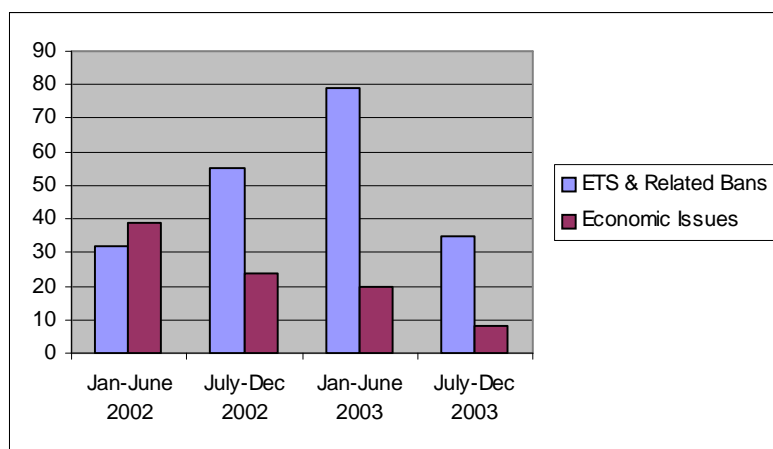
## New Jersey

### Volume



The SLS policy area of ETS & Related Bans was the dominant theme of tobacco-related coverage in New Jersey, followed by Economic Issues and Education, Prevention & Cessation. Unlike in many states where volume peaked in a particular month, volume of tobacco-related news in New Jersey was high in the middle of both 2002 and 2003 and lower at the beginning and end of the years. Coverage of the policy area of Economic Issues peaked at over 25 percent of the sample in the first half of 2002, while the Education and Product Issues & Regulation themes also peaked at smaller proportions. Economic Issues coverage declined in each of the following periods, whereas the Education, Prevention & Cessation coverage was consistent in terms of frequency through the middle of 2003. Newspapers widely reported on outdoor smoking regulations in Ocean City and Trenton in late 2002, which contributed to the dominance of the ETS theme. Coverage of Addiction & Quitting also increased in this period, but much less markedly. The coverage from January through June 2003 returned the largest sample, with Tobacco Industry news becoming an important component in the larger picture of tobacco issues. The infrequency in these issues on front pages suggests that tobacco was not at the fore of public concern in the state, particularly in late 2003. Letters to the Editor and Columns were the most common alternative article formats addressing tobacco issues in New Jersey's daily papers, particularly between July and December 2002.

### Smokeless States Policy Areas



**New Jersey**

**Article Type**

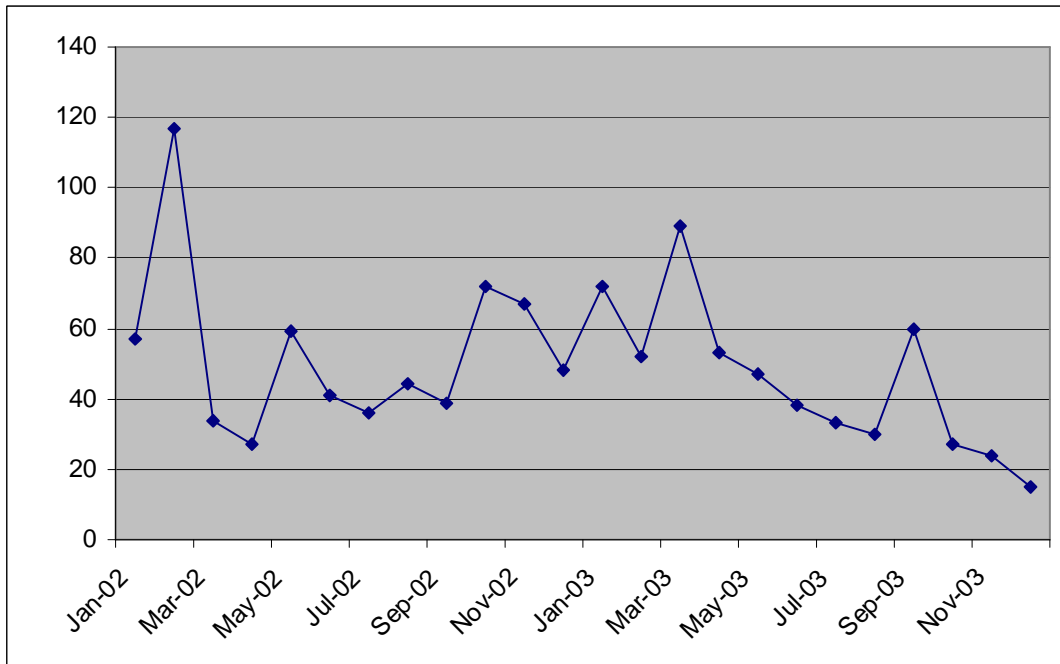
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 117<br>75.5                | 100<br>68.5                | 163<br>73.1                | 76<br>73.8                 |
| Editorial    | 2<br>1.3                   | 4<br>2.7                   | 12<br>5.4                  | 1<br>1.0                   |
| Letter       | 18<br>11.6                 | 17<br>11.6                 | 30<br>13.5                 | 16<br>15.5                 |
| Column       | 3<br>1.9                   | 10<br>6.8                  | 10<br>4.5                  | 6<br>5.8                   |
| Cartoon      | 2<br>1.3                   | 0<br>0.0                   | 1<br>0.4                   | 0<br>0.0                   |
| Information  | 6<br>3.9                   | 10<br>6.8                  | 3<br>1.3                   | 3<br>2.9                   |
| Q&A          | 0<br>0.0                   | 4<br>2.7                   | 3<br>1.3                   | 1<br>1.0                   |
| Other        | 7<br>4.5                   | 1<br>0.7                   | 1<br>0.4                   | 0<br>0.0                   |
| <b>Total</b> | <b>155</b><br><b>100.0</b> | <b>146</b><br><b>100.0</b> | <b>223</b><br><b>100.0</b> | <b>103</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 6<br>3.9                   | 2<br>1.4                   | 17<br>7.6                  | 9<br>8.7                   |
| ETS & Related Bans           | 32<br>20.7                 | 55<br>37.7                 | 79<br>35.4                 | 35<br>34.0                 |
| Tobacco Consumption          | 4<br>2.6                   | 7<br>4.8                   | 2<br>0.9                   | 5<br>4.9                   |
| Advertising & Promotion      | 8<br>5.2                   | 4<br>2.7                   | 16<br>7.2                  | 3<br>2.9                   |
| Economic Issues              | 39<br>25.2                 | 24<br>16.4                 | 20<br>9.0                  | 8<br>7.8                   |
| Farming                      | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.4                   | 9<br>8.7                   |
| Product Issues & Regulation  | 21<br>13.6                 | 6<br>4.1                   | 3<br>1.3                   | 2<br>1.9                   |
| Addiction & Quitting         | 2<br>1.3                   | 12<br>8.2                  | 3<br>1.3                   | 1<br>1.0                   |
| Youth Access & PPU           | 7<br>4.5                   | 3<br>2.1                   | 6<br>2.7                   | 2<br>1.9                   |
| Educ, Prevention & Cessation | 25<br>16.1                 | 23<br>15.8                 | 24<br>10.8                 | 15<br>14.6                 |
| Unintended Damage            | 2<br>1.3                   | 4<br>2.7                   | 2<br>0.9                   | 3<br>2.9                   |
| Tobacco Industry             | 6<br>3.9                   | 0<br>0.0                   | 23<br>10.3                 | 4<br>3.9                   |
| Other                        | 3<br>1.9                   | 6<br>4.1                   | 27<br>12.1                 | 7<br>6.8                   |
| <b>Total</b>                 | <b>155</b><br><b>100.0</b> | <b>146</b><br><b>100.0</b> | <b>223</b><br><b>100.0</b> | <b>103</b><br><b>100.0</b> |

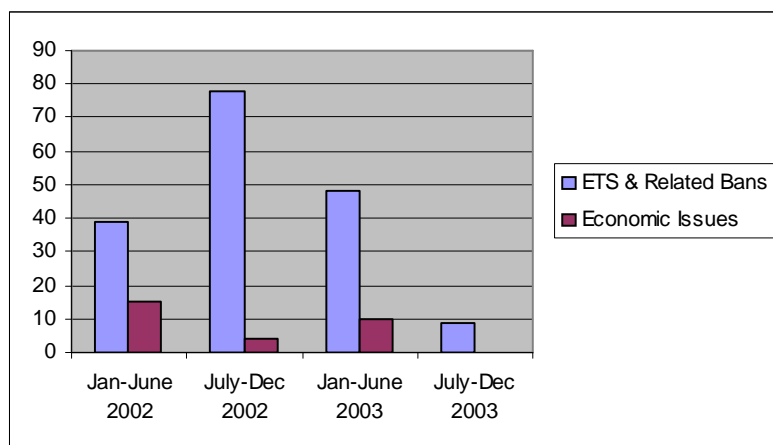
## New Mexico

### Volume



ETS & Related Bans received the largest share of coverage among all tobacco-related themes in New Mexico in 2002 and 2003. While total volume of articles peaked in early 2002, the relative frequency of ETS coverage was highest during the second half of that year, amounting to 69 percent of the sample between July and December. Smoking bans were proposed in Albuquerque and Las Cruces, where significant opposition took the form of a petition drive. New Mexicans voiced their opinions on the issues, prompting a dramatic spike in the number of Letters to the Editor, which comprised 43 percent of the articles in the sample. As the topic of smoke-free air was reported on less in the latter half of 2003, the number of Letters found in the sample also decreased. Coverage of the Economic Issues and Education, Prevention & Cessation themes peaked in the January to June periods 2002 and 2003, respectively, each at over 17 percent of sample. The number of articles with associated images and the relative frequency of stories pertaining to the Tobacco Industry were highest during the first six months of 2003. Volume levels declined steadily during the last six months of 2003 with the vast majority of this coverage featured as Hard News.

### Smokeless States Policy Areas





**New Mexico**

**Article Type**

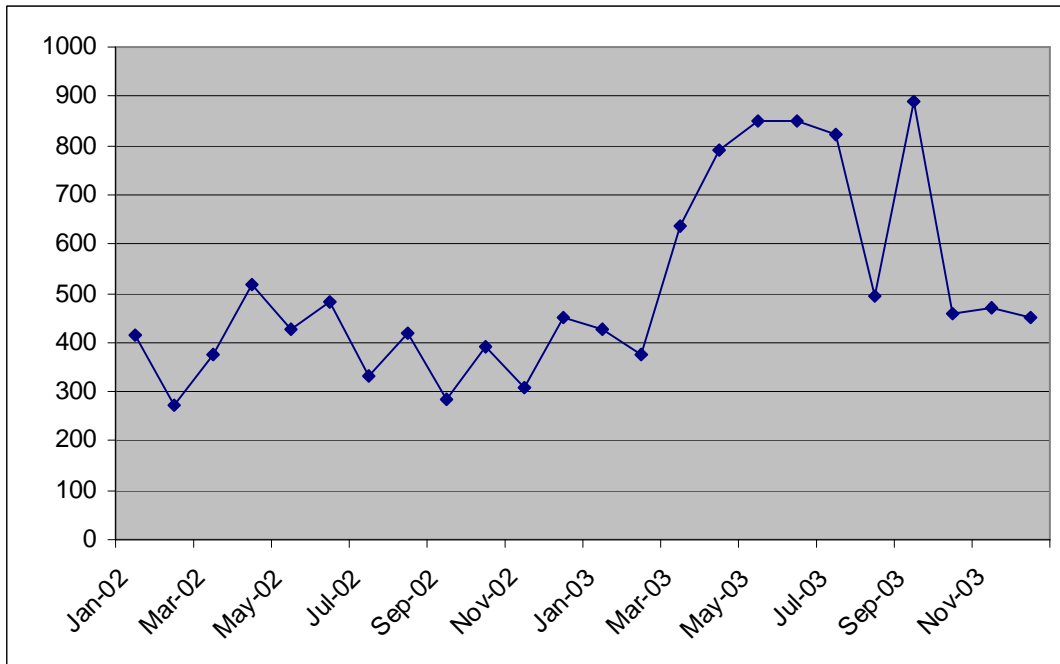
|             | <b>Jan-June 2002</b> | <b>July-Dec 2002</b> | <b>Jan-June 2003</b> | <b>July-Dec 2003</b> |
|-------------|----------------------|----------------------|----------------------|----------------------|
| Hard News   | 65<br>73.9           | 54<br>47.8           | 92<br>75.4           | 37<br>88.1           |
| Editorial   | 3<br>3.4             | 0<br>0.0             | 1<br>0.8             | 1<br>2.4             |
| Letter      | 7<br>7.9             | 49<br>43.4           | 17<br>13.9           | 2<br>4.8             |
| Column      | 5<br>5.7             | 7<br>6.2             | 8<br>6.6             | 1<br>2.4             |
| Cartoon     | 0<br>0.0             | 0<br>0.0             | 1<br>0.8             | 0<br>0.0             |
| Information | 3<br>3.4             | 1<br>0.8             | 3<br>2.5             | 1<br>2.4             |
| Q&A         | 1<br>1.1             | 0<br>0.0             | 0<br>0.0             | 0<br>0.0             |
| Other       | 4<br>4.6             | 2<br>1.8             | 0<br>0.0             | 0<br>0.0             |
| Total       | 88<br>100.0          | 113<br>100.0         | 122<br>100.0         | 42<br>100.0          |

**Theme**

|                              | <b>Jan-June 2002</b> | <b>July-Dec 2002</b> | <b>Jan-June 2003</b> | <b>July-Dec 2003</b> |
|------------------------------|----------------------|----------------------|----------------------|----------------------|
| Health Effects               | 5<br>5.7             | 3<br>2.7             | 1<br>0.8             | 1<br>2.4             |
| ETS & Related Bans           | 39<br>44.3           | 78<br>69.0           | 48<br>39.3           | 9<br>21.4            |
| Tobacco Consumption          | 1<br>1.1             | 0<br>0.0             | 1<br>0.8             | 0<br>0.0             |
| Advertising & Promotion      | 4<br>4.6             | 0<br>0.0             | 6<br>4.9             | 1<br>2.4             |
| Economic Issues              | 15<br>17.1           | 4<br>3.5             | 10<br>8.2            | 0<br>0.0             |
| Farming                      | 0<br>0.0             | 0<br>0.0             | 3<br>2.5             | 4<br>9.5             |
| Product Issues & Regulation  | 8<br>9.1             | 1<br>0.9             | 3<br>2.5             | 3<br>7.1             |
| Addiction & Quitting         | 0<br>0.0             | 6<br>5.3             | 1<br>0.8             | 0<br>0.0             |
| Youth Access & PPU           | 5<br>5.7             | 2<br>1.8             | 2<br>1.6             | 4<br>9.5             |
| Educ, Prevention & Cessation | 6<br>6.8             | 8<br>7.1             | 21<br>17.2           | 7<br>16.7            |
| Unintended Damage            | 0<br>0.0             | 1<br>0.9             | 1<br>0.8             | 5<br>11.9            |
| Tobacco Industry             | 2<br>2.3             | 0<br>0.0             | 15<br>12.3           | 3<br>7.1             |
| Other                        | 3<br>3.4             | 10<br>8.8            | 10<br>8.2            | 5<br>11.9            |
| Total                        | 88<br>100.0          | 113<br>100.0         | 122<br>100.0         | 42<br>100.0          |

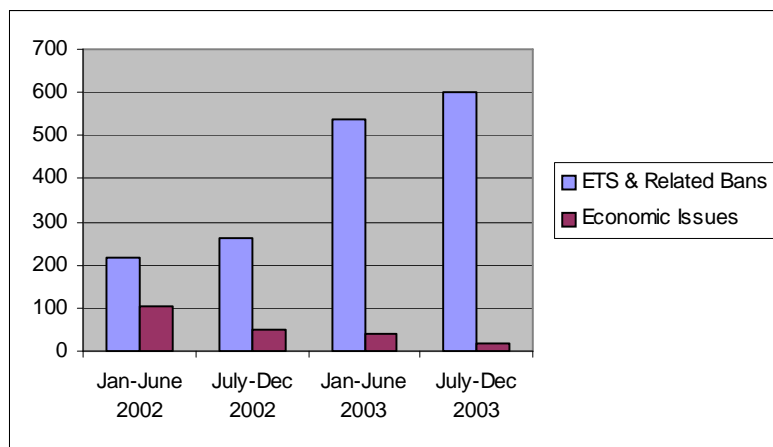
## New York

### Volume



ETS & Related Bans dominated the headlines of New York's newspapers in each period during both years of the study. The controversy over the New York City smoking ban, which was proposed in 2002 and implemented in March 2003, was found all over the newspapers in the state. Unlike ETS, coverage of which was at its lowest relative frequency during the first six months of 2002, the policy area of Economic Issues along with the themes of Education, Prevention & Cessation and Product Issues & Regulation received more coverage in the first half of 2002 than in subsequent periods. The relative frequencies of each of these themes were less than half that of ETS even in this period. Frequent reporting on the Economic Issues theme can be traced to the increased cigarette tax in New York City and state government's consideration of a similar measure. The largest proportion of Letters to the Editor and Columns appeared during the second half of 2002, together accounting for 30 percent of sample. Overall coverage of tobacco issues increased significantly throughout most of 2003. The first half of that year saw a continued trend of publication of Letters addressing tobacco issues as ETS coverage increased. Articles with the themes of Advertising & Promotion and the Tobacco Industry appeared more often during this period, as the number of news items with associated images peaked as well. The last six months of 2003 found ETS & Related Bans theme accounting for 71 percent of articles surveyed as Economic Issues fell to a scant 2 percent. The number of articles appearing on newspapers' front pages spiked during the same period, with the peak in overall tobacco-related coverage occurring in September.

### Smokeless States Policy Areas



**New York**

**Article Type**

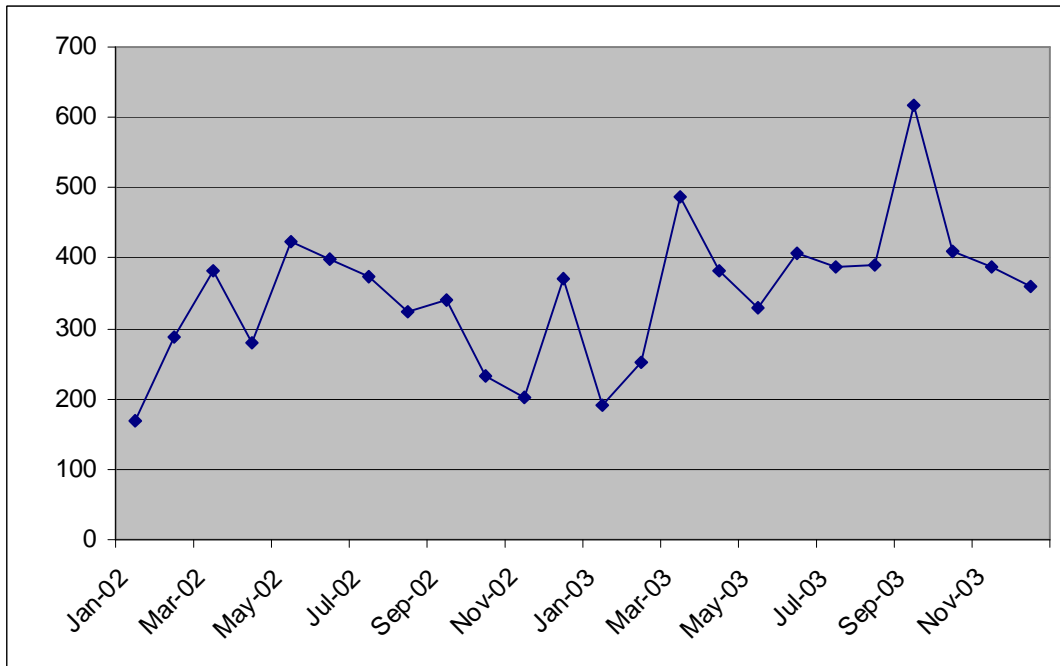
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 521<br>75.2                | 317<br>61.0                | 684<br>68.5                | 608<br>72.3                |
| Editorial    | 19<br>2.7                  | 24<br>4.6                  | 49<br>4.9                  | 29<br>3.4                  |
| Letter       | 72<br>10.4                 | 109<br>21.0                | 166<br>16.6                | 145<br>17.2                |
| Column       | 27<br>3.9                  | 46<br>8.8                  | 56<br>5.6                  | 41<br>4.9                  |
| Cartoon      | 1<br>0.1                   | 2<br>0.4                   | 3<br>0.3                   | 0<br>0.0                   |
| Information  | 18<br>2.6                  | 14<br>2.7                  | 28<br>2.8                  | 13<br>1.5                  |
| Q&A          | 16<br>2.3                  | 6<br>1.2                   | 11<br>1.1                  | 5<br>0.6                   |
| Other        | 19<br>2.7                  | 2<br>0.4                   | 1<br>0.1                   | 0<br>0.0                   |
| <b>Total</b> | <b>693</b><br><b>100.0</b> | <b>520</b><br><b>100.0</b> | <b>998</b><br><b>100.0</b> | <b>841</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 46<br>6.6                  | 18<br>3.5                  | 33<br>3.3                  | 15<br>1.8                  |
| ETS & Related Bans           | 219<br>31.6                | 260<br>50.0                | 536<br>53.7                | 599<br>71.2                |
| Tobacco Consumption          | 11<br>1.6                  | 13<br>2.5                  | 13<br>1.3                  | 15<br>1.8                  |
| Advertising & Promotion      | 20<br>2.9                  | 15<br>2.9                  | 77<br>7.7                  | 13<br>1.5                  |
| Economic Issues              | 103<br>14.9                | 51<br>9.8                  | 40<br>4.0                  | 20<br>2.4                  |
| Farming                      | 2<br>0.3                   | 2<br>0.4                   | 7<br>0.7                   | 25<br>3.0                  |
| Product Issues & Regulation  | 81<br>11.7                 | 18<br>3.5                  | 15<br>1.5                  | 22<br>2.6                  |
| Addiction & Quitting         | 11<br>1.6                  | 26<br>5.0                  | 3<br>0.3                   | 4<br>0.5                   |
| Youth Access & PPU           | 35<br>5.1                  | 15<br>2.9                  | 10<br>1.0                  | 22<br>2.6                  |
| Educ, Prevention & Cessation | 101<br>14.6                | 71<br>13.7                 | 97<br>9.7                  | 52<br>6.2                  |
| Unintended Damage            | 2<br>0.3                   | 3<br>0.6                   | 3<br>0.3                   | 9<br>1.1                   |
| Tobacco Industry             | 37<br>5.3                  | 12<br>2.3                  | 96<br>9.6                  | 32<br>3.8                  |
| Other                        | 25<br>3.6                  | 16<br>3.1                  | 68<br>6.8                  | 13<br>1.5                  |
| <b>Total</b>                 | <b>693</b><br><b>100.0</b> | <b>520</b><br><b>100.0</b> | <b>998</b><br><b>100.0</b> | <b>841</b><br><b>100.0</b> |

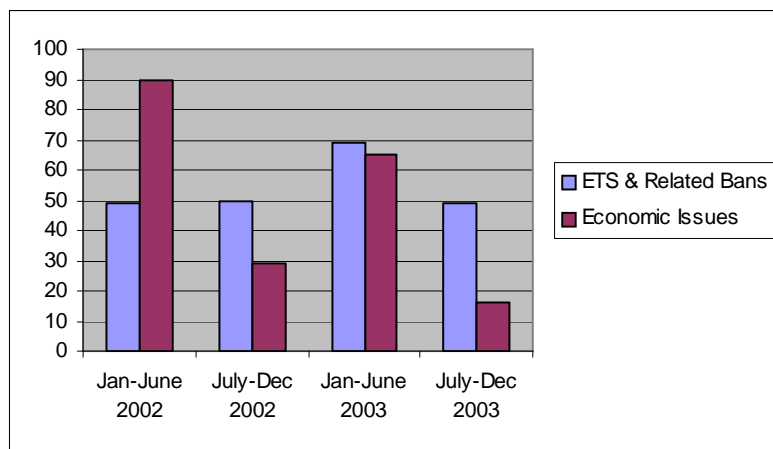
## North Carolina

### Volume



The Farming Issues theme received the largest share of the tobacco-related coverage in North Carolina newspapers during each period in 2002 and 2003, when the subject of a tobacco quota buyout as a fixture in the news. Education, Prevention & Cessation, the two SLS policy areas of ETS & Related Bans and Economic Issues, and the Tobacco Industry theme were each featured with comparable frequency overall. The prevalent themes in the first half of 2002 were Education, Product Issues & Regulation, and Economic Issues, all of which peaked in coverage in this period. Stories detailing calls by AARP and various health advocacy organizations for an increase in the state cigarette tax, and cigarette maker Quest's announcement of the release of a virtually nicotine-free cigarette were making headlines at the time. Newspapers also featured the highest number of tobacco-related articles on the front pages during the first six months of 2002. The July to December periods in both 2002 and 2003 saw Farming Issues articles at their peak as a percentage and in frequency, respectively. This coverage represented more than 40 percent of the sample in both of these periods. Coverage of the Tobacco Industry and ETS themes increased to their highest levels in the first six months of 2003, as did the number of articles with associated images. While coverage of most themes declined in the second half of 2003, the prevalence of Farming Issues grew, and the Tobacco Industry theme continued to draw a significant number of headlines. Newspapers in North Carolina presented an especially large percentage of tobacco-related coverage in the Hard News format consistently during both years.

### Smokeless States Policy Areas



## North Carolina

### Article Type

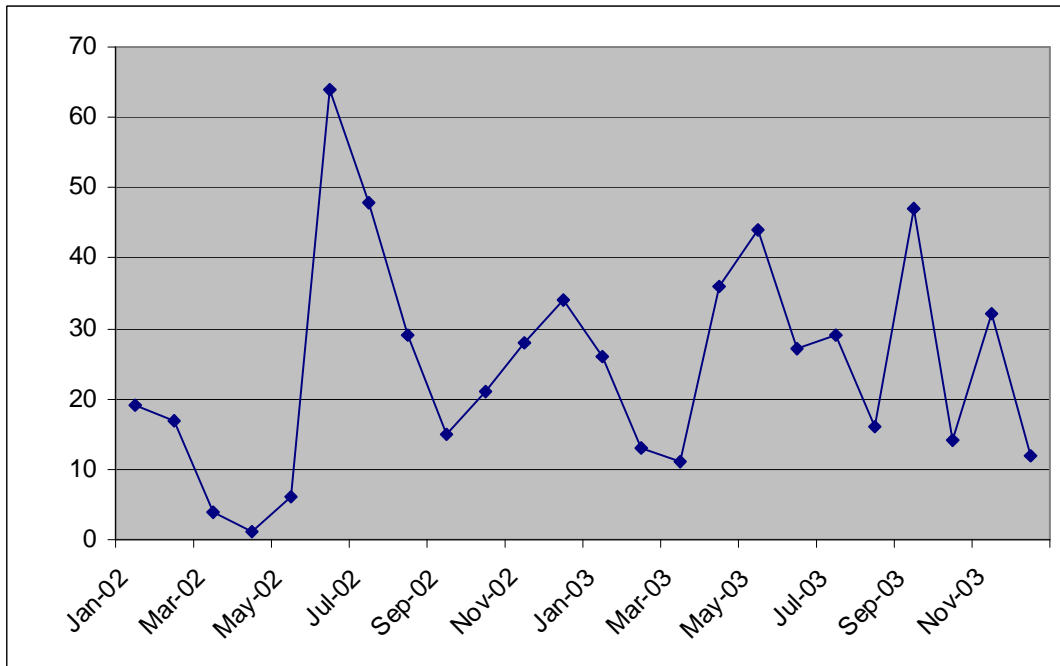
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 569<br>87.4                | 364<br>84.3                | 449<br>82.2                | 499<br>84.7                |
| Editorial    | 25<br>3.8                  | 17<br>3.9                  | 24<br>4.4                  | 28<br>4.8                  |
| Letter       | 20<br>3.1                  | 20<br>4.6                  | 23<br>4.2                  | 23<br>3.9                  |
| Column       | 19<br>2.9                  | 21<br>4.9                  | 33<br>6.0                  | 26<br>4.4                  |
| Cartoon      | 0<br>0.0                   | 1<br>0.2                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 1<br>0.2                   | 7<br>1.6                   | 13<br>2.4                  | 12<br>2.0                  |
| Q&A          | 3<br>0.5                   | 1<br>0.2                   | 3<br>0.5                   | 1<br>0.2                   |
| Other        | 14<br>2.2                  | 1<br>0.2                   | 1<br>0.2                   | 0<br>0.0                   |
| <b>Total</b> | <b>651</b><br><b>100.0</b> | <b>432</b><br><b>100.0</b> | <b>546</b><br><b>100.0</b> | <b>589</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 36<br>5.5                  | 13<br>3.0                  | 39<br>7.1                  | 24<br>4.1                  |
| ETS & Related Bans           | 49<br>7.5                  | 50<br>11.6                 | 69<br>12.6                 | 49<br>8.3                  |
| Tobacco Consumption          | 4<br>0.6                   | 12<br>2.8                  | 3<br>0.5                   | 9<br>1.5                   |
| Advertising & Promotion      | 39<br>6.0                  | 28<br>6.5                  | 21<br>3.8                  | 7<br>1.2                   |
| Economic Issues              | 90<br>13.8                 | 29<br>6.7                  | 65<br>11.9                 | 16<br>2.7                  |
| Farming                      | 170<br>26.1                | 189<br>43.8                | 113<br>20.7                | 247<br>41.9                |
| Product Issues & Regulation  | 99<br>15.2                 | 11<br>2.5                  | 12<br>2.2                  | 32<br>5.4                  |
| Addiction & Quitting         | 6<br>0.9                   | 11<br>2.5                  | 1<br>0.2                   | 5<br>0.8                   |
| Youth Access & PPU           | 6<br>0.9                   | 12<br>2.8                  | 6<br>1.1                   | 8<br>1.4                   |
| Educ, Prevention & Cessation | 102<br>15.7                | 36<br>8.3                  | 53<br>9.7                  | 27<br>4.6                  |
| Unintended Damage            | 1<br>0.2                   | 1<br>0.2                   | 1<br>0.2                   | 6<br>1.0                   |
| Tobacco Industry             | 23<br>3.5                  | 22<br>5.1                  | 93<br>17.0                 | 61<br>10.4                 |
| Other                        | 26<br>4.0                  | 18<br>4.2                  | 70<br>12.8                 | 98<br>16.6                 |
| <b>Total</b>                 | <b>651</b><br><b>100.0</b> | <b>432</b><br><b>100.0</b> | <b>546</b><br><b>100.0</b> | <b>589</b><br><b>100.0</b> |

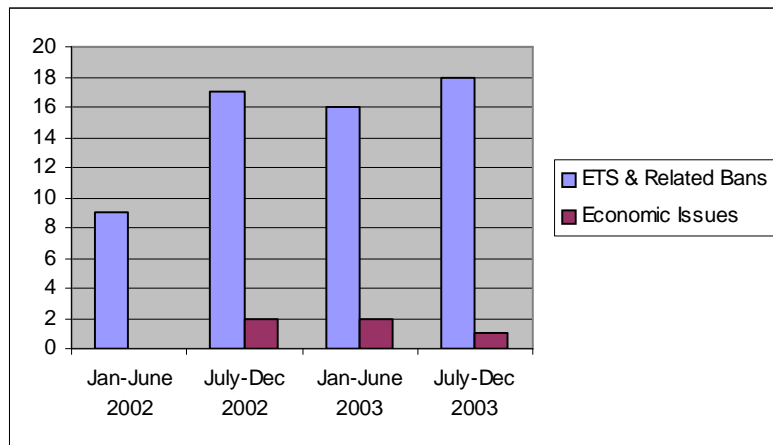
## North Dakota

### Volume



Although the SLS policy area of ETS & Related Bans as the dominant theme, newspaper coverage of tobacco issues was sparse in North Dakota during 2002 and 2003. The lack of significant coverage of Economic Issues suggests that North Dakota was not considering a cigarette tax at this time. Education, Prevention & Cessation received the second-largest share of coverage behind ETS, peaking between January and June 2002. The Health Effects theme was also reported on most frequently in the first half of 2002, the period that provided both the highest and lowest volumes of tobacco-related articles. After featuring tobacco issues in the news with great frequency in June 2002, overall coverage declined during the next three months. ETS coverage increased, however, contributing to the peak in articles with associated images. Media focus on ETS grew further during the last six months of 2003 aided by reporting of the efforts of supporters and opponents of a smoking ban in Fargo. North Dakota's newspapers presented fewer tobacco-related stories as Hard News in 2003 when Letters to the Editor were especially common.

### Smokeless States Policy Areas



**North Dakota**

**Article Type**

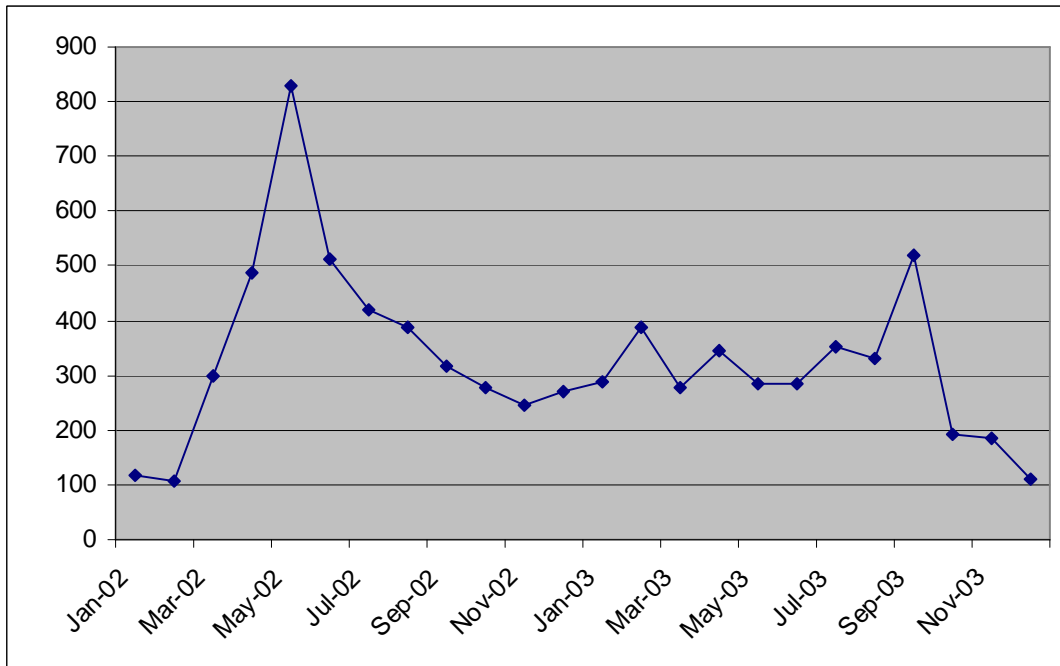
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 22<br>84.6                | 26<br>70.3                | 25<br>69.4                | 19<br>61.3                |
| Editorial    | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Letter       | 3<br>11.5                 | 2<br>5.4                  | 7<br>19.4                 | 8<br>25.8                 |
| Column       | 1<br>3.9                  | 5<br>13.5                 | 3<br>8.3                  | 3<br>9.7                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 2<br>5.4                  | 1<br>2.8                  | 1<br>3.2                  |
| Q&A          | 0<br>0.0                  | 1<br>2.7                  | 0<br>0.0                  | 0<br>0.0                  |
| Other        | 0<br>0.0                  | 1<br>2.7                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>26</b><br><b>100.0</b> | <b>37</b><br><b>100.0</b> | <b>36</b><br><b>100.0</b> | <b>31</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 4<br>15.4                 | 2<br>5.4                  | 2<br>5.6                  | 0<br>0.0                  |
| ETS & Related Bans           | 9<br>34.6                 | 17<br>45.9                | 16<br>44.4                | 18<br>58.1                |
| Tobacco Consumption          | 0<br>0.0                  | 2<br>5.4                  | 0<br>0.0                  | 1<br>3.2                  |
| Advertising & Promotion      | 0<br>0.0                  | 1<br>2.7                  | 1<br>2.8                  | 0<br>0.0                  |
| Economic Issues              | 0<br>0.0                  | 2<br>5.4                  | 2<br>5.6                  | 1<br>3.2                  |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 1<br>2.8                  | 3<br>9.7                  |
| Product Issues & Regulation  | 3<br>11.5                 | 3<br>8.1                  | 0<br>0.0                  | 0<br>0.0                  |
| Addiction & Quitting         | 0<br>0.0                  | 2<br>5.4                  | 0<br>0.0                  | 2<br>6.5                  |
| Youth Access & PPU           | 3<br>11.5                 | 0<br>0.0                  | 0<br>0.0                  | 1<br>3.2                  |
| Educ, Prevention & Cessation | 6<br>23.1                 | 5<br>13.5                 | 6<br>16.7                 | 2<br>6.5                  |
| Unintended Damage            | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Tobacco Industry             | 1<br>3.9                  | 1<br>2.7                  | 3<br>8.3                  | 2<br>6.5                  |
| Other                        | 0<br>0.0                  | 2<br>5.4                  | 5<br>13.9                 | 1<br>3.2                  |
| <b>Total</b>                 | <b>26</b><br><b>100.0</b> | <b>37</b><br><b>100.0</b> | <b>36</b><br><b>100.0</b> | <b>31</b><br><b>100.0</b> |

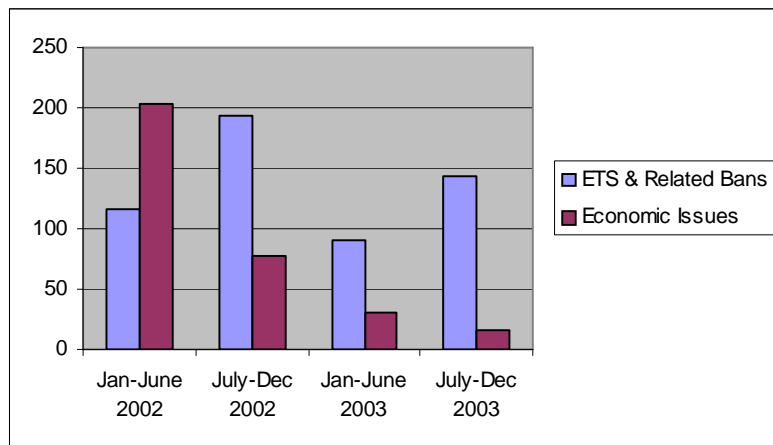
## Ohio

### Volume



Ohio newspapers dedicated comparatively large amounts of coverage to tobacco issues in general, the highest numbers of which were featured during the first six months of 2002. The SLS policy areas of ETS & Related Bans and Economic Issues were the most prevalent themes. In the case of ETS issues, well-covered events included Miami University's ban on smoking in dorms, the Ohio Supreme Court ruling that local health boards could not enact smoking bans, a public opinion poll showing general support for SFA laws, and proposed bans in Toledo and Dayton. The Economic Issues theme garnered the largest share of coverage early in 2002, as state budget problems and cigarette tax hikes were widely discussed in newspapers. Product Issues & Regulation coverage peaked as well. Coverage of the Education, Prevention & Cessation and Tobacco Industry themes peaked in the first half of 2003, while Farming Issues were given more exposure during the July to December period. Alternative article formats such as Letters to the editor, Informational articles, Columns, and Editorials comprised a quarter of the sample during the last six months of 2003.

### Smokeless States Policy Areas





## Ohio

### Article Type

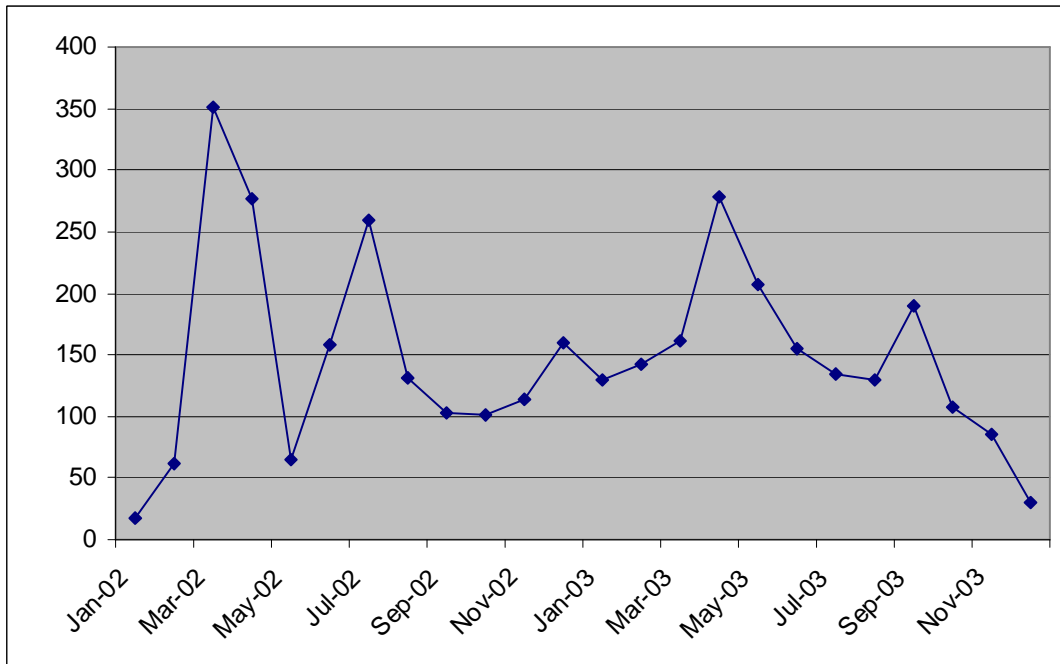
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 516<br>81.9                | 405<br>79.1                | 352<br>78.7                | 270<br>72.6                |
| Editorial    | 32<br>5.1                  | 17<br>3.3                  | 15<br>3.4                  | 15<br>4.0                  |
| Letter       | 35<br>5.6                  | 27<br>5.3                  | 20<br>4.5                  | 35<br>9.4                  |
| Column       | 21<br>3.3                  | 40<br>7.8                  | 33<br>7.4                  | 21<br>5.6                  |
| Cartoon      | 0<br>0.0                   | 1<br>0.2                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 8<br>1.3                   | 17<br>3.3                  | 24<br>5.4                  | 24<br>6.5                  |
| Q&A          | 4<br>0.6                   | 0<br>0.0                   | 2<br>0.4                   | 7<br>1.9                   |
| Other        | 14<br>2.2                  | 5<br>1.0                   | 1<br>0.2                   | 0<br>0.0                   |
| <b>Total</b> | <b>630</b><br><b>100.0</b> | <b>512</b><br><b>100.0</b> | <b>447</b><br><b>100.0</b> | <b>372</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 42<br>6.7                  | 18<br>3.5                  | 39<br>8.7                  | 23<br>6.2                  |
| ETS & Related Bans           | 116<br>18.4                | 194<br>37.9                | 91<br>20.4                 | 144<br>38.7                |
| Tobacco Consumption          | 14<br>2.2                  | 18<br>3.5                  | 11<br>2.5                  | 13<br>3.5                  |
| Advertising & Promotion      | 10<br>1.6                  | 15<br>2.9                  | 18<br>4.0                  | 18<br>4.8                  |
| Economic Issues              | 203<br>32.2                | 77<br>15.0                 | 30<br>6.7                  | 16<br>4.3                  |
| Farming                      | 11<br>1.8                  | 32<br>6.3                  | 24<br>5.4                  | 44<br>11.8                 |
| Product Issues & Regulation  | 92<br>14.6                 | 23<br>4.5                  | 9<br>2.0                   | 16<br>4.3                  |
| Addiction & Quitting         | 9<br>1.4                   | 23<br>4.5                  | 5<br>1.1                   | 6<br>1.6                   |
| Youth Access & PPU           | 22<br>3.5                  | 20<br>3.9                  | 8<br>1.8                   | 9<br>2.4                   |
| Educ, Prevention & Cessation | 62<br>9.8                  | 65<br>12.7                 | 89<br>19.9                 | 44<br>11.8                 |
| Unintended Damage            | 1<br>.2                    | 2<br>0.4                   | 0<br>0.0                   | 6<br>1.6                   |
| Tobacco Industry             | 22<br>3.5                  | 10<br>2.0                  | 72<br>16.1                 | 23<br>6.2                  |
| Other                        | 26<br>4.1                  | 15<br>2.9                  | 51<br>11.4                 | 10<br>2.7                  |
| <b>Total</b>                 | <b>630</b><br><b>100.0</b> | <b>512</b><br><b>100.0</b> | <b>447</b><br><b>100.0</b> | <b>372</b><br><b>100.0</b> |

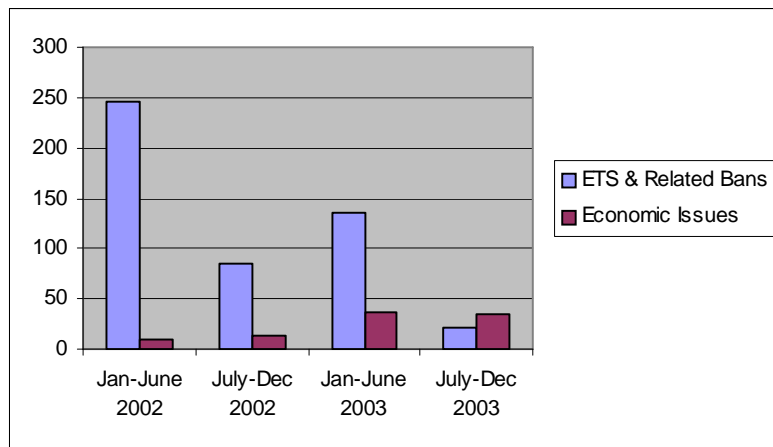
## Oklahoma

### Volume



Trends in the coverage of both SLS policy areas in Oklahoma were opposite those seen in many other states. ETS & Related Bans coverage peaked in the first six months of 2002 and declining in subsequent periods, while Economic Issues coverage was least frequent in early 2002 and increased with each subsequent period. Coverage of these two policy areas across both years was not equivalent, however, with more ETS & Related Bans articles found in the sample from Oklahoma than all other themes. The peak in overall volume occurred from January through June 2002 as ETS stories accounted for almost 80 percent of the articles surveyed. Tobacco-related stories featured on the front pages were most frequent during this same period, indicating both the significance of the ETS theme and the importance of tobacco issues in the state. Stories pertaining to Tobacco Consumption jumped during the second half of 2002, while coverage of the Tobacco Industry theme peaked during the first half of 2003. Education, Prevention & Cessation articles accounted for the second largest share of the sample overall, peaking in the periods from July 2002 through June 2003. The relative frequency of the Economic Issues theme was greatest during the last six months of 2003. Alternative article formats appeared most commonly during the second half of 2002 when Columns, Editorials, and Letters to the Editor collectively accounted for over 26 percent of the articles surveyed.

### Smokeless States Policy Areas



## Oklahoma

### Article Type

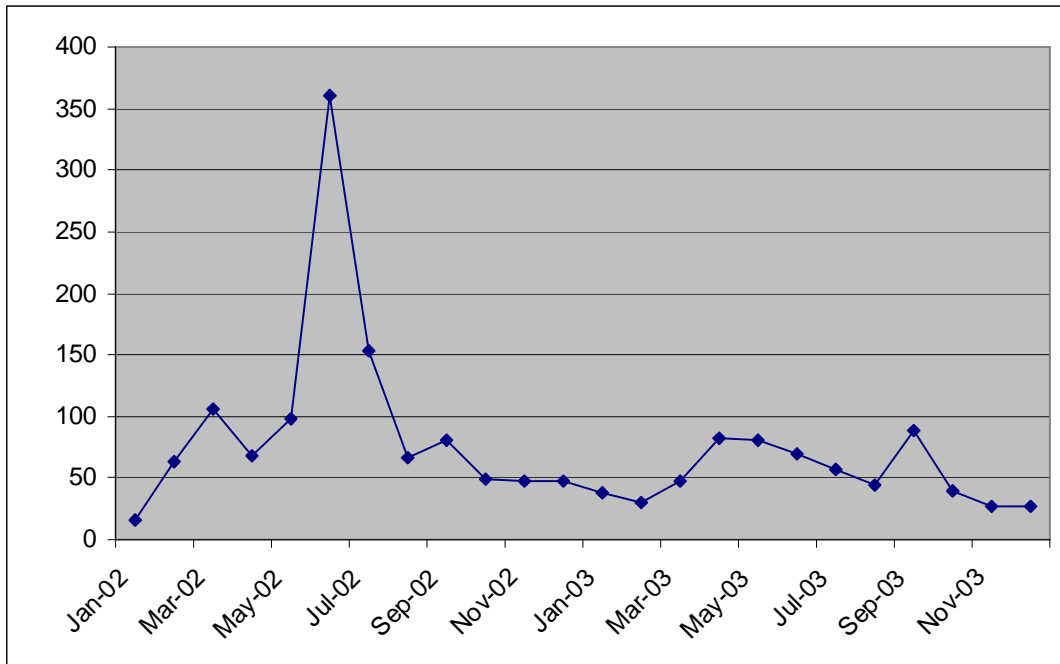
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 258<br>83.5                | 138<br>69.0                | 264<br>84.6                | 95<br>80.5                 |
| Editorial    | 14<br>4.5                  | 19<br>9.5                  | 26<br>8.3                  | 6<br>5.1                   |
| Letter       | 29<br>9.4                  | 13<br>6.5                  | 7<br>2.2                   | 5<br>4.2                   |
| Column       | 2<br>0.7                   | 21<br>10.5                 | 14<br>4.5                  | 6<br>5.1                   |
| Cartoon      | 1<br>0.3                   | 3<br>1.5                   | 0<br>0.0                   | 1<br>0.8                   |
| Information  | 3<br>0.9                   | 3<br>1.5                   | 1<br>0.3                   | 3<br>2.5                   |
| Q&A          | 0<br>0.0                   | 2<br>1.0                   | 0<br>0.0                   | 2<br>1.7                   |
| Other        | 2<br>0.7                   | 1<br>0.5                   | 0<br>0.0                   | 0<br>0.0                   |
| <b>Total</b> | <b>309</b><br><b>100.0</b> | <b>200</b><br><b>100.0</b> | <b>312</b><br><b>100.0</b> | <b>118</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 6<br>1.9                   | 3<br>1.5                   | 7<br>2.2                   | 7<br>5.9                   |
| ETS & Related Bans           | 246<br>79.6                | 86<br>43.0                 | 136<br>43.6                | 21<br>17.8                 |
| Tobacco Consumption          | 2<br>0.7                   | 17<br>8.5                  | 2<br>0.6                   | 3<br>2.5                   |
| Advertising & Promotion      | 5<br>1.6                   | 5<br>2.5                   | 4<br>1.3                   | 5<br>4.2                   |
| Economic Issues              | 10<br>3.2                  | 13<br>6.5                  | 36<br>11.5                 | 35<br>29.7                 |
| Farming                      | 0<br>0.0                   | 2<br>1.0                   | 1<br>0.3                   | 8<br>6.8                   |
| Product Issues & Regulation  | 15<br>4.9                  | 8<br>4.0                   | 5<br>1.6                   | 3<br>2.5                   |
| Addiction & Quitting         | 0<br>0.0                   | 3<br>1.5                   | 1<br>0.3                   | 0<br>0.0                   |
| Youth Access & PPU           | 11<br>3.6                  | 13<br>6.5                  | 11<br>3.5                  | 6<br>5.1                   |
| Educ, Prevention & Cessation | 10<br>3.2                  | 32<br>16.0                 | 49<br>15.7                 | 14<br>11.9                 |
| Unintended Damage            | 0<br>0.0                   | 1<br>0.5                   | 0<br>0.0                   | 2<br>1.7                   |
| Tobacco Industry             | 1<br>0.3                   | 3<br>1.5                   | 30<br>9.6                  | 8<br>6.8                   |
| Other                        | 3<br>0.9                   | 14<br>7.0                  | 30<br>9.6                  | 6<br>5.1                   |
| <b>Total</b>                 | <b>309</b><br><b>100.0</b> | <b>200</b><br><b>100.0</b> | <b>312</b><br><b>100.0</b> | <b>118</b><br><b>100.0</b> |

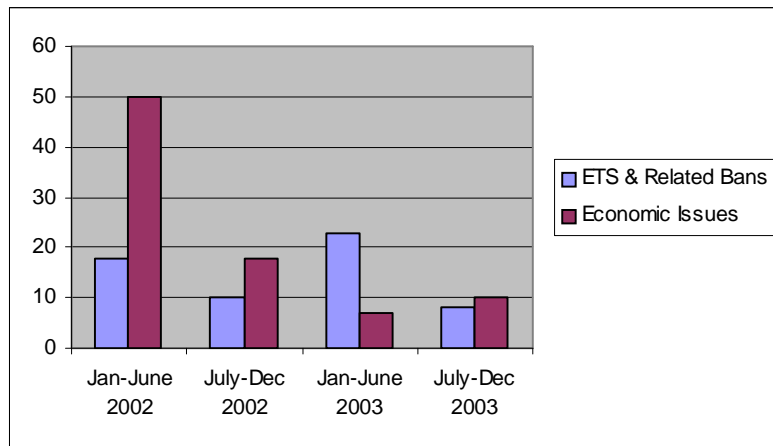
## Oregon

### Volume



The dominant themes of coverage in Oregon were Economic Issues and Education, Prevention & Cessation. The policy area of Economic Issues was especially prevalent in 2002, when Oregon voters passed a 60-cent increase on cigarettes. The Education theme was more frequent in 2003, when budget shortfalls led to significant funding cuts for anti-tobacco programs around the state. Oregon is one of the few states where both the Economic and Education themes were reported on more extensively than ETS & Related Bans. The peak in volume of tobacco-related articles occurred in the interval from January to June 2002, when headlines were dedicated to news about large jury awards against tobacco companies. Product Issues & Regulation articles were most frequent in this period and largely disappeared from the news in the subsequent periods. Front page articles and articles with associated images were found most frequently in the sample during the first six months of 2002 as well. News pertaining to Health Effects occurred with the highest relative frequency in the second half of 2002. Cigarette tax increases were likely the contentious topic that prompted many Oregonians to voice their concerns about tobacco issues in 2002, when Letters to the Editor represented a sizable portion of tobacco-related articles. Of the two SLS policy areas, the ETS theme received more attention only during the period from January through June 2003. Reporting of the Tobacco Industry theme peaked in the same period and remained a common theme in the last six month of the year as the relative frequency of Hard News increased to its highest level.

### Smokeless States Policy Areas



**Oregon**

**Article Type**

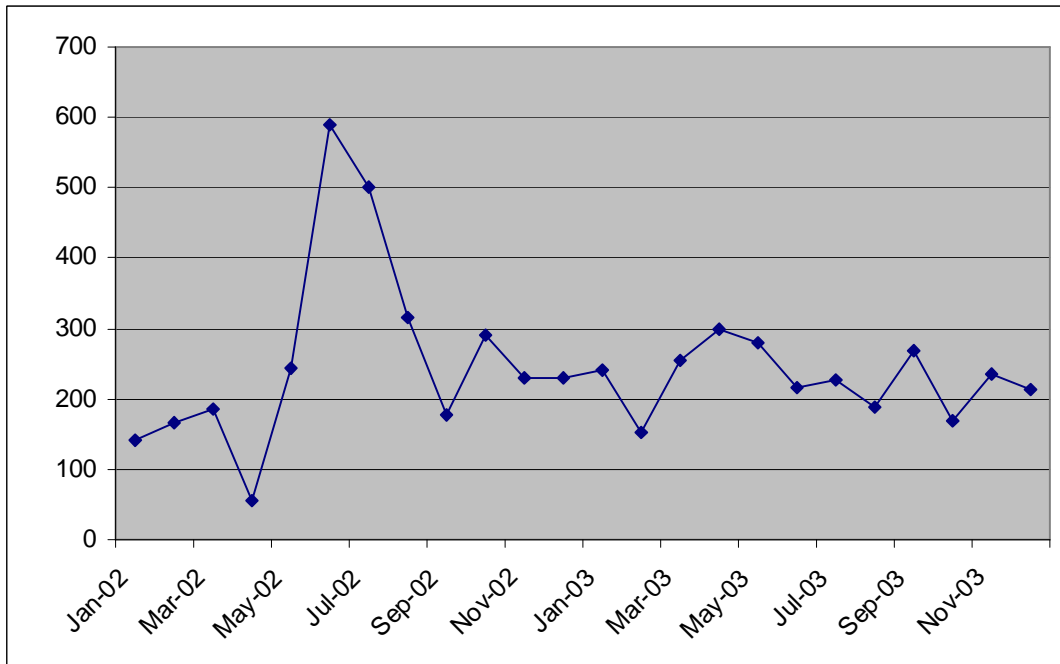
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|----------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 117<br>66.5                | 44<br>66.7                | 78<br>79.6                | 69<br>87.3                |
| Editorial    | 10<br>5.7                  | 1<br>1.5                  | 7<br>7.1                  | 3<br>3.8                  |
| Letter       | 29<br>16.5                 | 12<br>18.2                | 7<br>7.1                  | 2<br>2.5                  |
| Column       | 5<br>2.8                   | 4<br>6.1                  | 6<br>6.1                  | 4<br>5.1                  |
| Cartoon      | 2<br>1.1                   | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 1<br>0.6                   | 3<br>4.5                  | 0<br>0.0                  | 1<br>1.3                  |
| Q&A          | 1<br>0.6                   | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Other        | 11<br>6.3                  | 2<br>3.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>176</b><br><b>100.0</b> | <b>66</b><br><b>100.0</b> | <b>98</b><br><b>100.0</b> | <b>79</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|----------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 17<br>9.7                  | 8<br>12.1                 | 5<br>5.1                  | 3<br>3.8                  |
| ETS & Related Bans           | 18<br>10.2                 | 10<br>15.2                | 23<br>23.5                | 8<br>10.1                 |
| Tobacco Consumption          | 5<br>2.8                   | 2<br>3.0                  | 1<br>1.0                  | 3<br>3.8                  |
| Advertising & Promotion      | 4<br>2.3                   | 3<br>4.5                  | 2<br>2.0                  | 4<br>5.1                  |
| Economic Issues              | 50<br>28.4                 | 18<br>27.3                | 7<br>7.1                  | 10<br>12.7                |
| Farming                      | 0<br>0.0                   | 0<br>0.0                  | 1<br>1.0                  | 0<br>0.0                  |
| Product Issues & Regulation  | 40<br>22.7                 | 1<br>1.5                  | 0<br>0.0                  | 5<br>6.3                  |
| Addiction & Quitting         | 6<br>3.4                   | 4<br>6.1                  | 2<br>2.0                  | 1<br>1.3                  |
| Youth Access & PPU           | 6<br>3.4                   | 2<br>3.0                  | 0<br>0.0                  | 5<br>6.3                  |
| Educ, Prevention & Cessation | 13<br>7.4                  | 17<br>25.8                | 26<br>26.5                | 20<br>25.3                |
| Unintended Damage            | 0<br>0.0                   | 0<br>0.0                  | 2<br>2.0                  | 2<br>2.5                  |
| Tobacco Industry             | 11<br>6.3                  | 0<br>0.0                  | 17<br>17.3                | 12<br>15.2                |
| Other                        | 6<br>3.4                   | 1<br>1.5                  | 12<br>12.2                | 6<br>7.6                  |
| <b>Total</b>                 | <b>176</b><br><b>100.0</b> | <b>66</b><br><b>100.0</b> | <b>98</b><br><b>100.0</b> | <b>79</b><br><b>100.0</b> |

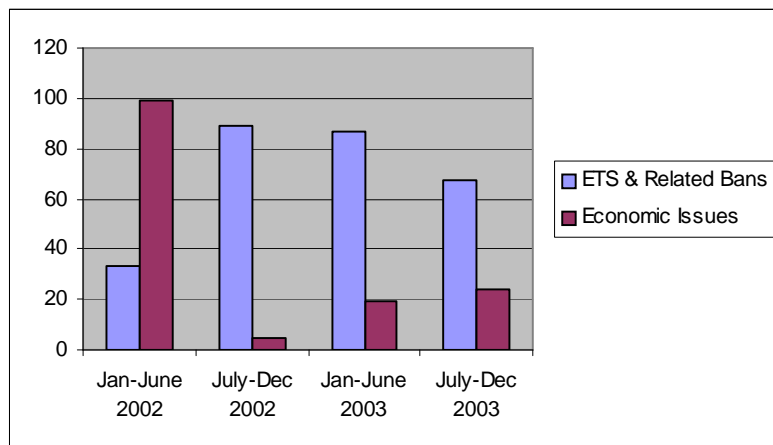
## Pennsylvania

### Volume



Pennsylvania newspapers featured tobacco-related articles widely distributed across themes, devoting the majority of coverage to ETS & Related Bans and Education, Prevention & Cessation in 2002 and 2003. Economic Issues and Youth Access & PPU were also frequently covered. Low volume in early 2002 preceded a dramatic spike from April to June before volume generally leveled off throughout the rest of the study. January through June 2002 provided the highest number of Economic Issues articles, representing over a quarter of the coverage. News about state budget problems and an increase in the cigarette tax to \$1 per pack was widespread at the time. Coverage of Product Issues & Regulation peaked during the first six months of 2002. Youth Access & PPU coverage was also important throughout 2002, due in part to state Senate endorsement of a bill to create harsher punishments for tobacco sales to minors. The frequency of articles pertaining to Youth Access was higher in Pennsylvania than most other states. As ETS & Related Bans gained prominence from July to December 2002, coverage of Economic Issues waned. An effort in Pittsburgh to ban smoking in bars and restaurants was precluded by a 1988 state anti-smoking law, which created controversy. Media publicity of the inability of local and county governments to ban smoking of their own accord contributed to the prevalence of the ETS theme. In light of these events, it appears that newspapers in Pennsylvania may have also been reporting extensively on smoking bans in other places, however, namely New York City. In the first six months of 2003 coverage of Education, Prevention & Cessation as well as the Tobacco Industry themes peaked. With regard to the news formats, Letters to the editor, Columns, Editorials, and Information pieces figured into the news coverage most significantly in the second half of 2002.

### Smokeless States Policy Areas



## Pennsylvania

### Article Type

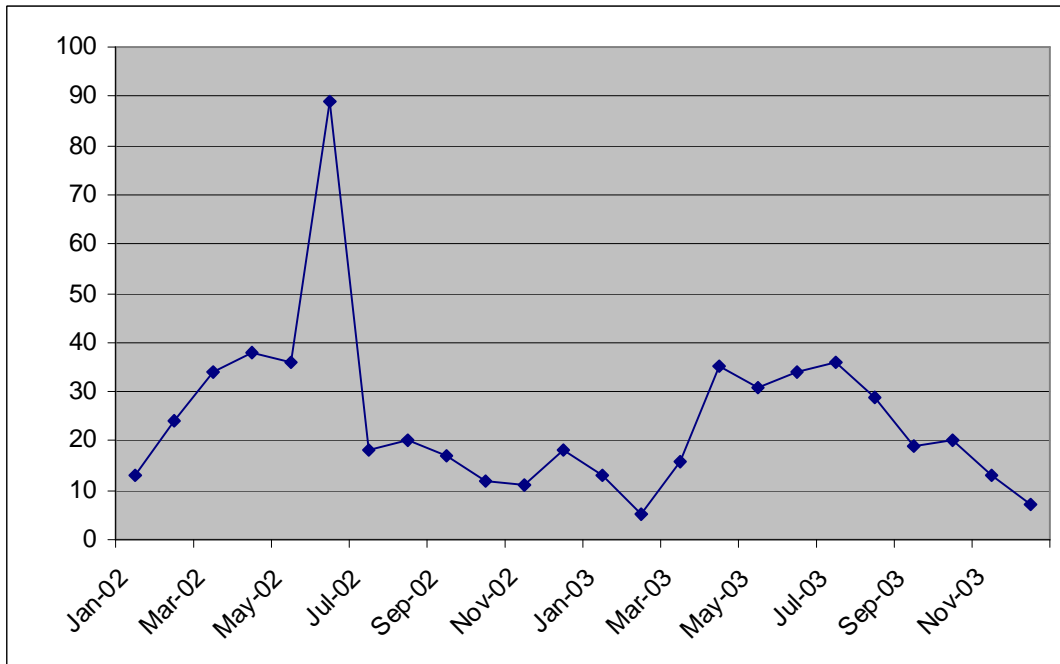
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 281<br>73.2                | 243<br>70.0                | 331<br>82.5                | 203<br>78.7                |
| Editorial    | 24<br>6.3                  | 14<br>4.0                  | 6<br>1.5                   | 4<br>1.6                   |
| Letter       | 43<br>11.2                 | 29<br>8.4                  | 27<br>6.7                  | 27<br>10.5                 |
| Column       | 18<br>4.7                  | 35<br>10.1                 | 23<br>5.7                  | 14<br>5.4                  |
| Cartoon      | 4<br>1.0                   | 2<br>0.6                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 3<br>0.8                   | 15<br>4.3                  | 13<br>3.2                  | 7<br>2.7                   |
| Q&A          | 0<br>0.0                   | 4<br>1.2                   | 1<br>0.2                   | 2<br>0.8                   |
| Other        | 11<br>2.9                  | 5<br>1.4                   | 0<br>0.0                   | 1<br>0.4                   |
| <b>Total</b> | <b>384</b><br><b>100.0</b> | <b>347</b><br><b>100.0</b> | <b>401</b><br><b>100.0</b> | <b>258</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 32<br>8.3                  | 22<br>6.3                  | 31<br>7.7                  | 22<br>8.5                  |
| ETS & Related Bans           | 33<br>8.6                  | 89<br>25.6                 | 87<br>21.7                 | 67<br>26.0                 |
| Tobacco Consumption          | 9<br>2.3                   | 13<br>3.7                  | 22<br>5.5                  | 15<br>5.8                  |
| Advertising & Promotion      | 17<br>4.4                  | 11<br>3.2                  | 11<br>2.7                  | 14<br>5.4                  |
| Economic Issues              | 99<br>25.8                 | 5<br>15.3                  | 19<br>4.7                  | 24<br>9.3                  |
| Farming                      | 3<br>0.8                   | 3<br>0.9                   | 8<br>2.0                   | 21<br>8.1                  |
| Product Issues & Regulation  | 55<br>14.3                 | 16<br>4.6                  | 5<br>1.2                   | 16<br>6.2                  |
| Addiction & Quitting         | 7<br>1.8                   | 18<br>5.2                  | 5<br>1.2                   | 7<br>2.7                   |
| Youth Access & PPU           | 45<br>11.7                 | 41<br>11.8                 | 34<br>8.5                  | 12<br>4.7                  |
| Educ, Prevention & Cessation | 38<br>9.9                  | 52<br>15.0                 | 72<br>18.0                 | 35<br>13.6                 |
| Unintended Damage            | 2<br>0.5                   | 3<br>0.9                   | 2<br>0.5                   | 8<br>3.1                   |
| Tobacco Industry             | 28<br>7.3                  | 6<br>1.7                   | 57<br>14.2                 | 10<br>3.9                  |
| Other                        | 16<br>4.2                  | 20<br>5.8                  | 48<br>12.0                 | 7<br>2.7                   |
| <b>Total</b>                 | <b>384</b><br><b>100.0</b> | <b>347</b><br><b>100.0</b> | <b>401</b><br><b>100.0</b> | <b>258</b><br><b>100.0</b> |

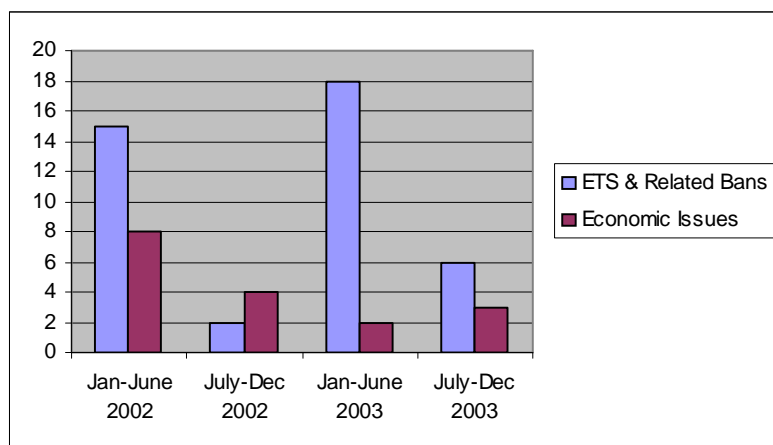
## Rhode Island

### Volume



ETS & Related Bans was the most frequent theme of coverage in Rhode Island, while Economic Issues and Education, Prevention & Cessation received equivalent coverage in the sample with variation in distribution between periods. January through June periods of both years featured comparatively higher numbers of ETS stories than the other periods. Newspapers recounted the decision by the city council of East Providence not to ban smoking in certain outdoor public areas in early 2002. Almost a year later a ban on smoking in Rhode Island state prisons also merited headlines. Education, Prevention & Cessation was most prominent during the first six months of 2002, peaking at 19 percent of the sample. Overall volume sharply increased in June of that year and then declined in July before leveling off during the second half of the year. Economic Issues coverage increased to account for a quarter of the sample. Reporting of ETS & Related Bans jumped in the first half of 2003 when newspapers featured the highest numbers of articles with associated images and front-page stories. Hard News articles accounted for over 91 percent of the sample in the second half of 2003.

### Smokeless States Policy Areas





## Rhode Island

### Article Type

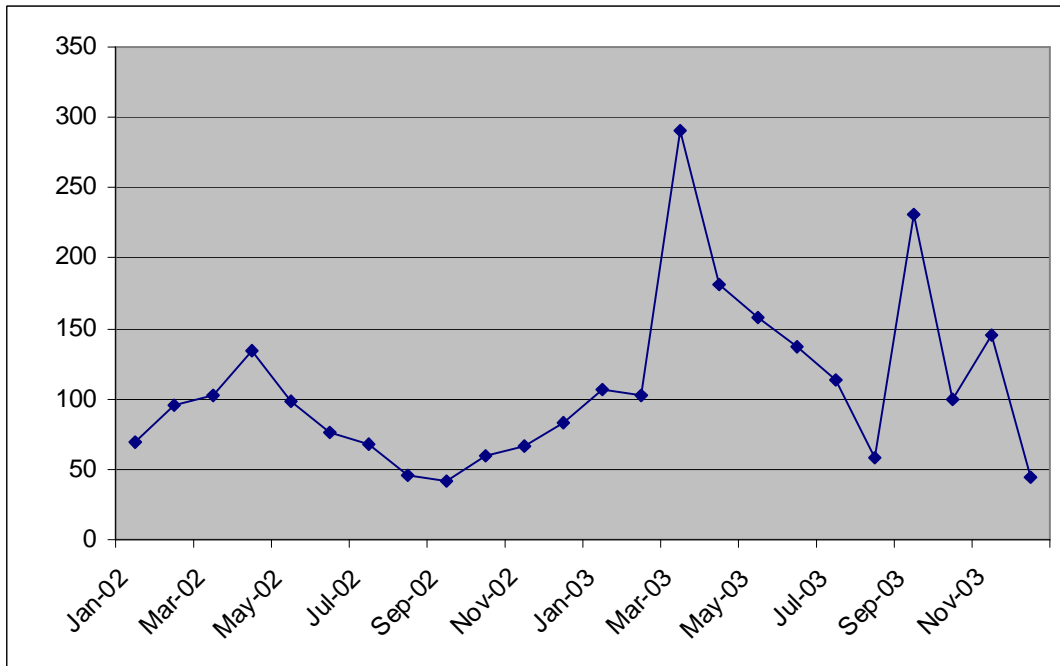
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 42<br>79.3                | 11<br>68.8                | 32<br>82.1                | 22<br>91.7                |
| Editorial    | 1<br>1.9                  | 1<br>6.3                  | 1<br>2.6                  | 0<br>0.0                  |
| Letter       | 3<br>5.7                  | 1<br>6.3                  | 2<br>5.1                  | 1<br>4.2                  |
| Column       | 2<br>3.8                  | 2<br>12.5                 | 3<br>7.7                  | 0<br>0.0                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 5<br>9.4                  | 1<br>6.3                  | 0<br>0.0                  | 0<br>0.0                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 1<br>2.6                  | 1<br>4.2                  |
| Other        | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>53</b><br><b>100.0</b> | <b>16</b><br><b>100.0</b> | <b>39</b><br><b>100.0</b> | <b>24</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 1<br>1.9                  | 0<br>0.0                  | 2<br>5.1                  | 2<br>8.3                  |
| ETS & Related Bans           | 15<br>28.3                | 2<br>12.5                 | 18<br>46.2                | 6<br>25.0                 |
| Tobacco Consumption          | 1<br>1.9                  | 1<br>6.3                  | 1<br>2.6                  | 1<br>4.2                  |
| Advertising & Promotion      | 5<br>9.4                  | 1<br>6.3                  | 2<br>5.1                  | 0<br>0.0                  |
| Economic Issues              | 8<br>15.1                 | 4<br>25.0                 | 2<br>5.1                  | 3<br>12.5                 |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 1<br>4.2                  |
| Product Issues & Regulation  | 6<br>11.3                 | 2<br>12.5                 | 1<br>2.6                  | 2<br>8.3                  |
| Addiction & Quitting         | 1<br>1.9                  | 1<br>6.3                  | 1<br>2.6                  | 0<br>0.0                  |
| Youth Access & PPU           | 2<br>3.8                  | 0<br>0.0                  | 1<br>2.6                  | 3<br>12.5                 |
| Educ, Prevention & Cessation | 10<br>18.9                | 2<br>12.5                 | 4<br>10.3                 | 1<br>4.2                  |
| Unintended Damage            | 1<br>1.9                  | 0<br>0.0                  | 0<br>0.0                  | 2<br>8.3                  |
| Tobacco Industry             | 3<br>5.7                  | 0<br>0.0                  | 3<br>7.7                  | 3<br>12.5                 |
| Other                        | 0<br>0.0                  | 3<br>18.8                 | 4<br>10.3                 | 0<br>0.0                  |
| <b>Total</b>                 | <b>53</b><br><b>100.0</b> | <b>16</b><br><b>100.0</b> | <b>39</b><br><b>100.0</b> | <b>24</b><br><b>100.0</b> |

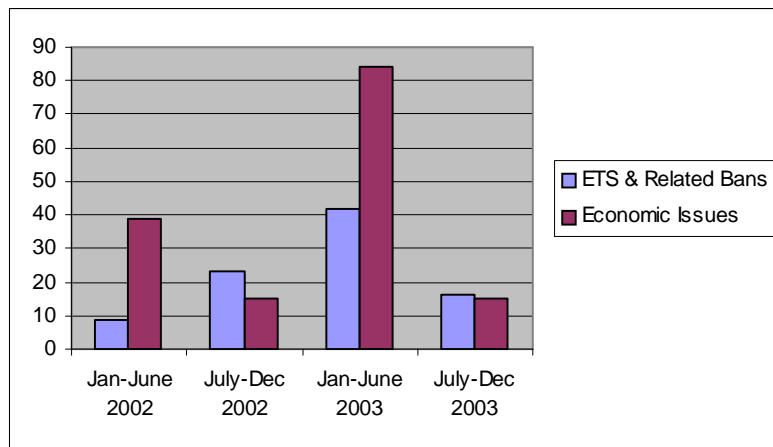
## South Carolina

### Volume



Economic Issues, ETS & Related Bans and Farming Issues were the dominant themes of the coverage in South Carolina in 2002 and 2003. Articles surrounding the development of an early 2002 proposal to increase cigarette taxes to supplement Medicaid funding boosted the Economic Issues theme to prominence during the January to June periods in both years of the study. The Product Issues & Regulation theme was most frequently in the news in the first half of 2002 as well, while Farming Issues accounted for over 10 percent of the sample during both periods in 2002. The peak coverage of ETS & Related Bans occurred from July to December, when Charleston was considering a smoking ban. The relative frequency of this policy area dropped during both periods in 2003, while the Tobacco Industry theme drew more attention from January to June of that year, not only in South Carolina but across the nation. Economic Issues stories were less frequent in the news in the second half of 2003 than during the preceding periods, whereas the Farming Issues theme peaked at this time amid reports of heavy rains negatively affecting crop yields. Overall, 2002 had considerably lower levels of volume than 2003, the first six months of which provided the highest raw number of articles and the largest sample, along with spikes in the frequency of tobacco-related news appearing on front pages and of articles paired with images. Even as the January to June period in 2003 saw a jump in the relative frequency of Letters to the Editor, effecting a lower percentage of Hard News, the relative frequencies of this dominant format remained comparatively high in South Carolina.

### Smokeless States Policy Areas



**South Carolina**

**Article Type**

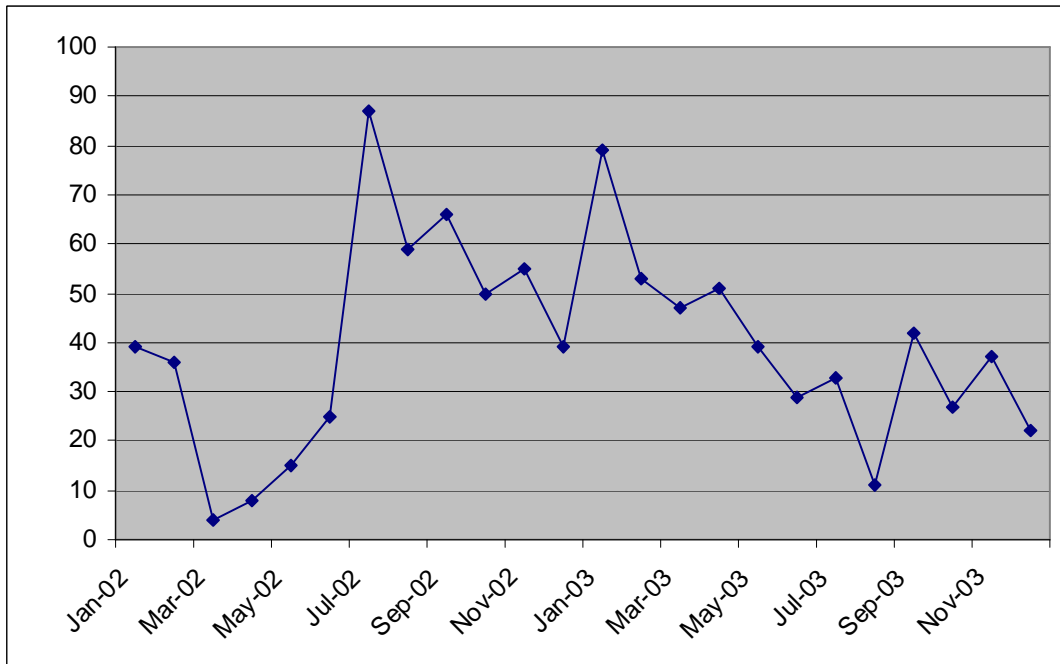
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|---------------------------|----------------------------|----------------------------|
| Hard News    | 114<br>82.6                | 72<br>84.7                | 182<br>78.8                | 130<br>88.4                |
| Editorial    | 5<br>3.6                   | 3<br>3.5                  | 11<br>4.8                  | 5<br>3.4                   |
| Letter       | 7<br>5.1                   | 2<br>2.4                  | 23<br>10.0                 | 2<br>1.4                   |
| Column       | 1<br>0.7                   | 8<br>9.4                  | 12<br>5.2                  | 5<br>3.4                   |
| Cartoon      | 2<br>1.5                   | 0<br>0.0                  | 1<br>0.4                   | 0<br>0.0                   |
| Information  | 2<br>1.5                   | 0<br>0.0                  | 1<br>0.4                   | 3<br>2.0                   |
| Q&A          | 2<br>1.5                   | 0<br>0.0                  | 0<br>0.0                   | 2<br>1.4                   |
| Other        | 5<br>3.6                   | 0<br>0.0                  | 1<br>0.4                   | 0<br>0.0                   |
| <b>Total</b> | <b>138</b><br><b>100.0</b> | <b>85</b><br><b>100.0</b> | <b>231</b><br><b>100.0</b> | <b>147</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|---------------------------|----------------------------|----------------------------|
| Health Effects               | 9<br>6.5                   | 2<br>2.4                  | 12<br>5.2                  | 4<br>2.7                   |
| ETS & Related Bans           | 9<br>6.5                   | 23<br>27.1                | 42<br>18.2                 | 16<br>10.9                 |
| Tobacco Consumption          | 1<br>0.7                   | 7<br>8.2                  | 4<br>1.7                   | 5<br>3.4                   |
| Advertising & Promotion      | 4<br>2.9                   | 8<br>9.4                  | 10<br>4.3                  | 2<br>1.4                   |
| Economic Issues              | 39<br>28.3                 | 15<br>17.6                | 84<br>36.4                 | 15<br>10.2                 |
| Farming                      | 15<br>10.9                 | 9<br>10.6                 | 14<br>6.1                  | 48<br>32.7                 |
| Product Issues & Regulation  | 24<br>17.4                 | 3<br>3.5                  | 1<br>0.4                   | 6<br>4.1                   |
| Addiction & Quitting         | 6<br>4.4                   | 0<br>0.0                  | 0<br>0.0                   | 1<br>0.7                   |
| Youth Access & PPU           | 5<br>3.6                   | 3<br>3.5                  | 7<br>3.0                   | 2<br>1.4                   |
| Educ, Prevention & Cessation | 9<br>6.5                   | 6<br>7.1                  | 8<br>3.5                   | 13<br>8.8                  |
| Unintended Damage            | 0<br>0.0                   | 0<br>0.0                  | 0<br>0.0                   | 4<br>2.7                   |
| Tobacco Industry             | 13<br>9.4                  | 5<br>5.9                  | 24<br>10.4                 | 12<br>8.2                  |
| Other                        | 4<br>2.9                   | 4<br>4.7                  | 25<br>10.8                 | 19<br>12.9                 |
| <b>Total</b>                 | <b>138</b><br><b>100.0</b> | <b>85</b><br><b>100.0</b> | <b>231</b><br><b>100.0</b> | <b>147</b><br><b>100.0</b> |

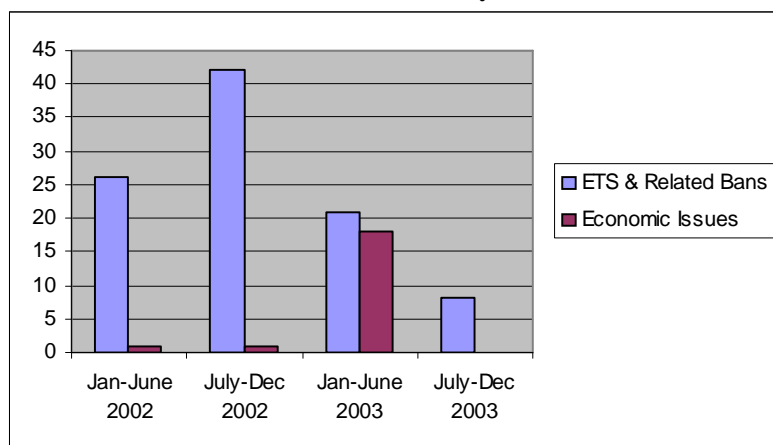
## South Dakota

### Volume



In 2002, the majority of tobacco-related news in South Dakota focused on the ETS & Related Bans theme. This policy area accounted for 60 percent of the coverage from the first six months of 2002 and half the coverage in the July to December sample, but received less attention in 2003. Stories about outdoor smoking bans in the Black Hills National Forest and on school property were widely circulated, as was coverage of the highly contested state SFA efforts. Education, Prevention & Cessation was the second most frequent theme in South Dakota newspapers, particularly in 2003 as two reports critical of the state's progress on tobacco control efforts made headlines. The policy area of Economic Issues received little attention in newspapers with the exception of the period from January to June 2003, when a proposal to raise the cigarette tax by 67 cents was widely reported. This coverage contributed to the second highest peak in overall volume of tobacco issues in newspapers, along with the highest levels of front page articles and stories with associated images. During the second half of 2002, the percentage of articles in the Hard News format dropped from over 90 percent to less than two thirds of the sample due to an increase in Editorials, Letters to the Editor, Information articles, and a particularly marked increase in Columns. In 2003 Hard News stories bounced back to levels approaching 90%.

### Smokeless States Policy Areas



## South Dakota

### Article Type

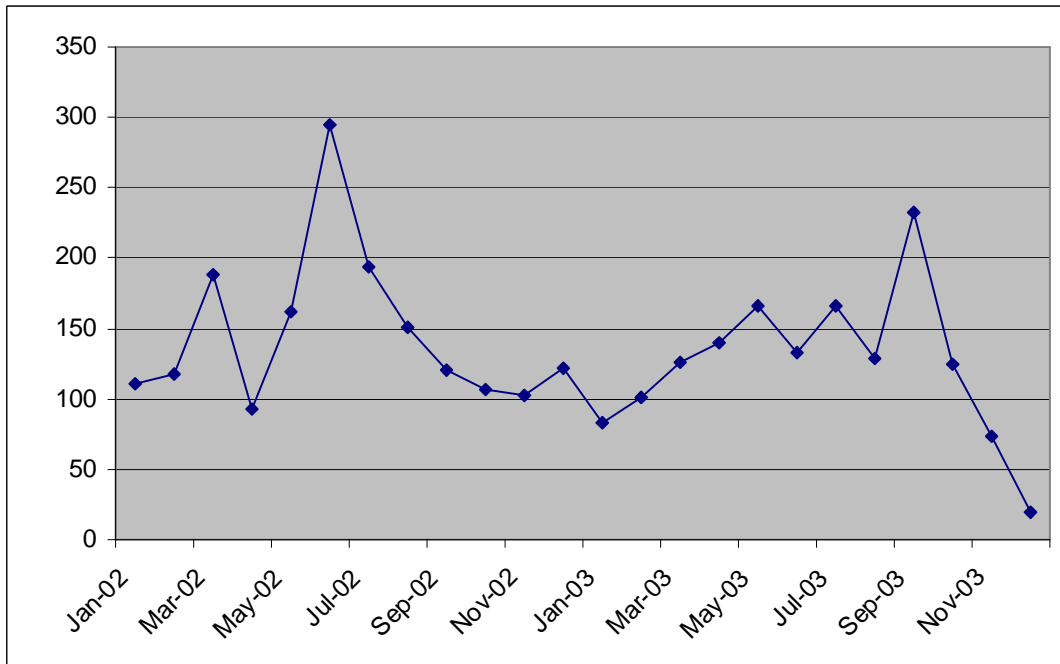
|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Hard News    | 39<br>90.7                | 55<br>66.3                | 96<br>89.7                 | 34<br>89.5                |
| Editorial    | 3<br>6.9                  | 6<br>7.2                  | 3<br>2.8                   | 1<br>2.6                  |
| Letter       | 0<br>0.0                  | 7<br>8.4                  | 2<br>1.9                   | 1<br>2.6                  |
| Column       | 0<br>0.0                  | 10<br>12.0                | 3<br>2.8                   | 2<br>5.3                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 4<br>4.8                  | 2<br>1.9                   | 0<br>0.0                  |
| Q&A          | 0<br>0.0                  | 1<br>1.2                  | 1<br>0.9                   | 0<br>0.0                  |
| Other        | 1<br>2.3                  | 0<br>0.0                  | 0<br>0.0                   | 0<br>0.0                  |
| <b>Total</b> | <b>43</b><br><b>100.0</b> | <b>83</b><br><b>100.0</b> | <b>107</b><br><b>100.0</b> | <b>38</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|
| Health Effects               | 3<br>6.9                  | 3<br>3.6                  | 9<br>8.4                   | 3<br>7.9                  |
| ETS & Related Bans           | 26<br>60.5                | 42<br>50.6                | 21<br>19.6                 | 8<br>21.1                 |
| Tobacco Consumption          | 2<br>4.7                  | 5<br>6.0                  | 1<br>0.9                   | 3<br>7.9                  |
| Advertising & Promotion      | 0<br>0.0                  | 3<br>3.6                  | 2<br>1.9                   | 4<br>10.5                 |
| Economic Issues              | 1<br>2.3                  | 1<br>1.2                  | 18<br>16.8                 | 0<br>0.0                  |
| Farming                      | 1<br>2.3                  | 0<br>0.0                  | 1<br>0.9                   | 4<br>10.5                 |
| Product Issues & Regulation  | 2<br>4.7                  | 4<br>4.8                  | 1<br>0.9                   | 1<br>2.6                  |
| Addiction & Quitting         | 0<br>0.0                  | 2<br>2.4                  | 4<br>3.7                   | 0<br>0.0                  |
| Youth Access & PPU           | 3<br>6.9                  | 3<br>3.6                  | 1<br>0.9                   | 3<br>7.9                  |
| Educ, Prevention & Cessation | 4<br>9.3                  | 14<br>16.9                | 25<br>23.4                 | 11<br>28.9                |
| Unintended Damage            | 0<br>0.0                  | 3<br>3.6                  | 0<br>0.0                   | 0<br>0.0                  |
| Tobacco Industry             | 0<br>0.0                  | 0<br>0.0                  | 11<br>10.3                 | 1<br>2.6                  |
| Other                        | 1<br>2.3                  | 3<br>3.6                  | 13<br>12.1                 | 0<br>0.0                  |
| <b>Total</b>                 | <b>43</b><br><b>100.0</b> | <b>83</b><br><b>100.0</b> | <b>107</b><br><b>100.0</b> | <b>38</b><br><b>100.0</b> |

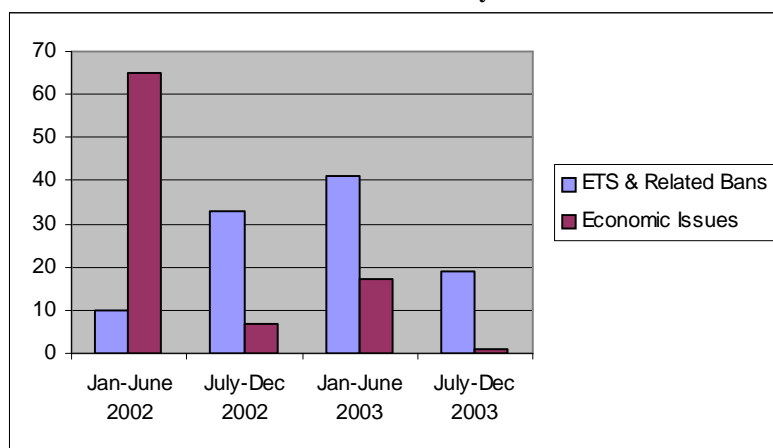
## Tennessee

### Volume



The Farming Issues theme was central to the coverage in Tennessee, a state heavily invested in tobacco production. The SLS policy areas of ETS & Related Bans and Economic Issues were also reported on extensively. During the first six months of 2002 the Economic Issues theme was prevalent, accounting for 29 percent of the sample. Coverage of this theme waned in the subsequent periods. Product Issues & Regulation coverage also peaked in early 2002, when the federal government was considering instituting FDA oversight over tobacco production. Consistent with farming-heavy states, coverage during this period included the highest number of front page articles. Prolific coverage from June 2002 produced the peak volume in Tennessee, with volume levels declining roughly 60 percent by the end of the year. The relative frequency of the ETS theme increased markedly in the period between July and December 2002, with continued focus on ETS during the first half of 2003. The dominant theme in early 2003 was the Tobacco Industry, however. Editorials and Columns were featured most often during the same interval from January to June, with Editorials and Columns comprising nine and six percent of articles in the sample, respectively. The second spike in overall volume occurred in September 2003, amid reports of varying yields in tobacco crops. The relative frequency of articles detailing Farming Issues peaked at 26 percent of the coverage during the last six months of the year.

### Smokeless States Policy Areas



**Tennessee**

**Article Type**

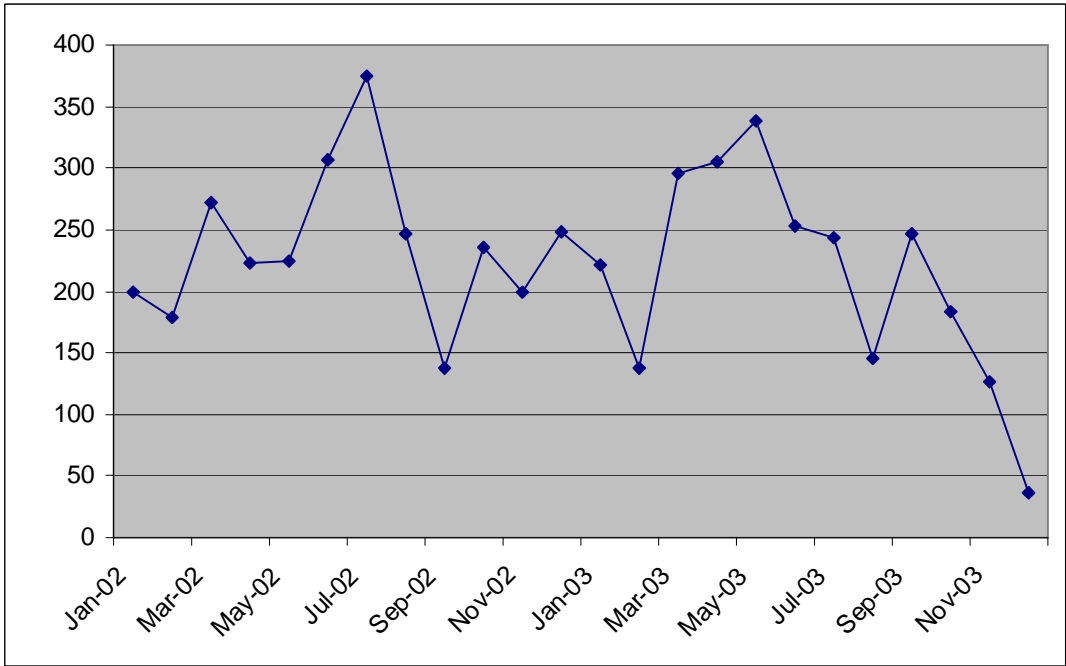
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 189<br>84.0                | 119<br>82.1                | 168<br>78.5                | 139<br>84.2                |
| Editorial    | 10<br>4.4                  | 6<br>4.1                   | 19<br>8.9                  | 5<br>3.0                   |
| Letter       | 11<br>4.9                  | 8<br>5.5                   | 6<br>2.8                   | 7<br>4.2                   |
| Column       | 6<br>2.7                   | 5<br>3.4                   | 12<br>5.6                  | 4<br>2.4                   |
| Cartoon      | 2<br>0.9                   | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 5<br>2.2                   | 6<br>4.1                   | 7<br>3.3                   | 10<br>6.1                  |
| Q&A          | 0<br>0.0                   | 1<br>0.7                   | 2<br>0.9                   | 0<br>0.0                   |
| Other        | 2<br>0.9                   | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   |
| <b>Total</b> | <b>225</b><br><b>100.0</b> | <b>145</b><br><b>100.0</b> | <b>214</b><br><b>100.0</b> | <b>165</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 11<br>4.9                  | 6<br>4.1                   | 17<br>7.9                  | 12<br>7.3                  |
| ETS & Related Bans           | 10<br>4.4                  | 33<br>22.8                 | 41<br>19.2                 | 19<br>11.5                 |
| Tobacco Consumption          | 8<br>3.6                   | 8<br>5.5                   | 3<br>1.4                   | 5<br>3.0                   |
| Advertising & Promotion      | 13<br>5.8                  | 2<br>1.4                   | 11<br>5.1                  | 4<br>2.4                   |
| Economic Issues              | 65<br>28.9                 | 7<br>4.8                   | 17<br>7.9                  | 1<br>0.6                   |
| Farming                      | 24<br>10.7                 | 33<br>22.8                 | 30<br>14.0                 | 43<br>26.1                 |
| Product Issues & Regulation  | 42<br>18.7                 | 14<br>9.7                  | 5<br>2.3                   | 11<br>6.7                  |
| Addiction & Quitting         | 1<br>0.4                   | 9<br>6.2                   | 3<br>1.4                   | 2<br>1.2                   |
| Youth Access & PPU           | 12<br>5.3                  | 6<br>4.1                   | 3<br>1.4                   | 3<br>1.8                   |
| Educ, Prevention & Cessation | 18<br>8.0                  | 17<br>11.7                 | 17<br>7.9                  | 20<br>12.1                 |
| Unintended Damage            | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   | 3<br>1.8                   |
| Tobacco Industry             | 14<br>6.2                  | 6<br>4.1                   | 43<br>20.1                 | 21<br>12.7                 |
| Other                        | 7<br>3.1                   | 4<br>2.8                   | 24<br>11.2                 | 21<br>12.7                 |
| <b>Total</b>                 | <b>225</b><br><b>100.0</b> | <b>145</b><br><b>100.0</b> | <b>214</b><br><b>100.0</b> | <b>165</b><br><b>100.0</b> |

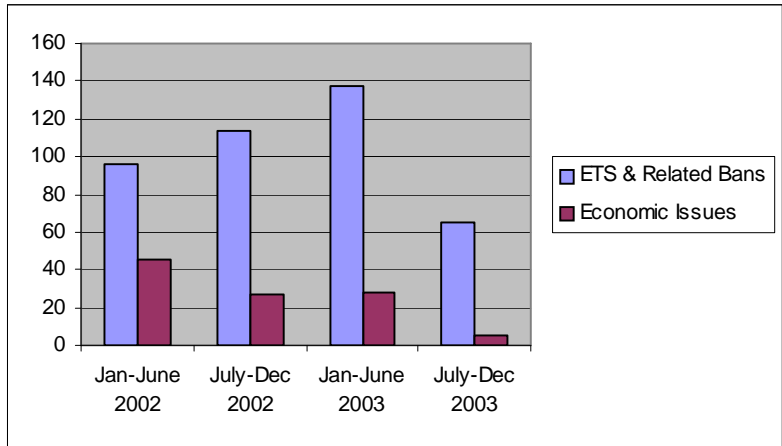
**Texas**

**Volume**



Texas newspapers featured extensive coverage of tobacco issues in 2002 and 2003. ETS & Related Bans received the most coverage, particularly in the two periods spanning July 2002 through June of 2003. Smoking bans and restrictions were a contentious subject in Dallas, Longview, San Antonio, and Austin during this time. The second SLS policy area of Economic Issues drew only a fraction of the coverage of ETS. Stories pertaining to Economic Issues were most frequent in the months January through June 2002 and declined in relative frequency during each consecutive period. Other themes widely reported on were Education, Prevention & Cessation and to a lesser extent, Health Effects. Stories detailing Product and Regulation Issues were featured most frequently in Texas between January and June 2002, comprising 18 percent of the sample from that period. Newspapers reported a cigarette manufacturer’s announcement of plans to cease labeling cigarettes as “light” and “ultralight” due to allegations of misrepresentation. The highest volume of tobacco-related articles appeared between July and December 2002, effecting increases in the number of articles with associated images and tobacco-related front page features. Reporting on the Tobacco Industry theme peaked in the period from January through June 2003. The lowest relative frequency of the Hard News format was found during the first six months of 2002 due to high frequency of Columns, Editorials, Information pieces, and other miscellaneous formats. The largest proportions of Letters, Editorials, and Columns were found in the coverage from January to June 2003, however.

**Smokeless States Policy Areas**





**Texas**

**Article Type**

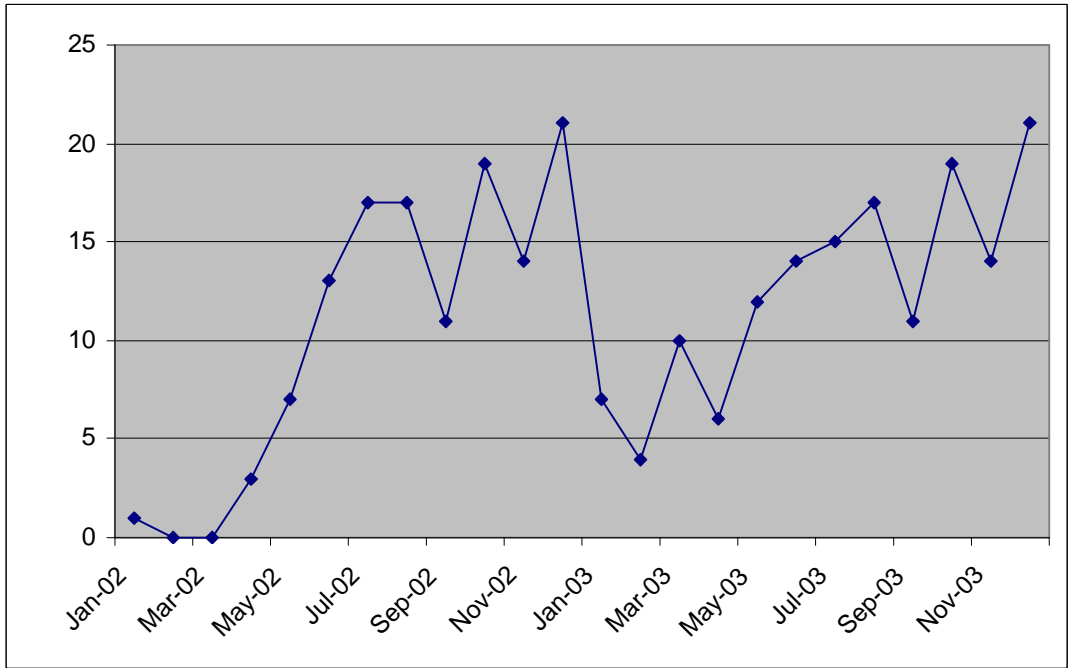
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 248<br>66.9                | 220<br>76.1                | 284<br>71.4                | 177<br>75.6                |
| Editorial    | 13<br>3.5                  | 13<br>4.5                  | 20<br>5.0                  | 4<br>1.7                   |
| Letter       | 43<br>11.6                 | 20<br>6.9                  | 57<br>14.3                 | 32<br>13.7                 |
| Column       | 17<br>4.6                  | 22<br>7.6                  | 27<br>6.8                  | 12<br>5.1                  |
| Cartoon      | 5<br>1.4                   | 2<br>0.7                   | 1<br>0.3                   | 0<br>0.0                   |
| Information  | 13<br>3.5                  | 5<br>1.7                   | 5<br>1.3                   | 4<br>1.7                   |
| Q&A          | 0<br>0.0                   | 2<br>0.7                   | 3<br>0.8                   | 3<br>1.3                   |
| Other        | 32<br>8.6                  | 5<br>1.7                   | 1<br>0.3                   | 2<br>0.9                   |
| <b>Total</b> | <b>371</b><br><b>100.0</b> | <b>289</b><br><b>100.0</b> | <b>398</b><br><b>100.0</b> | <b>234</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 34<br>9.2                  | 19<br>6.6                  | 32<br>8.0                  | 22<br>9.4                  |
| ETS & Related Bans           | 96<br>25.9                 | 114<br>39.4                | 137<br>34.4                | 65<br>27.8                 |
| Tobacco Consumption          | 11<br>2.9                  | 18<br>6.2                  | 6<br>1.5                   | 16<br>6.8                  |
| Advertising & Promotion      | 11<br>2.9                  | 10<br>3.5                  | 19<br>4.8                  | 7<br>3.0                   |
| Economic Issues              | 45<br>12.1                 | 27<br>9.3                  | 28<br>7.0                  | 5<br>2.1                   |
| Farming                      | 4<br>1.1                   | 2<br>0.7                   | 8<br>2.0                   | 19<br>8.1                  |
| Product Issues & Regulation  | 66<br>17.8                 | 17<br>5.9                  | 5<br>1.3                   | 7<br>3.0                   |
| Addiction & Quitting         | 5<br>1.4                   | 18<br>6.2                  | 3<br>0.8                   | 6<br>2.6                   |
| Youth Access & PPU           | 11<br>2.9                  | 16<br>5.5                  | 2<br>0.5                   | 10<br>4.3                  |
| Educ, Prevention & Cessation | 46<br>12.4                 | 30<br>10.4                 | 48<br>12.1                 | 24<br>10.3                 |
| Unintended Damage            | 9<br>2.4                   | 0<br>0.0                   | 1<br>0.3                   | 29<br>12.4                 |
| Tobacco Industry             | 20<br>5.4                  | 2<br>0.7                   | 53<br>13.3                 | 13<br>5.6                  |
| Other                        | 13<br>3.5                  | 16<br>5.5                  | 56<br>14.1                 | 11<br>4.7                  |
| <b>Total</b>                 | <b>371</b><br><b>100.0</b> | <b>289</b><br><b>100.0</b> | <b>398</b><br><b>100.0</b> | <b>234</b><br><b>100.0</b> |

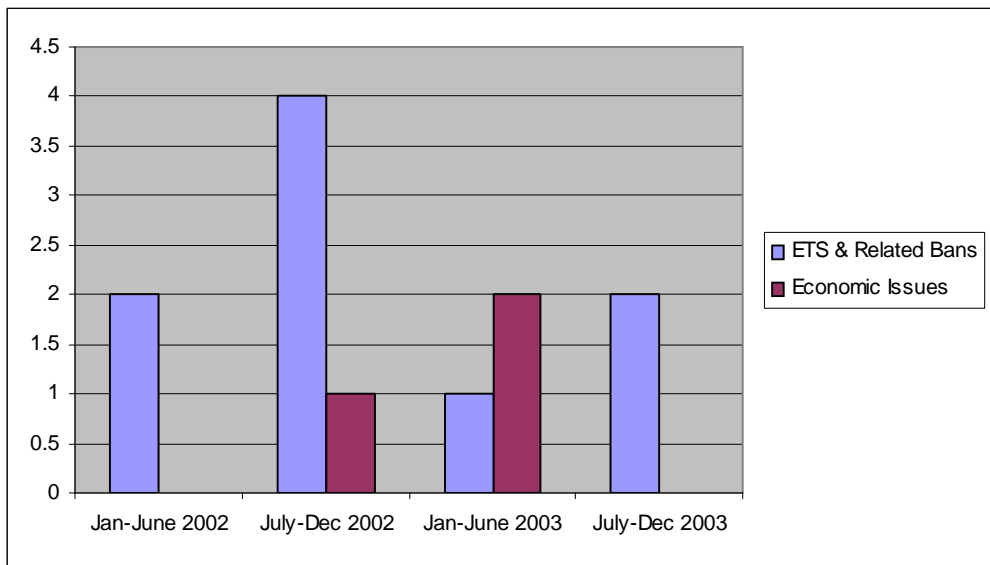
## Utah

### Volume



Extremely minimal newspaper coverage of tobacco issues appeared in Utah in 2002 and 2003. ETS & Related Bans and Education, Prevention & Cessation received the most exposure of all tobacco-related themes. Volume fluctuations with substantial increases in media attention of these issues—particularly in the July to December period—are characteristic of the coverage in the state. Whereas ETS stories were dominant in 2002, Education, Prevention & Cessation-related news was more prevalent in 2003. The Health Effects theme was also an important component in the coverage, particularly during the first half of 2002. Scant media attention was paid to the Economic Issues theme in Utah. Disparities in the relative frequency of Hard News between 2002 and 2003 are significant. Hard news accounted for 75 and 65 percent of the sample during the January to June and July to December 2002 periods respectively, while all articles in 2003 were in the Hard News format.

### Smokeless States Policy Areas



**Utah**

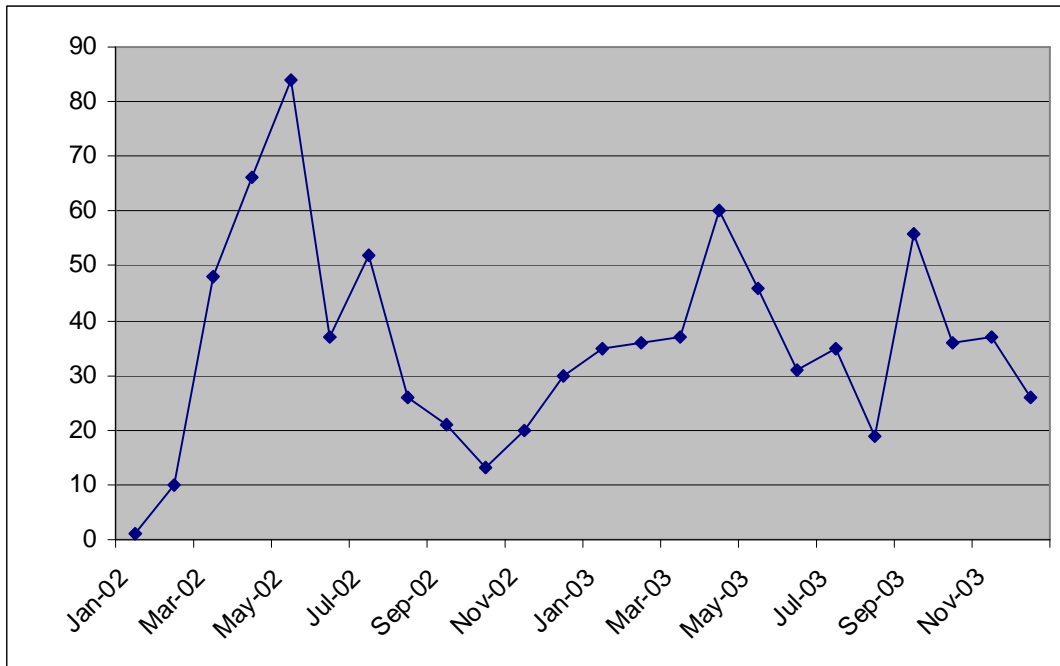
**Article Type**

|              | <b>Jan-June 2002</b>     | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|--------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 6<br>75.0                | 11<br>64.7                | 15<br>100.0               | 10<br>100.0               |
| Editorial    | 1<br>12.5                | 2<br>11.8                 | 0<br>0.0                  | 0<br>0.0                  |
| Letter       | 0<br>0.0                 | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Column       | 0<br>0.0                 | 3<br>17.6                 | 0<br>0.0                  | 0<br>0.0                  |
| Cartoon      | 0<br>0.0                 | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 0<br>0.0                 | 1<br>5.9                  | 0<br>0.0                  | 0<br>0.0                  |
| Q&A          | 0<br>0.0                 | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Other        | 1<br>12.5                | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>8</b><br><b>100.0</b> | <b>17</b><br><b>100.0</b> | <b>15</b><br><b>100.0</b> | <b>10</b><br><b>100.0</b> |

**Theme**

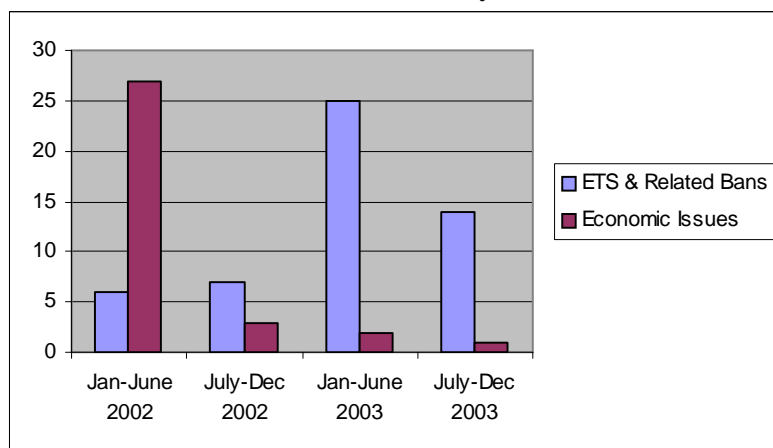
|                              | <b>Jan-June 2002</b>     | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|--------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 3<br>37.5                | 1<br>5.9                  | 2<br>13.3                 | 0<br>0.0                  |
| ETS & Related Bans           | 2<br>25.0                | 4<br>23.5                 | 1<br>6.7                  | 2<br>20.0                 |
| Tobacco Consumption          | 0<br>0.0                 | 1<br>5.9                  | 0<br>0.0                  | 0<br>0.0                  |
| Advertising & Promotion      | 1<br>12.5                | 0<br>0.0                  | 1<br>6.7                  | 0<br>0.0                  |
| Economic Issues              | 0<br>0.0                 | 1<br>5.9                  | 2<br>13.3                 | 0<br>0.0                  |
| Farming                      | 0<br>0.0                 | 0<br>0.0                  | 0<br>0.0                  | 2<br>20.0                 |
| Product Issues & Regulation  | 1<br>12.5                | 2<br>11.8                 | 1<br>6.7                  | 1<br>10.0                 |
| Addiction & Quitting         | 0<br>0.0                 | 2<br>11.8                 | 0<br>0.0                  | 0<br>0.0                  |
| Youth Access & PPU           | 0<br>0.0                 | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Educ, Prevention & Cessation | 0<br>0.0                 | 3<br>17.6                 | 4<br>26.7                 | 5<br>50.0                 |
| Unintended Damage            | 0<br>0.0                 | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Tobacco Industry             | 1<br>12.5                | 1<br>5.9                  | 2<br>13.3                 | 0<br>0.0                  |
| Other                        | 0<br>0.0                 | 2<br>11.8                 | 2<br>13.3                 | 0<br>0.0                  |
| <b>Total</b>                 | <b>8</b><br><b>100.0</b> | <b>17</b><br><b>100.0</b> | <b>15</b><br><b>100.0</b> | <b>10</b><br><b>100.0</b> |

**Vermont**  
**Volume**



The coverage in Vermont in 2002 and 2003 was primarily concentrated on the three themes of ETS & Related Bans, Education, Prevention & Cessation, and Economic Issues. A sharp increase in general volume of tobacco-related articles in May 2002 coincided with increases in the Economic Issues theme, when the state was grappling with budget issues and the state Senate proposed a 67-cent cigarette tax increase amid budget shortfalls. The presence of the Economic theme in newspapers waned once the budget crisis was resolved. The relative frequency of ETS & Related Bans coverage increased in each consecutive period in the study amid increasing numbers of local communities considering smoking bans in public places. A 17 percent increase in news pertaining to the Tobacco Industry occurred during the first half of 2003. The relative frequency of Education, Prevention & Cessation news also increased substantially between late 2002 and the January to June period in 2003. Letters to the Editor, Information articles, Editorials, and Columns collectively provided an alternative to the dominant Hard News format during both periods in 2002. The relative frequency of Hard News increased markedly in 2003, however.

**Smokeless States Policy Areas**



Vermont

Article Type

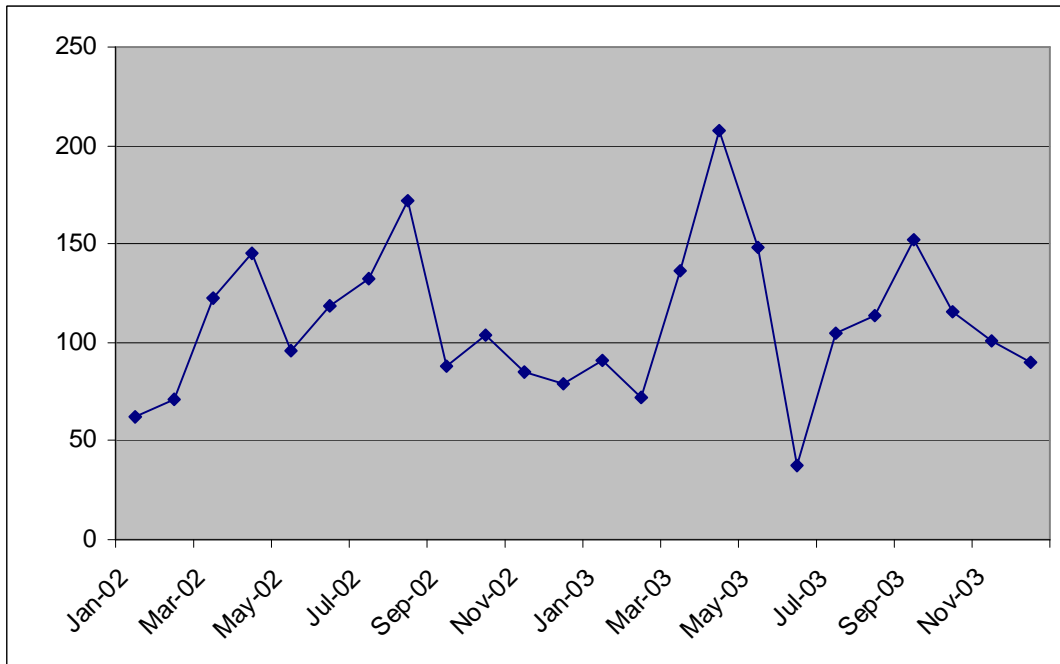
|             | Jan-June 2002 | July-Dec 2002 | Jan-June 2003 | July-Dec 2003 |
|-------------|---------------|---------------|---------------|---------------|
| Hard News   | 46<br>68.7    | 14<br>56.0    | 65<br>78.3    | 33<br>80.5    |
| Editorial   | 5<br>7.5      | 2<br>8.0      | 4<br>4.8      | 1<br>2.4      |
| Letter      | 12<br>17.9    | 1<br>4.0      | 6<br>7.2      | 3<br>7.3      |
| Column      | 1<br>1.5      | 5<br>20.0     | 5<br>6.0      | 1<br>2.4      |
| Cartoon     | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      |
| Information | 2<br>2.9      | 3<br>12.0     | 2<br>2.4      | 2<br>4.9      |
| Q&A         | 1<br>1.5      | 0<br>0.0      | 1<br>1.2      | 1<br>2.4      |
| Other       | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      |
| Total       | 67<br>100.0   | 25<br>100.0   | 83<br>100.0   | 41<br>100.0   |

Theme

|                              | Jan-June 2002 | July-Dec 2002 | Jan-June 2003 | July-Dec 2003 |
|------------------------------|---------------|---------------|---------------|---------------|
| Health Effects               | 5<br>7.5      | 3<br>12.0     | 4<br>4.8      | 5<br>12.2     |
| ETS & Related Bans           | 6<br>9.0      | 7<br>28.0     | 25<br>30.1    | 14<br>34.1    |
| Tobacco Consumption          | 4<br>6.0      | 0<br>0.0      | 1<br>1.2      | 2<br>4.9      |
| Advertising & Promotion      | 2<br>2.9      | 0<br>0.0      | 1<br>1.2      | 2<br>4.9      |
| Economic Issues              | 27<br>40.3    | 3<br>12.0     | 2<br>2.4      | 1<br>2.4      |
| Farming                      | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      | 5<br>12.2     |
| Product Issues & Regulation  | 3<br>4.5      | 1<br>4.0      | 1<br>1.2      | 0<br>0.0      |
| Addiction & Quitting         | 3<br>4.5      | 2<br>8.0      | 1<br>1.2      | 0<br>0.0      |
| Youth Access & PPU           | 1<br>1.5      | 0<br>0.0      | 0<br>0.0      | 1<br>2.4      |
| Educ, Prevention & Cessation | 12<br>17.9    | 2<br>8.0      | 20<br>24.1    | 8<br>19.5     |
| Unintended Damage            | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      | 0<br>0.0      |
| Tobacco Industry             | 2<br>2.9      | 1<br>4.0      | 18<br>21.7    | 2<br>4.9      |
| Other                        | 2<br>2.9      | 6<br>24.0     | 10<br>12.0    | 1<br>2.4      |
| Total                        | 67<br>100.0   | 25<br>100.0   | 83<br>100.0   | 41<br>100.0   |

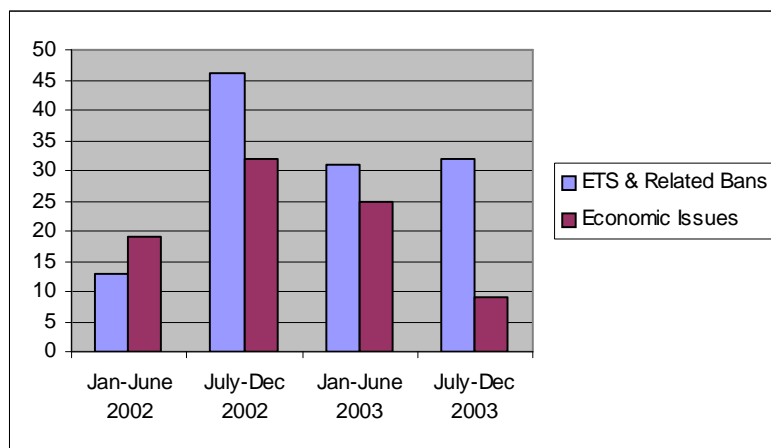
## Virginia

### Volume



The Tobacco Industry was the most frequently covered theme in the sampled coverage from Virginia, an unsurprising development given that Philip Morris's parent company Altria Group, Inc., has its home in Virginia. The SLS policy area of ETS & Related Bans received only slightly less coverage, as a result of both community smoking ban debates (in particular, Alexandria and Virginia Beach) and a lawsuit by the tobacco industry challenging the government's classification of secondhand smoke as a carcinogen. Reporting on the Education, Prevention & Cessation theme was also prevalent, and peaked in the first six months of 2002. Newspapers detailed the efforts of an anti-smoking campaign focused on youth prevention despite decreased funding. Prolific reporting of Product Issues & Regulation also appeared between January and June 2002, after which the relative frequency of both ETS and the other policy area of Economic Issues increased to their highest levels during the second half of the year. April 2003 produced the largest volume of raw articles, affecting the largest sample for the period between January and June 2003, with the height of Tobacco Industry coverage also appearing amid reports on Altria Group's annual shareholder's meeting. During the last six months of 2003 the Farming Issues theme gained visibility. Stories addressing Health Effects were most common during the first and last periods in the study, accounting for just below 10 percent of the sample. The relative frequencies of Hard News was greater in 2003 due to the higher relative frequencies of Letters to the Editor, Editorials, Columns and Other miscellaneous article formats featured during in 2002.

### Smokeless States Policy Areas



## Virginia

### Article Type

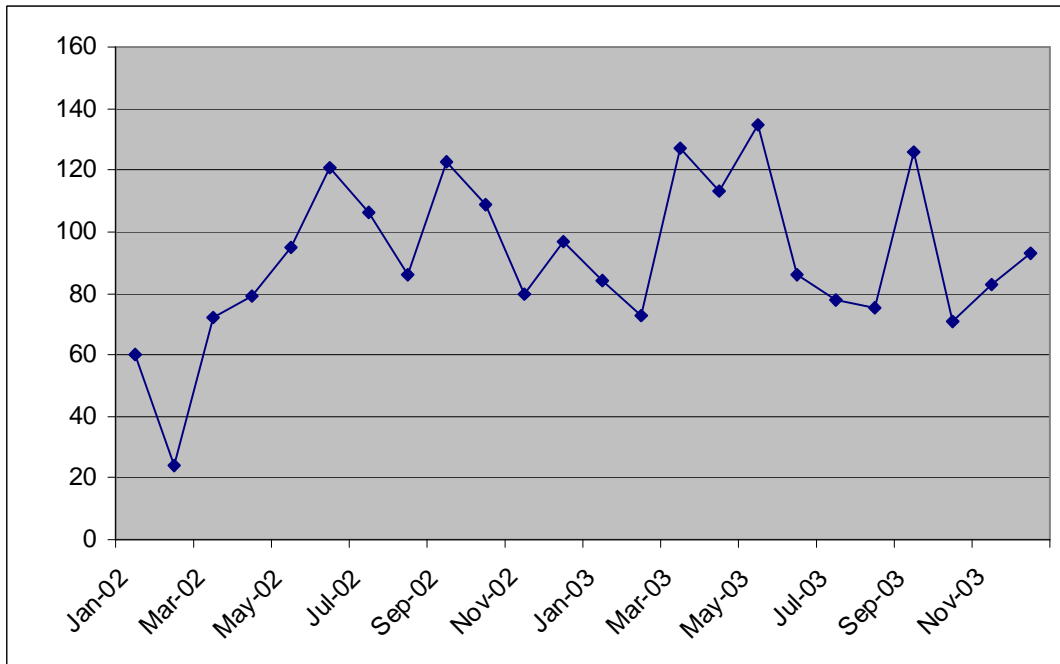
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 140<br>77.4                | 121<br>72.5                | 206<br>82.4                | 141<br>83.9                |
| Editorial    | 10<br>5.5                  | 9<br>5.4                   | 14<br>5.6                  | 8<br>4.8                   |
| Letter       | 8<br>4.4                   | 15<br>9.0                  | 16<br>6.4                  | 11<br>6.5                  |
| Column       | 5<br>2.8                   | 11<br>6.6                  | 8<br>3.2                   | 5<br>3.0                   |
| Cartoon      | 1<br>0.6                   | 1<br>0.6                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 2<br>1.1                   | 5<br>3.0                   | 6<br>2.4                   | 2<br>1.2                   |
| Q&A          | 1<br>0.5                   | 0<br>0.0                   | 0<br>0.0                   | 1<br>0.6                   |
| Other        | 14<br>7.7                  | 5<br>3.0                   | 0<br>0.0                   | 0<br>0.0                   |
| <b>Total</b> | <b>181</b><br><b>100.0</b> | <b>167</b><br><b>100.0</b> | <b>250</b><br><b>100.0</b> | <b>168</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 17<br>9.4                  | 11<br>6.6                  | 5<br>2.0                   | 16<br>9.5                  |
| ETS & Related Bans           | 13<br>7.2                  | 46<br>27.5                 | 31<br>12.4                 | 32<br>19.0                 |
| Tobacco Consumption          | 6<br>3.3                   | 6<br>3.6                   | 2<br>0.8                   | 7<br>4.2                   |
| Advertising & Promotion      | 6<br>3.3                   | 4<br>2.4                   | 12<br>4.8                  | 3<br>1.8                   |
| Economic Issues              | 19<br>10.5                 | 32<br>19.2                 | 25<br>10.0                 | 9<br>5.4                   |
| Farming                      | 4<br>2.2                   | 12<br>7.2                  | 20<br>8.0                  | 30<br>17.9                 |
| Product Issues & Regulation  | 33<br>18.2                 | 2<br>1.2                   | 7<br>2.8                   | 10<br>6.0                  |
| Addiction & Quitting         | 1<br>0.6                   | 8<br>4.8                   | 1<br>0.4                   | 1<br>0.6                   |
| Youth Access & PPU           | 6<br>3.3                   | 4<br>2.4                   | 1<br>0.4                   | 5<br>3.0                   |
| Educ, Prevention & Cessation | 47<br>25.9                 | 24<br>14.4                 | 22<br>8.8                  | 17<br>10.1                 |
| Unintended Damage            | 3<br>1.7                   | 0<br>0.0                   | 2<br>0.8                   | 6<br>3.6                   |
| Tobacco Industry             | 22<br>12.2                 | 8<br>4.8                   | 93<br>37.2                 | 20<br>11.9                 |
| Other                        | 4<br>2.2                   | 10<br>6.0                  | 29<br>11.6                 | 12<br>7.1                  |
| <b>Total</b>                 | <b>181</b><br><b>100.0</b> | <b>167</b><br><b>100.0</b> | <b>250</b><br><b>100.0</b> | <b>168</b><br><b>100.0</b> |

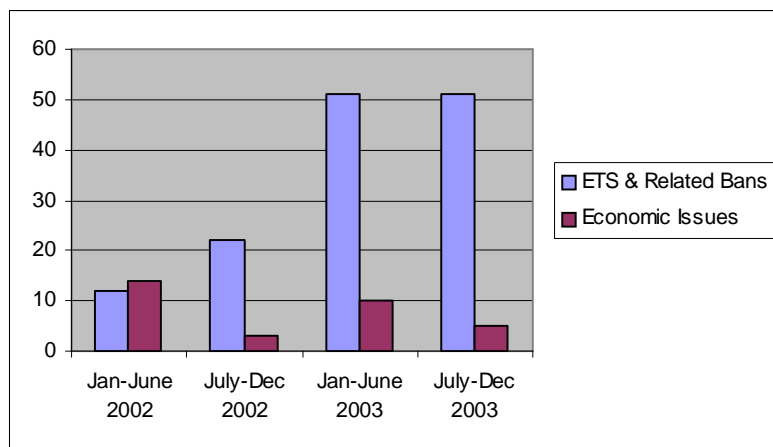
## Washington

### Volume



While ETS & Related Bans and Education, Prevention & Cessation emerged as the dominant themes in Washington just as in most other states, the attention given to tobacco issues was widely distributed across themes. The policy area of Economic Issues was apparently not a major concern in Washington, comprising more than 10 percent of the sample only during the first half of 2002. Coverage of this theme was comparable to that of other themes such as Tobacco Consumption and Advertising and Promotion. Considering the relatively infrequent coverage of these latter themes across the country, the attention paid to them in Washington is significant. During the first six months of 2002 the theme of Product & Regulation Issues predominated, accounting for over 30 percent of the sample. Education, Prevention & Cessation coverage was also prevalent during this period, while reports addressing Health Effects were featured at peak frequency as newspapers featured the highest number of tobacco-related stories on their front pages. Several other themes received increased coverage in the second half of 2002, most particularly ETS & Related Bans which doubled in relative frequency between periods. Tobacco Consumption, Youth Access & PPU, and Advertising & Promotion each received peak exposure in the second half of 2002. ETS & Related Bans was reported on with increasing relative frequency from 2002 to January through June 2003 and into the last six months of the year. Education, Prevention & Cessation also received substantial coverage, although significantly less than the ETS theme. The highest number of articles with associated images appeared between January and June of 2003. Washingtonians' Letters to the Editor were published with increasing frequency during the two-year span, accounting for a mere 3 percent of the sample articles during the first six months of 2002 to 24 percent between July and December 2003.

### Smokeless States Policy Areas





**Washington**

**Article Type**

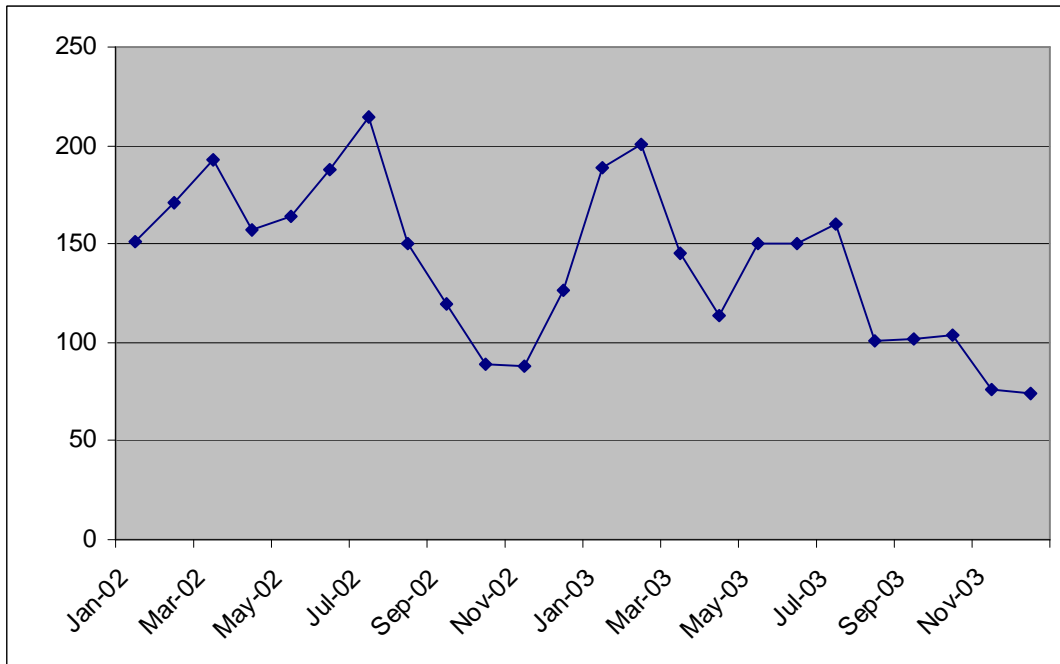
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 100<br>78.1                | 97<br>82.2                 | 123<br>71.9                | 83<br>62.9                 |
| Editorial    | 9<br>7.0                   | 2<br>1.7                   | 11<br>6.4                  | 6<br>4.5                   |
| Letter       | 4<br>3.1                   | 6<br>5.1                   | 16<br>9.4                  | 32<br>24.2                 |
| Column       | 4<br>3.1                   | 10<br>8.5                  | 11<br>6.4                  | 7<br>5.3                   |
| Cartoon      | 1<br>0.8                   | 0<br>0.0                   | 1<br>0.6                   | 0<br>0.0                   |
| Information  | 4<br>3.1                   | 2<br>1.7                   | 8<br>4.7                   | 2<br>1.5                   |
| Q&A          | 1<br>0.8                   | 0<br>0.0                   | 0<br>0.0                   | 2<br>1.5                   |
| Other        | 5<br>3.9                   | 1<br>0.8                   | 1<br>0.6                   | 0<br>0.0                   |
| <b>Total</b> | <b>128</b><br><b>100.0</b> | <b>118</b><br><b>100.0</b> | <b>171</b><br><b>100.0</b> | <b>132</b><br><b>100.0</b> |

**Theme**

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 15<br>11.7                 | 10<br>8.5                  | 13<br>7.6                  | 6<br>4.5                   |
| ETS & Related Bans           | 12<br>9.4                  | 22<br>18.6                 | 51<br>29.8                 | 51<br>38.6                 |
| Tobacco Consumption          | 5<br>3.9                   | 15<br>12.7                 | 4<br>2.3                   | 5<br>3.8                   |
| Advertising & Promotion      | 4<br>3.1                   | 12<br>10.2                 | 13<br>7.6                  | 5<br>3.8                   |
| Economic Issues              | 14<br>10.9                 | 3<br>2.5                   | 10<br>5.8                  | 5<br>3.8                   |
| Farming                      | 0<br>0.0                   | 3<br>2.5                   | 5<br>2.9                   | 6<br>4.5                   |
| Product Issues & Regulation  | 39<br>30.5                 | 8<br>6.8                   | 2<br>1.2                   | 8<br>6.1                   |
| Addiction & Quitting         | 8<br>6.3                   | 10<br>8.5                  | 3<br>1.8                   | 2<br>1.5                   |
| Youth Access & PPU           | 2<br>1.6                   | 13<br>11.0                 | 2<br>1.2                   | 8<br>6.1                   |
| Educ, Prevention & Cessation | 22<br>17.2                 | 11<br>9.3                  | 31<br>18.1                 | 16<br>12.1                 |
| Unintended Damage            | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   | 6<br>4.5                   |
| Tobacco Industry             | 5<br>3.9                   | 8<br>6.8                   | 17<br>9.9                  | 8<br>6.1                   |
| Other                        | 2<br>1.6                   | 3<br>2.5                   | 20<br>11.7                 | 6<br>4.5                   |
| <b>Total</b>                 | <b>128</b><br><b>100.0</b> | <b>118</b><br><b>100.0</b> | <b>171</b><br><b>100.0</b> | <b>132</b><br><b>100.0</b> |

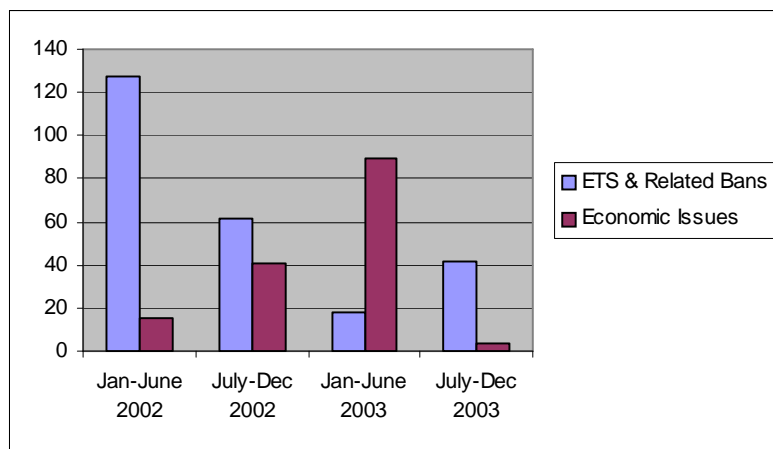
## West Virginia

### Volume



Much of the coverage in West Virginia surrounded the two SLS policy areas of ETS & Related Bans and Economic Issues, with ETS the most widely covered of tobacco-related themes. Reporting on this policy area peaked during the first six months of 2002 when it accounted for over 46 percent of the sample. The largest numbers of front page articles and stories with images appeared in this period as well, suggesting that smoking bans were of compelling interest in this state. Such bans were controversial topics in Cabell and Preston Counties, where they were challenged in the courts. ETS coverage declined to its lowest point during the first half of 2003 while the Economic Issues theme peaked, due largely to the passage of a statewide cigarette tax increase. Another theme included extensively in the news was Education, Prevention, and Cessation, which showed relatively stable levels of coverage compared to the fluctuating media attention on the policy areas. Reporting on the Tobacco Industry increased almost 20 percent from January through June 2003, ebbing during the second half of the year. Farming Issues stories increased in the July to December 2003 period as overall volume levels declined to their lowest over the two year study. Less Hard News was featured in West Virginia's daily papers in 2003 than 2002, due to increases in Letters and Editorials between January and June 2003 and Letters and Information articles in the last six months of the year.

### Smokeless States Policy Areas



## West Virginia

### Article Type

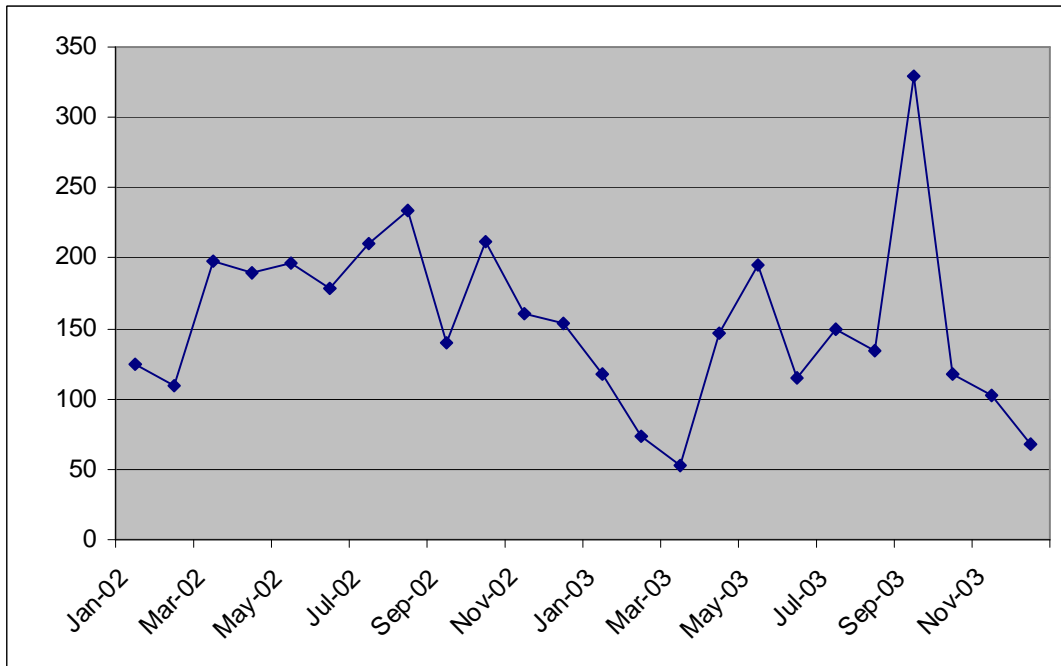
|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 192<br>70.6                | 132<br>71.0                | 166<br>69.5                | 80<br>66.7                 |
| Editorial    | 17<br>6.3                  | 8<br>4.3                   | 17<br>7.1                  | 4<br>3.3                   |
| Letter       | 31<br>11.4                 | 27<br>14.5                 | 40<br>16.7                 | 16<br>13.3                 |
| Column       | 8<br>2.9                   | 5<br>2.7                   | 5<br>2.1                   | 6<br>5.0                   |
| Cartoon      | 1<br>0.4                   | 3<br>1.6                   | 1<br>0.4                   | 0<br>0.0                   |
| Information  | 15<br>5.5                  | 8<br>4.3                   | 8<br>3.3                   | 13<br>10.8                 |
| Q&A          | 3<br>1.1                   | 3<br>1.6                   | 2<br>0.8                   | 1<br>0.8                   |
| Other        | 5<br>1.8                   | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   |
| <b>Total</b> | <b>272</b><br><b>100.0</b> | <b>186</b><br><b>100.0</b> | <b>239</b><br><b>100.0</b> | <b>120</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 17<br>6.3                  | 7<br>3.8                   | 10<br>4.2                  | 4<br>3.3                   |
| ETS & Related Bans           | 127<br>46.7                | 61<br>32.8                 | 18<br>7.5                  | 42<br>35.0                 |
| Tobacco Consumption          | 5<br>1.8                   | 4<br>2.2                   | 4<br>1.7                   | 5<br>4.2                   |
| Advertising & Promotion      | 4<br>1.5                   | 0<br>0.0                   | 14<br>5.9                  | 4<br>3.3                   |
| Economic Issues              | 15<br>5.5                  | 41<br>22.0                 | 89<br>37.2                 | 4<br>3.3                   |
| Farming                      | 7<br>2.6                   | 7<br>3.8                   | 5<br>2.1                   | 14<br>11.7                 |
| Product Issues & Regulation  | 20<br>7.4                  | 8<br>4.3                   | 5<br>2.1                   | 8<br>6.7                   |
| Addiction & Quitting         | 4<br>1.5                   | 3<br>1.6                   | 2<br>0.8                   | 1<br>0.8                   |
| Youth Access & PPU           | 7<br>2.6                   | 3<br>1.6                   | 0<br>0.0                   | 4<br>3.3                   |
| Educ, Prevention & Cessation | 47<br>17.0                 | 32<br>17.2                 | 32<br>13.4                 | 26<br>21.7                 |
| Unintended Damage            | 1<br>0.4                   | 2<br>1.1                   | 0<br>0.0                   | 0<br>0.0                   |
| Tobacco Industry             | 6<br>2.2                   | 2<br>1.1                   | 49<br>20.5                 | 5<br>4.2                   |
| Other                        | 12<br>4.4                  | 16<br>8.6                  | 11<br>4.6                  | 3<br>2.5                   |
| <b>Total</b>                 | <b>272</b><br><b>100.0</b> | <b>186</b><br><b>100.0</b> | <b>239</b><br><b>100.0</b> | <b>120</b><br><b>100.0</b> |

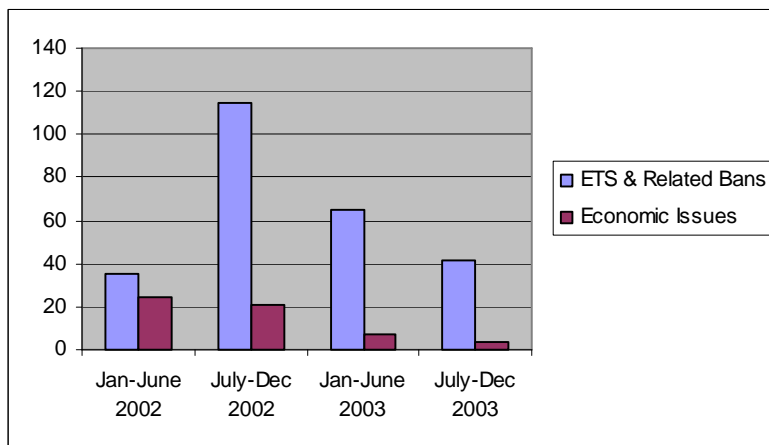
## Wisconsin

### Volume



Coverage of tobacco issues in Wisconsin newspapers addressed a wide range of themes in 2002 and 2003, with reporting focused primarily on the SLS policy area of ETS & Related Bans and the Education, Prevention & Cessation theme. The latter was the dominant theme in the first six months of 2002, as the Wisconsin Tobacco Control Board debuted a new anti-tobacco campaign. A substantial increase in ETS coverage occurred into the second half of 2002 as smoking bans were either considered or passed in Janesville, Madison, West Bend, and Ozaukee County. Letters to the Editor increased during the same period, suggesting that this topic resonated with Wisconsinites. Cigarette taxes and other Economic Issues topics were reported on more in 2002 than 2003 but were not a significant factor in the general picture of coverage in the state. The Tobacco Industry theme received increased attention between January and June 2003, while the relative frequency of Farming Issues rose 10 percent in the second half of 2003. The peak in overall tobacco-related coverage occurred in September 2003 when a study was released exposing a steep increase in deaths from chronic obstructive pulmonary disease in Wisconsin women.

### Smokeless States Policy Areas



## Wisconsin

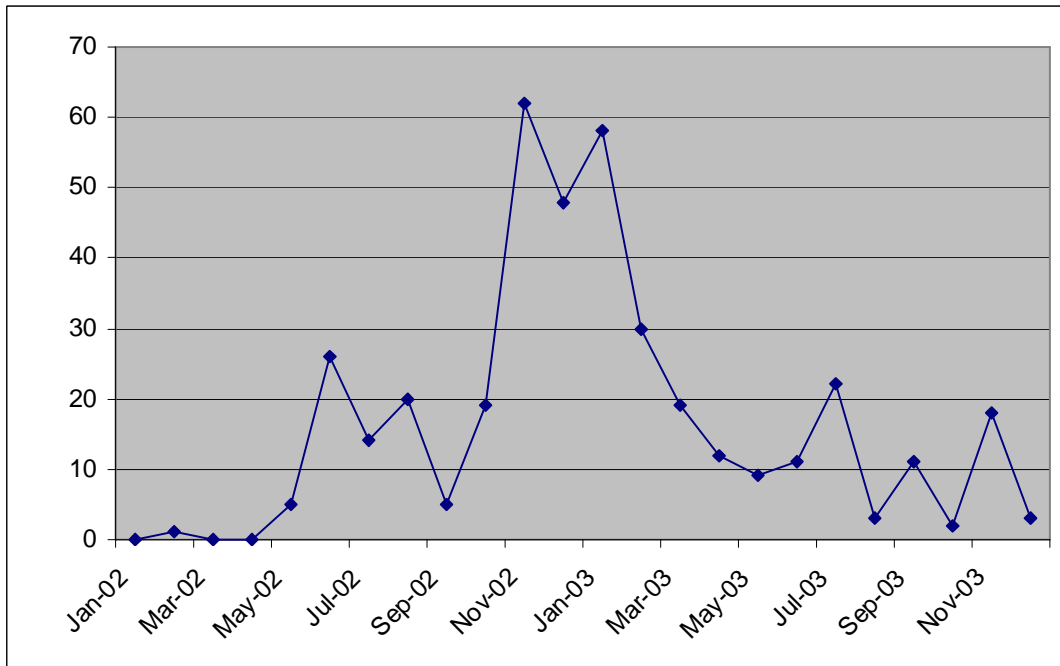
### Article Type

|              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Hard News    | 198<br>76.2                | 228<br>67.7                | 198<br>82.5                | 80<br>66.7                 |
| Editorial    | 8<br>3.1                   | 20<br>5.9                  | 10<br>4.2                  | 4<br>3.3                   |
| Letter       | 23<br>8.9                  | 54<br>16.0                 | 19<br>7.9                  | 16<br>13.3                 |
| Column       | 6<br>2.3                   | 19<br>5.6                  | 11<br>4.6                  | 6<br>5.0                   |
| Cartoon      | 1<br>0.4                   | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   |
| Information  | 11<br>4.2                  | 11<br>3.3                  | 1<br>0.4                   | 13<br>10.8                 |
| Q&A          | 0<br>0.0                   | 4<br>1.2                   | 1<br>0.4                   | 1<br>0.8                   |
| Other        | 13<br>5.0                  | 1<br>0.3                   | 0<br>0.0                   | 0<br>0.0                   |
| <b>Total</b> | <b>260</b><br><b>100.0</b> | <b>337</b><br><b>100.0</b> | <b>240</b><br><b>100.0</b> | <b>120</b><br><b>100.0</b> |

### Theme

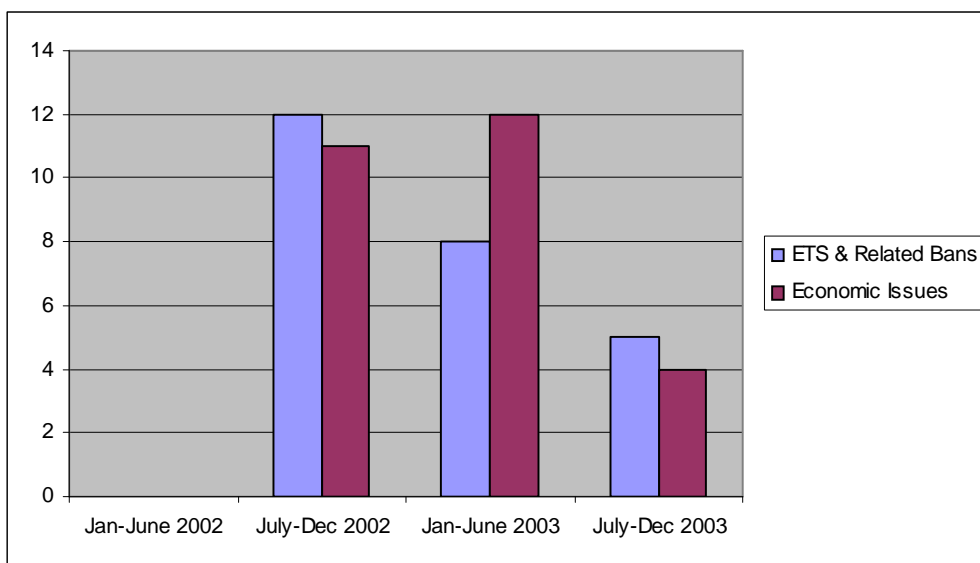
|                              | <b>Jan-June 2002</b>       | <b>July-Dec 2002</b>       | <b>Jan-June 2003</b>       | <b>July-Dec 2003</b>       |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Health Effects               | 21<br>8.1                  | 18<br>5.3                  | 9<br>3.8                   | 4<br>3.3                   |
| ETS & Related Bans           | 35<br>13.5                 | 115<br>34.1                | 65<br>27.1                 | 42<br>35.0                 |
| Tobacco Consumption          | 7<br>2.7                   | 36<br>10.7                 | 6<br>2.5                   | 5<br>4.2                   |
| Advertising & Promotion      | 10<br>3.9                  | 3<br>0.9                   | 5<br>2.1                   | 4<br>3.3                   |
| Economic Issues              | 24<br>9.2                  | 21<br>6.2                  | 7<br>2.9                   | 4<br>3.3                   |
| Farming                      | 2<br>0.8                   | 2<br>0.6                   | 3<br>1.3                   | 14<br>11.7                 |
| Product Issues & Regulation  | 50<br>19.2                 | 9<br>2.7                   | 5<br>2.1                   | 8<br>6.7                   |
| Addiction & Quitting         | 2<br>0.8                   | 18<br>5.3                  | 12<br>5.0                  | 1<br>0.8                   |
| Youth Access & PPU           | 12<br>4.6                  | 7<br>2.1                   | 6<br>2.5                   | 4<br>3.3                   |
| Educ, Prevention & Cessation | 69<br>26.5                 | 82<br>24.3                 | 53<br>22.1                 | 26<br>21.7                 |
| Unintended Damage            | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   | 0<br>0.0                   |
| Tobacco Industry             | 14<br>5.4                  | 14<br>4.2                  | 38<br>15.8                 | 5<br>4.2                   |
| Other                        | 14<br>5.4                  | 12<br>3.6                  | 31<br>12.9                 | 3<br>2.5                   |
| <b>Total</b>                 | <b>260</b><br><b>100.0</b> | <b>337</b><br><b>100.0</b> | <b>240</b><br><b>100.0</b> | <b>120</b><br><b>100.0</b> |

**Wyoming**  
**Volume**



Wyoming’s daily newspapers devoted most tobacco-related coverage to the three themes of Economic Issues; Education, Prevention & Cessation; and ETS & Related Bans. The peak in overall volume occurred from November 2002 through January 2003, during which time a 48-cent increase in state cigarette taxes was proposed. Coverage of ETS and Economic Issues was not found in the sample during the first half of 2002, but became significant thereafter. The heightened media attention on these SLS policy areas occurred alongside an increase in the number of articles with associated images from the first to second periods in 2002. Conversely, stories on Education, Prevention, and Cessation can be found during the first 3 of the six-month periods, but are absent from the sample in the second half of 2003. Significant growth in the frequency of articles addressing Tobacco Consumption appeared from July to December 2002. While most of the articles overall were Hard News, Letters to the Editor accounted for a significant proportion of tobacco-related coverage, particularly during the first six months of 2003 when Letters constituted more than 52% of the sample.

**Smokeless States Policy Areas**



## Wyoming

### Article Type

|              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Hard News    | 7<br>70.0                 | 41<br>67.2                | 10<br>32.3                | 11<br>78.6                |
| Editorial    | 0<br>0.0                  | 3<br>4.9                  | 2<br>6.5                  | 1<br>7.1                  |
| Letter       | 2<br>20.0                 | 11<br>18.0                | 16<br>51.6                | 2<br>14.3                 |
| Column       | 0<br>0.0                  | 1<br>1.6                  | 2<br>6.5                  | 0<br>0.0                  |
| Cartoon      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Information  | 0<br>0.0                  | 5<br>8.2                  | 1<br>3.2                  | 0<br>0.0                  |
| Q&A          | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| Other        | 1<br>10.0                 | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  |
| <b>Total</b> | <b>10</b><br><b>100.0</b> | <b>61</b><br><b>100.0</b> | <b>31</b><br><b>100.0</b> | <b>14</b><br><b>100.0</b> |

### Theme

|                              | <b>Jan-June 2002</b>      | <b>July-Dec 2002</b>      | <b>Jan-June 2003</b>      | <b>July-Dec 2003</b>      |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Health Effects               | 1<br>10.0                 | 2<br>3.3                  | 0<br>0.0                  | 1<br>7.1                  |
| ETS & Related Bans           | 0<br>0.0                  | 12<br>19.7                | 8<br>25.8                 | 5<br>35.7                 |
| Tobacco Consumption          | 0<br>0.0                  | 9<br>14.8                 | 0<br>0.0                  | 0<br>0.0                  |
| Advertising & Promotion      | 0<br>0.0                  | 4<br>6.6                  | 0<br>0.0                  | 0<br>0.0                  |
| Economic Issues              | 0<br>0.0                  | 11<br>18.0                | 12<br>38.7                | 4<br>28.6                 |
| Farming                      | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 2<br>14.3                 |
| Product Issues & Regulation  | 1<br>10.0                 | 1<br>1.6                  | 0<br>0.0                  | 1<br>7.1                  |
| Addiction & Quitting         | 0<br>0.0                  | 3<br>4.9                  | 1<br>3.2                  | 0<br>0.0                  |
| Youth Access & PPU           | 4<br>40.0                 | 1<br>1.6                  | 2<br>6.5                  | 0<br>0.0                  |
| Educ, Prevention & Cessation | 4<br>40.0                 | 15<br>24.6                | 7<br>22.6                 | 0<br>0.0                  |
| Unintended Damage            | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 0<br>.0                   |
| Tobacco Industry             | 0<br>0.0                  | 0<br>0.0                  | 0<br>0.0                  | 1<br>7.1                  |
| Other                        | 0<br>0.0                  | 3<br>4.9                  | 1<br>3.2                  | 0<br>0.0                  |
| <b>Total</b>                 | <b>10</b><br><b>100.0</b> | <b>61</b><br><b>100.0</b> | <b>31</b><br><b>100.0</b> | <b>14</b><br><b>100.0</b> |