Press Coverage of Tobacco Issues as a Component of the SmokeLess States Evaluation

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Analysis of news coverage

I. Coverage of Tobacco Issues Overall
- ? Volume
- ? Scope
- ? Types of Articles
- ? Slant

II. Coverage of SmokeLess States Efforts: Clean Indoor Air, Excise Taxes, and Medicaid Coverage of Cessation
- ? Volume
- ? Scope
- ? Types of Articles
- ? Slant

III. Relationship between newspaper coverage and:
- ? SLS Tobacco Control Efforts (SoTC)
- ? Policy Changes (Legislative Tracking)

The Good News…….

DAILY FREEMAN
KINGSTON, NY
SATURDAY 27,000
MAY 11 2002

Tobacco foe hopes to clear air

■ Russell Sciandra is promoting two pieces of state legislation that would impose stricter limits on smoking in public buildings.

3425/Pg. A3

By JONATHAN MENT
Freeman staff

SUN CHRONICLE
ATTLEBORO, MA
FRIDAY 24,000
MAY 10 2002

Advocates want to force Swift to fund anti-smoking programs

34128 p95

BOSTON (AP) — Anti-smoking activists asked the state's highest court Thursday to order acting Gov. Jane Swift to restore $22 million to smoking cessation and other health programs.

HERALD-CITIZEN
COOKEVILLE, TN
FRIDAY 11,180
MAY 10 2002

A higher tax on cigarettes favored

By KARIN MILLER
Associated Press Writer

3428 8-4

NASHVILLE, Tenn. (AP) — Nearly two-thirds of Tennessee voters want lawmakers to raise the cigarette tax as a means of increasing state revenues and reducing the number of people who smoke, according to poll results released Thursday.

And Now For The Bad News…….

ARIZONA REPUBLIC
PHOENIX, AZ
THURSDAY 365,979
MAY 9 2002

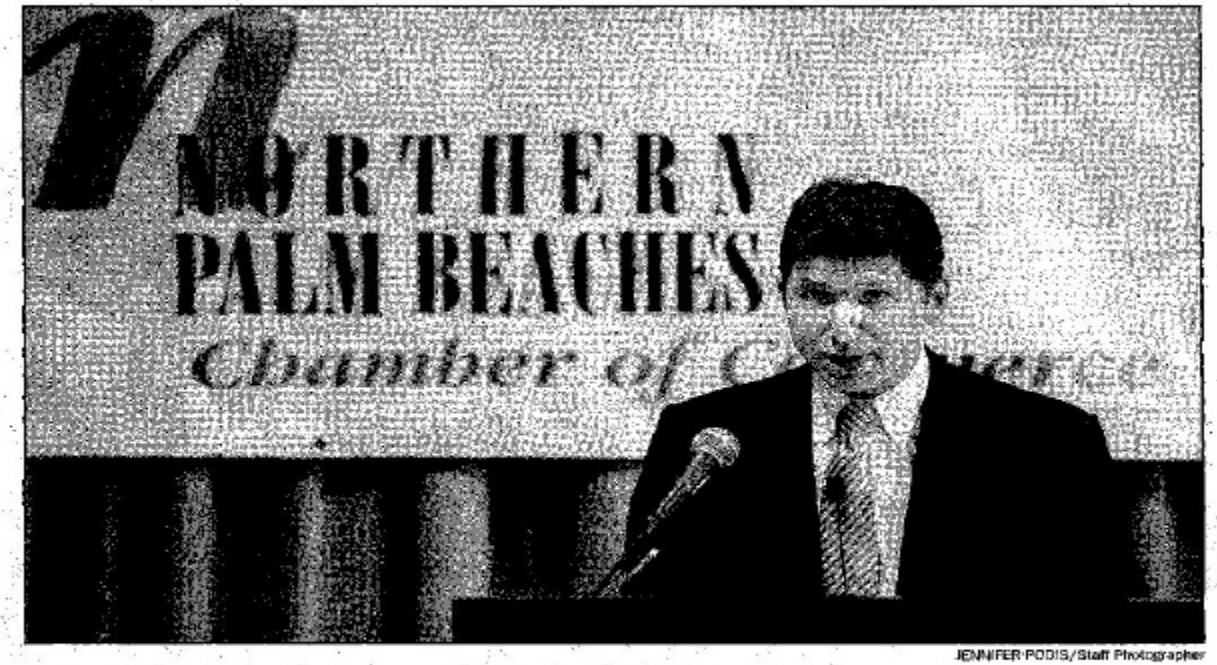
Tobacco lobbyists fight hard against tax

3428/1882

By Chip Scutari
The Arizona Republic

> "They've been everywhere. They have really come out of the woodwork."
>
> **Rep. Deb Gullett**
> R-Phoenix, talking about tobacco company lobbyists

PALM BEACH POST
WEST PALM BEACH, FL
THURSDAY 173,000
MAY 9 2002



JENNIFER PODIS/Staff Photographer

Mark Berlind says Philip Morris, which is changing its name to Altria Group Inc., does a lot more than make cigarettes.

Philip Morris: We're good citizens

A corporate lawyer talks locally about the positive things the diversified tobacco company is doing.

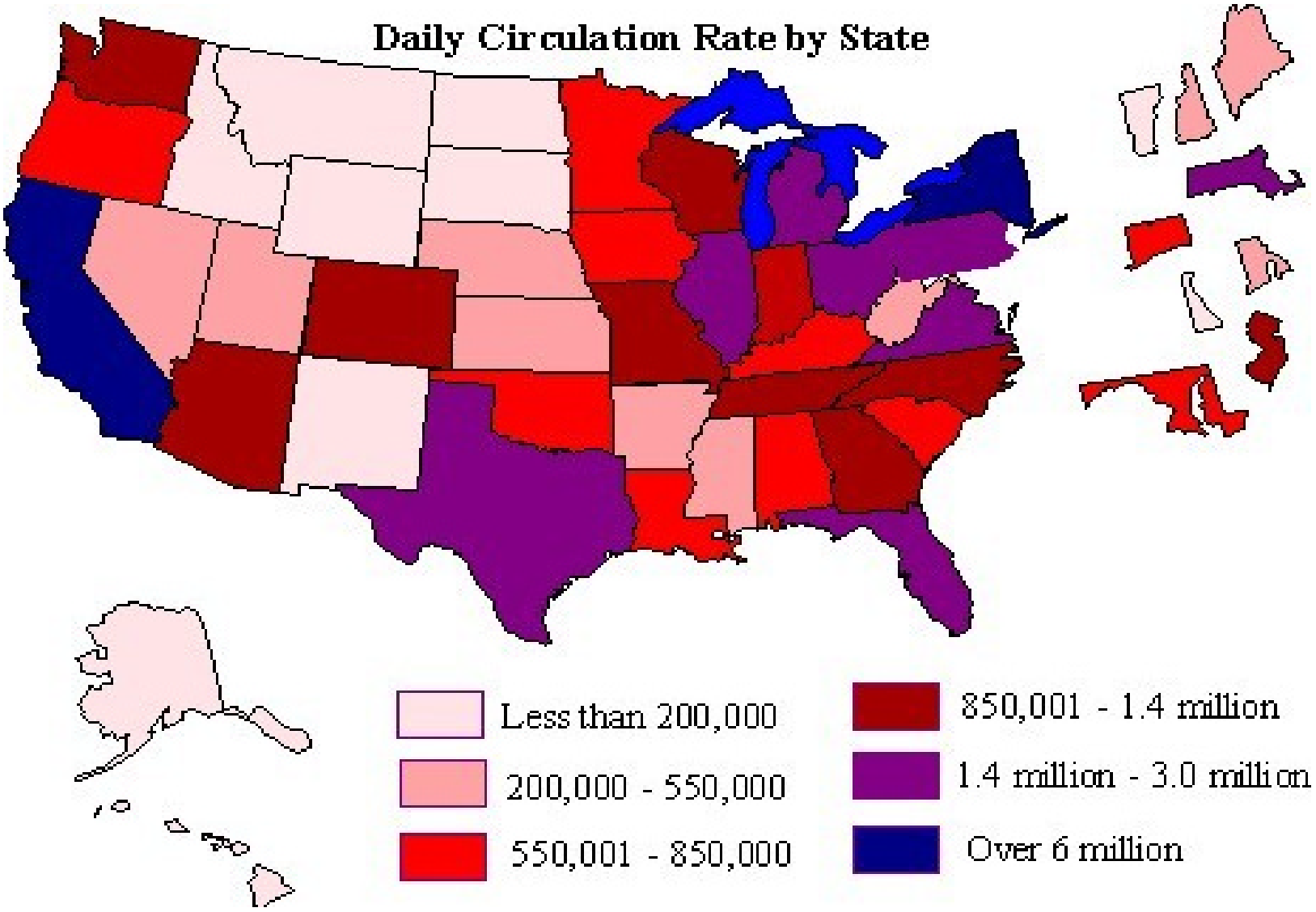
SUNDAY NEW YORK POST

NEW YORK, NY
SUNDAY 368,636
MAY 12 2002

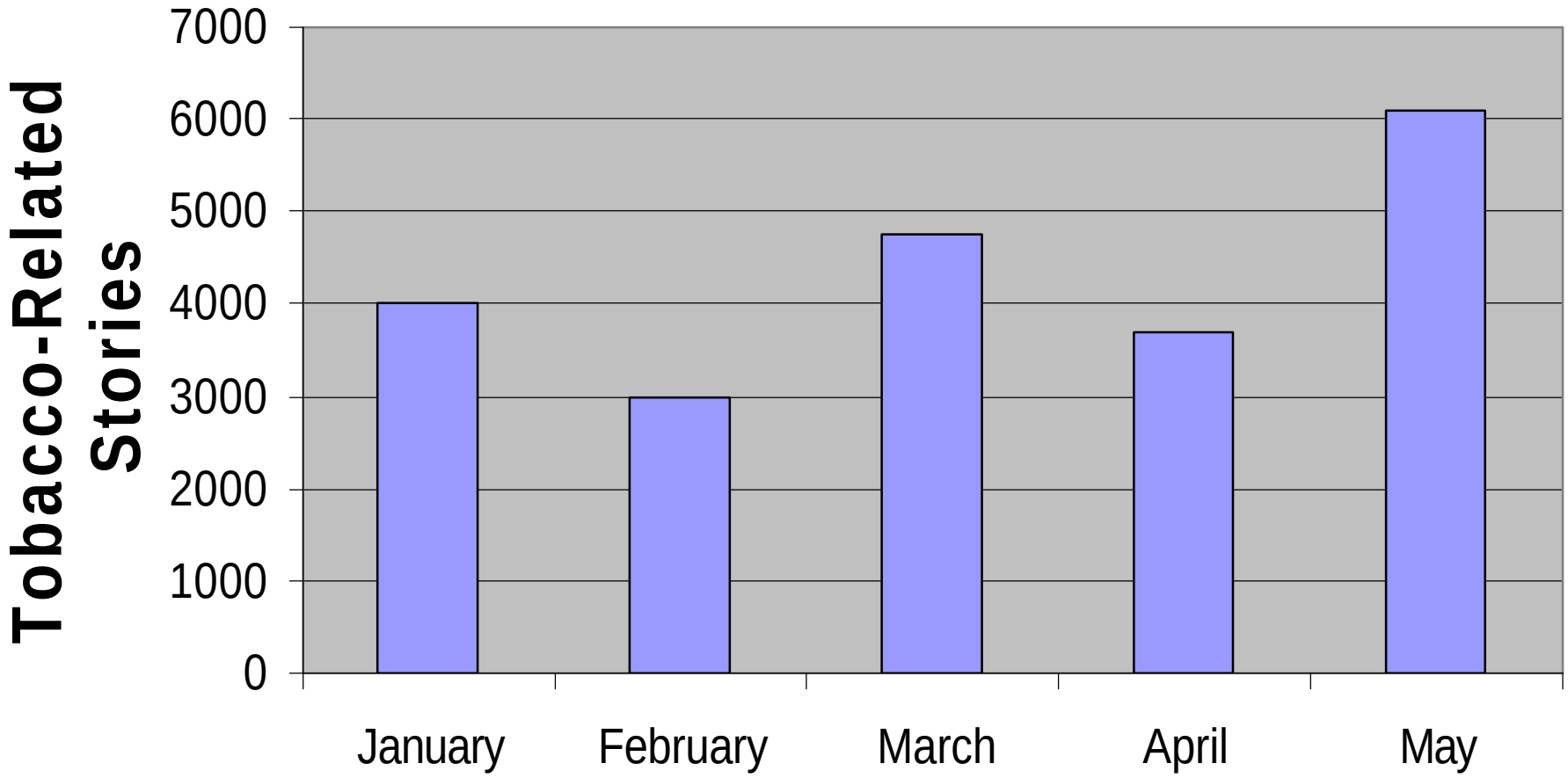
A Killing Tax

3428 / #24

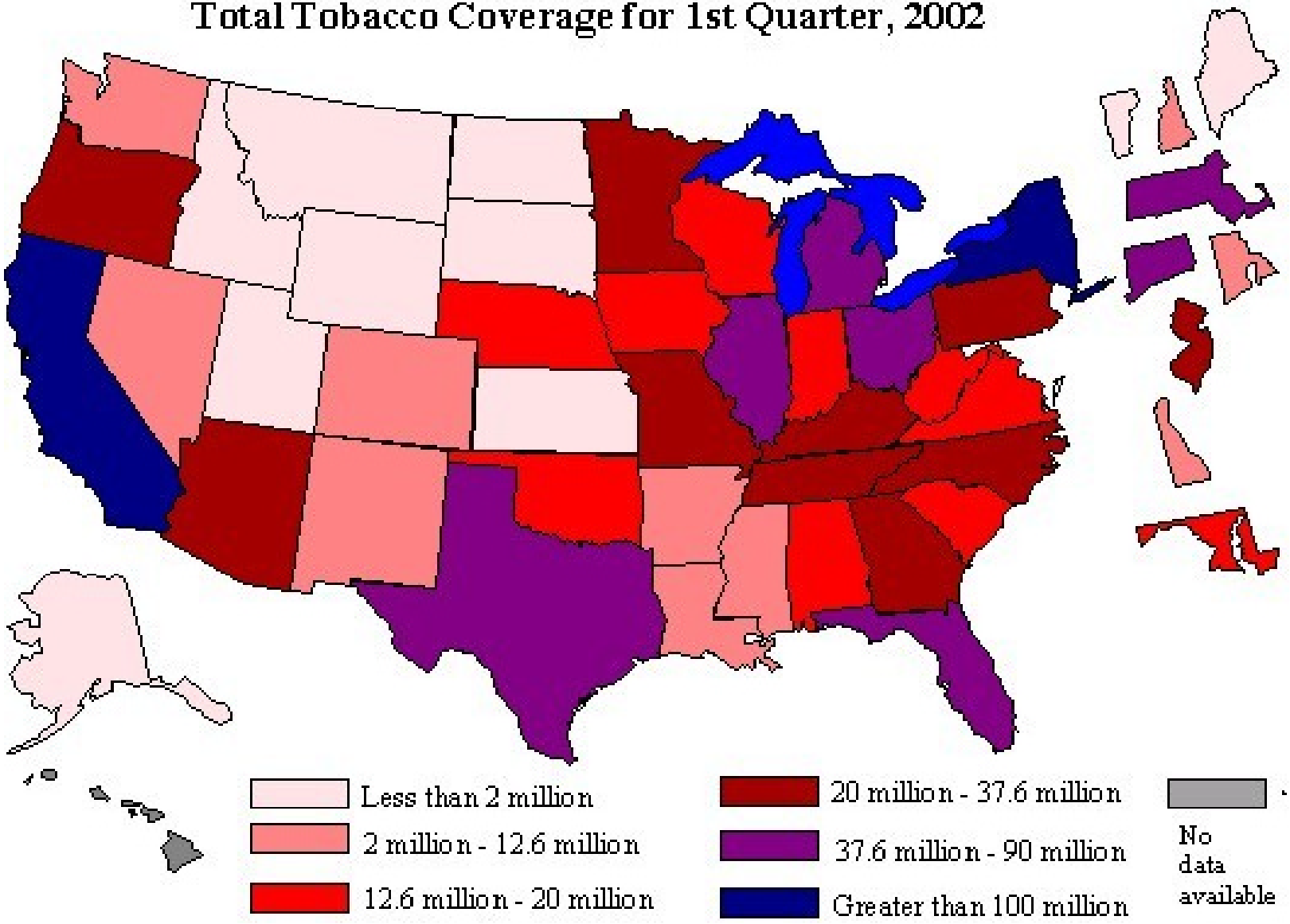
You don't have to be a smoker to be uncomfortable with the enthusiasm that politicians in Albany and elsewhere show for cigarette taxes. It's no secret that such high taxes encourage smuggling and provide juicy opportunities for criminals.

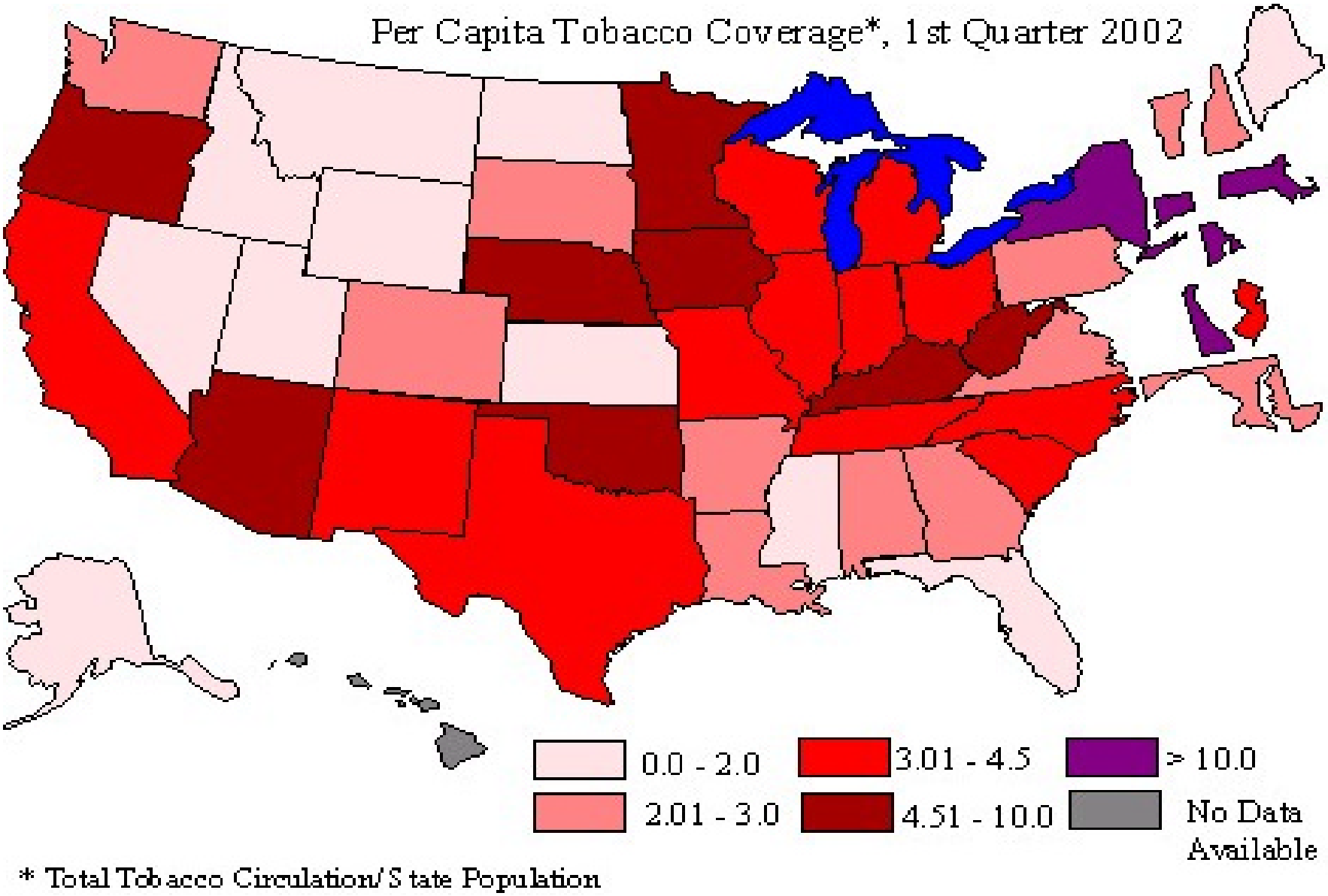

Daily Circulation Rate by State
Less than 200,000
200,000 - 550,000
550,001 - 850,000
850,001 - 1.4 million
1.4 million - 3.0 million
Over 6 million

Stories per Month, 1/02-5/02



Total Tobacco Coverage for 1st Quarter, 2002




Per Capita Tobacco Coverage*, 1st Quarter 2002
0.0 - 2.0
2.01 - 3.0
3.01 - 4.5
4.51 - 10.0
> 10.0
No Data Available
* Total Tobacco Circulation/State Population

Legislative and Regulatory Tracking Component of the SmokeLess States Evaluation

AIM OF THE SYSTEM

- To monitor the substance and progress of tobacco-related bills and regulations across the SmokeLess States states and remaining states

Data Collected

•All bills/regulations containing tobacco-related keyword(s)

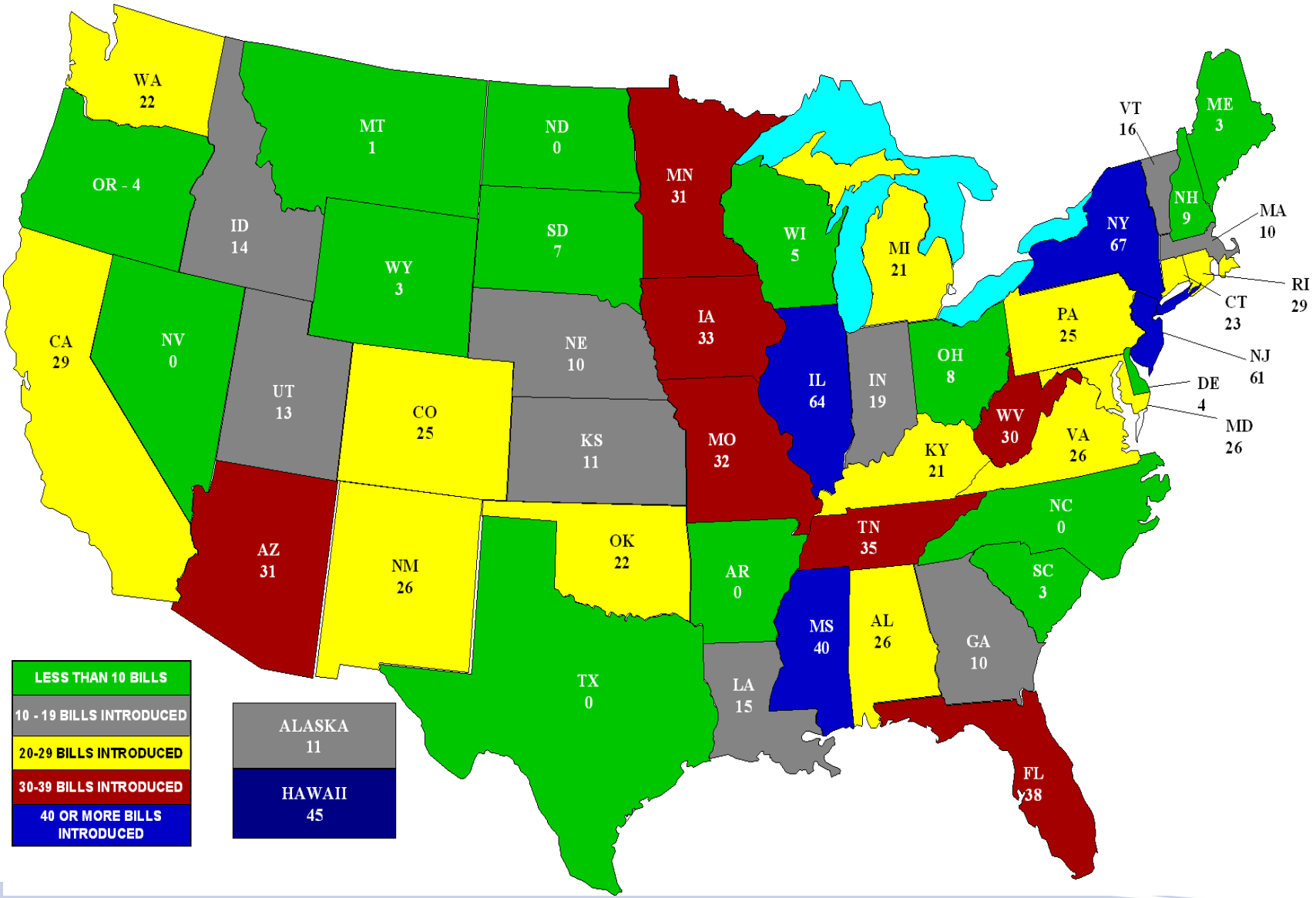
•Examples: Tobacco, Cigarettes, Smoking, Master Settlement Agreement

•Have received over 1,000 bills and proposed regulations since January 1, 2002

PROCEDURE vs. POLICY

- Are tobacco-related bills introduced within the SmokeLess States?
- Are these bills enacted?
- Or do they linger in committee?
- Which tobacco-related policy areas do the bills and regulations address?
- What do the bills and regulations aim to change?

POLICY FOCUS

- System tracks 17 tobacco policy areas (Advertising to Youth Access)
- However, system focuses most closely upon three policy types - Smoke-Free Air, Tobacco Excise Taxes & Medicaid Cessation Coverage
- Success measured by introduction, progress, and enactment of policies and/or defeat of anti-tobacco control measures (e.g. preemption)

Introduced Legislation: 1/1/02 - 5/31/02