

May 2007

New York Tobacco News Tracking: Summary Reports, Q1 2003–Q3 2006

Report

Prepared for

New York State Department of Health

Prepared by

Kristin Y. Thomas
Matthew C. Farrelly

RTI International
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Research Triangle Park, NC 27709

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*RTI International is a trade name of Research Triangle Institute.

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1. OVERVIEW

This report summarizes tobacco-related news coverage in New York using all data that are currently available in the New York Tobacco News Tracking System, in response to a request from the New York Bureau of Tobacco Control (NYBTC). This report presents nine summary reports (one for New York State and one for each of New York's eight program areas: Buffalo, Hudson Valley Area, Northern Capital, Northern Central, New York City–Long Island, Rochester, Southern Capital, and Southern Central). This report uses the same format as the monthly reports summarizing current tobacco-related news coverage. In general, the summary reports present four pieces of information. First, the summary reports provide general information, such as the overall amount of tobacco-related news coverage by month. Second, they provide data on articles that mention one or more of the New York Tobacco Control Community Partners (i.e., Reality Check Youth Action Partners, Community Partnerships, or Tobacco Cessation Centers). Third, they present information on the percentage of all tobacco-related news articles that are supportive of tobacco control. Finally, the summary reports focus on the extent of news coverage with specific themes (e.g., secondhand smoke and smoke-free policies) that are related to NYBTC goal-specific objectives.

The summary reports summarize tobacco-related news articles that were published between January 2003 and September 2006, with information presented on a quarterly basis (Q1 2003–Q3 2006). Because tracking of tobacco-related news coverage did not begin until February 2004, data from January 2003 to January 2004 were provided by BurrellesLuce from a search of archives of 15 newspapers: *Albany Times Union*, *Binghamton Press & Sun-Bulletin*, *Buffalo News*, *Daily News (New York)*, *Ithaca Journal*, *Journal News*, *New York Observer*, *New York Post*, *New York Sun*, *New York Times*, *Newsday*, *Observer-Dispatch*, *Post-Standard (Syracuse)*, *Poughkeepsie Journal*, and *Rochester Democrat and Chronicle*. Because of the way the newspapers were selected for inclusion in the archive search, the statistics presented for Q1 2003–Q1 2004 may not be representative at the state level.

When tracking of tobacco-related news coverage began in February 2004, all tobacco-related newspaper articles were coded and entered into the tobacco news tracking database. However, because of the large volume of tobacco-related news articles that we receive on a monthly basis, beginning with articles published in October 2004, we have been using a sampling scheme where 50% of all articles released in a day are coded. However, to remain consistent with previous reports, article counts and measures of news coverage reflect the actual number of articles coded multiplied by two so that analyses of articles published after October 2004 are conducted on the same scale as analyses of articles published before October 2004.

In the next section, we present a brief guide to understanding the summary report format, where we describe the summary report sections and basic terms. Following the guide, we present nine summary reports (one for New York State and one for each of New York's eight program areas) that summarize articles published between Q1 2003 and Q3 2006.

2. GUIDE TO UNDERSTANDING THE STANDARD SUMMARY REPORT FORMAT

Exhibit 1. Type of Article

Exhibit 1 is an overall summary of exposure to news articles by type:

- **News**—factual account of event or issue, including feature stories
- **Editorial**—nonfactual account or opinion of event or issues written by staff columnists, guest columnists, and advice columnists
- **Letter to Editor**—written to the newspaper by a member of the community

Articles that have type as “other” (e.g., cartoons, reviews, other) are not summarized but are included in the analysis, whereas advertisements are excluded from analysis. The graph is a stacked bar chart where the stacked bars sum to the total number of article impressions per capita for the month. The table in Exhibit 1 presents the data that support what is illustrated in the graph (article impressions per capita) as well as information on the number of articles and percentage of articles by type. The total number of **article impressions** (also known as newspaper circulation) is an estimate of the number of readers for a particular newspaper and is used as a measure of potential exposure to articles. The total number of **article impressions per capita** is derived by dividing the total number of article impressions by either the state or the program area population.

For the majority of publications in the tobacco news tracking system, basic information such as newspaper circulation and cities where newspapers are published was provided by BurrellesLuce, which allowed us to assign county identifiers and potential exposure to publications based on a newspaper’s city of origin. Because most of the newspapers in the database are small, local newspapers, it is fair to assume that potential exposure is confined to one county or program area based on the publication’s city of origin. However, there is concern that for larger publications (e.g., *New York Times*), potential exposure to the publications’ relevant articles on tobacco control issues would be improperly assigned. Potential exposure would be confined to one county or program area, but it is likely that exposure spans across several counties and program areas. As a result, we contacted the Audit Bureau of Circulations (ABC), who provided detailed information on newspaper circulation for 57 New York State newspapers by county (e.g., for a particular newspaper, quarterly average paid circulation by county). This information allowed us to improve the accuracy in assigning potential exposure to news articles from larger publications that have circulations that span across several program areas. Exhibit 1-1 lists the publications for which newspaper circulation information was obtained from ABC.

Exhibit 1-1. Publications, Audit Bureau of Circulations

A-I	J-O	P-Z
Batavia Daily News	Journal News	Pawling News Chronicle
Bellmore Life	Journal-Register	Post-Journal
Binghamton Press & Sun-Bulletin	Leader (Corning)	Post-Standard (Syracuse)
Buffalo News	Leader (Freeport)	Post-Star (Glens Falls)
Catskill Daily Mail	Leader-Herald	Poughkeepsie Journal
Citizen (Auburn)	Lockport Union-Sun & Journal	Press-Republican
Daily Freeman/Sunday Freeman	Merrick Life	Poughkeepsie Journal
Daily Messenger/Sunday Messenger	Millbrook Round Table	Putnam County Courier
Daily Star	New York Amsterdam News	Register Herald
Democrat and Chronicle	New York Law Journal	Rome Daily Sentinel
Elmira Star Gazette	New York Post	The Saratogian
Finger Lakes Times	New York Sun	Schenectady Gazette
Gazette Advertiser	New York Times	Staten Island Advance
Harlem Valley Times	Newsday	Times Herald
Hudson Register/Sunday Register	Niagara Gazette/Niagara Sunday	Times Herald-Record
Hype Park Townsman	Observer Daily & Sunday	Times Union
Independent	Oneida Daily Dispatch	Tonawanda News
Ithaca Journal		Troy Record
		Voice Ledger
		Wantagh Seaford Citizen
		Watertown Daily Times

Because it is possible for potential exposure to articles published in the newspapers listed in Exhibit 1-1 to be assigned to multiple program areas, article counts (Ns) in the program area reports do not reflect actual numbers of articles collected or sampled. For the New York State summary report, articles assigned to multiple program areas are not counted multiple times so that potential exposure is not overestimated. In addition, we exclude articles that are published in Internet versions of newspapers. At present, we do not have an appropriate measure of potential exposure to articles that appear in Internet versions of newspapers. Furthermore, we do not want to assume that potential exposure to Internet articles is the same as potential exposure to articles that appear in print versions of newspapers.

Exhibit 2. Articles Mentioning New York Tobacco Control Community Partners

Exhibit 2 summarizes articles that mention one or more of the New York Tobacco Control Community Partners (i.e., Reality Check Youth Action Partners, Community Partnerships, or Tobacco Cessation Centers). The bar chart illustrates the total number of article impressions (in thousands) by month. In the program area reports, the blue diamond data points illustrate the average across all program areas. The bar on the right-hand side of the graph illustrates the average for the 15 quarters of data depicted. The table provides information on the number of articles mentioning New York Tobacco Control Community Partners, the percentage of articles mentioning New York Tobacco Control Community Partners, and total article impressions (in thousands).

Exhibit 3. Articles Supportive of Tobacco Control

Exhibit 3 summarizes the extent of news coverage that was supportive of tobacco control. The bar chart illustrates the percentage of articles that were supportive of tobacco control by month. In the program area reports, the blue diamond data points illustrate the average (across all program areas) percentage of articles that were supportive of tobacco control. The bar on the right-hand side of the graph illustrates the average for the 15 quarters of data depicted. The table provides information on the number of articles that were supportive of tobacco control, the percentage of articles that were supportive of tobacco control, and article impressions per capita.

Exhibits 4 through 7. News Coverage by Specific Themes

The *theme* of an article is the overarching issue that makes the article newsworthy.

Exhibits 4 through 7 summarize theme-specific news coverage for the following themes:

- ***Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme***—articles about secondhand smoke issues and related legislative action
- ***Exhibit 5. Articles with “Tobacco Advertising, Promotion, and Sponsorship” Theme***—articles about the use of advertising, promotional activity, and sponsorship on the part of tobacco companies, as well as bans and restrictions on such advertising
- ***Exhibit 6. Articles with “Economics” Theme***—articles about monetary costs of smoking and tobacco use
- ***Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme***—articles about efforts to prevent or stop smoking, national and local campaigns, and individual attempts to quit; includes articles about products such as nicotine gum and patches

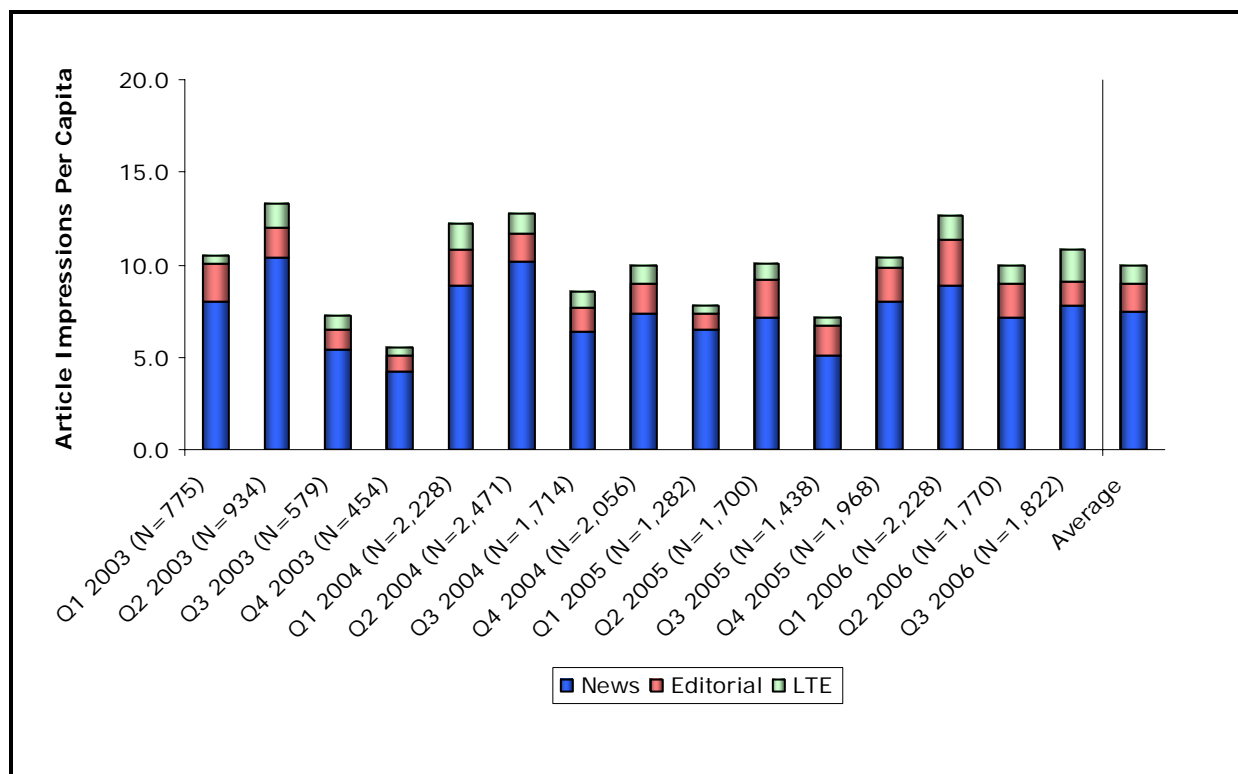
The themes selected currently are the most predominant and are most interesting to NYBTC goal-specific objectives. The bar charts illustrate the percentage of articles with the

particular theme by month. In the program area summary reports, the blue diamond data points illustrate average (across all program areas) percentage of articles with the theme of interest. The bar on the right-hand side of the graph illustrates the average for the 15 quarters of data depicted. The table provides information on the number of articles with the particular theme, the percentage of articles with the particular theme, and article impressions per capita.

SUMMARY REPORT:

NEW YORK STATE

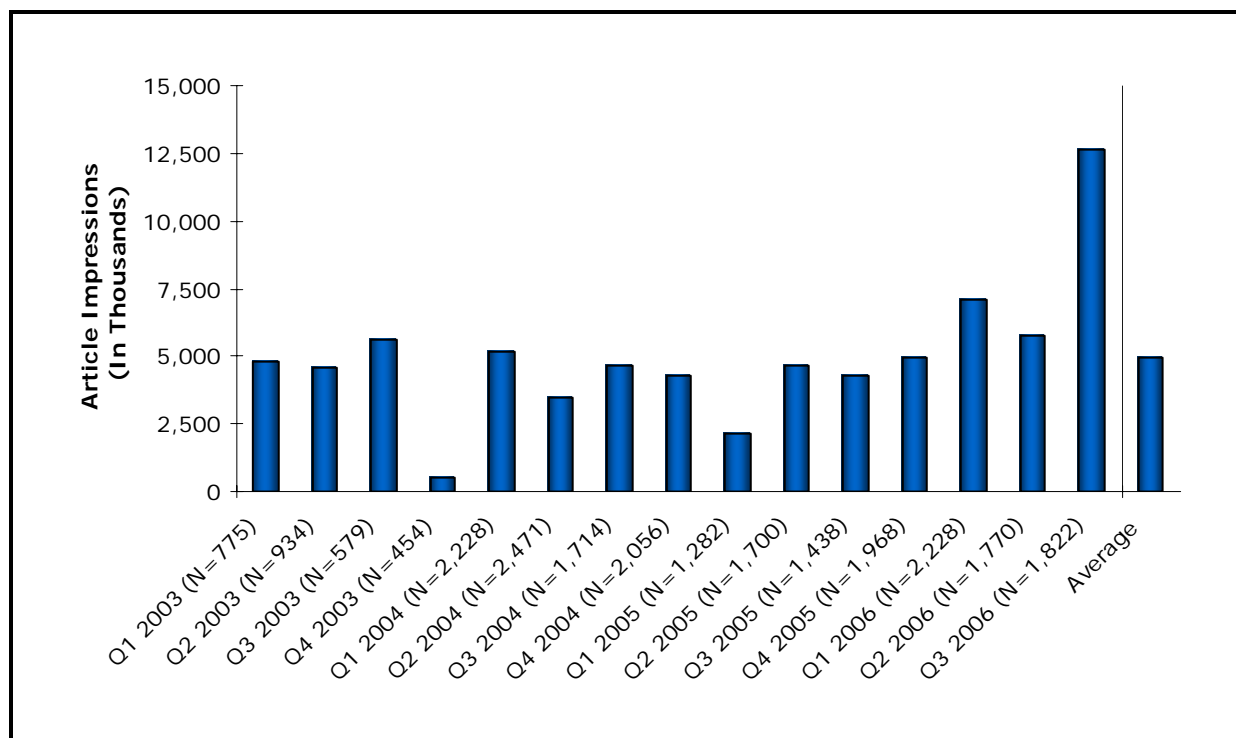
Exhibit 1. Type of Article,^a New York Tobacco News Tracking Data, Q1 2003–Q3 2006



^a Data from "Other" category are not shown.

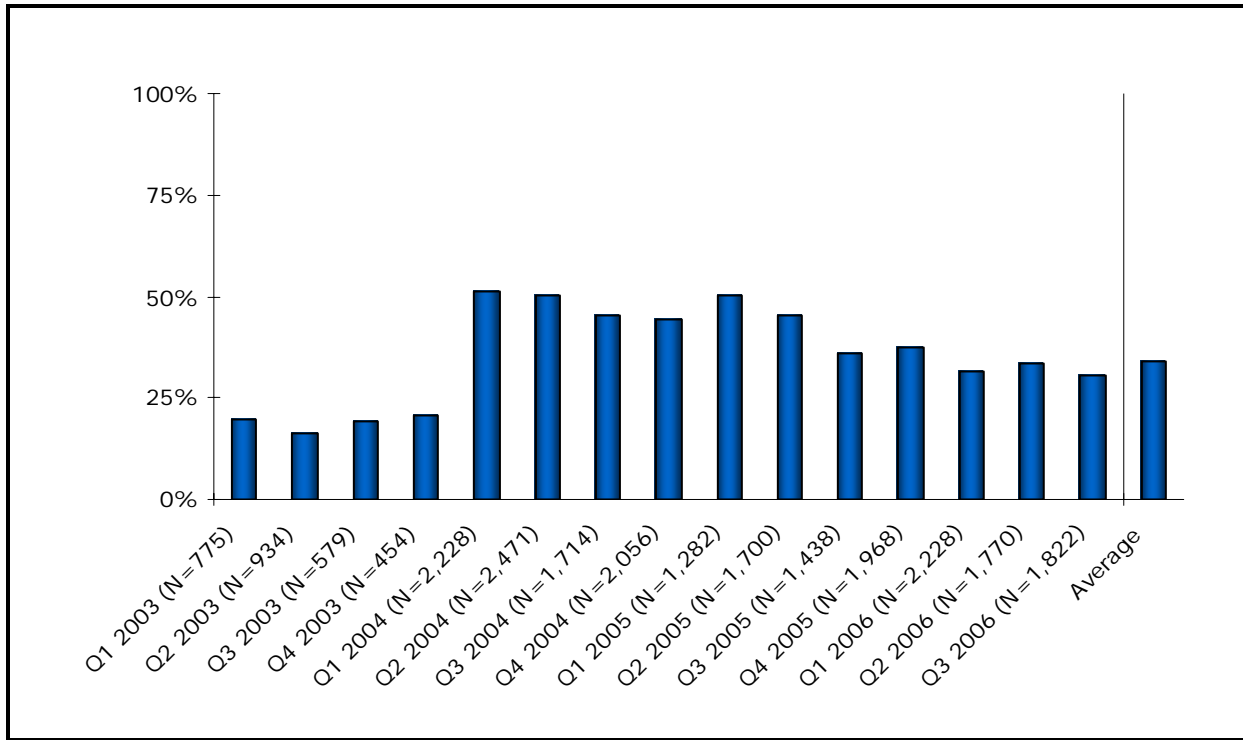
Quarter	Overall		News			Editorial			Letter to Editor		
	N	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions
Q1 2003	775	11.12	545	70.3	8.04	145	18.7	1.98	52	6.7	0.50
Q2 2003	934	13.87	635	68.0	10.35	124	13.3	1.63	143	15.3	1.36
Q3 2003	579	7.48	383	66.1	5.37	91	15.7	1.14	91	15.7	0.70
Q4 2003	454	5.73	308	67.8	4.20	77	17.0	0.83	52	11.5	0.43
Q1 2004	2,228	12.55	1,508	67.7	8.85	287	12.9	1.93	397	17.8	1.43
Q2 2004	2,471	13.09	1,883	76.2	10.15	316	12.8	1.48	237	9.6	1.11
Q3 2004	1,714	8.99	1,299	75.8	6.41	246	14.4	1.24	125	7.3	0.86
Q4 2004	2,056	10.51	1,466	71.3	7.30	394	19.2	1.62	138	6.7	1.04
Q1 2005	1,282	8.02	1,024	79.9	6.52	182	14.2	0.84	48	3.7	0.43
Q2 2005	1,700	10.47	1,124	66.1	7.17	456	26.8	2.04	96	5.6	0.84
Q3 2005	1,438	7.42	904	62.9	5.06	420	29.2	1.64	70	4.9	0.48
Q4 2005	1,968	10.70	1,244	63.2	7.95	600	30.5	1.88	96	4.9	0.59
Q1 2006	2,228	13.52	1,460	65.5	8.87	542	24.3	2.45	166	7.5	1.33
Q2 2006	1,770	10.41	1,206	68.1	7.15	352	19.9	1.78	162	9.2	1.06
Q3 2006	1,822	11.20	1,268	69.6	7.80	248	13.6	1.32	244	13.4	1.66
Average	1,561	10.34	1,084	69.2	7.41	299	18.8	1.59	141	9.3	0.92

Exhibit 2. Articles Mentioning Tobacco Control Community Partners, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



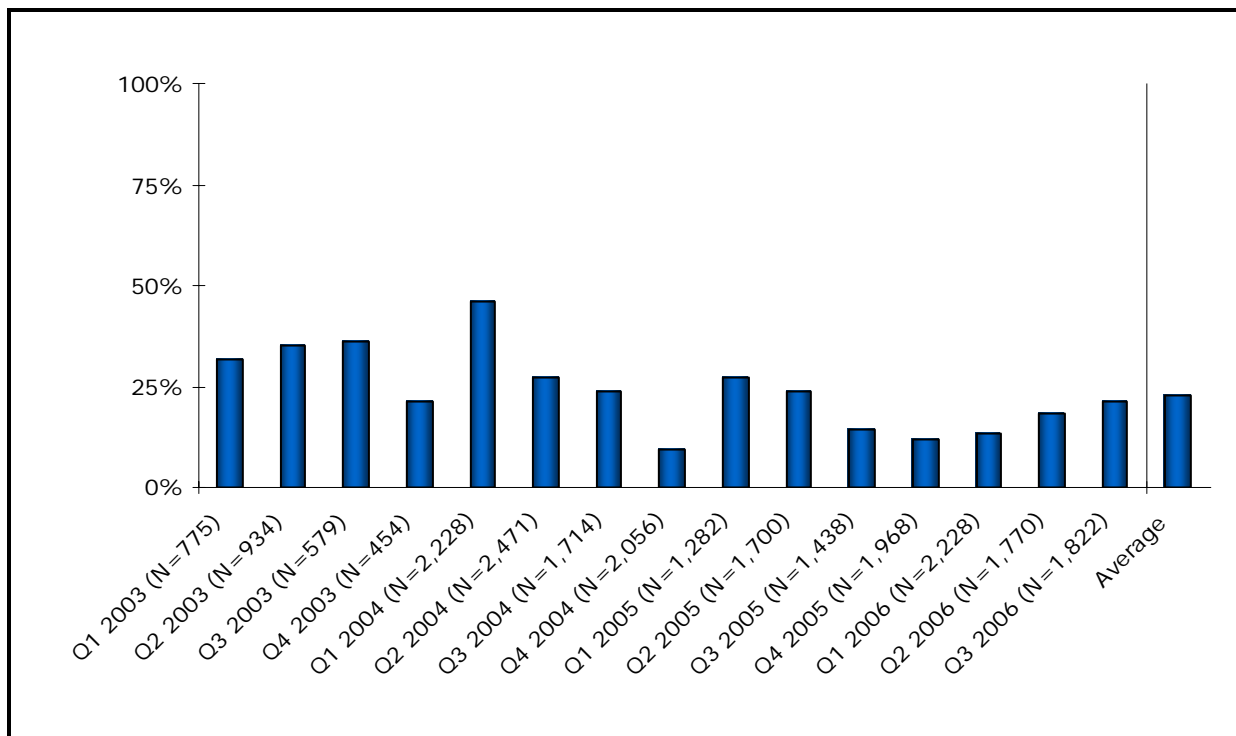
Month	Articles Mentioning Community Partners (N)	Percentage (%)	Article Impressions (In Thousands)
Q1 2003	24	3.1	4,766.43
Q2 2003	39	4.2	4,589.69
Q3 2003	39	6.7	5,596.82
Q4 2003	5	1.1	542.24
Q1 2004	159	7.1	5,180.95
Q2 2004	177	7.2	3,456.82
Q3 2004	183	10.7	4,638.60
Q4 2004	128	6.2	4,264.56
Q1 2005	98	7.6	2,161.65
Q2 2005	134	7.9	4,384.23
Q3 2005	82	5.7	1,866.83
Q4 2005	192	9.8	4,978.90
Q1 2006	196	8.8	7,086.83
Q2 2006	128	7.2	5,777.05
Q3 2006	124	6.8	12,616.95
<i>Average</i>	<i>114</i>	<i>6.7</i>	<i>4,793.90</i>

Exhibit 3. Articles Supportive of Tobacco Control, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



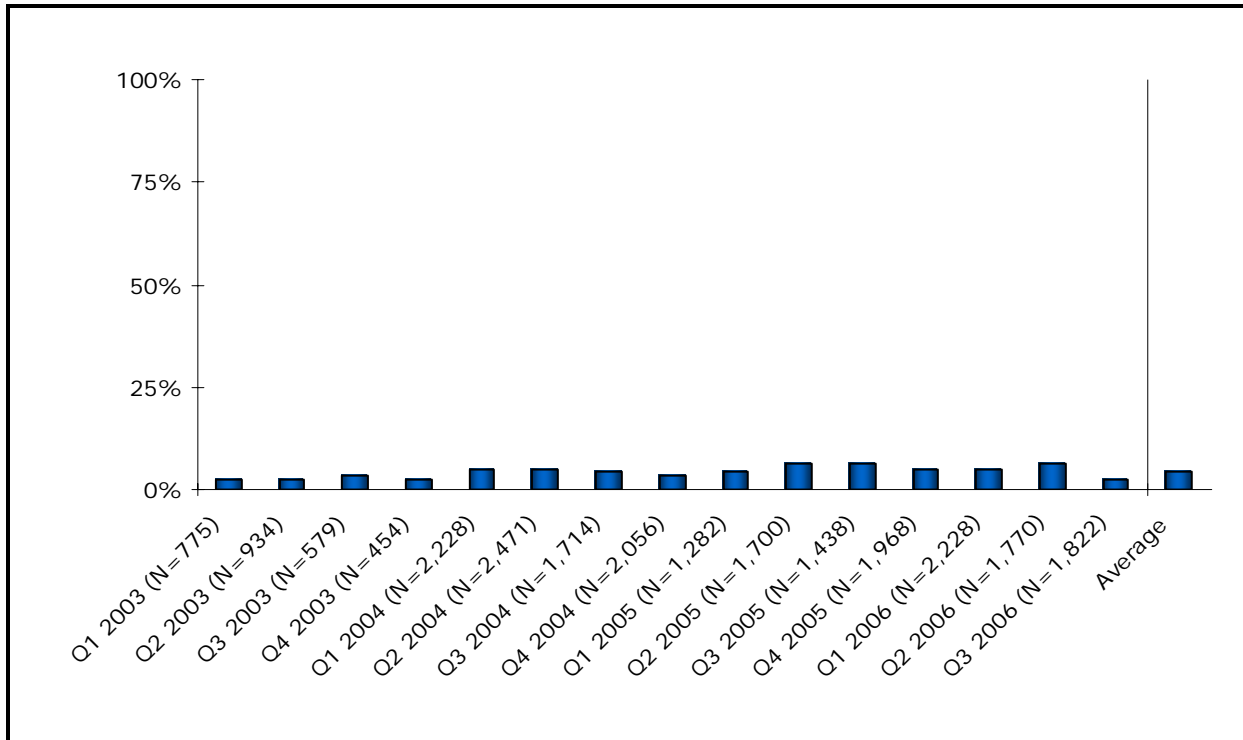
Month	Articles Supportive of Tobacco Control (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	151	19.5	1.93
Q2 2003	150	16.1	1.62
Q3 2003	112	19.3	1.12
Q4 2003	95	20.9	0.90
Q1 2004	1,143	51.3	5.60
Q2 2004	1,242	50.3	6.70
Q3 2004	774	45.2	3.38
Q4 2004	916	44.6	3.17
Q1 2005	500	39.0	2.62
Q2 2005	624	36.7	3.32
Q3 2005	516	35.9	2.16
Q4 2005	734	37.3	2.38
Q1 2006	706	31.7	2.75
Q2 2006	596	33.7	2.71
Q3 2006	560	30.7	3.12
<i>Average</i>	<i>588</i>	<i>34.1</i>	<i>2.90</i>

Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



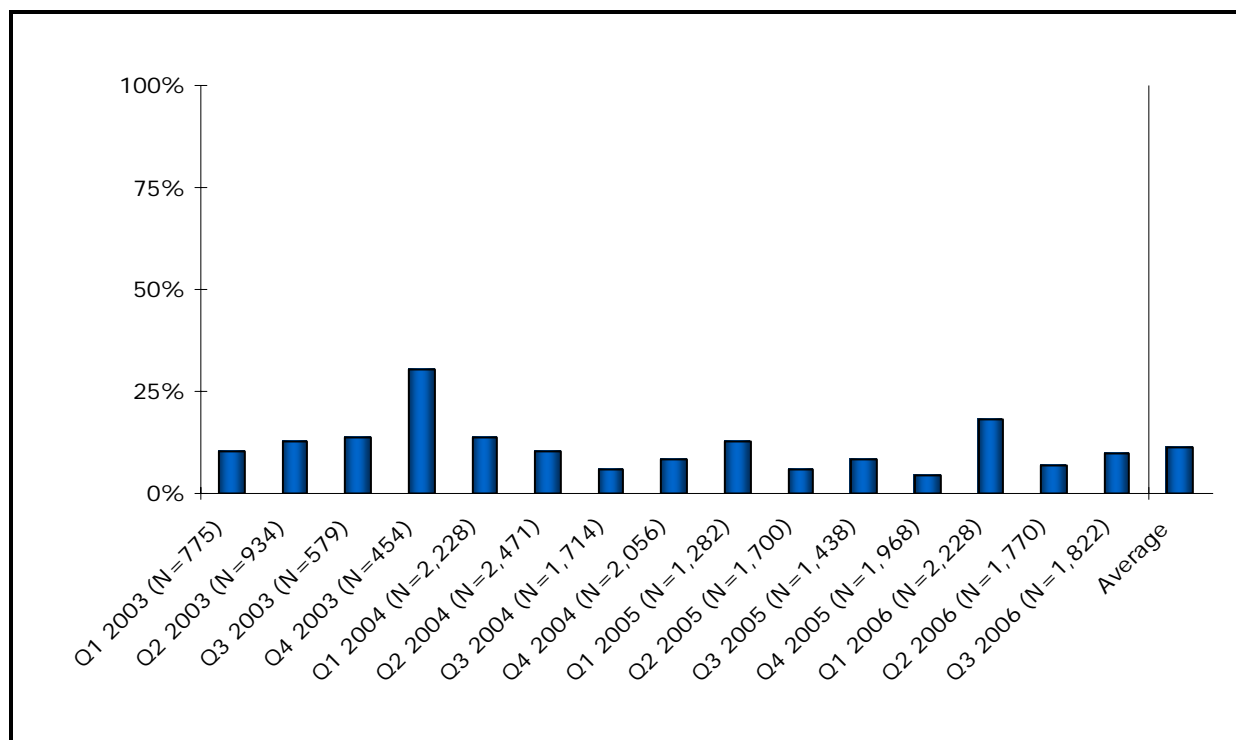
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	246	31.7	3.59
Q2 2003	327	35.0	4.74
Q3 2003	209	36.1	2.31
Q4 2003	96	21.1	1.06
Q1 2004	1,030	46.2	5.21
Q2 2004	672	27.2	3.23
Q3 2004	409	23.9	1.95
Q4 2004	194	9.4	1.55
Q1 2005	242	18.9	1.60
Q2 2005	214	12.6	1.70
Q3 2005	210	14.6	1.06
Q4 2005	238	12.1	1.79
Q1 2006	296	13.3	2.28
Q2 2006	320	18.1	1.97
Q3 2006	390	21.4	2.30
Average	340	22.8	2.42

Exhibit 5. Articles with “Tobacco Advertising, Sponsorship, and Promotion” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



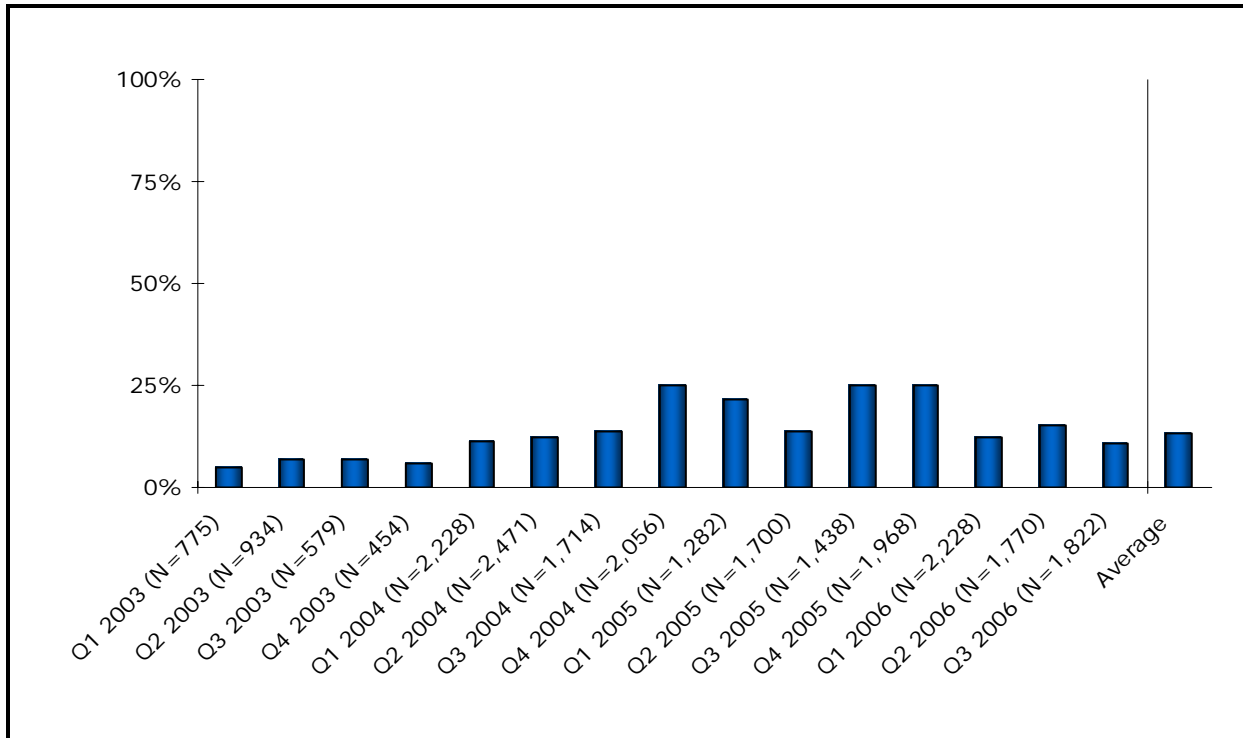
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	20	2.6	0.30
Q2 2003	22	2.4	0.24
Q3 2003	21	3.6	0.38
Q4 2003	11	2.4	0.13
Q1 2004	106	4.8	0.64
Q2 2004	122	4.9	1.41
Q3 2004	77	4.5	0.84
Q4 2004	74	3.6	0.85
Q1 2005	54	4.2	0.19
Q2 2005	110	6.5	0.66
Q3 2005	90	6.3	0.41
Q4 2005	94	4.8	0.80
Q1 2006	106	4.8	0.88
Q2 2006	116	6.6	0.44
Q3 2006	46	2.5	0.11
<i>Average</i>	71	4.3	0.55

Exhibit 6. Articles with “Economics” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	80	10.3	1.05
Q2 2003	120	12.8	1.67
Q3 2003	80	13.8	1.06
Q4 2003	139	30.6	1.46
Q1 2004	301	13.5	1.08
Q2 2004	256	10.4	1.20
Q3 2004	100	5.8	0.41
Q4 2004	176	8.6	0.80
Q1 2005	162	12.6	1.50
Q2 2005	136	8.0	0.63
Q3 2005	62	4.3	0.46
Q4 2005	90	4.6	0.49
Q1 2006	408	18.3	3.40
Q2 2006	120	6.8	0.72
Q3 2006	178	9.8	0.55
Average	161	11.4	1.10

Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006

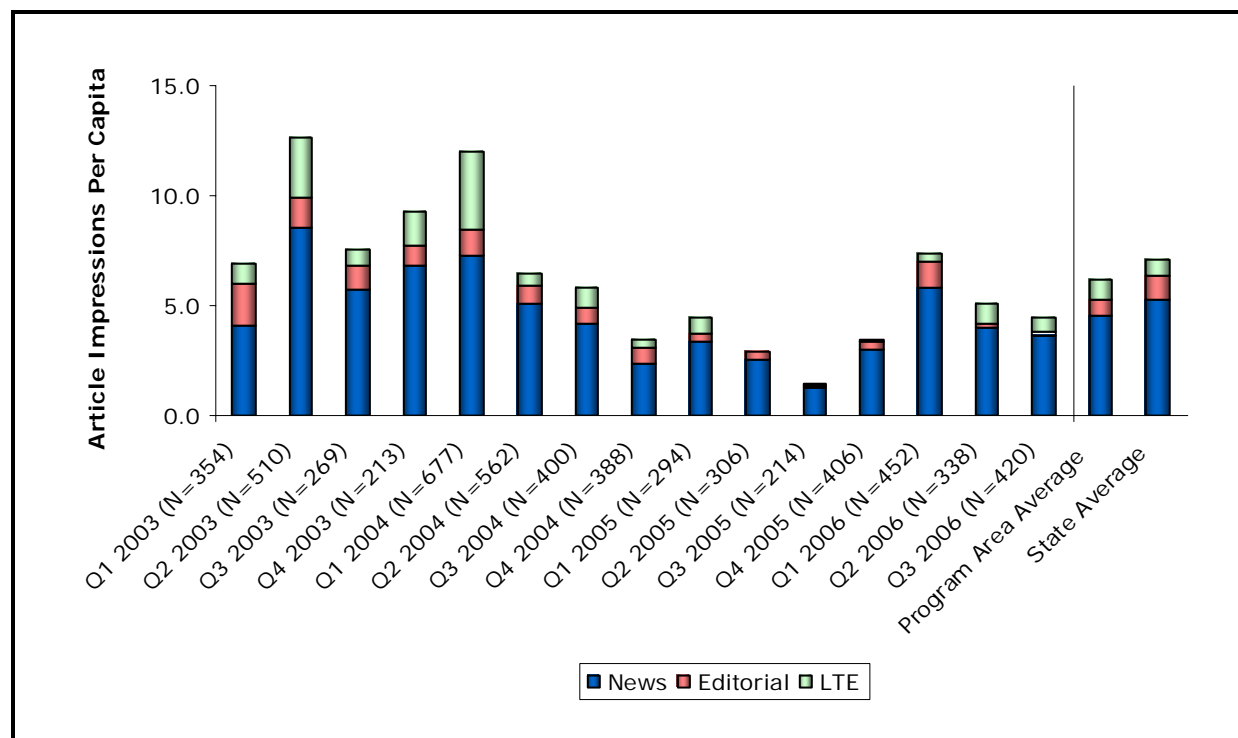


Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	37	4.8	0.42
Q2 2003	63	6.7	0.79
Q3 2003	40	6.9	0.31
Q4 2003	26	5.7	0.33
Q1 2004	256	11.5	1.16
Q2 2004	303	12.3	1.07
Q3 2004	232	13.5	0.69
Q4 2004	516	25.1	1.13
Q1 2005	278	21.7	0.88
Q2 2005	258	15.2	0.96
Q3 2005	190	13.2	0.68
Q4 2005	494	25.1	0.93
Q1 2006	274	12.3	0.63
Q2 2006	272	15.4	1.67
Q3 2006	200	11.0	1.14
Average	229	13.4	0.85

SUMMARY REPORT:

BUFFALO

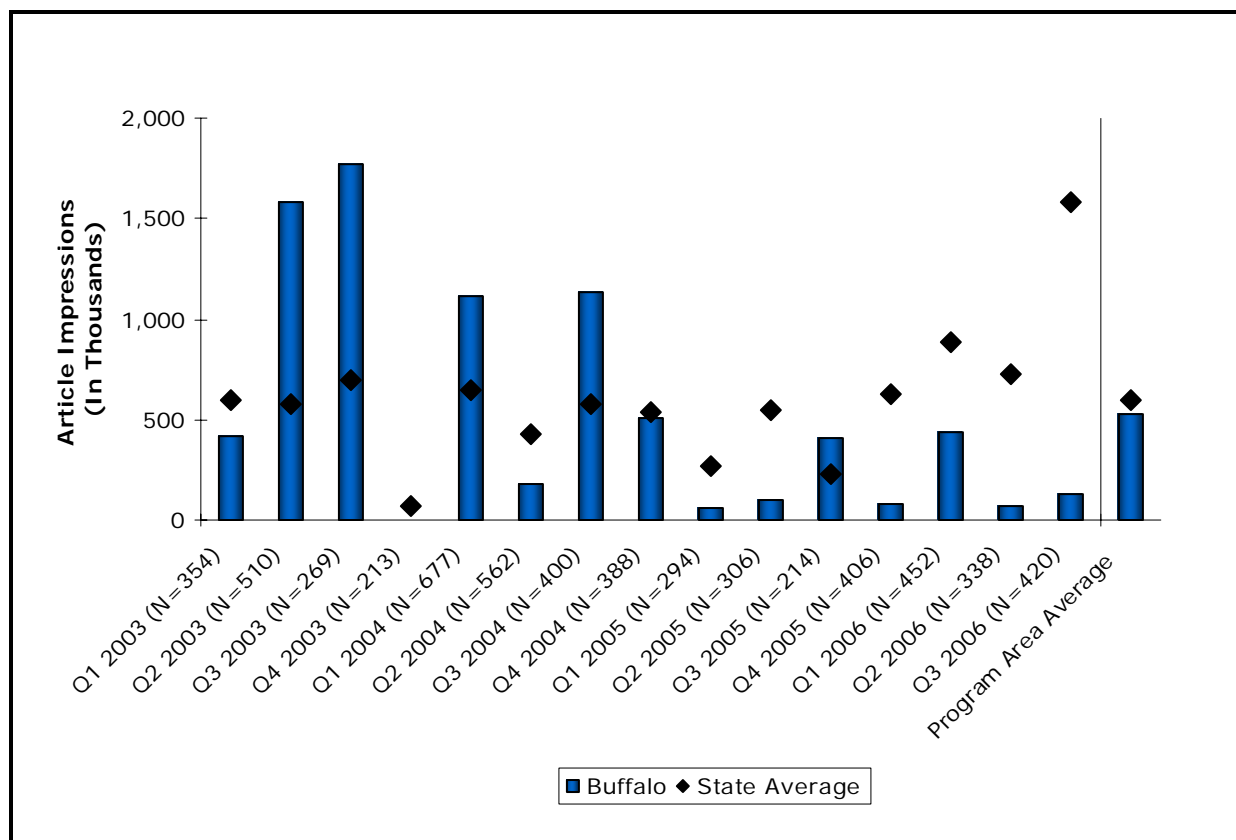
Exhibit 1. Type of Article,^a New York Tobacco News Tracking Data, Q1 2003–Q3 2006



^a Data from "Other" category are not shown.

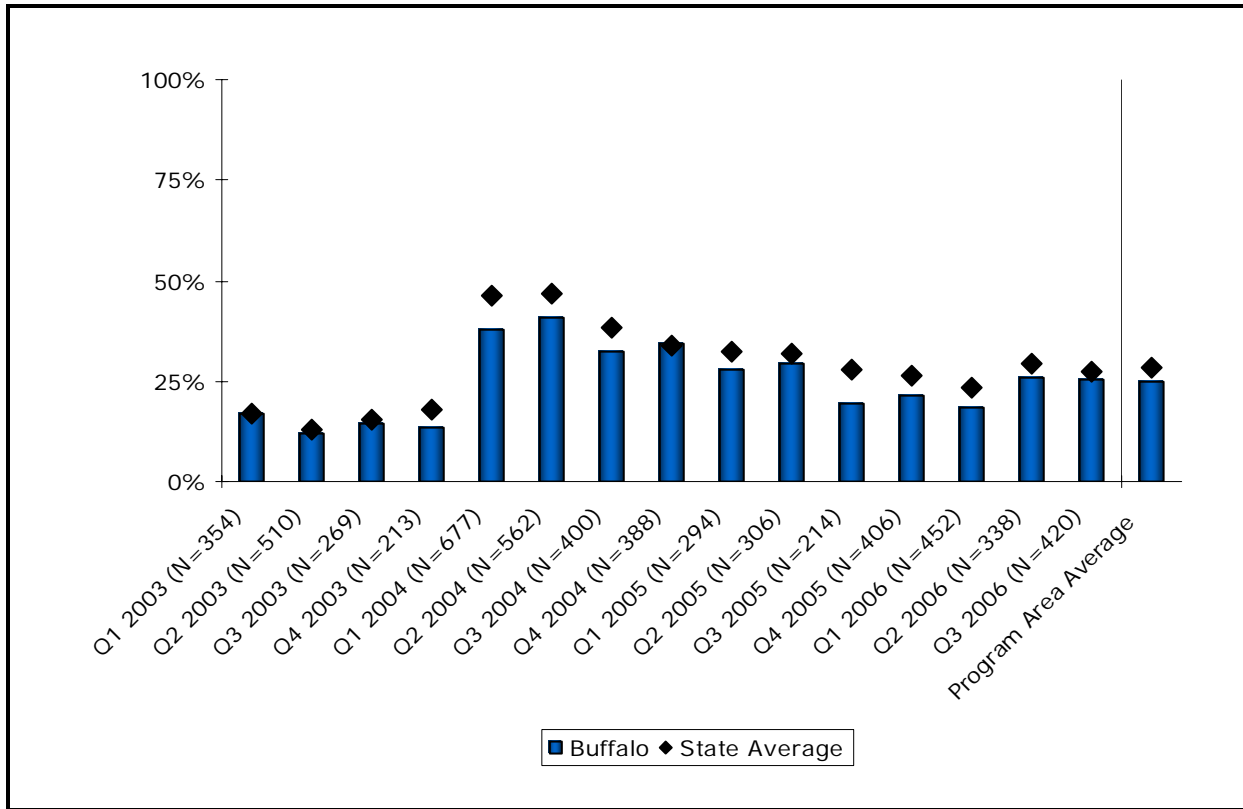
Month	Overall		News			Editorial			Letter to Editor		
	N	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions
Q1 2003	354	7.18	247	69.8	4.13	65	18.4	1.85	16	4.5	0.97
Q2 2003	510	12.89	363	71.2	8.55	64	12.5	1.34	63	12.4	2.71
Q3 2003	269	7.72	196	72.9	5.71	40	14.9	1.07	22	8.2	0.80
Q4 2003	213	9.29	162	76.1	6.78	28	13.1	0.97	16	7.5	1.52
Q1 2004	677	12.11	479	70.8	7.26	94	13.9	1.19	90	13.3	3.51
Q2 2004	562	6.50	456	81.1	5.13	46	8.2	0.76	48	8.5	0.59
Q3 2004	400	5.82	312	78.0	4.17	44	11.0	0.74	32	8.0	0.88
Q4 2004	388	3.53	276	71.1	2.40	60	15.5	0.66	36	9.3	0.40
Q1 2005	294	4.49	234	79.6	3.32	34	11.6	0.37	22	7.5	0.79
Q2 2005	306	2.95	210	68.6	2.53	66	21.6	0.41	22	7.2	0.02
Q3 2005	214	1.42	162	75.7	1.28	36	16.8	0.09	16	7.5	0.06
Q4 2005	406	3.43	314	77.3	3.02	66	16.3	0.34	18	4.4	0.05
Q1 2006	452	7.34	316	69.9	5.80	84	18.6	1.20	34	7.5	0.34
Q2 2006	338	5.06	236	69.8	3.96	66	19.5	0.19	28	8.3	0.91
Q3 2006	420	4.46	308	73.3	3.66	52	12.4	0.19	52	12.4	0.58
Program Area Average	387	6.28	285	73.7	4.51	56	14.9	0.76	34	8.4	0.94
State Average	518	7.34	370	72.1	5.25	85	16.0	1.09	46	8.7	0.79

Exhibit 2. Articles Mentioning Tobacco Control Community Partners, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



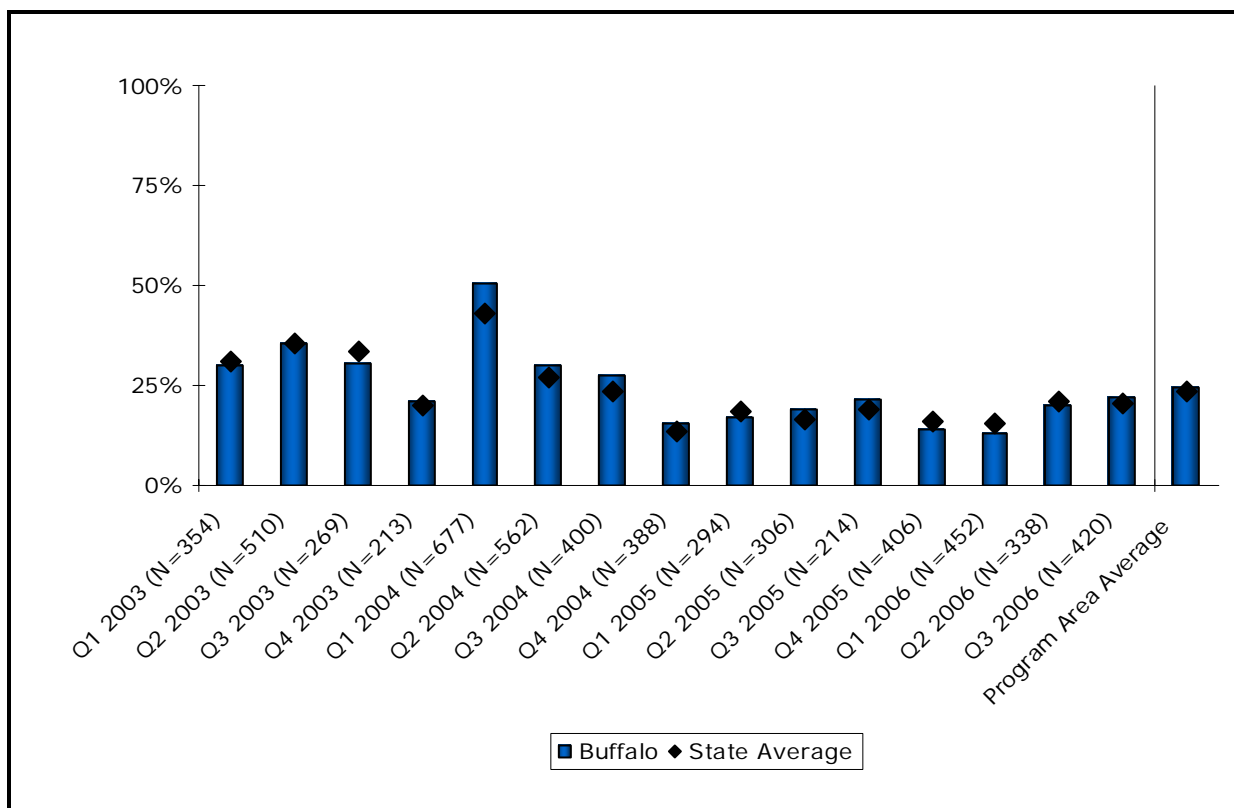
Month	Articles Mentioning Community Partners (N)	Percentage (%)	Article Impressions (In Thousands)
Q1 2003	7	2.0	414.76
Q2 2003	9	1.8	1,579.73
Q3 2003	12	4.5	1,767.13
Q4 2003	0	0.0	0.00
Q1 2004	35	5.2	1,119.24
Q2 2004	14	2.5	180.31
Q3 2004	26	6.5	1,131.84
Q4 2004	14	3.6	512.26
Q1 2005	6	2.0	63.74
Q2 2005	6	2.0	95.33
Q3 2005	4	1.9	407.26
Q4 2005	14	3.4	83.02
Q1 2006	12	2.7	432.95
Q2 2006	16	4.7	66.41
Q3 2006	32	7.6	127.40
<i>Program Area Average</i>	<i>14</i>	<i>3.4</i>	<i>532.09</i>
<i>State Average</i>	<i>24</i>	<i>4.5</i>	<i>1,503.12</i>

Exhibit 3. Articles Supportive of Tobacco Control, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



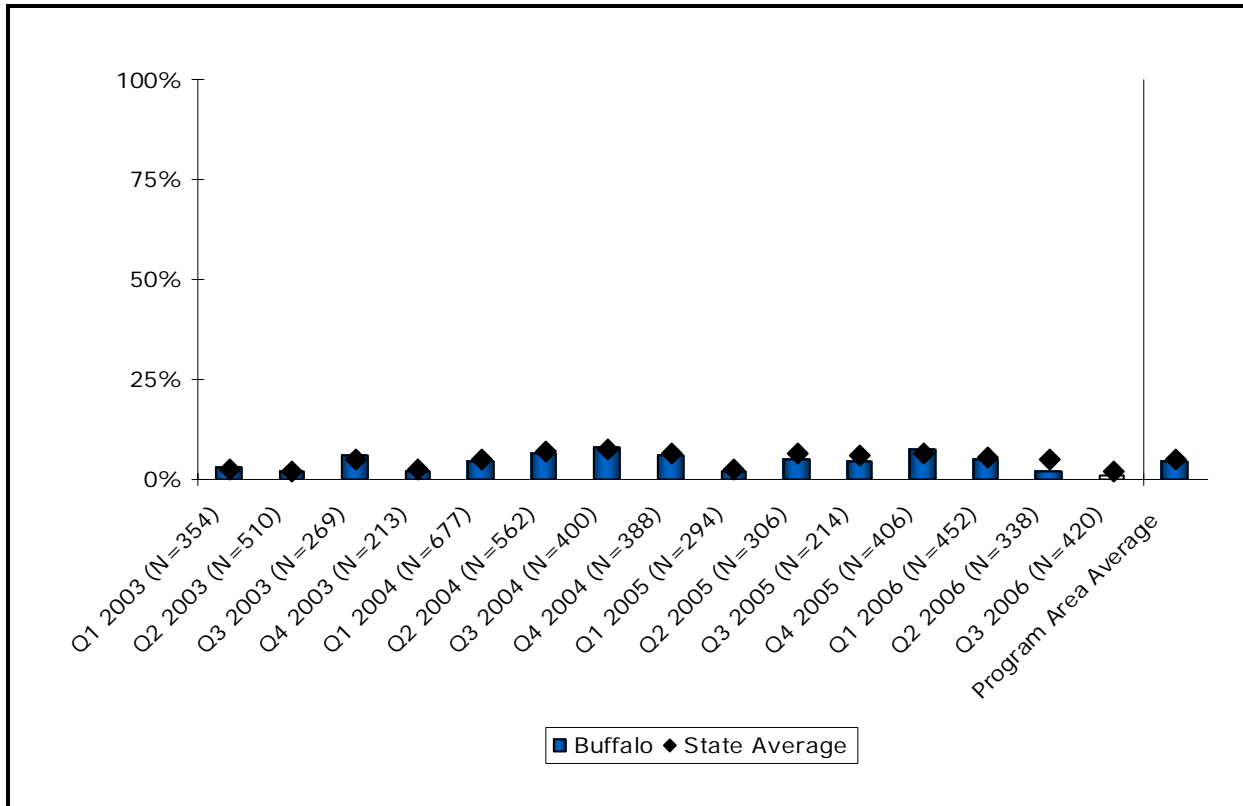
Month	Articles Supportive of Tobacco Control (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	60	16.9	2.17
Q2 2003	62	12.2	2.67
Q3 2003	39	14.5	1.56
Q4 2003	29	13.6	1.12
Q1 2004	256	37.8	4.40
Q2 2004	229	40.7	2.20
Q3 2004	130	32.5	1.58
Q4 2004	134	34.5	1.82
Q1 2005	82	27.9	0.88
Q2 2005	90	29.4	0.67
Q3 2005	42	19.6	0.12
Q4 2005	86	21.2	0.63
Q1 2006	84	18.6	1.43
Q2 2006	88	26.0	1.27
Q3 2006	106	25.2	0.96
<i>Program Area Average</i>	<i>101</i>	<i>24.7</i>	<i>1.57</i>
<i>State Average</i>	<i>157</i>	<i>31.4</i>	<i>2.17</i>

Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



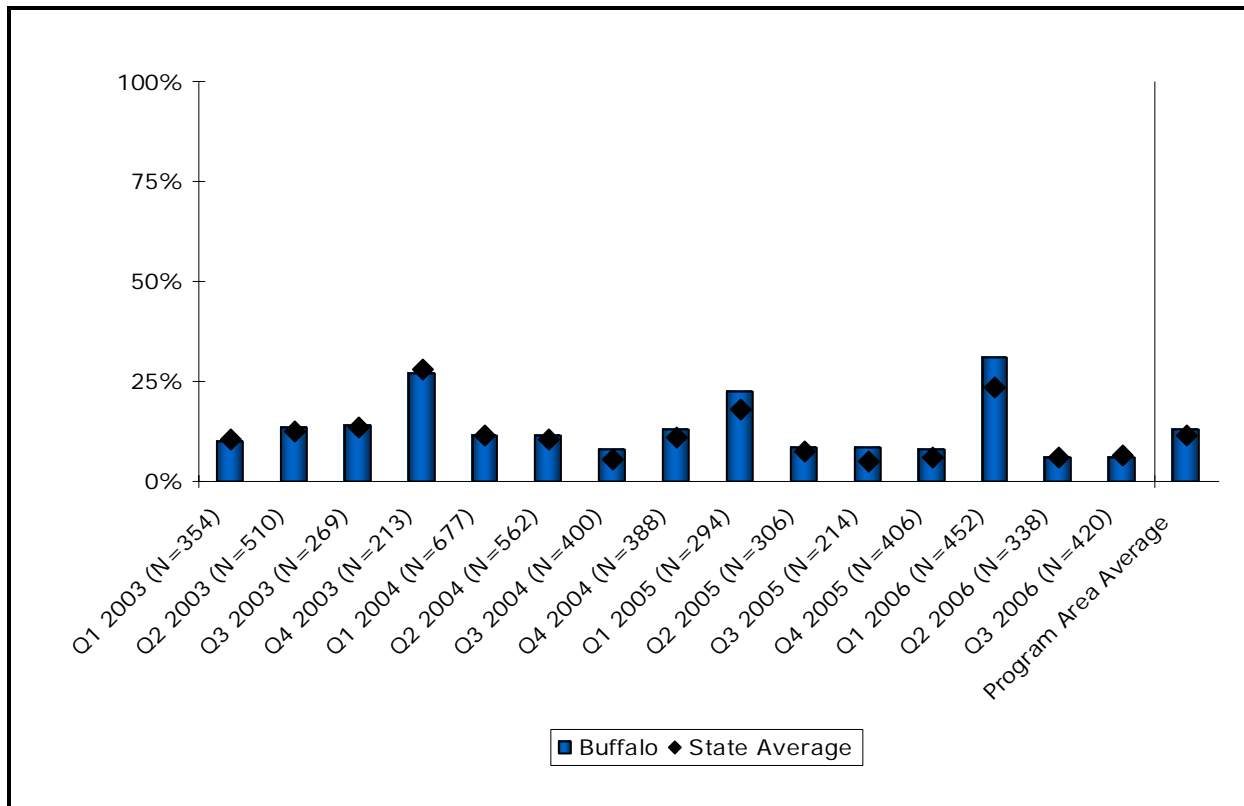
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	107	30.2	2.02
Q2 2003	180	35.3	3.48
Q3 2003	82	30.5	2.36
Q4 2003	45	21.1	2.13
Q1 2004	341	50.4	7.24
Q2 2004	170	30.2	2.53
Q3 2004	110	27.5	2.17
Q4 2004	60	15.5	0.45
Q1 2005	50	17.0	0.85
Q2 2005	58	19.0	0.14
Q3 2005	46	21.5	0.44
Q4 2005	56	13.8	0.35
Q1 2006	58	12.8	0.82
Q2 2006	68	20.1	0.72
Q3 2006	92	21.9	1.22
<i>Program Area Average</i>	<i>102</i>	<i>24.5</i>	<i>1.79</i>
<i>State Average</i>	<i>123</i>	<i>23.6</i>	<i>1.88</i>

Exhibit 5. Articles with “Tobacco Advertising, Sponsorship, and Promotion” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



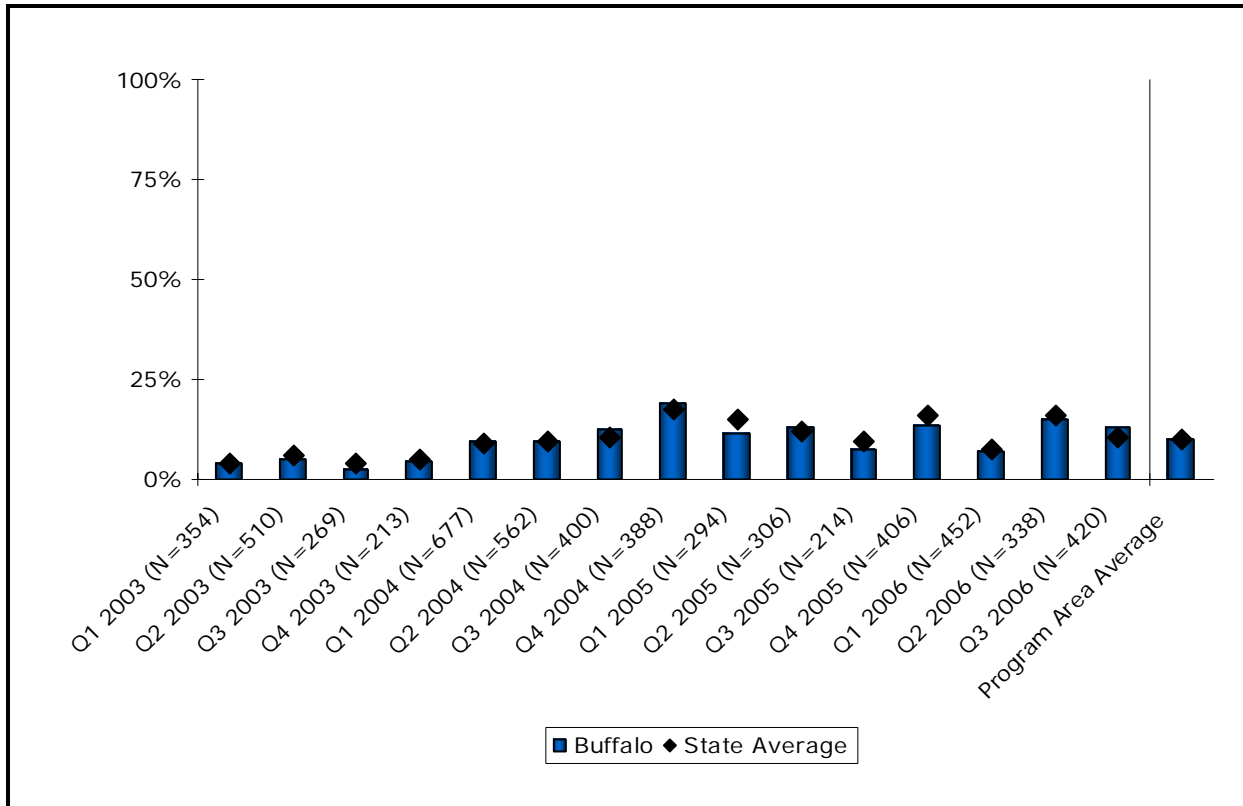
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	10	2.8	0.14
Q2 2003	10	2.0	0.27
Q3 2003	16	5.9	0.15
Q4 2003	4	1.9	0.004
Q1 2004	29	4.3	0.33
Q2 2004	37	6.6	0.07
Q3 2004	32	8.0	0.04
Q4 2004	24	6.2	0.27
Q1 2005	6	2.0	0.25
Q2 2005	16	5.2	0.38
Q3 2005	10	4.7	0.27
Q4 2005	30	7.4	0.34
Q1 2006	22	4.9	0.27
Q2 2006	6	1.8	0.01
Q3 2006	4	1.0	0.02
<i>Program Area Average</i>	<i>17</i>	<i>4.3</i>	<i>0.19</i>
<i>State Average</i>	<i>26</i>	<i>4.9</i>	<i>0.36</i>

Exhibit 6. Articles with “Economics” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	35	9.9	0.91
Q2 2003	69	13.5	2.52
Q3 2003	38	14.1	1.56
Q4 2003	58	27.2	4.30
Q1 2004	77	11.4	2.42
Q2 2004	64	11.4	0.77
Q3 2004	32	8.0	0.67
Q4 2004	50	12.9	0.49
Q1 2005	66	22.4	2.06
Q2 2005	26	8.5	0.37
Q3 2005	18	8.4	0.10
Q4 2005	32	7.9	0.60
Q1 2006	140	31.0	2.73
Q2 2006	20	5.9	1.15
Q3 2006	26	6.2	0.38
<i>Program Area Average</i>	<i>50</i>	<i>13.2</i>	<i>1.40</i>
<i>State Average</i>	<i>57</i>	<i>11.7</i>	<i>0.87</i>

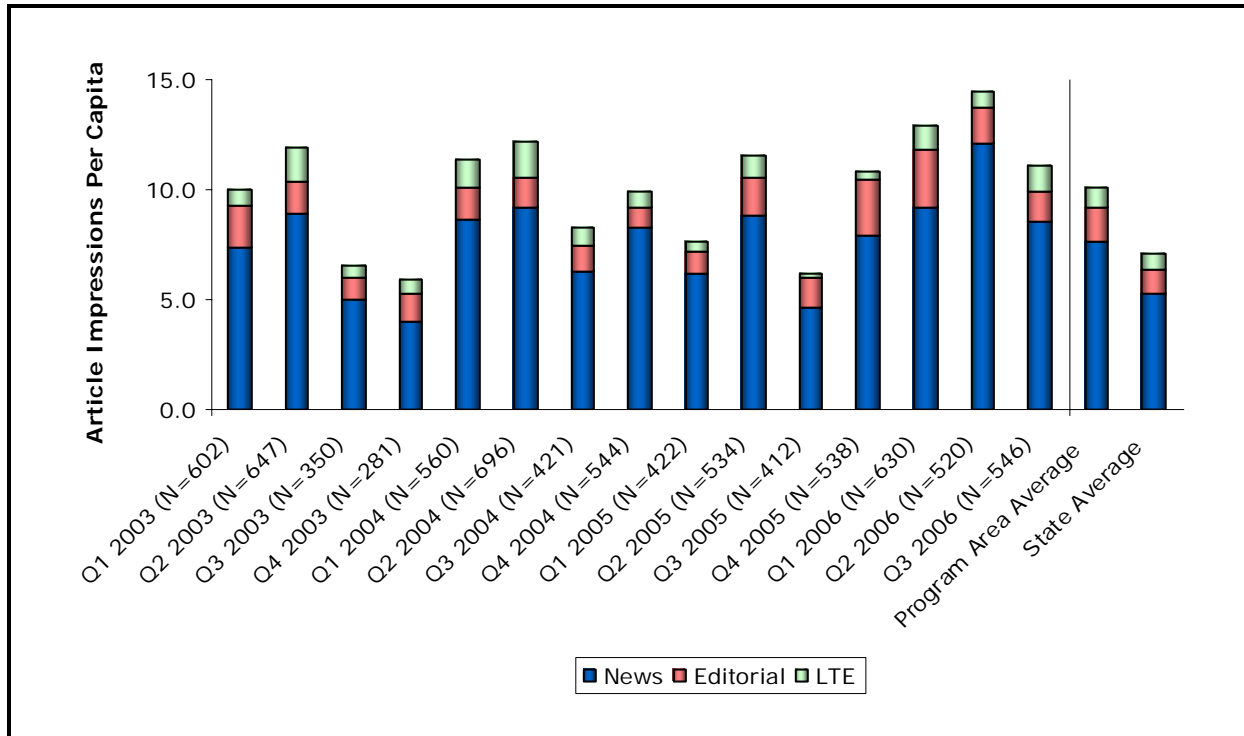
Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	15	4.2	0.28
Q2 2003	25	4.9	1.01
Q3 2003	7	2.6	0.80
Q4 2003	10	4.7	0.44
Q1 2004	63	9.3	0.57
Q2 2004	53	9.4	0.42
Q3 2004	51	12.8	0.38
Q4 2004	74	19.1	1.09
Q1 2005	34	11.6	0.14
Q2 2005	40	13.1	0.77
Q3 2005	16	7.5	0.08
Q4 2005	54	13.3	0.25
Q1 2006	32	7.1	0.72
Q2 2006	50	14.8	0.61
Q3 2006	54	12.9	0.24
<i>Program Area Average</i>	<i>39</i>	<i>9.8</i>	<i>0.52</i>
<i>State Average</i>	<i>54</i>	<i>10.2</i>	<i>0.71</i>

**SUMMARY REPORT:
HUDSON VALLEY AREA**

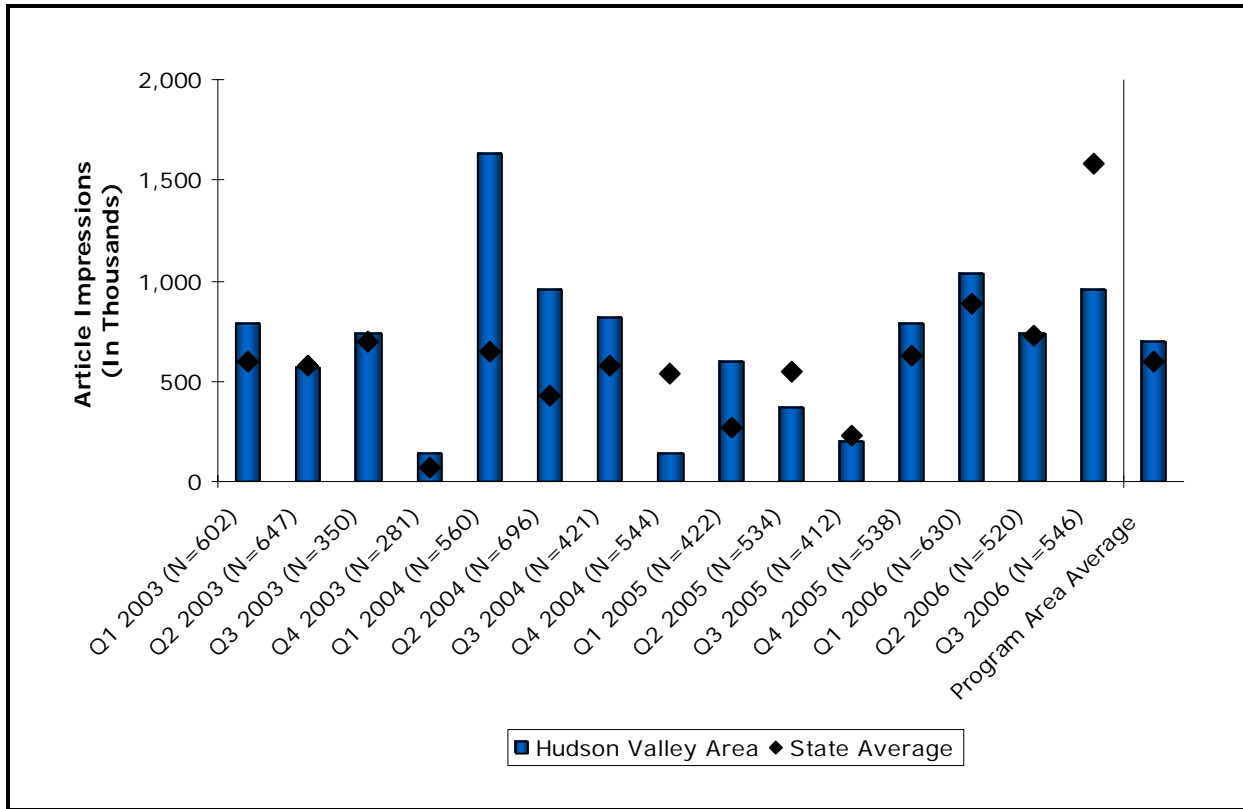
Exhibit 1. Type of Article,^a New York Tobacco News Tracking Data, Q1 2003–Q3 2006



^a Data from “Other” category are not shown.

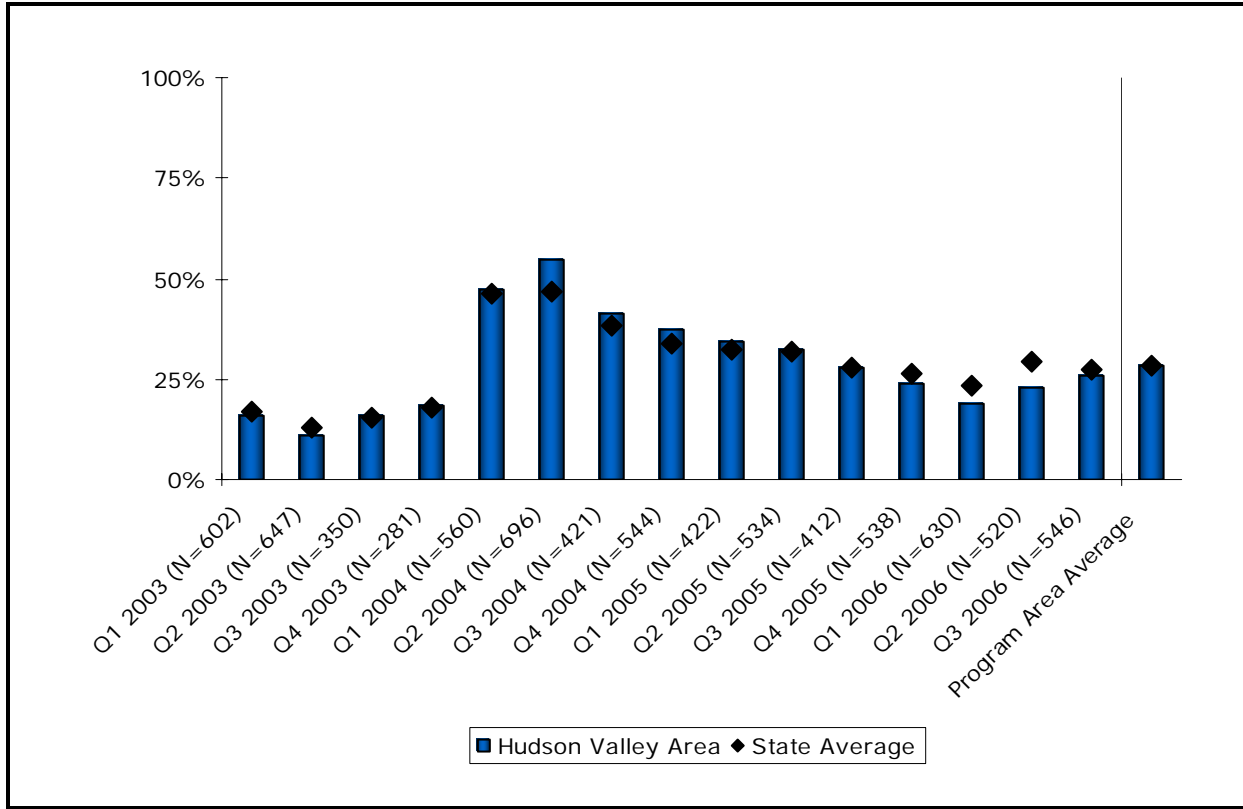
Month	Overall		News			Editorial			Letter to Editor		
	N	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions
Q1 2003	602	10.73	437	72.6	7.38	110	18.3	1.85	27	4.5	0.81
Q2 2003	647	12.43	481	74.3	8.87	88	13.6	1.45	52	8.0	1.61
Q3 2003	350	6.85	256	73.1	4.99	58	16.6	0.96	26	7.4	0.63
Q4 2003	281	6.22	198	70.5	4.04	51	18.1	1.23	16	5.7	0.63
Q1 2004	560	11.65	415	74.1	8.67	78	13.9	1.42	53	9.5	1.27
Q2 2004	696	12.43	527	75.7	9.21	93	13.4	1.37	64	9.2	1.65
Q3 2004	421	8.49	303	72.0	6.25	59	14.0	1.20	43	10.2	0.83
Q4 2004	544	10.75	382	70.2	8.26	94	17.3	0.90	42	7.7	0.77
Q1 2005	422	7.77	340	80.6	6.16	48	11.4	0.99	24	5.7	0.50
Q2 2005	534	11.75	366	68.5	8.82	108	20.2	1.68	42	7.9	1.03
Q3 2005	412	6.66	290	70.4	4.66	84	20.4	1.31	18	4.4	0.22
Q4 2005	538	10.99	408	75.8	7.88	98	18.2	2.55	26	4.8	0.38
Q1 2006	630	13.41	436	69.2	9.19	112	17.8	2.65	52	8.3	1.03
Q2 2006	520	14.65	396	76.2	12.09	78	15.0	1.64	32	6.2	0.72
Q3 2006	546	11.50	388	71.1	8.54	58	10.6	1.39	74	13.6	1.20
Program Area Average	514	10.42	375	73.0	7.67	81	15.9	1.51	39	7.5	0.88
State Average	518	7.34	370	72.1	5.25	85	16.0	1.09	46	8.7	0.79

Exhibit 2. Articles Mentioning Tobacco Control Community Partners, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



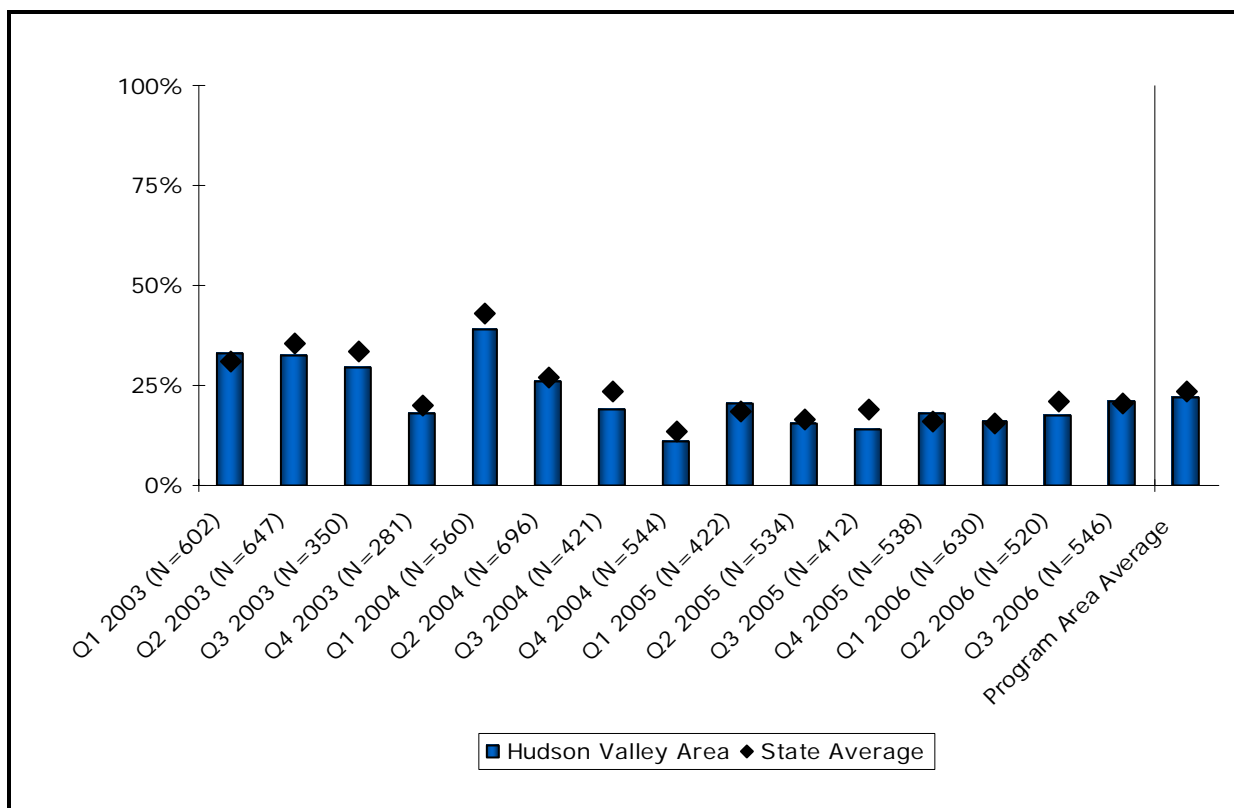
Month	Articles Mentioning Community Partners (N)	Percentage (%)	Article Impressions (In Thousands)
Q1 2003	12	2.0	784.72
Q2 2003	12	1.9	568.14
Q3 2003	9	2.6	737.25
Q4 2003	1	0.4	141.05
Q1 2004	18	3.2	1,635.38
Q2 2004	16	2.3	951.40
Q3 2004	14	3.3	813.26
Q4 2004	14	2.6	137.39
Q1 2005	16	3.8	601.22
Q2 2005	20	3.7	366.04
Q3 2005	12	2.9	203.89
Q4 2005	22	4.1	782.26
Q1 2006	16	2.5	1,034.38
Q2 2006	20	3.8	731.66
Q3 2006	24	4.4	956.00
<i>Program Area Average</i>	<i>15</i>	<i>2.9</i>	<i>696.27</i>
<i>State Average</i>	<i>24</i>	<i>4.5</i>	<i>1,503.12</i>

Exhibit 3. Articles Supportive of Tobacco Control, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



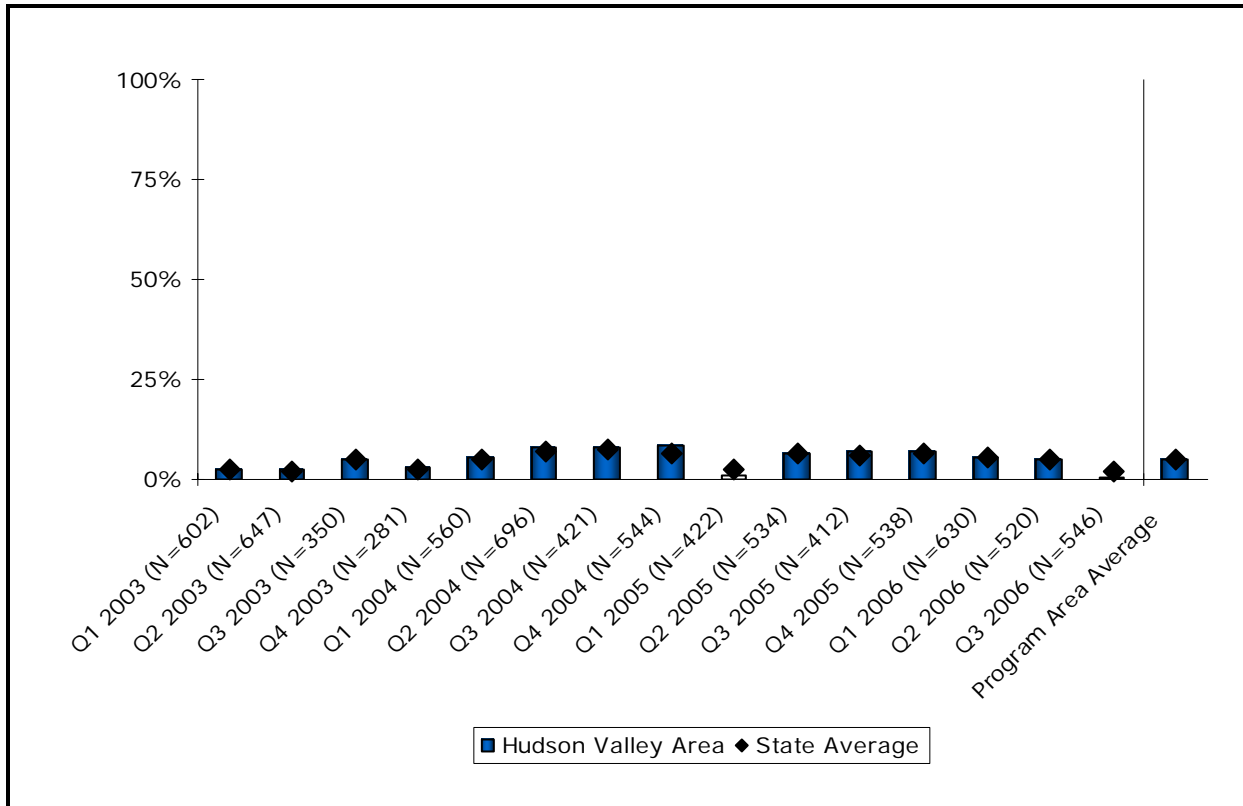
Month	Articles Supportive of Tobacco Control (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	95	15.8	1.88
Q2 2003	70	10.8	1.48
Q3 2003	55	15.7	0.96
Q4 2003	52	18.5	1.40
Q1 2004	266	47.5	4.93
Q2 2004	382	54.9	6.59
Q3 2004	174	41.3	3.22
Q4 2004	202	37.1	3.25
Q1 2005	144	34.1	2.35
Q2 2005	172	32.2	3.74
Q3 2005	114	27.7	1.65
Q4 2005	128	23.8	2.90
Q1 2006	118	18.7	2.56
Q2 2006	120	23.1	2.78
Q3 2006	142	26.0	2.77
<i>Program Area Average</i>	<i>149</i>	<i>30.9</i>	<i>2.83</i>
<i>State Average</i>	<i>157</i>	<i>31.4</i>	<i>2.17</i>

Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



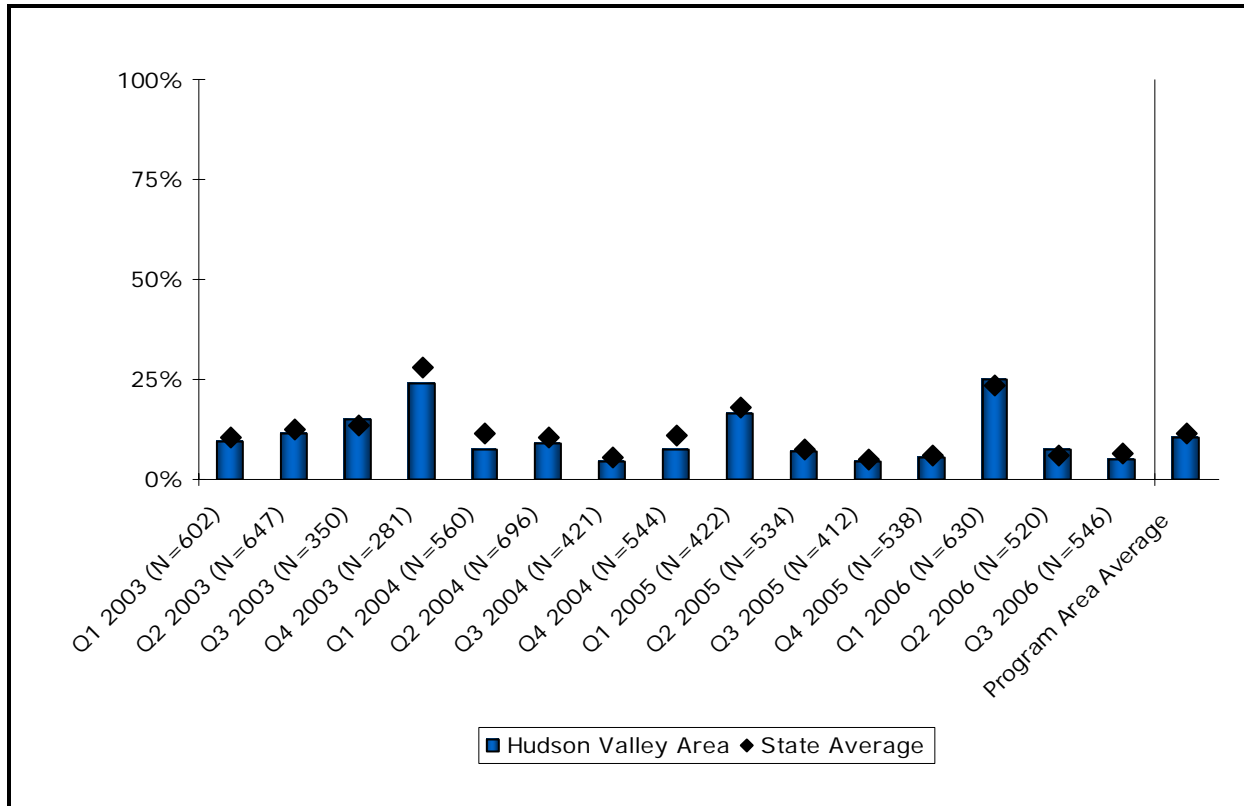
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	200	33.2	3.57
Q2 2003	210	32.5	4.75
Q3 2003	103	29.4	1.62
Q4 2003	50	17.8	1.25
Q1 2004	218	38.9	4.42
Q2 2004	182	26.1	3.47
Q3 2004	81	19.2	1.43
Q4 2004	60	11.0	1.04
Q1 2005	86	20.4	2.29
Q2 2005	84	15.7	1.49
Q3 2005	58	14.1	1.18
Q4 2005	98	18.2	2.53
Q1 2006	102	16.2	2.72
Q2 2006	90	17.3	2.70
Q3 2006	116	21.2	2.47
<i>Program Area Average</i>	<i>116</i>	<i>22.1</i>	<i>2.46</i>
<i>State Average</i>	<i>123</i>	<i>23.6</i>	<i>1.88</i>

Exhibit 5. Articles with “Tobacco Advertising, Sponsorship, and Promotion” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



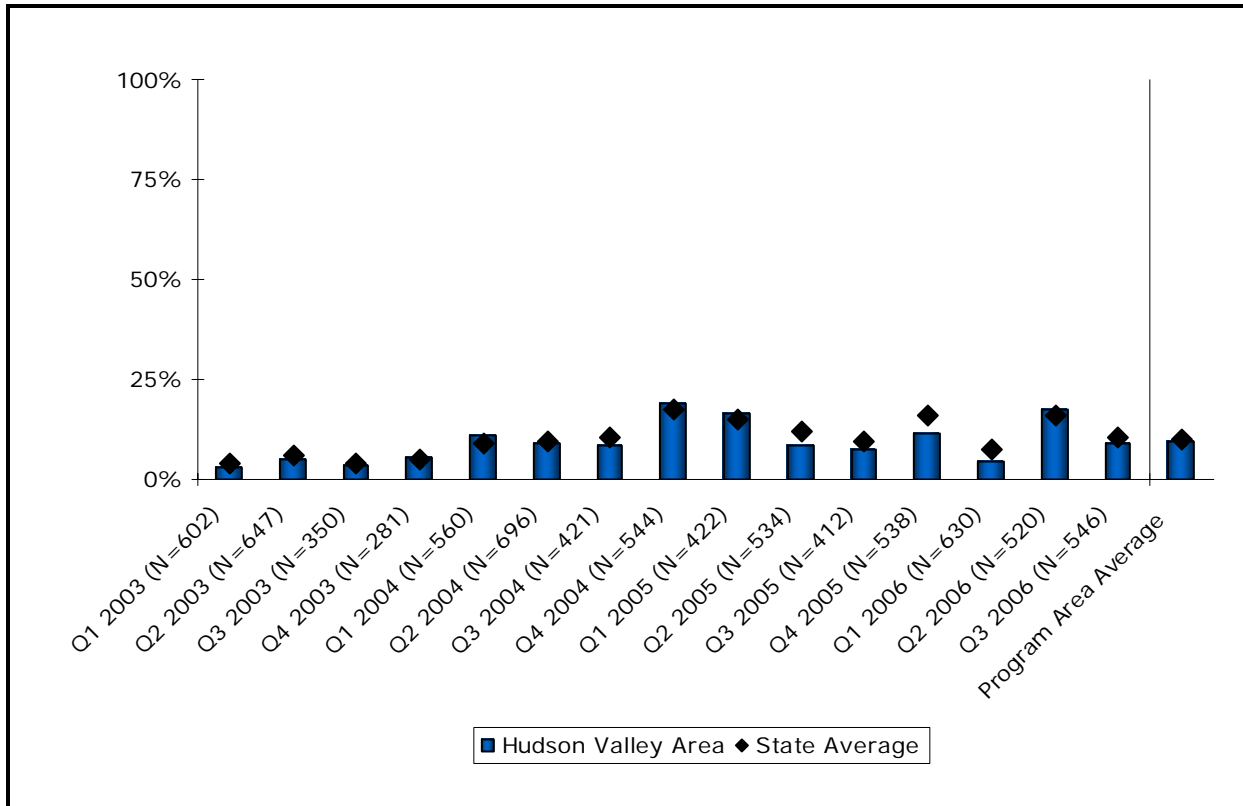
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	15	2.5	0.32
Q2 2003	17	2.6	0.19
Q3 2003	18	5.1	0.36
Q4 2003	8	2.8	0.10
Q1 2004	31	5.5	0.94
Q2 2004	56	8.0	0.76
Q3 2004	34	8.1	0.63
Q4 2004	46	8.5	1.34
Q1 2005	4	0.9	0.05
Q2 2005	36	6.7	0.80
Q3 2005	28	6.8	0.48
Q4 2005	38	7.1	0.58
Q1 2006	36	5.7	0.79
Q2 2006	26	5.0	0.54
Q3 2006	4	0.7	0.001
<i>Program Area Average</i>	<i>26</i>	<i>5.1</i>	<i>0.52</i>
<i>State Average</i>	<i>26</i>	<i>4.9</i>	<i>0.36</i>

Exhibit 6. Articles with “Economics” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	56	9.3	0.87
Q2 2003	76	11.7	1.24
Q3 2003	53	15.1	0.97
Q4 2003	67	23.8	1.17
Q1 2004	42	7.5	0.79
Q2 2004	64	9.2	1.11
Q3 2004	18	4.3	0.31
Q4 2004	42	7.7	0.83
Q1 2005	70	16.6	1.66
Q2 2005	38	7.1	1.77
Q3 2005	18	4.4	0.16
Q4 2005	30	5.6	0.49
Q1 2006	158	25.1	2.85
Q2 2006	38	7.3	1.79
Q3 2006	26	4.8	0.54
<i>Program Area Average</i>	<i>53</i>	<i>10.6</i>	<i>1.10</i>
<i>State Average</i>	<i>57</i>	<i>11.7</i>	<i>0.87</i>

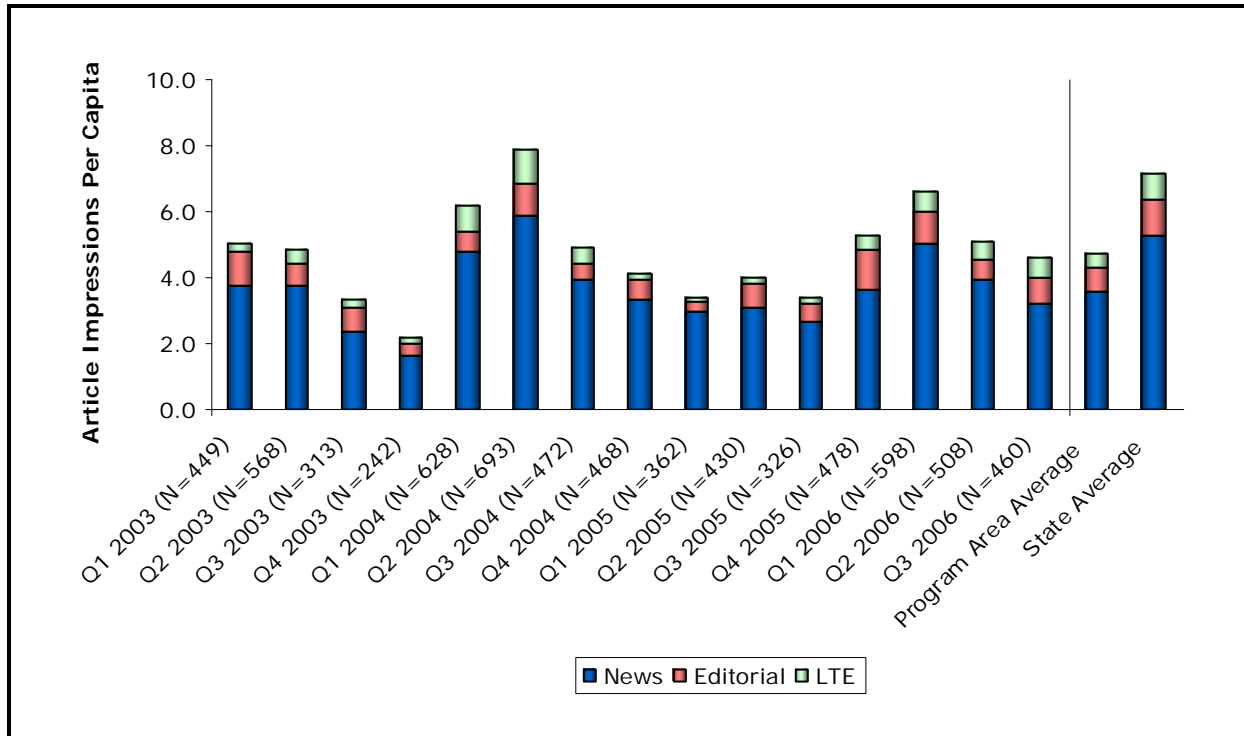
Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	18	3.0	0.58
Q2 2003	33	5.1	0.59
Q3 2003	13	3.7	0.31
Q4 2003	15	5.3	0.23
Q1 2004	61	10.9	0.85
Q2 2004	63	9.1	1.06
Q3 2004	36	8.6	0.92
Q4 2004	104	19.1	1.35
Q1 2005	70	16.6	0.85
Q2 2005	46	8.6	0.73
Q3 2005	30	7.3	0.48
Q4 2005	62	11.5	1.05
Q1 2006	28	4.4	0.37
Q2 2006	90	17.3	2.60
Q3 2006	50	9.2	1.05
<i>Program Area Average</i>	<i>48</i>	<i>9.3</i>	<i>0.87</i>
<i>State Average</i>	<i>54</i>	<i>10.2</i>	<i>0.71</i>

**SUMMARY REPORT:
NORTHERN CAPITAL**

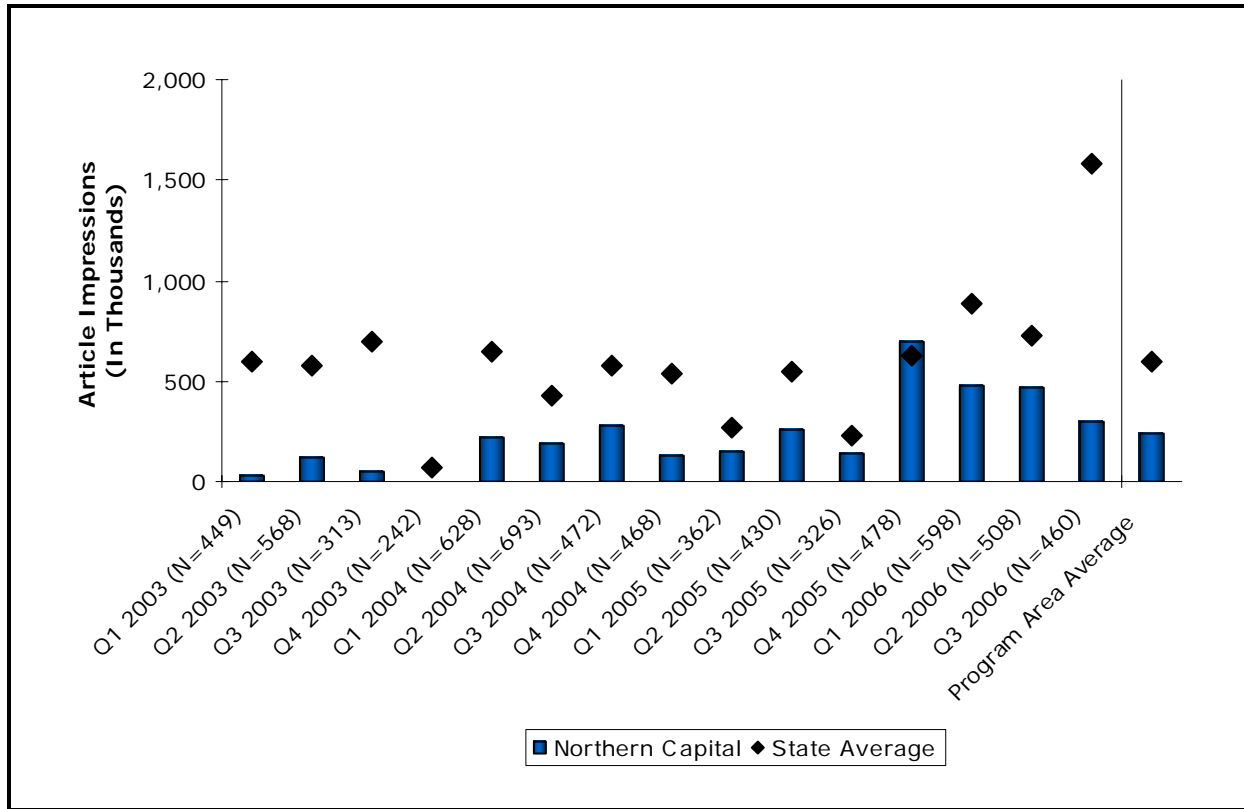
Exhibit 1. Type of Article,^a New York Tobacco News Tracking Data, Q1 2003–Q3 2006



^a Data from "Other" category are not shown.

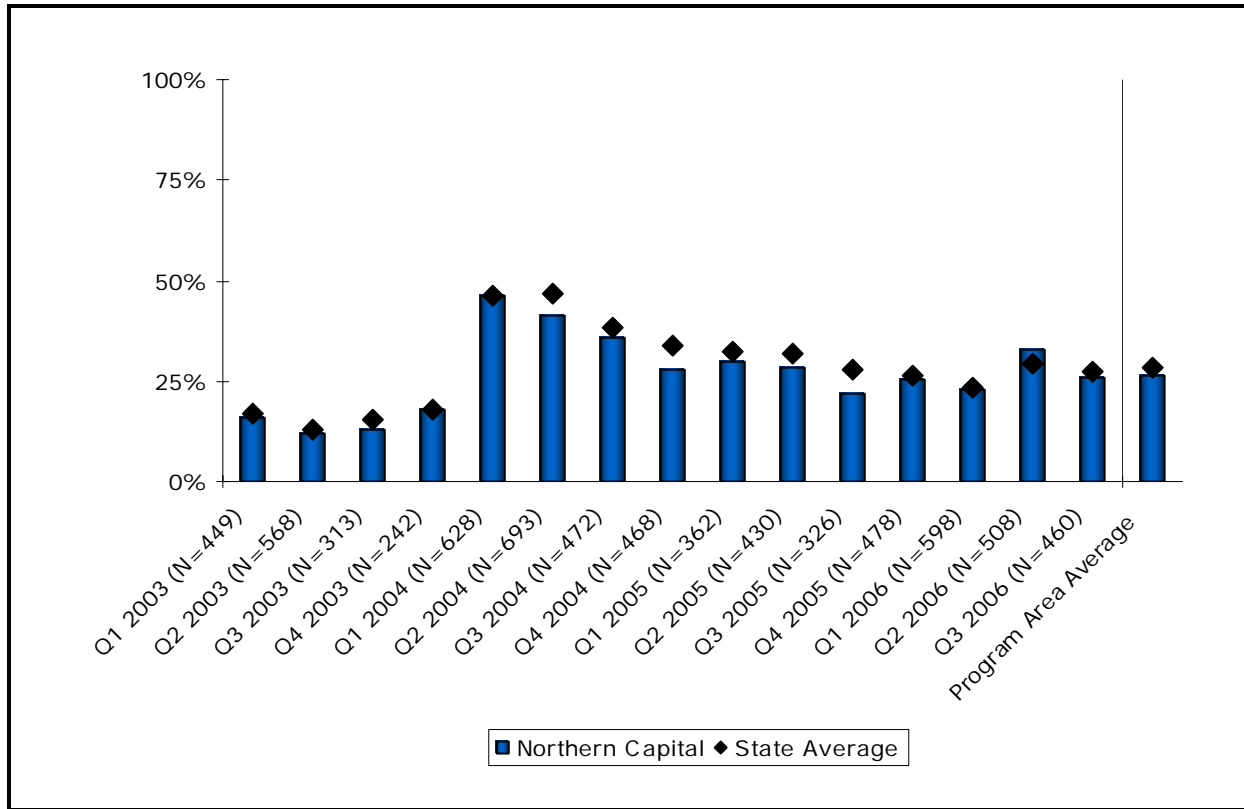
Month	Overall		News			Editorial			Letter to Editor		
	N	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions
Q1 2003	449	5.28	330	73.5	3.78	70	15.6	1.03	25	5.6	0.24
Q2 2003	568	5.14	421	74.1	3.75	67	11.8	0.71	57	10.0	0.40
Q3 2003	313	3.40	221	70.6	2.36	48	15.3	0.71	32	10.2	0.26
Q4 2003	242	2.31	175	72.3	1.63	37	15.3	0.39	20	8.3	0.14
Q1 2004	628	6.29	468	74.5	4.79	72	11.5	0.60	69	11.0	0.79
Q2 2004	693	7.96	543	78.4	5.87	73	10.5	1.00	62	8.9	1.01
Q3 2004	472	5.01	370	78.4	3.91	57	12.1	0.52	35	7.4	0.50
Q4 2004	468	4.20	358	76.5	3.33	60	12.8	0.60	30	6.4	0.17
Q1 2005	362	3.45	300	82.9	2.99	40	11.0	0.29	16	4.4	0.13
Q2 2005	430	4.02	312	72.6	3.11	88	20.5	0.73	24	5.6	0.15
Q3 2005	326	3.58	242	74.2	2.65	56	17.2	0.58	16	4.9	0.19
Q4 2005	478	5.34	340	71.1	3.66	92	19.2	1.20	40	8.4	0.45
Q1 2006	598	6.70	416	69.6	5.02	94	15.7	0.96	66	11.0	0.63
Q2 2006	508	5.53	346	68.1	3.95	80	15.7	0.59	58	11.4	0.58
Q3 2006	460	4.80	332	72.2	3.24	62	13.5	0.76	54	11.7	0.60
Program Area Average	466	4.87	345	73.9	3.60	66	14.5	0.71	40	8.4	0.42
State Average	518	7.34	370	72.1	5.25	85	16.0	1.09	46	8.7	0.79

Exhibit 2. Articles Mentioning Tobacco Control Community Partners, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



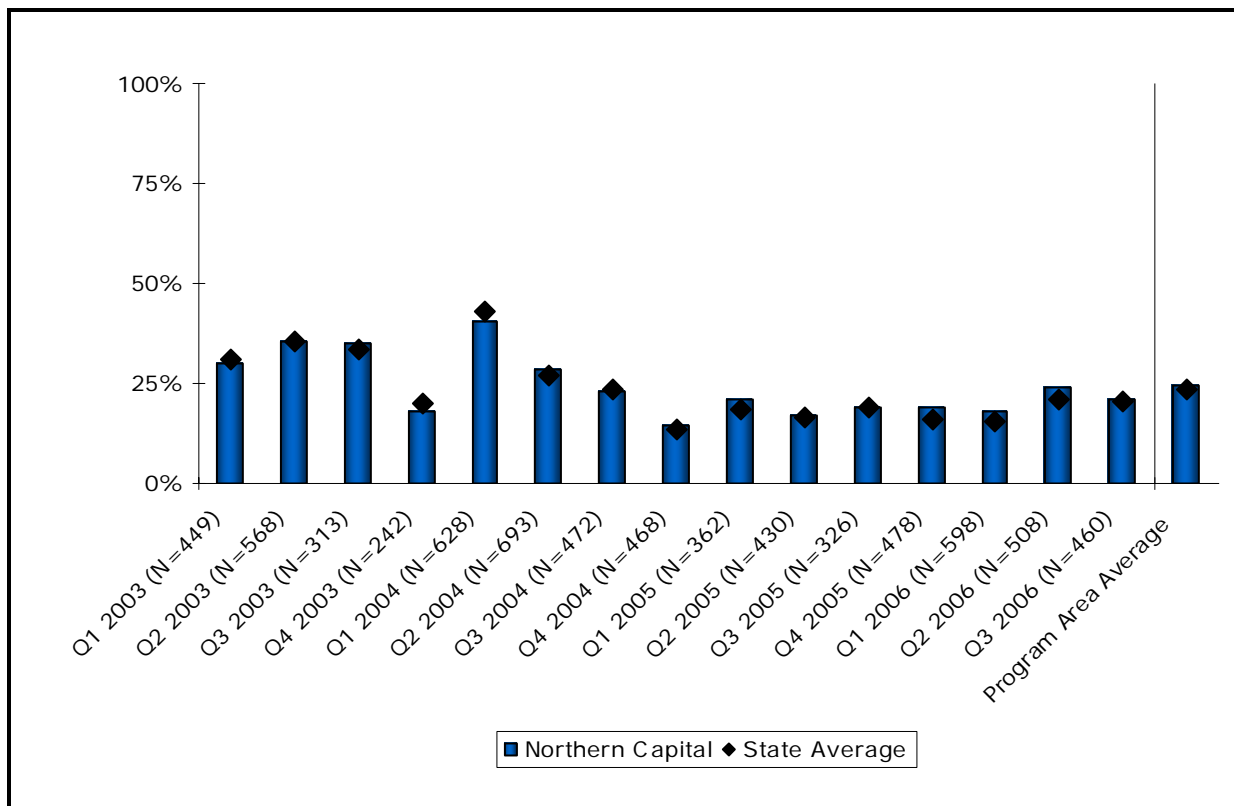
Month	Articles Mentioning Community Partners (N)	Percentage (%)	Article Impressions (In Thousands)
Q1 2003	8	1.8	26.94
Q2 2003	16	2.8	120.20
Q3 2003	12	3.8	47.19
Q4 2003	4	1.7	0.58
Q1 2004	19	3.0	221.33
Q2 2004	21	3.0	191.97
Q3 2004	25	5.3	273.74
Q4 2004	24	5.1	130.21
Q1 2005	20	5.5	147.47
Q2 2005	22	5.1	259.16
Q3 2005	16	4.9	139.59
Q4 2005	48	10.0	699.24
Q1 2006	54	9.0	482.36
Q2 2006	44	8.7	468.32
Q3 2006	40	8.7	302.20
<i>Program Area Average</i>	25	5.2	234.03
<i>State Average</i>	24	4.5	599.24

Exhibit 3. Articles Supportive of Tobacco Control, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



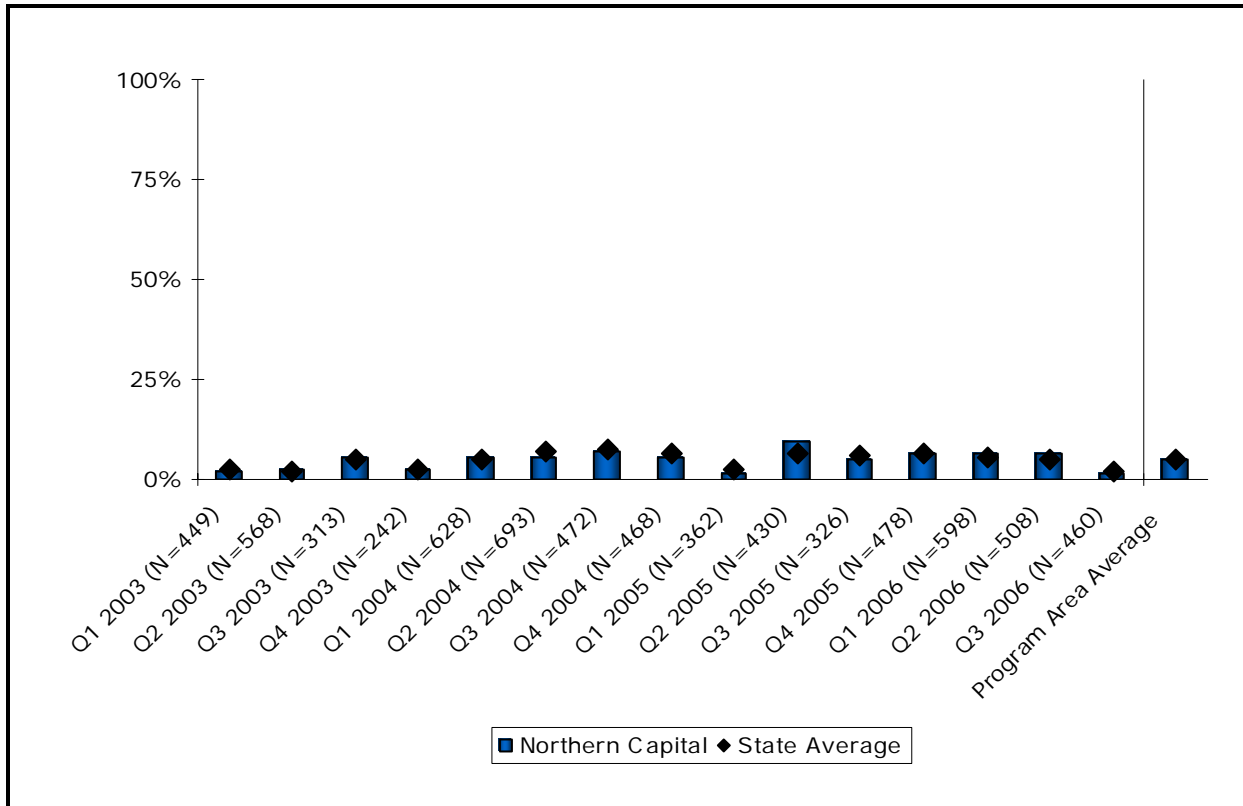
Month	Articles Supportive of Tobacco Control (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	71	15.8	0.86
Q2 2003	69	12.1	0.61
Q3 2003	40	12.8	0.71
Q4 2003	43	17.8	0.40
Q1 2004	292	46.5	3.10
Q2 2004	286	41.3	3.31
Q3 2004	169	35.8	1.97
Q4 2004	130	27.8	0.95
Q1 2005	108	29.8	0.94
Q2 2005	122	28.4	0.94
Q3 2005	72	22.1	0.72
Q4 2005	122	25.5	1.69
Q1 2006	138	23.1	1.89
Q2 2006	168	33.1	1.56
Q3 2006	118	25.7	1.39
<i>Program Area Average</i>	<i>130</i>	<i>29.6</i>	<i>1.40</i>
<i>State Average</i>	<i>157</i>	<i>31.4</i>	<i>2.17</i>

Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



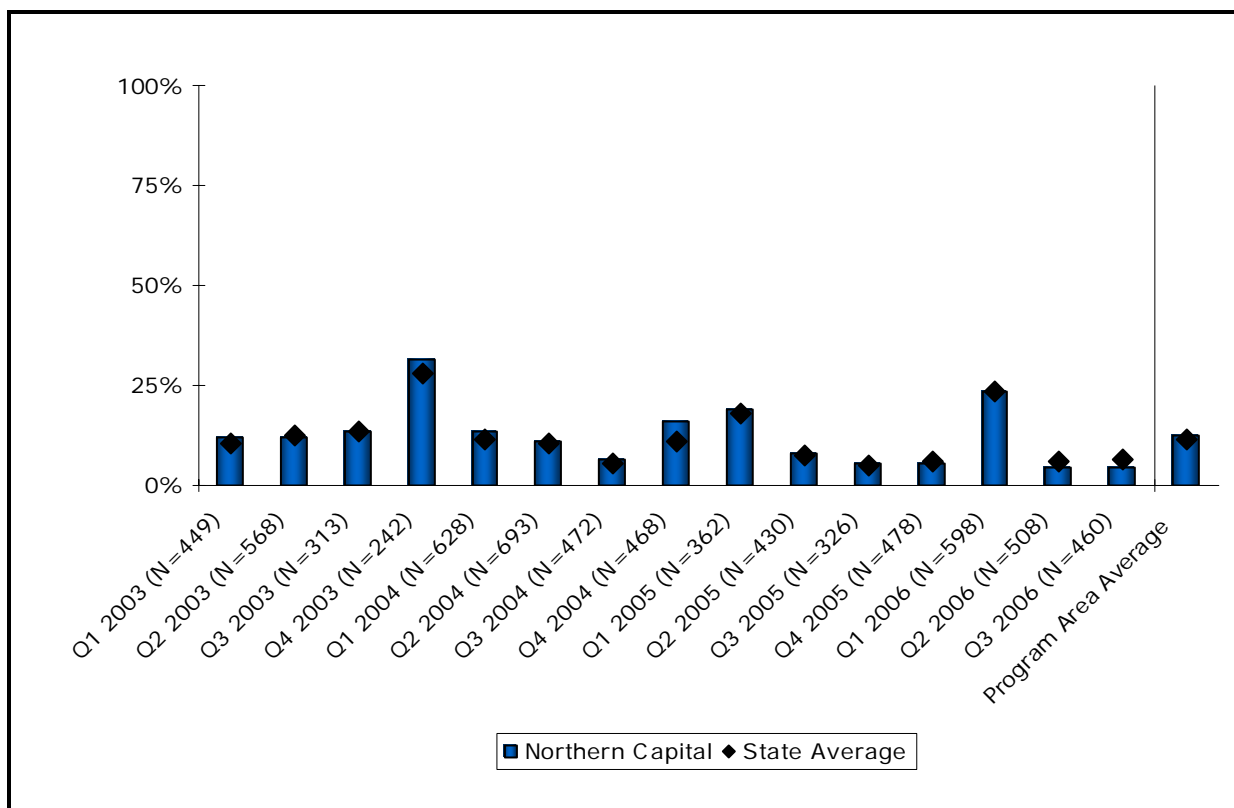
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	135	30.1	1.59
Q2 2003	201	35.4	1.49
Q3 2003	109	34.8	1.23
Q4 2003	44	18.2	0.40
Q1 2004	253	40.3	2.65
Q2 2004	197	28.4	2.75
Q3 2004	108	22.9	1.18
Q4 2004	68	14.5	0.42
Q1 2005	76	21.0	0.65
Q2 2005	74	17.2	0.40
Q3 2005	62	19.0	0.31
Q4 2005	92	19.2	0.92
Q1 2006	108	18.1	1.26
Q2 2006	122	24.0	1.04
Q3 2006	96	20.9	1.09
<i>Program Area Average</i>	<i>116</i>	<i>24.3</i>	<i>1.16</i>
<i>State Average</i>	<i>123</i>	<i>23.6</i>	<i>1.88</i>

Exhibit 5. Articles with “Tobacco Advertising, Sponsorship, and Promotion” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



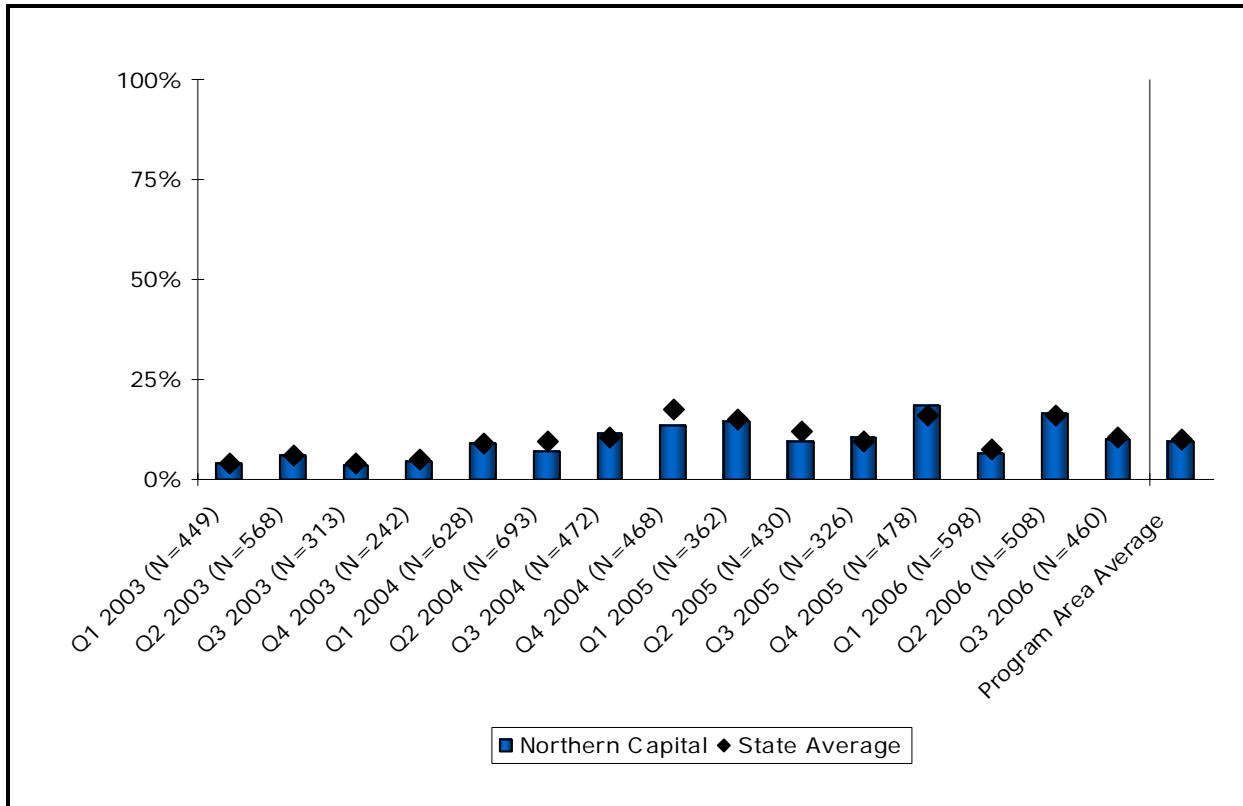
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	10	2.2	0.11
Q2 2003	13	2.3	0.22
Q3 2003	17	5.4	0.23
Q4 2003	6	2.5	0.03
Q1 2004	33	5.3	0.32
Q2 2004	38	5.5	0.28
Q3 2004	33	7.0	0.22
Q4 2004	26	5.6	0.25
Q1 2005	6	1.7	0.01
Q2 2005	40	9.3	0.59
Q3 2005	16	4.9	0.18
Q4 2005	32	6.7	0.24
Q1 2006	40	6.7	0.55
Q2 2006	34	6.7	0.57
Q3 2006	8	1.7	0.09
<i>Program Area Average</i>	<i>23</i>	<i>4.9</i>	<i>0.26</i>
<i>State Average</i>	<i>26</i>	<i>4.9</i>	<i>0.36</i>

Exhibit 6. Articles with “Economics” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	53	11.8	0.55
Q2 2003	69	12.1	0.57
Q3 2003	43	13.7	0.41
Q4 2003	76	31.4	0.78
Q1 2004	84	13.4	0.95
Q2 2004	77	11.1	0.84
Q3 2004	31	6.6	0.29
Q4 2004	74	15.8	0.85
Q1 2005	68	18.8	0.77
Q2 2005	34	7.9	0.24
Q3 2005	18	5.5	0.24
Q4 2005	26	5.4	0.19
Q1 2006	142	23.7	1.73
Q2 2006	24	4.7	0.24
Q3 2006	20	4.3	0.24
<i>Program Area Average</i>	<i>56</i>	<i>12.4</i>	<i>0.59</i>
<i>State Average</i>	<i>57</i>	<i>11.7</i>	<i>0.87</i>

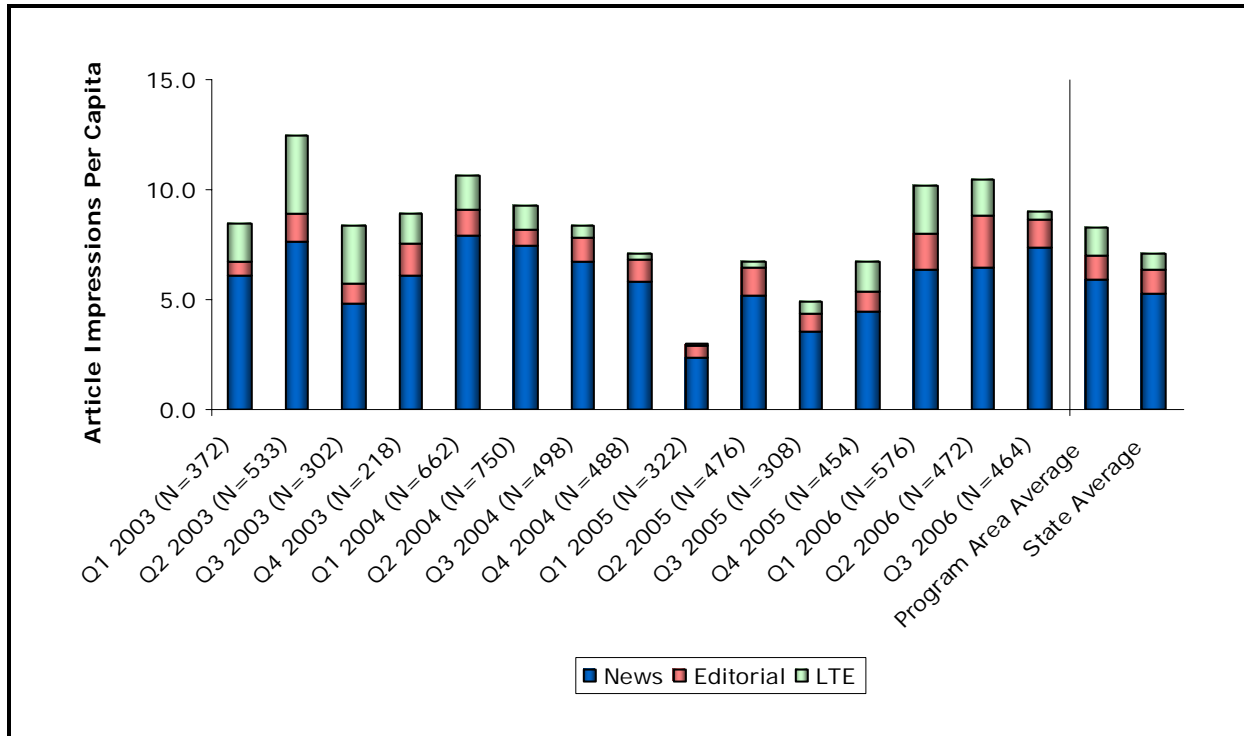
Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	17	3.8	0.09
Q2 2003	33	5.8	0.19
Q3 2003	11	3.5	0.09
Q4 2003	11	4.5	0.05
Q1 2004	55	8.8	0.53
Q2 2004	50	7.2	0.71
Q3 2004	55	11.7	0.71
Q4 2004	64	13.7	0.46
Q1 2005	52	14.4	0.51
Q2 2005	40	9.3	0.41
Q3 2005	34	10.4	0.50
Q4 2005	88	18.4	1.81
Q1 2006	38	6.4	0.30
Q2 2006	84	16.5	0.99
Q3 2006	46	10.0	0.39
<i>Program Area Average</i>	<i>45</i>	<i>9.6</i>	<i>0.52</i>
<i>State Average</i>	<i>54</i>	<i>10.2</i>	<i>0.71</i>

**SUMMARY REPORT:
NORTHERN CENTRAL**

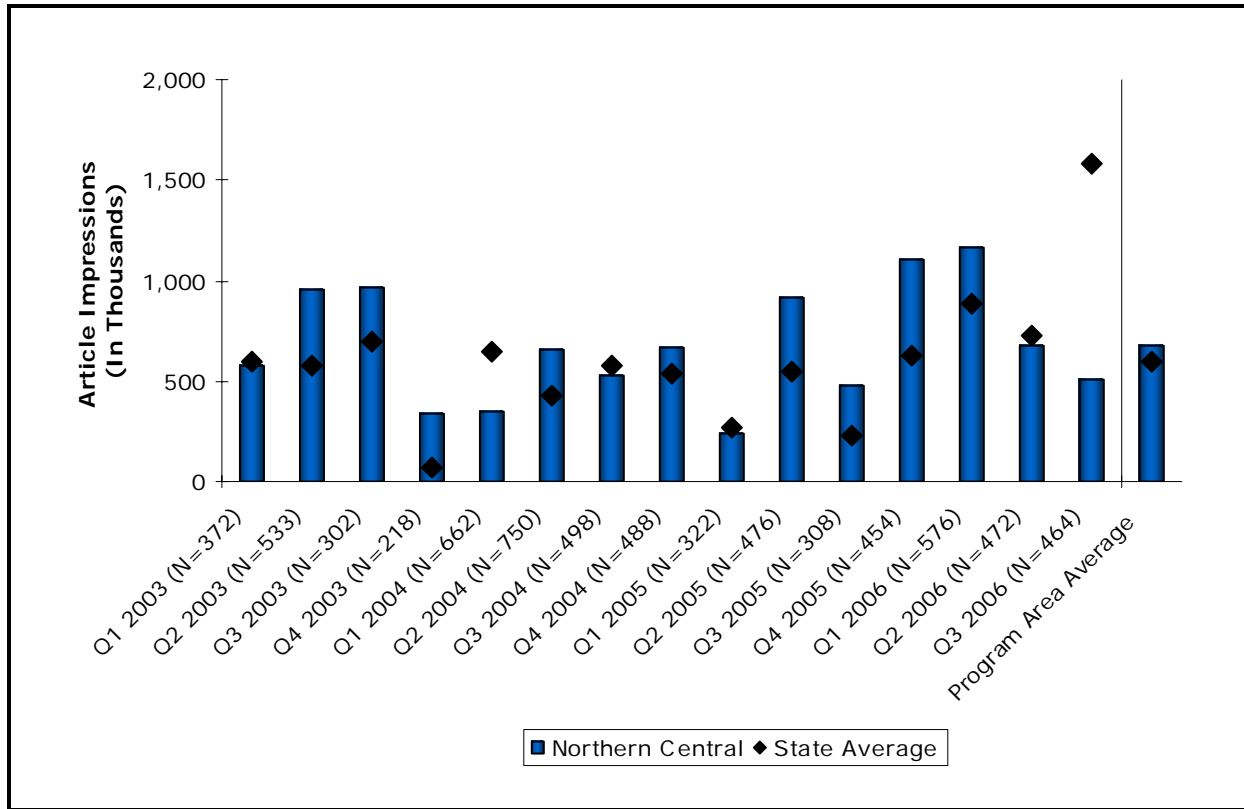
Exhibit 1. Type of Article,^a New York Tobacco News Tracking Data, Q1 2003–Q3 2006



^a Data from “Other” category are not shown.

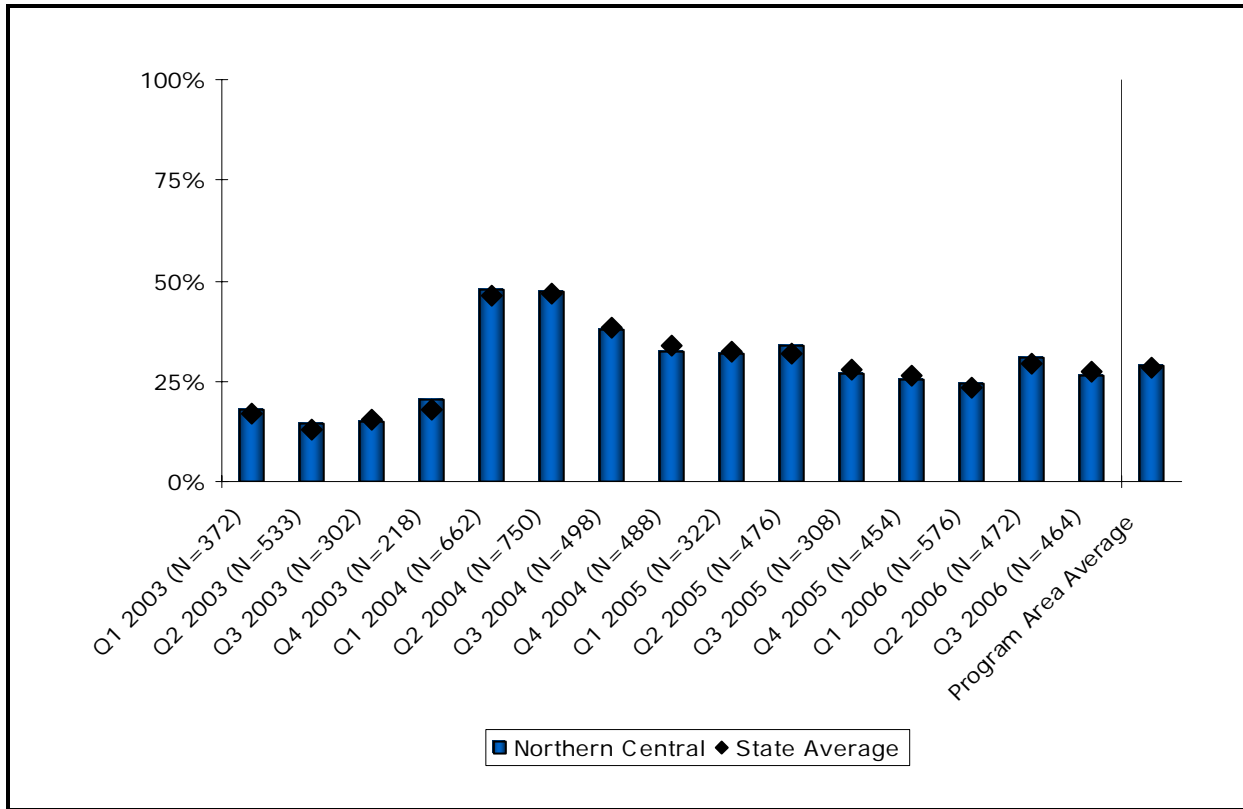
Month	Overall		News			Editorial			Letter to Editor		
	N	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions
Q1 2003	372	8.54	265	71.2	6.06	60	16.1	0.69	22	5.9	1.69
Q2 2003	533	12.51	372	69.8	7.62	64	12.0	1.26	77	14.4	3.56
Q3 2003	302	8.71	201	66.6	4.83	42	13.9	0.89	47	15.6	2.61
Q4 2003	218	8.92	153	70.2	6.09	34	15.6	1.43	24	11.0	1.37
Q1 2004	662	10.85	477	72.1	7.87	85	12.8	1.20	82	12.4	1.59
Q2 2004	750	9.36	586	78.1	7.46	71	9.5	0.74	80	10.7	1.04
Q3 2004	498	8.43	389	78.1	6.71	65	13.1	1.10	36	7.2	0.59
Q4 2004	488	7.35	366	75.0	5.77	64	13.1	1.02	38	7.8	0.27
Q1 2005	322	2.98	258	80.1	2.35	42	13.0	0.58	16	5.0	0.04
Q2 2005	476	6.76	336	70.6	5.21	108	22.7	1.26	26	5.5	0.28
Q3 2005	308	5.27	224	72.7	3.57	56	18.2	0.84	20	6.5	0.51
Q4 2005	454	6.74	328	72.2	4.48	82	18.1	0.91	38	8.4	1.34
Q1 2006	576	10.19	382	66.3	6.32	100	17.4	1.70	74	12.8	2.14
Q2 2006	472	10.93	332	70.3	6.49	74	15.7	2.29	50	10.6	1.67
Q3 2006	464	9.13	332	71.6	7.40	62	13.4	1.20	60	12.9	0.42
Program Area Average	460	8.44	333	72.3	5.88	67	15.0	1.14	46	9.8	1.27
State Average	518	7.34	370	72.1	5.25	85	16.0	1.09	46	8.7	0.79

Exhibit 2. Articles Mentioning Tobacco Control Community Partners, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



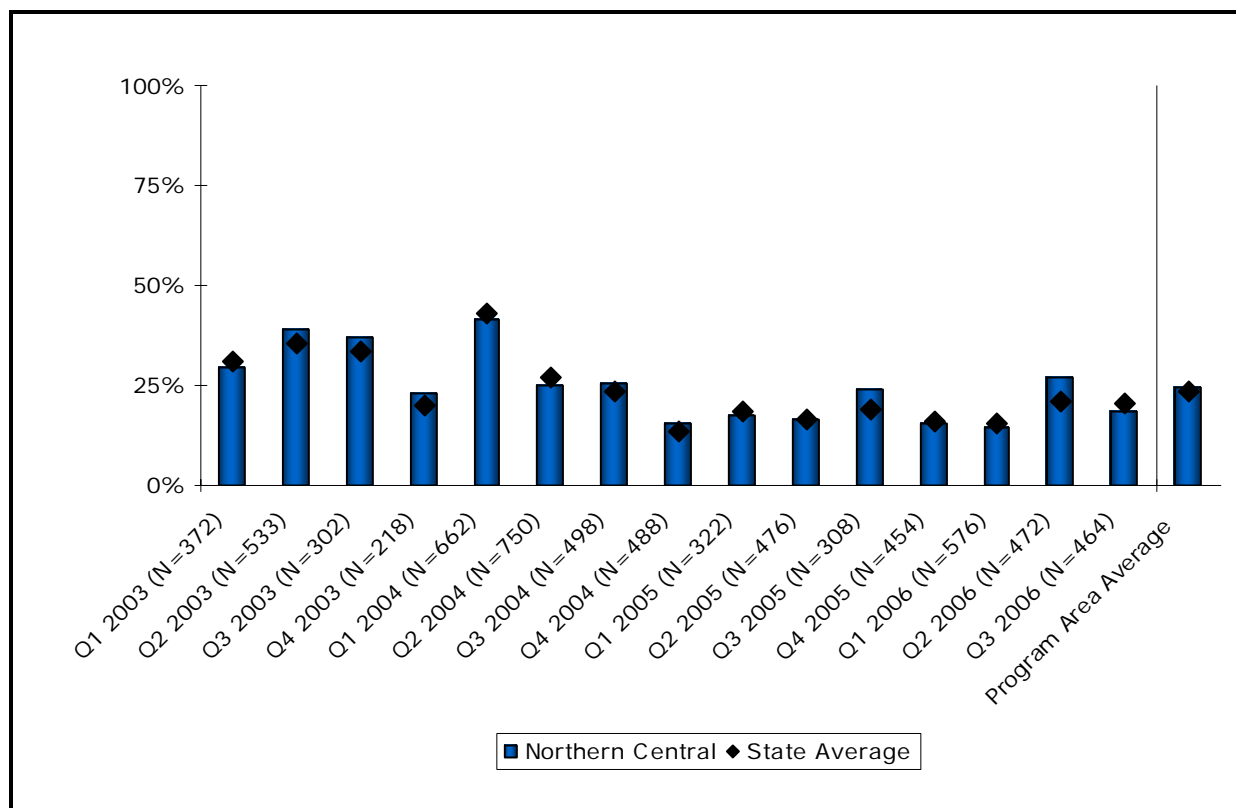
Month	Articles Mentioning Community Partners (N)	Percentage (%)	Article Impressions (In Thousands)
Q1 2003	10	2.7	575.40
Q2 2003	14	2.6	959.69
Q3 2003	16	5.3	965.65
Q4 2003	4	1.8	341.76
Q1 2004	41	6.2	347.04
Q2 2004	77	10.3	656.54
Q3 2004	35	7.0	530.94
Q4 2004	42	8.6	661.74
Q1 2005	24	7.5	242.03
Q2 2005	68	14.3	917.88
Q3 2005	30	9.7	482.55
Q4 2005	54	11.9	1,100.59
Q1 2006	84	14.6	1,160.25
Q2 2006	30	6.4	672.15
Q3 2006	50	10.8	508.40
<i>Program Area Average</i>	<i>39</i>	<i>8.0</i>	<i>674.84</i>
<i>State Average</i>	<i>24</i>	<i>4.5</i>	<i>599.24</i>

Exhibit 3. Articles Supportive of Tobacco Control, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



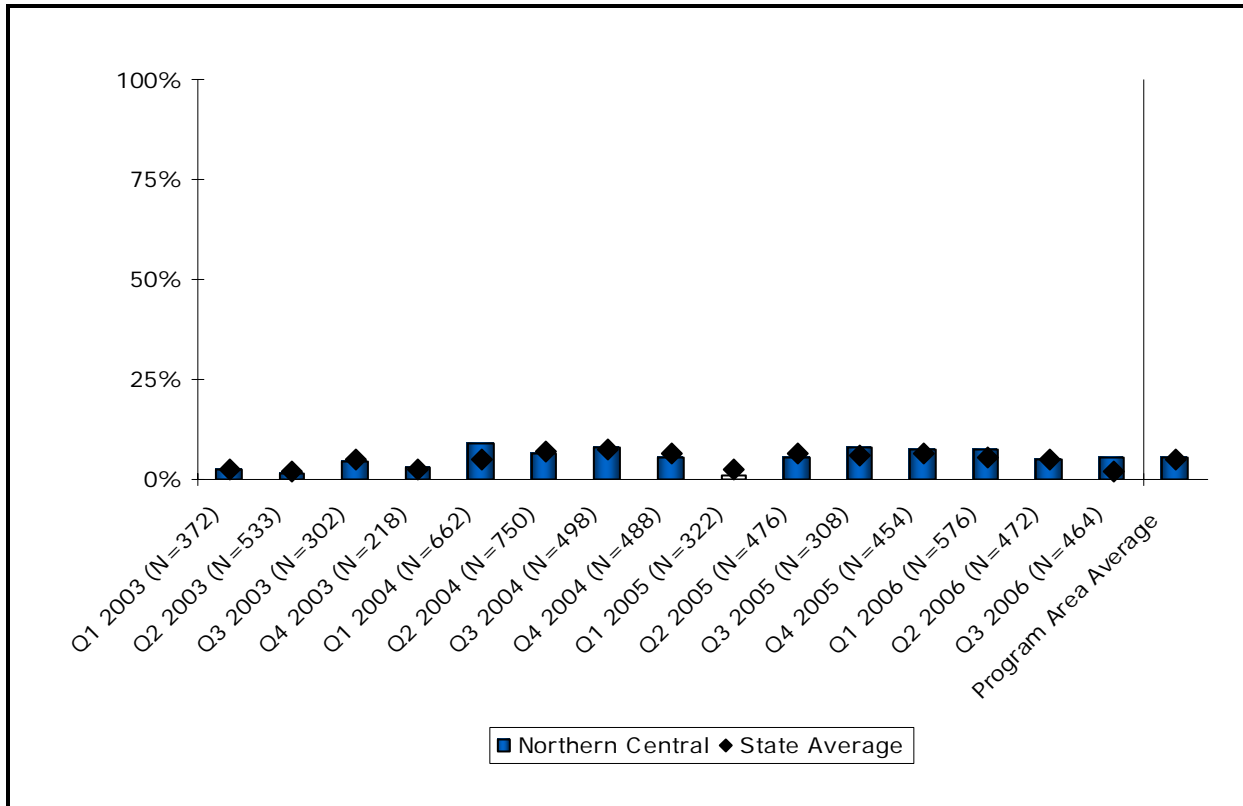
Month	Articles Supportive of Tobacco Control (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	67	18.0	2.29
Q2 2003	77	14.4	3.46
Q3 2003	45	14.9	1.09
Q4 2003	44	20.2	2.52
Q1 2004	316	47.7	4.83
Q2 2004	355	47.3	3.54
Q3 2004	188	37.8	2.54
Q4 2004	158	32.4	2.83
Q1 2005	102	31.7	0.63
Q2 2005	160	33.6	1.54
Q3 2005	82	26.6	1.41
Q4 2005	116	25.6	1.87
Q1 2006	140	24.3	2.12
Q2 2006	146	30.9	3.81
Q3 2006	122	26.3	2.05
<i>Program Area Average</i>	<i>141</i>	<i>33.0</i>	<i>2.44</i>
<i>State Average</i>	<i>157</i>	<i>31.4</i>	<i>2.17</i>

Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



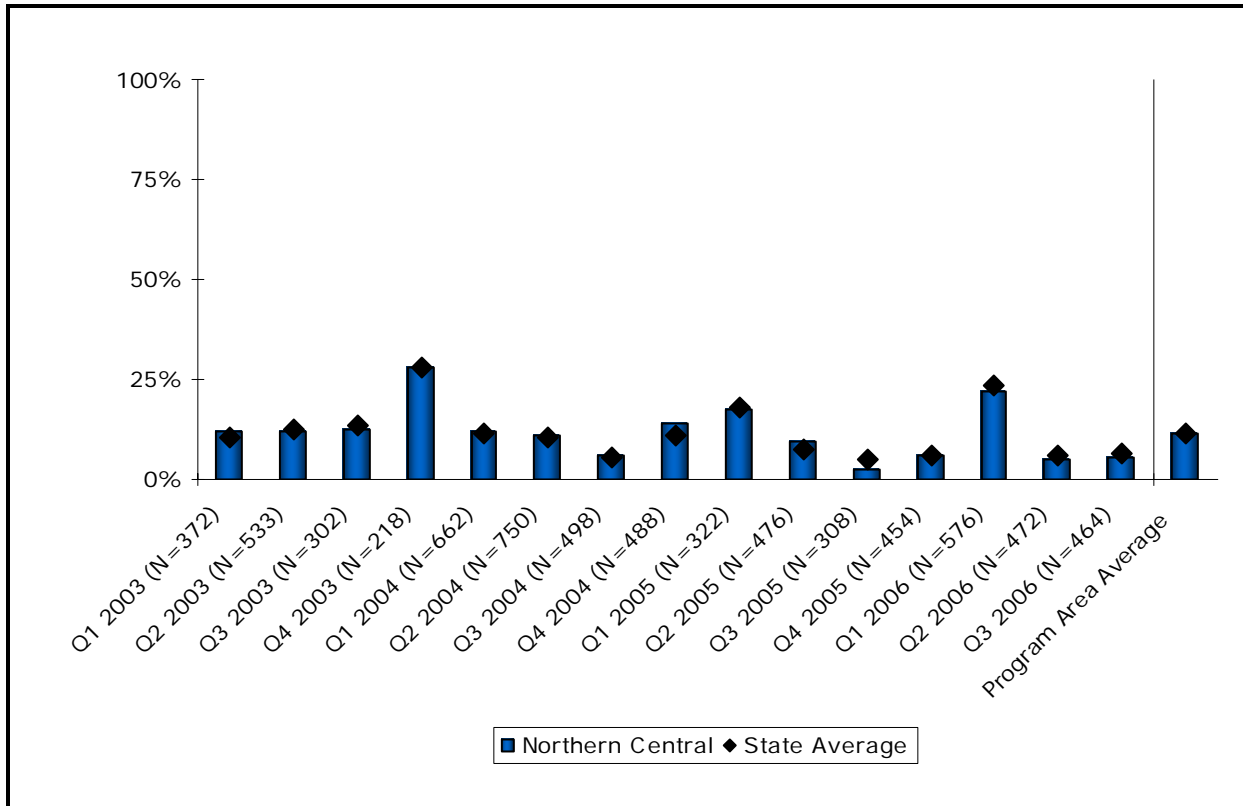
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	109	29.3	2.34
Q2 2003	208	39.0	5.24
Q3 2003	112	37.1	4.15
Q4 2003	50	22.9	1.70
Q1 2004	275	41.5	4.26
Q2 2004	187	24.9	2.88
Q3 2004	128	25.7	2.57
Q4 2004	76	15.6	0.71
Q1 2005	56	17.4	0.81
Q2 2005	78	16.4	2.04
Q3 2005	74	24.0	2.19
Q4 2005	70	15.4	1.16
Q1 2006	84	14.6	1.91
Q2 2006	128	27.1	2.93
Q3 2006	86	18.5	1.37
<i>Program Area Average</i>	<i>115</i>	<i>24.6</i>	<i>2.42</i>
<i>State Average</i>	<i>123</i>	<i>23.6</i>	<i>1.88</i>

Exhibit 5. Articles with “Tobacco Advertising, Sponsorship, and Promotion” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



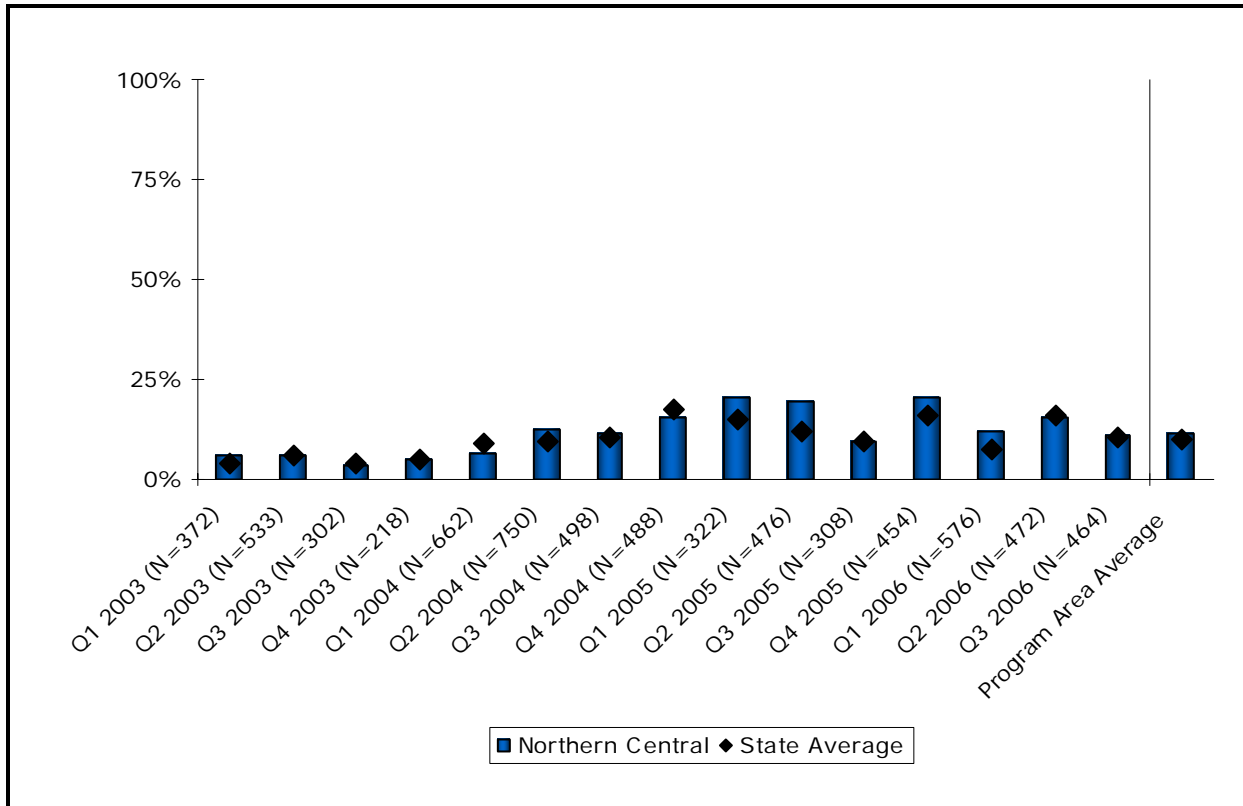
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	10	2.7	0.14
Q2 2003	9	1.7	0.03
Q3 2003	14	4.6	0.05
Q4 2003	6	2.8	0.24
Q1 2004	58	8.8	0.60
Q2 2004	50	6.7	0.34
Q3 2004	40	8.0	0.31
Q4 2004	28	5.7	0.32
Q1 2005	4	1.2	0.06
Q2 2005	26	5.5	0.15
Q3 2005	24	7.8	0.41
Q4 2005	34	7.5	0.62
Q1 2006	44	7.6	0.29
Q2 2006	24	5.1	0.75
Q3 2006	26	5.6	0.16
<i>Program Area Average</i>	26	5.4	0.30
<i>State Average</i>	26	4.9	0.36

Exhibit 6. Articles with “Economics” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	44	11.8	1.39
Q2 2003	65	12.2	1.94
Q3 2003	38	12.6	1.16
Q4 2003	61	28.0	4.22
Q1 2004	81	12.2	1.85
Q2 2004	82	10.9	1.21
Q3 2004	29	5.8	0.84
Q4 2004	68	13.9	1.24
Q1 2005	56	17.4	0.27
Q2 2005	46	9.7	0.80
Q3 2005	8	2.6	0.07
Q4 2005	28	6.2	0.06
Q1 2006	128	22.2	1.79
Q2 2006	24	5.1	0.62
Q3 2006	26	5.6	0.76
<i>Program Area Average</i>	<i>52</i>	<i>11.7</i>	<i>1.21</i>
<i>State Average</i>	<i>57</i>	<i>11.7</i>	<i>0.87</i>

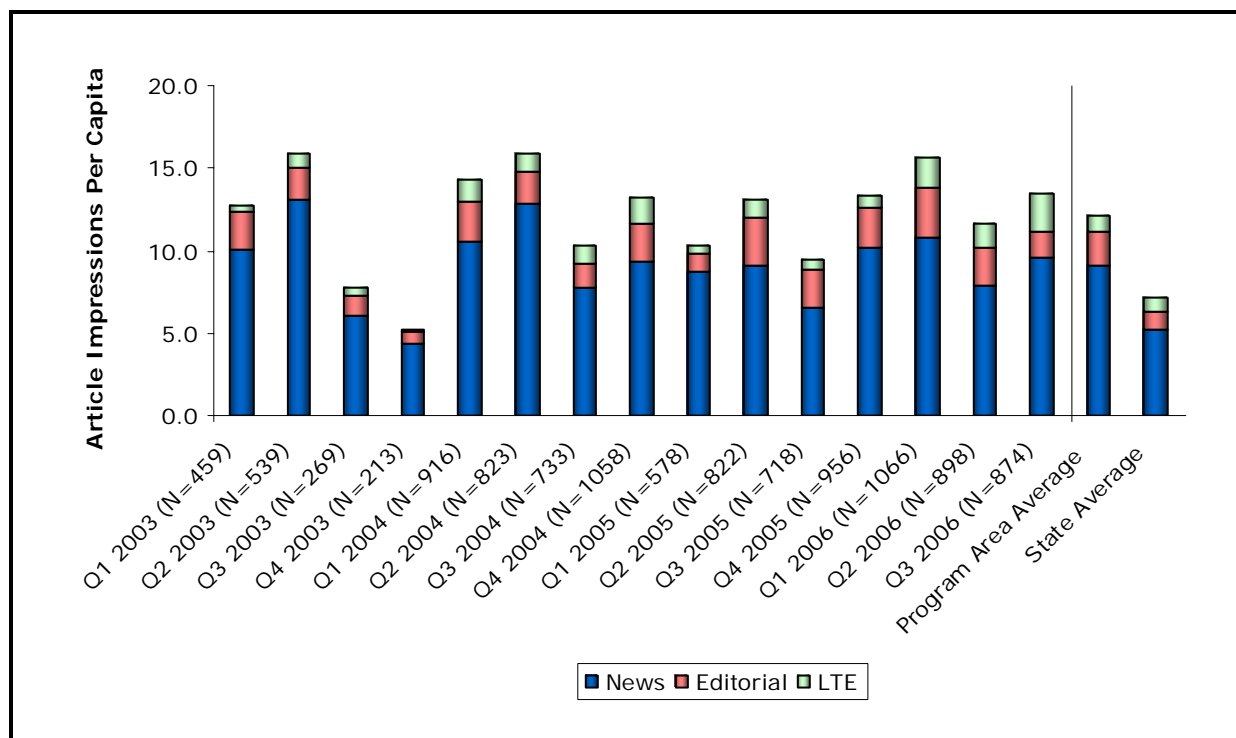
Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	22	5.9	1.06
Q2 2003	32	6.0	1.53
Q3 2003	10	3.3	0.81
Q4 2003	11	5.0	0.70
Q1 2004	42	6.3	0.91
Q2 2004	94	12.5	0.82
Q3 2004	58	11.6	0.88
Q4 2004	76	15.6	1.85
Q1 2005	66	20.5	0.75
Q2 2005	92	19.3	0.50
Q3 2005	30	9.7	0.45
Q4 2005	92	20.3	1.53
Q1 2006	68	11.8	1.25
Q2 2006	74	15.7	1.09
Q3 2006	50	10.8	0.58
<i>Program Area Average</i>	<i>54</i>	<i>11.6</i>	<i>0.98</i>
<i>State Average</i>	<i>54</i>	<i>10.2</i>	<i>0.71</i>

SUMMARY REPORT:
NEW YORK CITY-LONG ISLAND

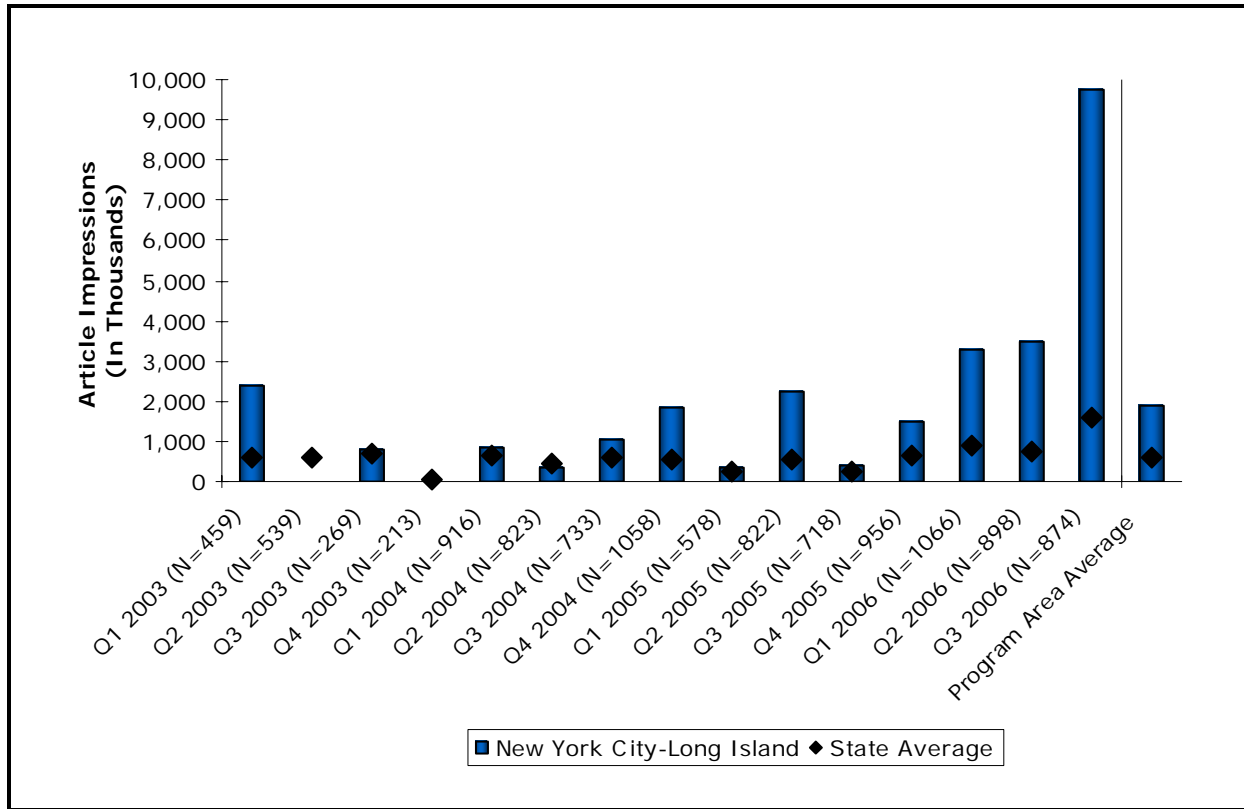
Exhibit 1. Type of Article,^a New York Tobacco News Tracking Data, Q1 2003–Q3 2006



^a Data from "Other" category are not shown.

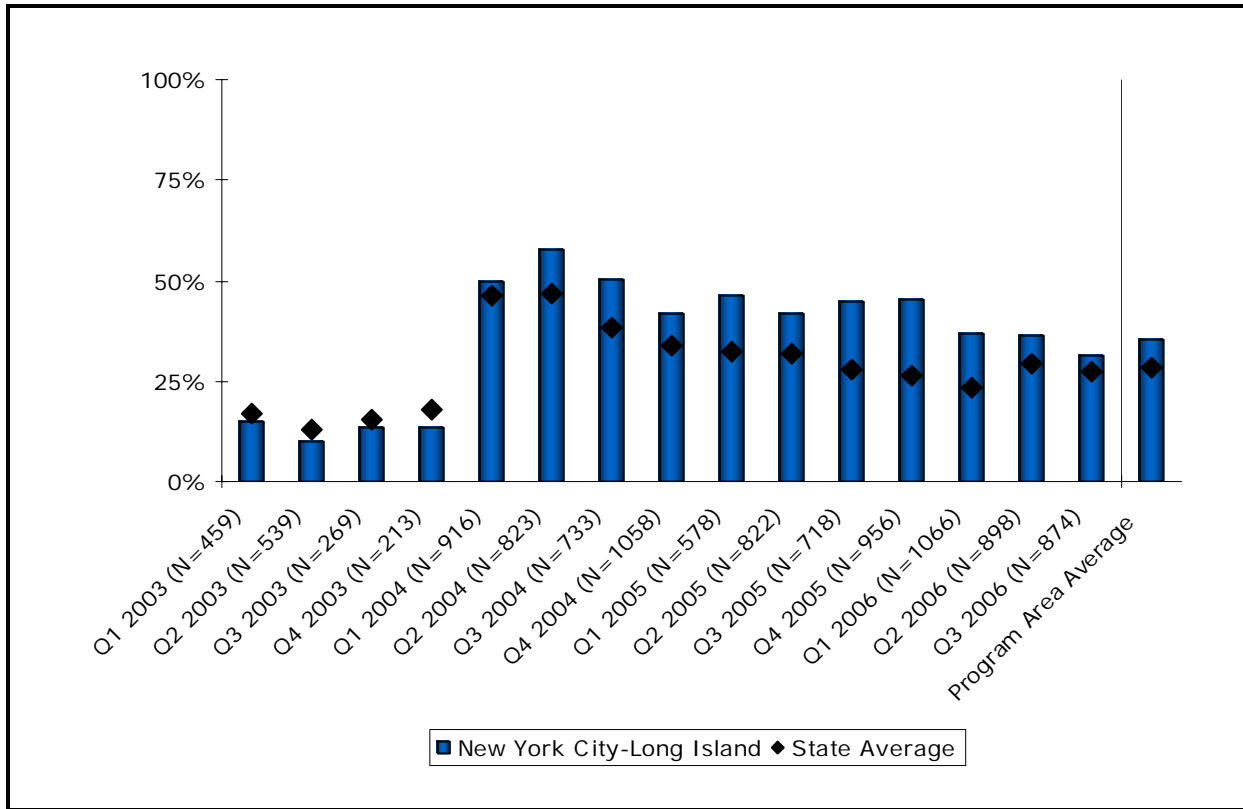
Month	Overall		News			Editorial			Letter to Editor		
	N	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions
Q1 2003	459	13.45	333	72.5	10.08	81	17.6	2.30	17	3.7	0.30
Q2 2003	539	16.52	404	75.0	13.13	74	13.7	1.90	39	7.2	0.80
Q3 2003	269	8.07	201	74.7	6.02	40	14.9	1.25	18	6.7	0.45
Q4 2003	213	5.63	154	72.3	4.37	32	15.0	0.71	13	6.1	0.18
Q1 2004	916	14.79	565	61.7	10.53	148	16.2	2.46	186	20.3	1.30
Q2 2004	823	16.49	594	72.2	12.87	130	15.8	1.91	75	9.1	1.15
Q3 2004	733	11.07	547	74.6	7.73	110	15.0	1.52	42	5.7	1.04
Q4 2004	1,058	13.94	714	67.5	9.36	222	21.0	2.33	84	7.9	1.55
Q1 2005	578	10.64	454	78.5	8.78	84	14.5	1.07	20	3.5	0.46
Q2 2005	822	13.79	478	58.2	9.09	254	30.9	2.86	68	8.3	1.17
Q3 2005	718	9.79	366	51.0	6.55	288	40.1	2.31	40	5.6	0.66
Q4 2005	956	13.72	538	56.3	10.23	370	38.7	2.35	22	2.3	0.72
Q1 2006	1,066	16.95	624	58.5	10.78	336	31.5	3.08	54	5.1	1.74
Q2 2006	898	12.17	558	62.1	7.87	226	25.2	2.36	90	10.0	1.36
Q3 2006	874	14.10	556	63.6	9.61	124	14.2	1.57	154	17.6	2.33
Program Area Average	728	12.74	472	66.6	9.13	168	21.6	2.00	61	7.9	1.01
State Average	518	7.34	370	72.1	5.25	85	16.0	1.09	46	8.7	0.79

Exhibit 2. Articles Mentioning Tobacco Control Community Partners, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



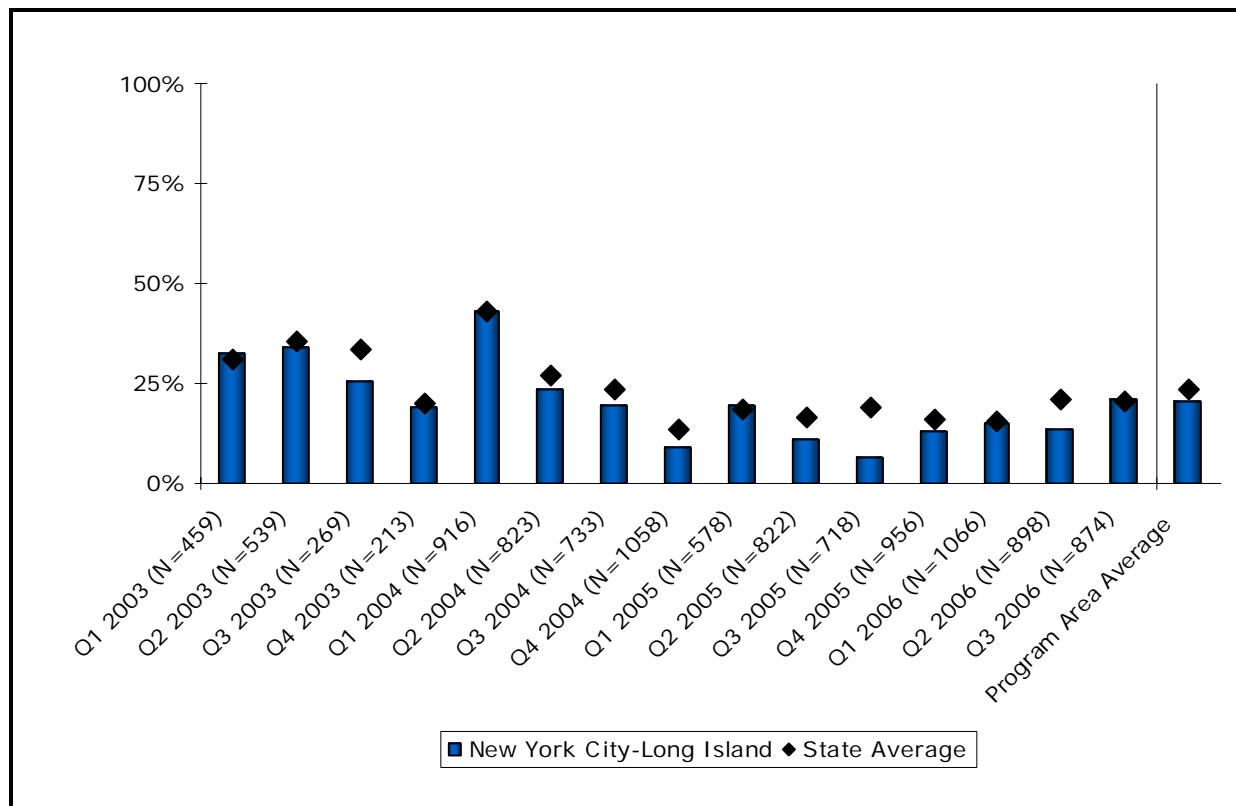
Month	Articles Mentioning Community Partners (N)	Percentage (%)	Article Impressions (In Thousands)
Q1 2003	9	2.0	2,377.93
Q2 2003	3	0.6	5.17
Q3 2003	6	2.2	813.01
Q4 2003	1	0.5	1.11
Q1 2004	39	4.3	859.01
Q2 2004	11	1.3	366.56
Q3 2004	49	6.7	1,039.52
Q4 2004	12	1.1	1,817.14
Q1 2005	22	3.8	347.20
Q2 2005	16	1.9	2,229.29
Q3 2005	6	0.8	378.81
Q4 2005	32	3.3	1,514.27
Q1 2006	32	3.0	3,293.74
Q2 2006	22	2.4	3,458.76
Q3 2006	28	3.2	9,754.07
<i>Program Area Average</i>	<i>19</i>	<i>2.5</i>	<i>1,883.71</i>
<i>State Average</i>	<i>24</i>	<i>4.5</i>	<i>599.24</i>

Exhibit 3. Articles Supportive of Tobacco Control, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



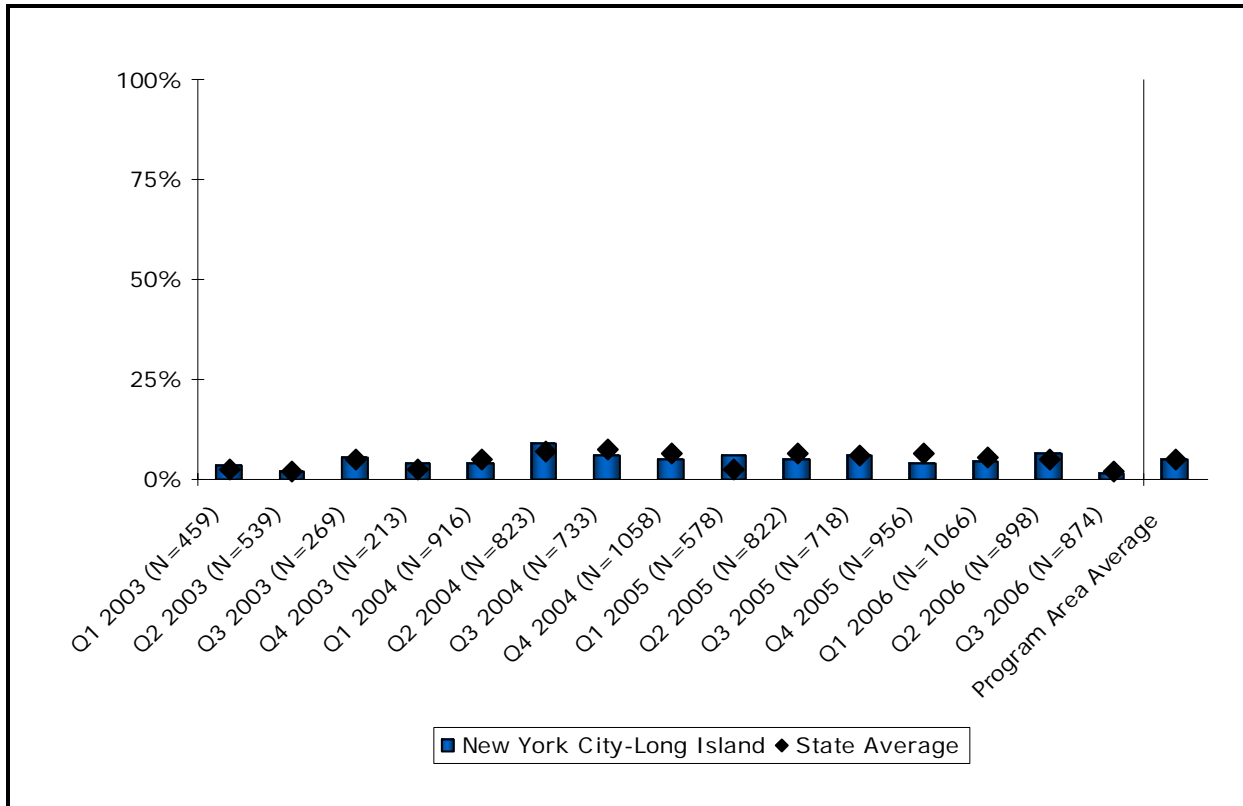
Month	Articles Supportive of Tobacco Control (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	68	14.8	1.99
Q2 2003	53	9.8	1.36
Q3 2003	36	13.4	1.01
Q4 2003	29	13.6	0.63
Q1 2004	458	50.0	6.60
Q2 2004	477	58.0	8.77
Q3 2004	367	50.1	4.28
Q4 2004	440	41.6	4.02
Q1 2005	266	46.0	3.65
Q2 2005	342	41.6	4.53
Q3 2005	320	44.6	2.96
Q4 2005	432	45.2	2.87
Q1 2006	392	36.8	3.46
Q2 2006	326	36.3	3.25
Q3 2006	272	31.1	4.03
<i>Program Area Average</i>	<i>285</i>	<i>38.0</i>	<i>3.56</i>
<i>State Average</i>	<i>157</i>	<i>31.4</i>	<i>2.17</i>

Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



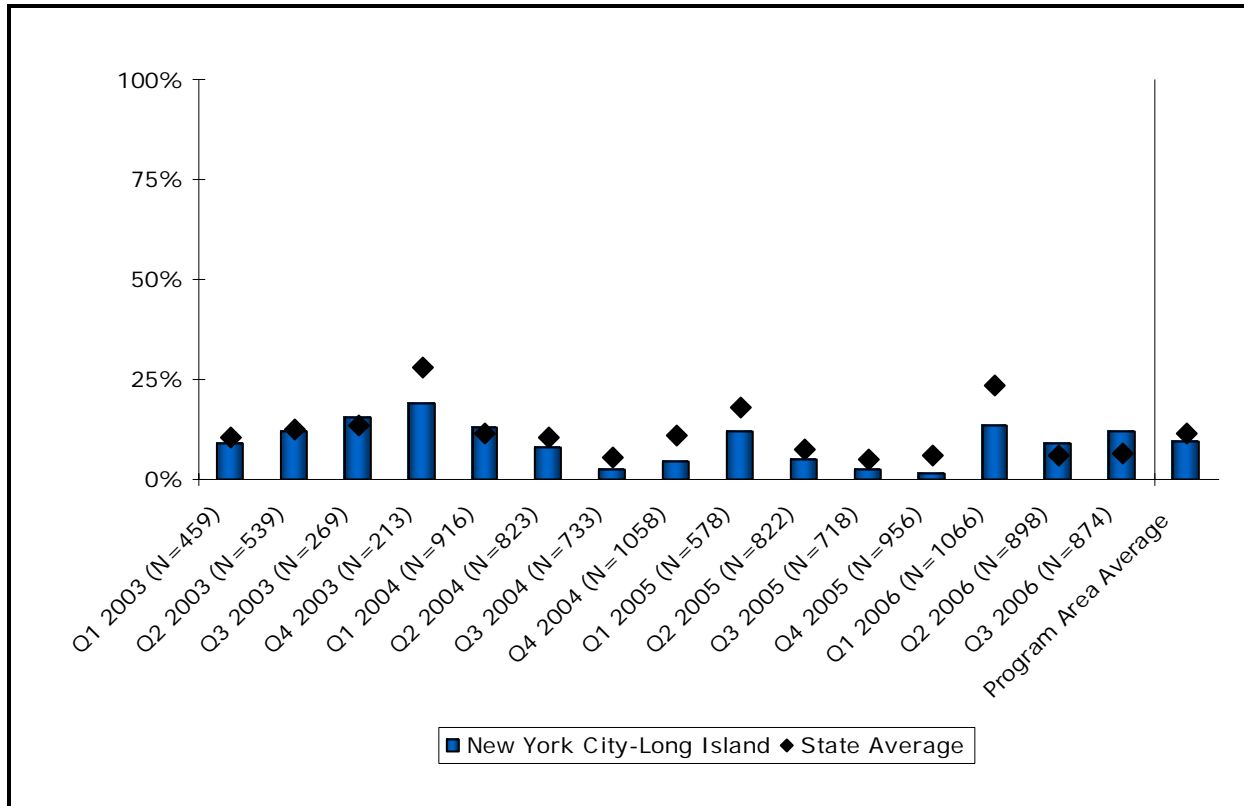
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	149	32.5	4.46
Q2 2003	183	34.0	5.52
Q3 2003	68	25.3	2.28
Q4 2003	40	18.8	0.89
Q1 2004	396	43.2	5.90
Q2 2004	192	23.3	3.66
Q3 2004	143	19.5	2.17
Q4 2004	94	8.9	2.24
Q1 2005	112	19.4	1.98
Q2 2005	90	10.9	2.33
Q3 2005	48	6.7	1.15
Q4 2005	126	13.2	2.23
Q1 2006	158	14.8	2.86
Q2 2006	122	13.6	2.20
Q3 2006	184	21.1	2.88
<i>Program Area Average</i>	<i>140</i>	<i>20.3</i>	<i>2.85</i>
<i>State Average</i>	<i>123</i>	<i>23.6</i>	<i>1.88</i>

Exhibit 5. Articles with “Tobacco Advertising, Sponsorship, and Promotion” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



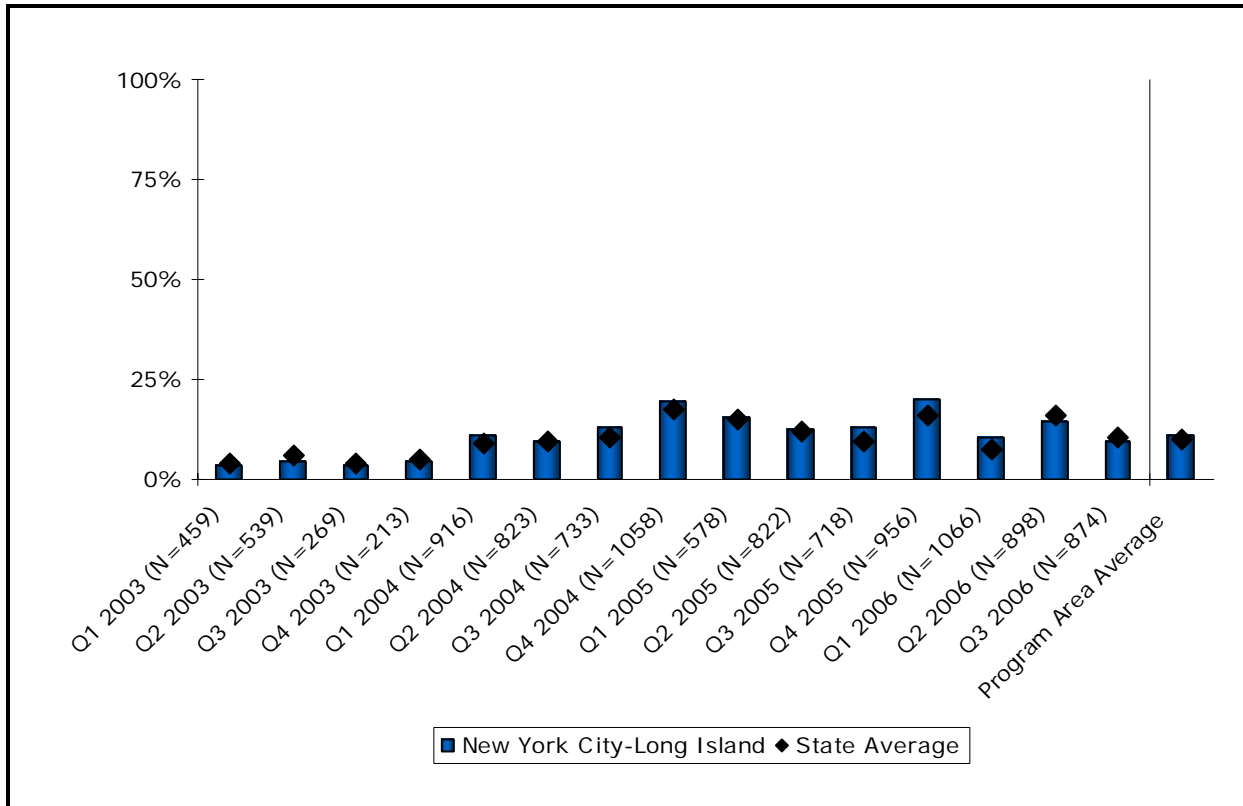
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	15	3.3	0.39
Q2 2003	11	2.0	0.25
Q3 2003	15	5.6	0.49
Q4 2003	8	3.8	0.18
Q1 2004	37	4.0	0.74
Q2 2004	76	9.2	2.21
Q3 2004	45	6.1	1.25
Q4 2004	54	5.1	1.10
Q1 2005	34	5.9	0.26
Q2 2005	42	5.1	0.80
Q3 2005	42	5.8	0.49
Q4 2005	38	4.0	1.11
Q1 2006	50	4.7	1.21
Q2 2006	58	6.5	0.50
Q3 2006	12	1.4	0.07
<i>Program Area Average</i>	<i>36</i>	<i>4.8</i>	<i>0.74</i>
<i>State Average</i>	<i>26</i>	<i>4.9</i>	<i>0.36</i>

Exhibit 6. Articles with “Economics” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	41	8.9	1.21
Q2 2003	64	11.9	1.88
Q3 2003	42	15.6	1.14
Q4 2003	41	19.2	0.98
Q1 2004	119	13.0	0.96
Q2 2004	64	7.8	1.45
Q3 2004	20	2.7	0.40
Q4 2004	46	4.3	0.89
Q1 2005	68	11.8	1.82
Q2 2005	42	5.1	0.50
Q3 2005	18	2.5	0.70
Q4 2005	14	1.5	0.53
Q1 2006	142	13.3	4.30
Q2 2006	82	9.1	0.62
Q3 2006	106	12.1	0.58
<i>Program Area Average</i>	<i>61</i>	<i>9.3</i>	<i>1.20</i>
<i>State Average</i>	<i>57</i>	<i>11.7</i>	<i>0.87</i>

Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006

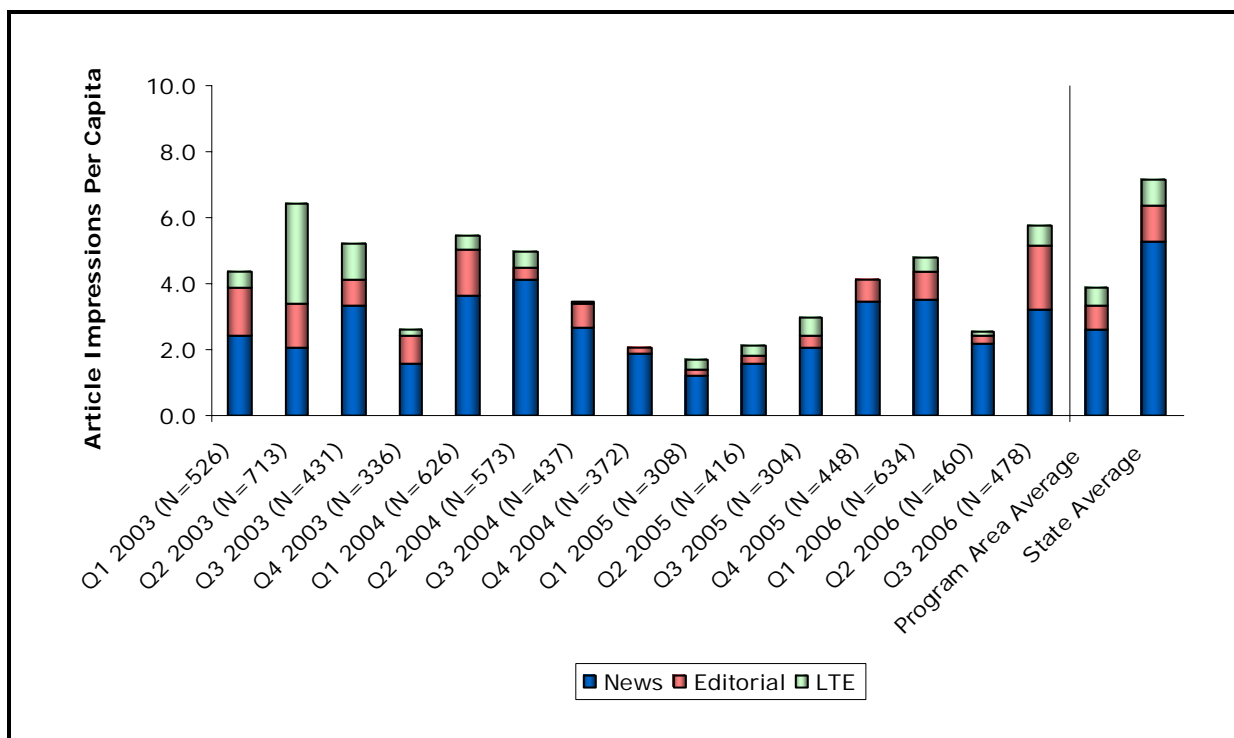


Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	16	3.5	0.36
Q2 2003	25	4.6	0.87
Q3 2003	9	3.3	0.20
Q4 2003	10	4.7	0.37
Q1 2004	100	10.9	1.46
Q2 2004	80	9.7	1.30
Q3 2004	94	12.8	0.77
Q4 2004	204	19.3	1.15
Q1 2005	90	15.6	1.08
Q2 2005	102	12.4	1.27
Q3 2005	92	12.8	0.92
Q4 2005	190	19.9	0.82
Q1 2006	114	10.7	0.70
Q2 2006	128	14.3	1.99
Q3 2006	84	9.6	1.54
<i>Program Area Average</i>	<i>89</i>	<i>10.9</i>	<i>0.99</i>
<i>State Average</i>	<i>54</i>	<i>10.2</i>	<i>0.71</i>

SUMMARY REPORT:

ROCHESTER

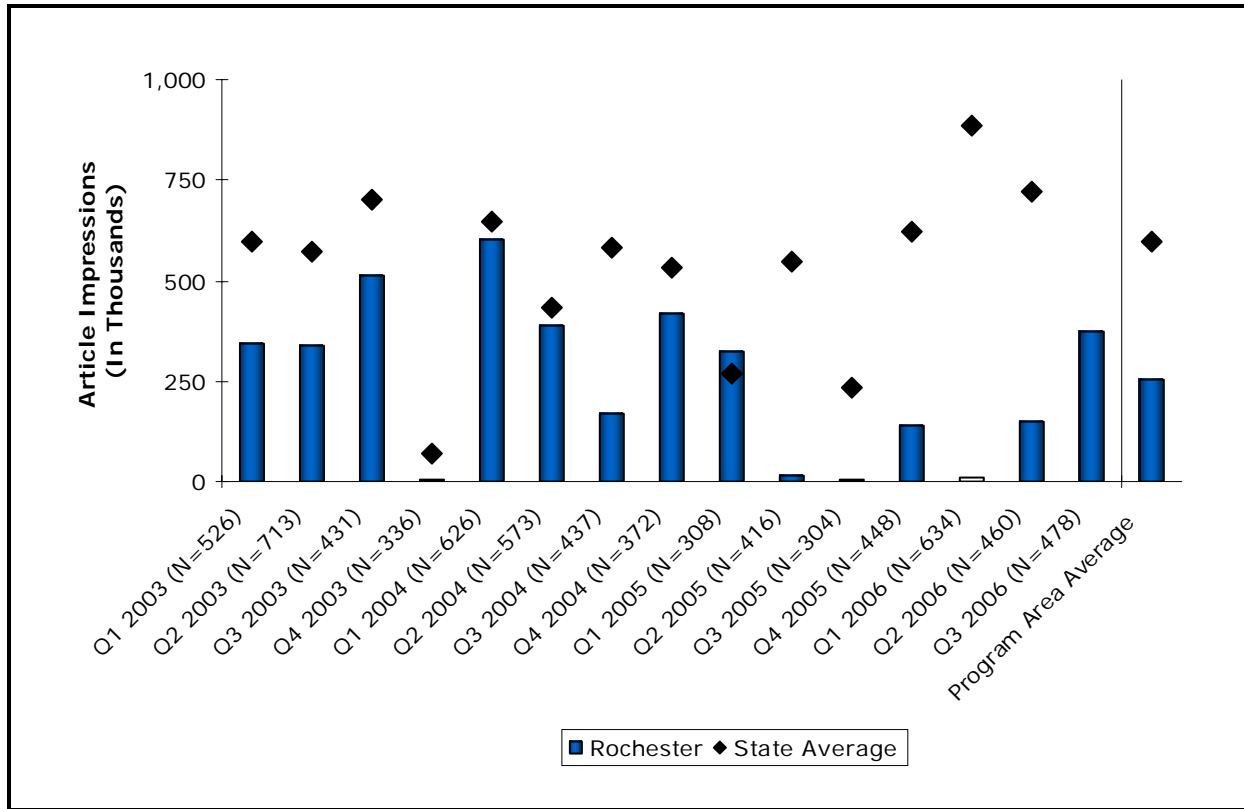
Exhibit 1. Type of Article,^a New York Tobacco News Tracking Data, Q1 2003–Q3 2006



^a Data from “Other” category are not shown.

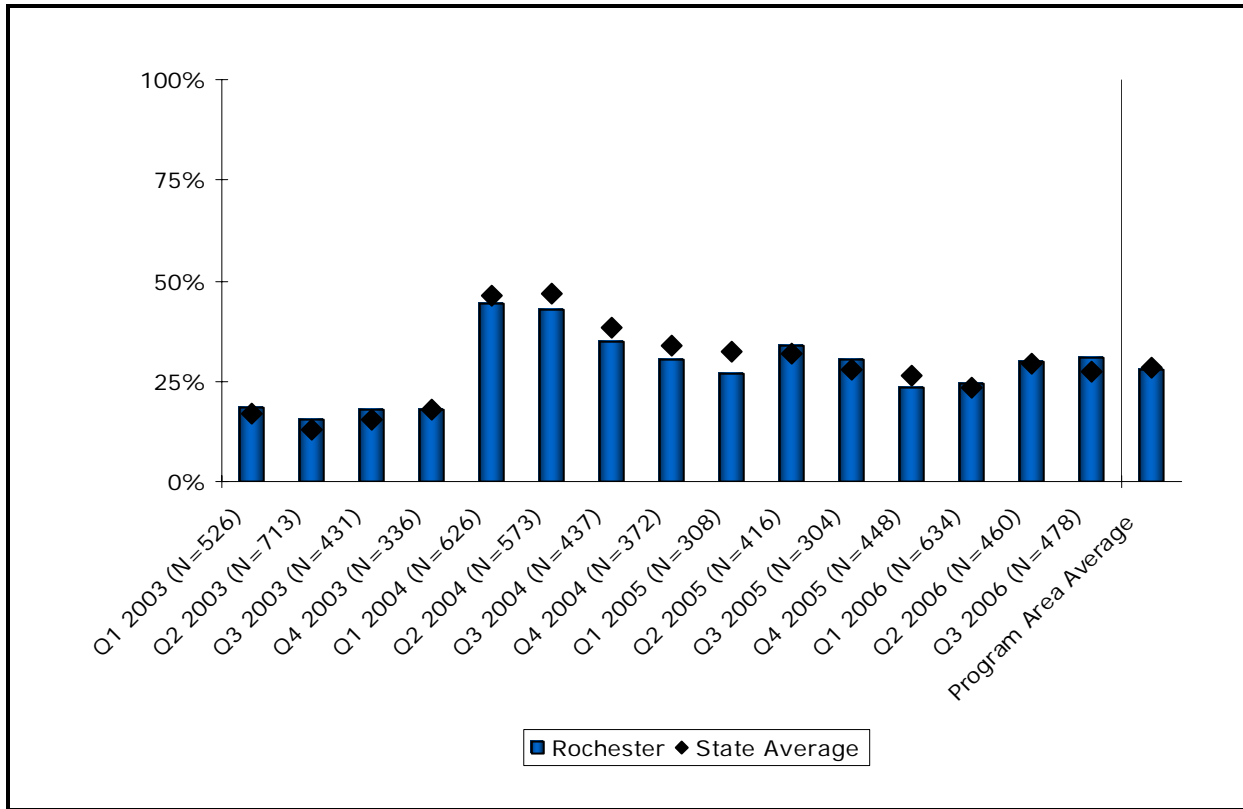
Month	Overall		News			Editorial			Letter to Editor		
	N	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions
Q1 2003	526	4.69	374	71.1	2.43	89	16.9	1.46	36	6.8	0.47
Q2 2003	713	6.58	492	69.0	2.08	90	12.6	1.30	105	14.7	3.02
Q3 2003	431	5.22	286	66.4	3.34	68	15.8	0.77	63	14.6	1.08
Q4 2003	336	2.62	242	72.0	1.58	49	14.6	0.86	35	10.4	0.16
Q1 2004	626	5.47	446	71.2	3.63	91	14.5	1.39	74	11.8	0.42
Q2 2004	573	4.99	449	78.4	4.11	71	12.4	0.36	44	7.7	0.51
Q3 2004	437	3.51	323	73.9	2.68	70	16.0	0.72	35	8.0	0.07
Q4 2004	372	2.14	288	77.4	1.88	42	11.3	0.16	24	6.5	0.04
Q1 2005	308	1.74	242	78.6	1.22	36	11.7	0.16	26	8.4	0.34
Q2 2005	416	2.12	302	72.6	1.56	82	19.7	0.27	24	5.8	0.28
Q3 2005	304	3.00	208	68.4	2.09	74	24.3	0.37	18	5.9	0.54
Q4 2005	448	4.17	332	74.1	3.44	84	18.8	0.67	26	5.8	0.04
Q1 2006	634	4.85	422	66.6	3.53	140	22.1	0.85	50	7.9	0.40
Q2 2006	460	2.56	314	68.3	2.19	82	17.8	0.25	46	10.0	0.10
Q3 2006	478	5.77	322	67.4	3.21	76	15.9	1.91	70	14.6	0.63
Program Area Average	471	3.96	336	71.7	2.60	76	16.3	0.77	45	9.3	0.54
State Average	518	7.34	370	72.1	5.25	85	16.0	1.09	46	8.7	0.79

Exhibit 2. Articles Mentioning Tobacco Control Community Partners, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



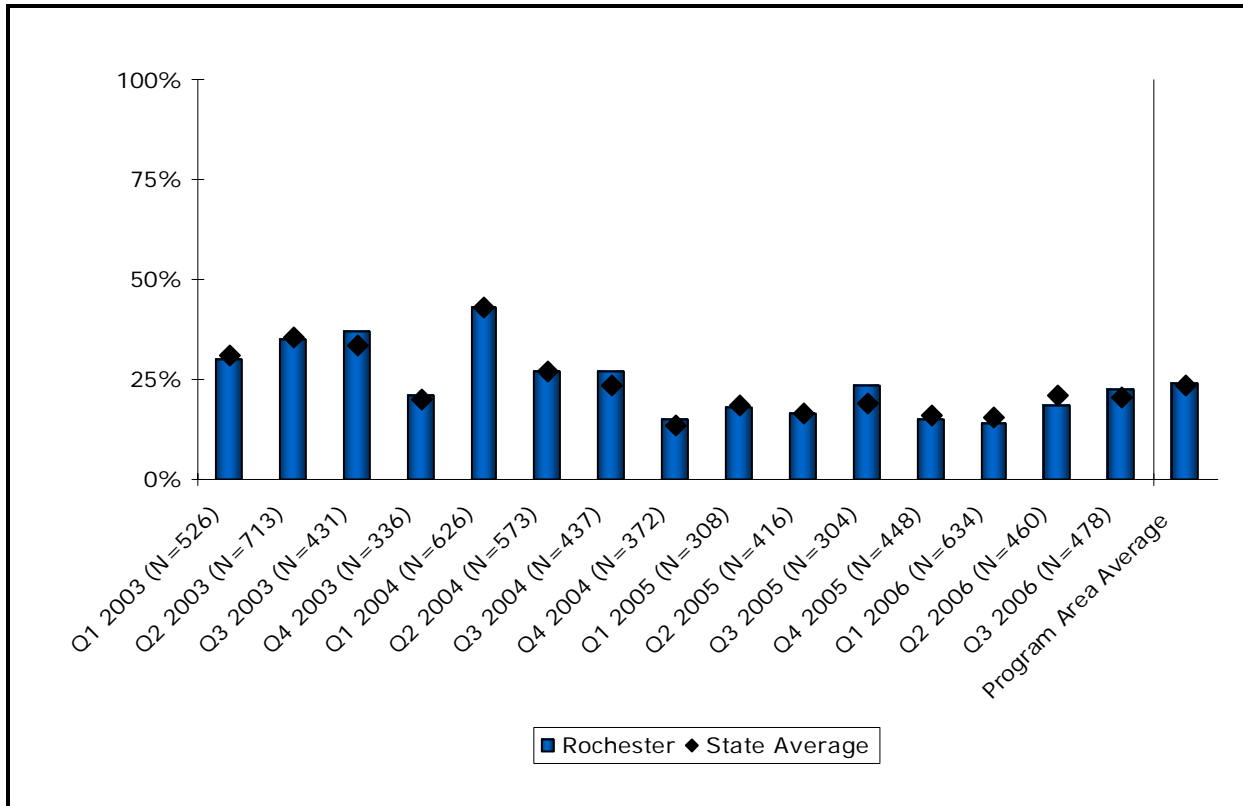
Month	Articles Mentioning Community Partners (N)	Percentage (%)	Article Impressions (In Thousands)
Q1 2003	14	2.7	341.03
Q2 2003	25	3.5	339.11
Q3 2003	25	5.8	512.14
Q4 2003	3	0.9	2.87
Q1 2004	17	2.7	603.71
Q2 2004	28	4.9	387.26
Q3 2004	24	5.5	168.41
Q4 2004	20	5.4	415.60
Q1 2005	4	1.3	325.38
Q2 2005	12	2.9	13.42
Q3 2005	6	2.0	3.27
Q4 2005	24	5.4	139.98
Q1 2006	14	2.2	11.64
Q2 2006	22	4.8	147.73
Q3 2006	24	5.0	372.08
<i>Program Area Average</i>	17	3.7	252.24
<i>State Average</i>	24	4.5	599.24

Exhibit 3. Articles Supportive of Tobacco Control, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



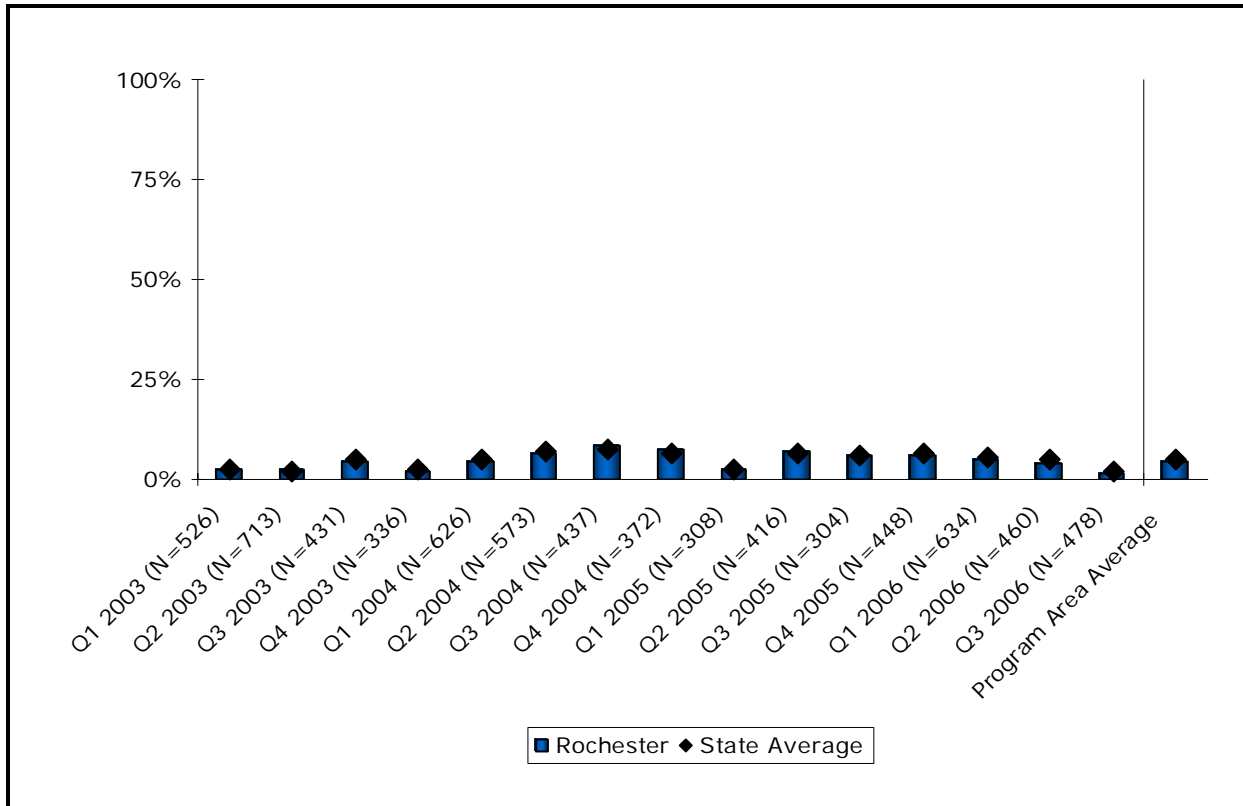
Month	Articles Supportive of Tobacco Control (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	96	18.3	2.05
Q2 2003	110	15.4	2.13
Q3 2003	78	18.1	1.26
Q4 2003	61	18.2	1.14
Q1 2004	276	44.1	3.42
Q2 2004	245	42.8	2.47
Q3 2004	152	34.8	1.30
Q4 2004	112	30.1	0.62
Q1 2005	82	26.6	0.58
Q2 2005	140	33.7	0.67
Q3 2005	92	30.3	1.22
Q4 2005	104	23.2	1.12
Q1 2006	154	24.3	1.18
Q2 2006	138	30.0	0.74
Q3 2006	148	31.0	2.49
<i>Program Area Average</i>	<i>133</i>	<i>31.9</i>	<i>1.49</i>
<i>State Average</i>	<i>157</i>	<i>31.4</i>	<i>2.17</i>

Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



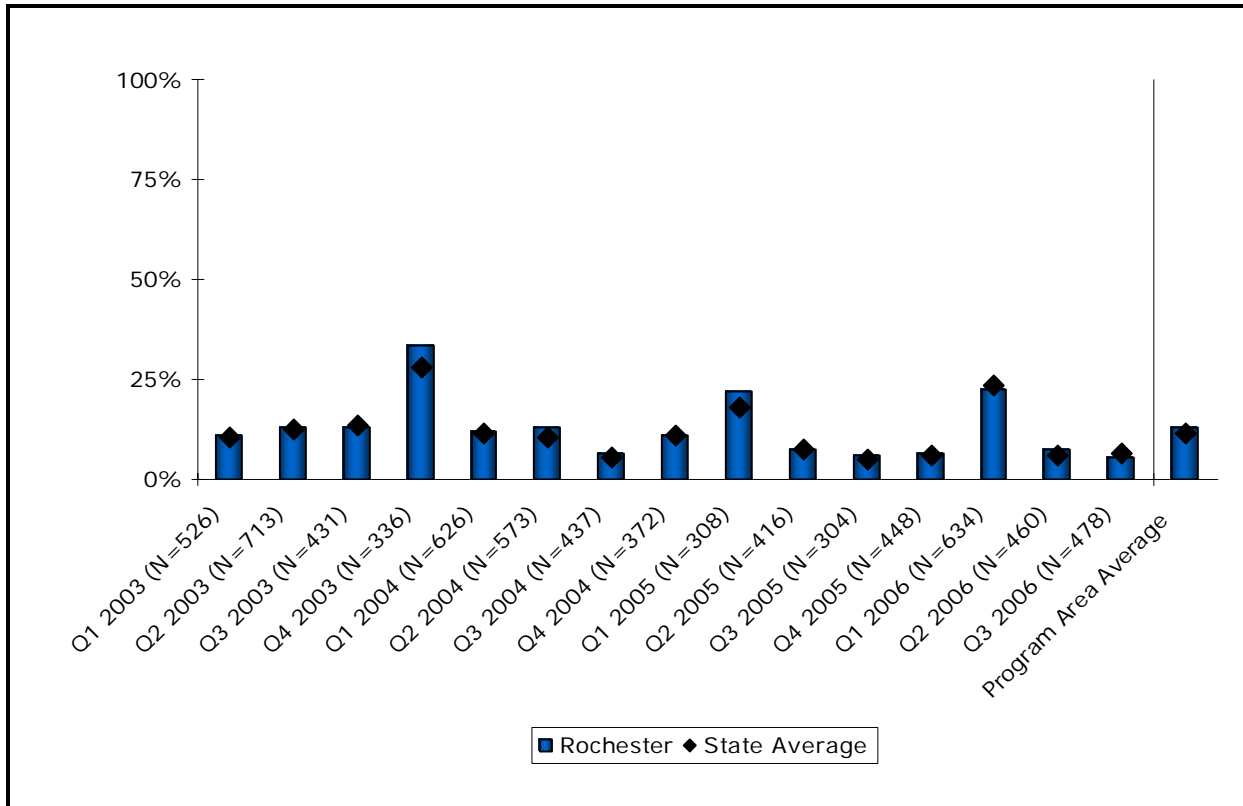
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	158	30.0	1.37
Q2 2003	251	35.2	3.22
Q3 2003	159	36.9	2.06
Q4 2003	70	20.8	0.98
Q1 2004	269	43.0	2.43
Q2 2004	154	26.9	1.52
Q3 2004	118	27.0	1.29
Q4 2004	56	15.1	0.39
Q1 2005	56	18.2	0.23
Q2 2005	68	16.3	0.41
Q3 2005	72	23.7	0.26
Q4 2005	68	15.2	0.16
Q1 2006	90	14.2	0.24
Q2 2006	86	18.7	0.71
Q3 2006	108	22.6	1.76
<i>Program Area Average</i>	<i>119</i>	<i>24.2</i>	<i>1.14</i>
<i>State Average</i>	<i>123</i>	<i>23.6</i>	<i>1.88</i>

Exhibit 5. Articles with “Tobacco Advertising, Sponsorship, and Promotion”, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



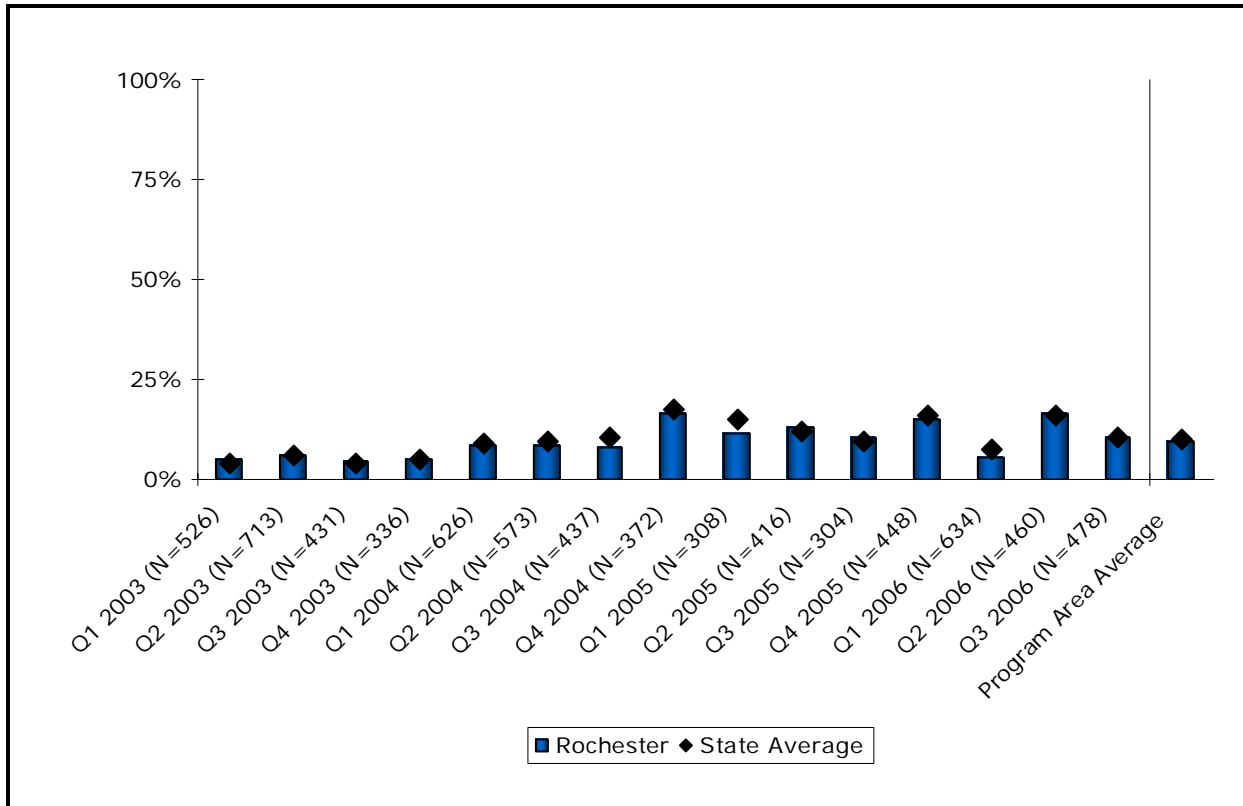
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	12	2.3	0.14
Q2 2003	17	2.4	0.15
Q3 2003	20	4.6	0.21
Q4 2003	6	1.8	0.01
Q1 2004	28	4.5	0.22
Q2 2004	36	6.3	0.08
Q3 2004	37	8.5	0.10
Q4 2004	28	7.5	0.03
Q1 2005	8	2.6	0.02
Q2 2005	30	7.2	0.11
Q3 2005	18	5.9	0.07
Q4 2005	28	6.3	0.04
Q1 2006	32	5.0	0.08
Q2 2006	18	3.9	0.03
Q3 2006	8	1.7	0.52
<i>Program Area Average</i>	22	4.7	0.12
<i>State Average</i>	26	4.9	0.36

Exhibit 6. Articles with “Economics” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	57	10.8	1.21
Q2 2003	94	13.2	1.88
Q3 2003	57	13.2	1.14
Q4 2003	113	33.6	0.98
Q1 2004	75	12.0	0.96
Q2 2004	75	13.1	1.45
Q3 2004	29	6.6	0.40
Q4 2004	40	10.8	0.89
Q1 2005	68	22.1	1.82
Q2 2005	32	7.7	0.50
Q3 2005	18	5.9	0.70
Q4 2005	30	6.7	0.53
Q1 2006	144	22.7	4.30
Q2 2006	34	7.4	0.62
Q3 2006	26	5.4	0.58
<i>Program Area Average</i>	<i>59</i>	<i>12.8</i>	<i>1.20</i>
<i>State Average</i>	<i>57</i>	<i>11.7</i>	<i>0.87</i>

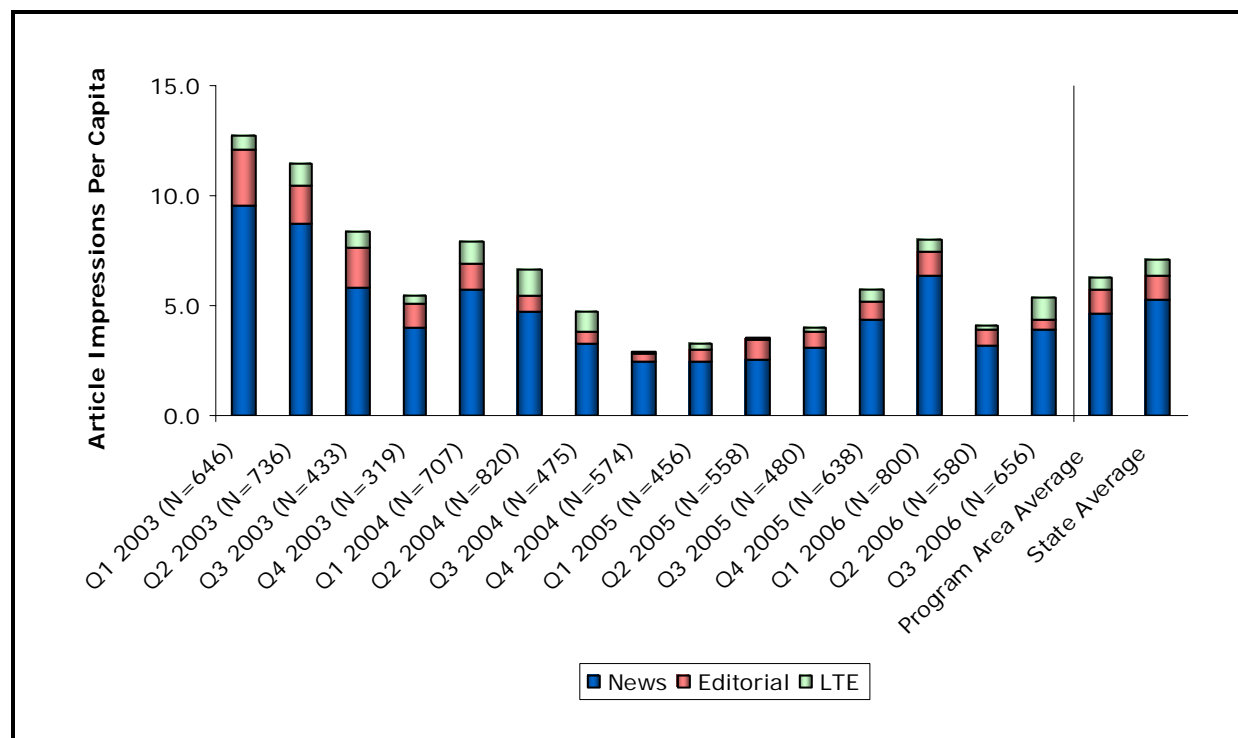
Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	27	5.1	0.79
Q2 2003	44	6.2	0.16
Q3 2003	19	4.4	0.01
Q4 2003	17	5.1	0.14
Q1 2004	54	8.6	0.93
Q2 2004	50	8.7	0.74
Q3 2004	35	8.0	0.10
Q4 2004	62	16.7	0.57
Q1 2005	36	11.7	0.69
Q2 2005	54	13.0	0.19
Q3 2005	32	10.5	0.47
Q4 2005	68	15.2	1.30
Q1 2006	36	5.7	0.35
Q2 2006	76	16.5	0.48
Q3 2006	50	10.5	0.42
<i>Program Area Average</i>	<i>44</i>	<i>9.7</i>	<i>0.49</i>
<i>State Average</i>	<i>54</i>	<i>10.2</i>	<i>0.71</i>

**SUMMARY REPORT:
SOUTHERN CAPITAL**

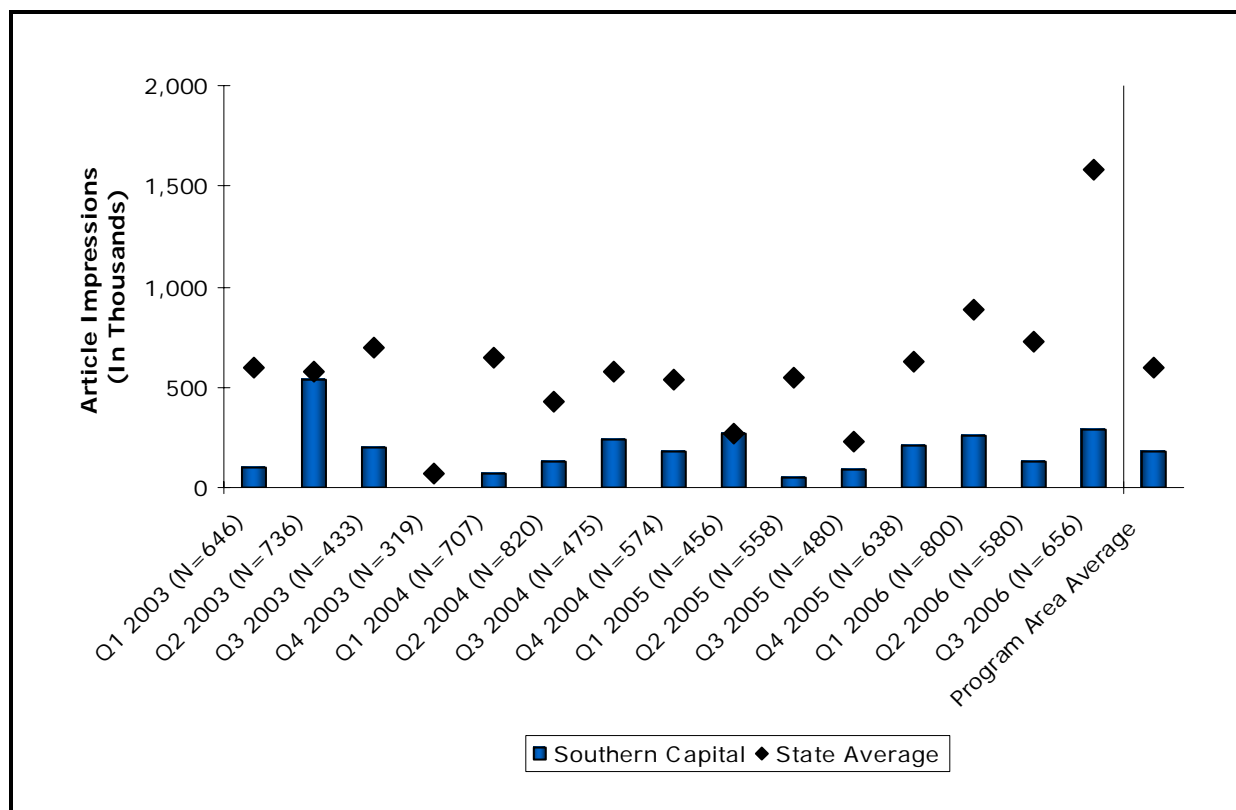
Exhibit 1. Type of Article,^a New York Tobacco News Tracking Data, Q1 2003–Q3 2006



^a Data from "Other" category are not shown.

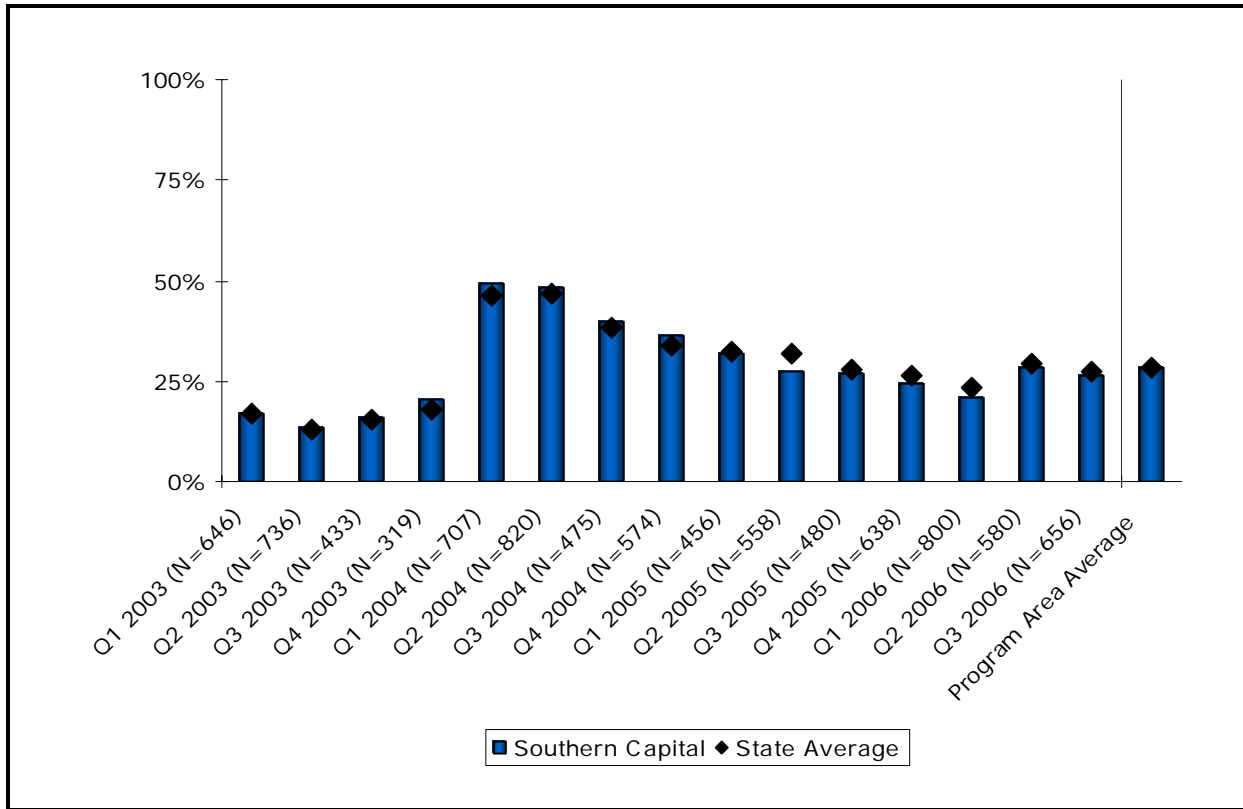
Month	Overall		News			Editorial			Letter to Editor		
	N	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions
Q1 2003	646	13.06	473	73.2	9.56	112	17.3	2.52	33	5.1	0.66
Q2 2003	736	12.08	533	72.4	8.72	95	12.9	1.74	81	11.0	0.98
Q3 2003	433	8.48	294	67.9	5.79	69	15.9	1.88	57	13.2	0.73
Q4 2003	319	5.82	225	70.5	4.03	55	17.2	1.04	25	7.8	0.36
Q1 2004	707	8.02	507	71.7	5.73	98	13.9	1.17	87	12.3	1.00
Q2 2004	820	6.74	625	76.2	4.71	102	12.4	0.74	80	9.8	1.23
Q3 2004	475	4.78	346	72.8	3.27	67	14.1	0.56	47	9.9	0.89
Q4 2004	574	3.08	410	71.4	2.42	94	16.4	0.40	44	7.7	0.11
Q1 2005	456	3.40	368	80.7	2.50	54	11.8	0.54	20	4.4	0.27
Q2 2005	558	3.59	396	71.0	2.56	106	19.0	0.85	38	6.8	0.12
Q3 2005	480	4.21	334	69.6	3.08	96	20.0	0.71	28	5.8	0.22
Q4 2005	638	5.79	476	74.6	4.37	106	16.6	0.81	50	7.8	0.57
Q1 2006	800	8.20	562	70.3	6.33	130	16.3	1.16	76	9.5	0.56
Q2 2006	580	4.46	406	70.0	3.17	102	17.6	0.78	42	7.2	0.12
Q3 2006	656	5.59	472	72.0	3.93	74	11.3	0.43	84	12.8	0.98
Program Area Average	592	6.49	428	72.3	4.68	91	15.5	1.02	53	8.7	0.59
State Average	518	7.34	370	72.1	5.25	85	16.0	1.09	46	8.7	0.79

Exhibit 2. Articles Mentioning Tobacco Control Community Partners, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



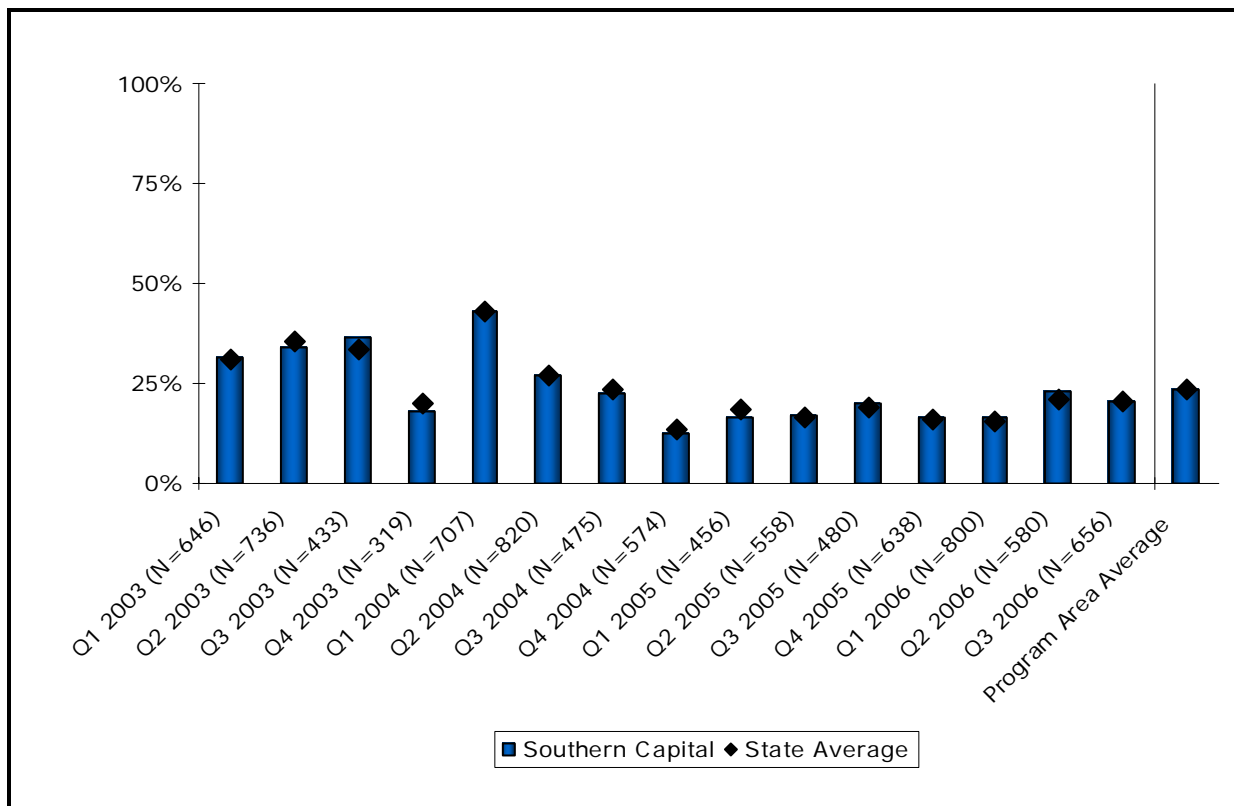
Month	Articles Mentioning Community Partners (N)	Percentage (%)	Article Impressions (In Thousands)
Q1 2003	15	2.3	100.62
Q2 2003	25	3.4	538.32
Q3 2003	22	5.1	198.86
Q4 2003	4	1.3	0.98
Q1 2004	17	2.4	68.86
Q2 2004	35	4.3	126.59
Q3 2004	40	8.4	243.08
Q4 2004	40	7.0	174.65
Q1 2005	16	3.5	270.71
Q2 2005	24	4.3	46.93
Q3 2005	20	4.2	93.37
Q4 2005	52	8.2	205.44
Q1 2006	52	6.5	256.50
Q2 2006	32	5.5	127.02
Q3 2006	42	6.4	290.98
<i>Program Area Average</i>	<i>29</i>	<i>4.8</i>	<i>182.86</i>
<i>State Average</i>	<i>24</i>	<i>4.5</i>	<i>599.24</i>

Exhibit 3. Articles Supportive of Tobacco Control, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



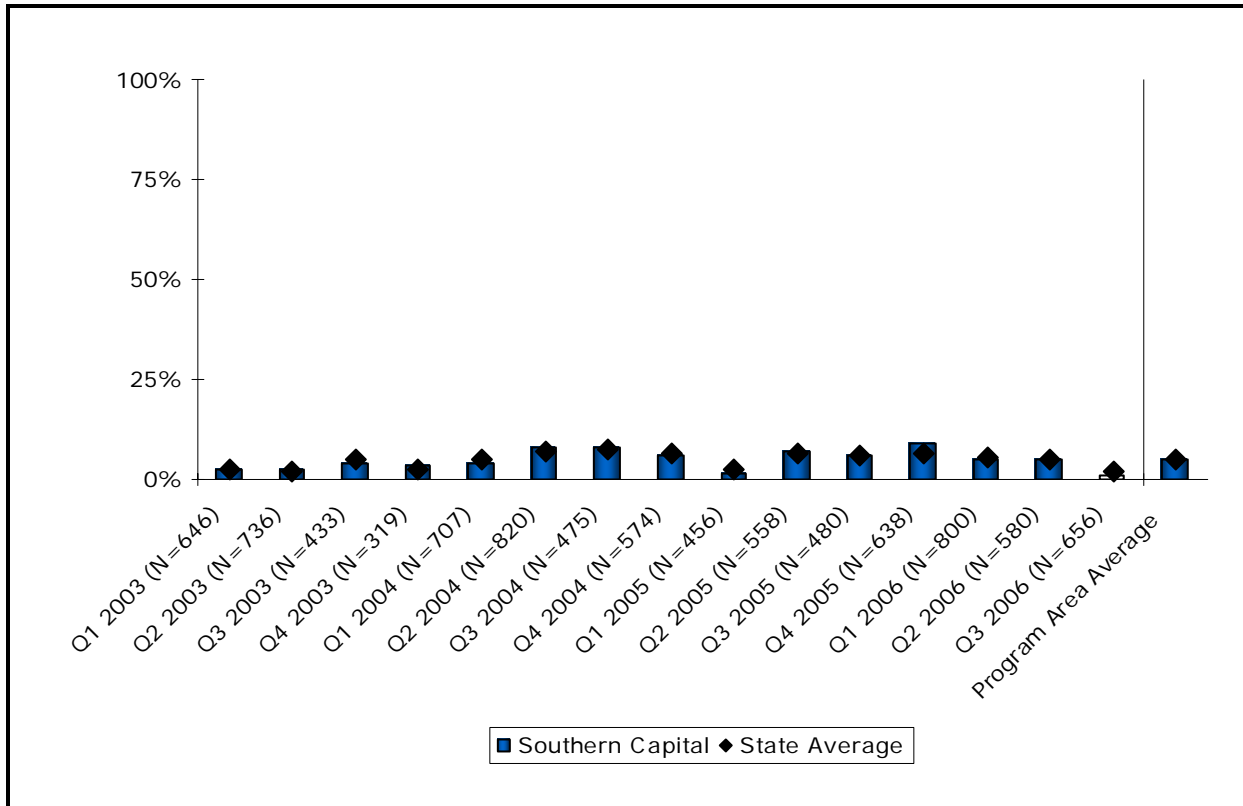
Month	Articles Supportive of Tobacco Control (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	108	16.7	2.17
Q2 2003	98	13.3	1.59
Q3 2003	70	16.2	1.99
Q4 2003	65	20.4	1.05
Q1 2004	347	49.1	4.06
Q2 2004	395	48.2	3.06
Q3 2004	188	39.6	1.95
Q4 2004	208	36.2	1.00
Q1 2005	146	32.0	1.36
Q2 2005	152	27.2	0.85
Q3 2005	128	26.7	0.91
Q4 2005	156	24.5	1.55
Q1 2006	168	21.0	1.59
Q2 2006	164	28.3	1.39
Q3 2006	172	26.2	1.38
<i>Program Area Average</i>	<i>171</i>	<i>31.5</i>	<i>1.73</i>
<i>State Average</i>	<i>157</i>	<i>31.4</i>	<i>2.17</i>

Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



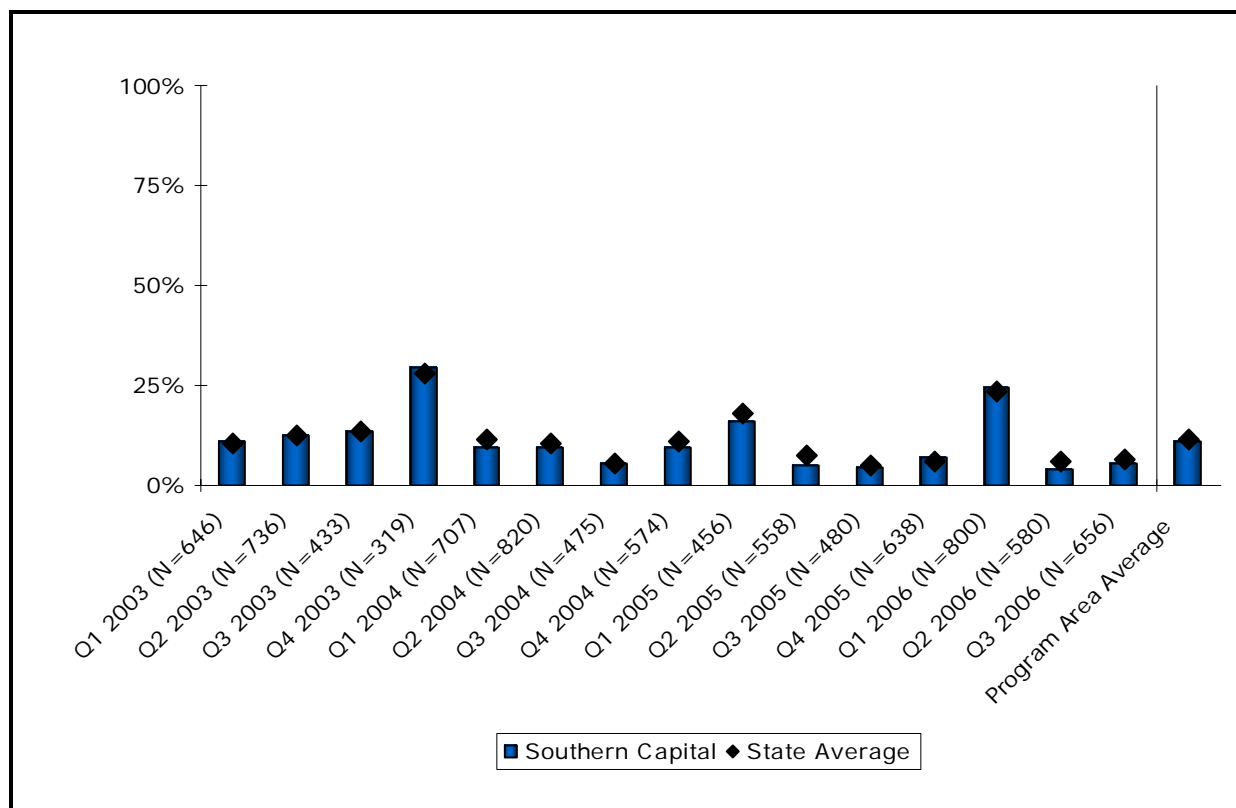
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	205	31.7	4.04
Q2 2003	250	34.0	3.27
Q3 2003	157	36.3	3.29
Q4 2003	57	17.9	0.94
Q1 2004	304	43.0	3.27
Q2 2004	220	26.8	2.63
Q3 2004	106	22.3	1.40
Q4 2004	72	12.5	0.32
Q1 2005	76	16.7	0.84
Q2 2005	94	16.8	0.33
Q3 2005	96	20.0	0.27
Q4 2005	106	16.6	1.25
Q1 2006	134	16.8	1.18
Q2 2006	132	22.8	0.70
Q3 2006	134	20.4	0.67
<i>Program Area Average</i>	<i>143</i>	<i>23.6</i>	<i>1.63</i>
<i>State Average</i>	<i>123</i>	<i>23.6</i>	<i>1.88</i>

Exhibit 5. Articles with “Tobacco Advertising, Sponsorship, and Promotion” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



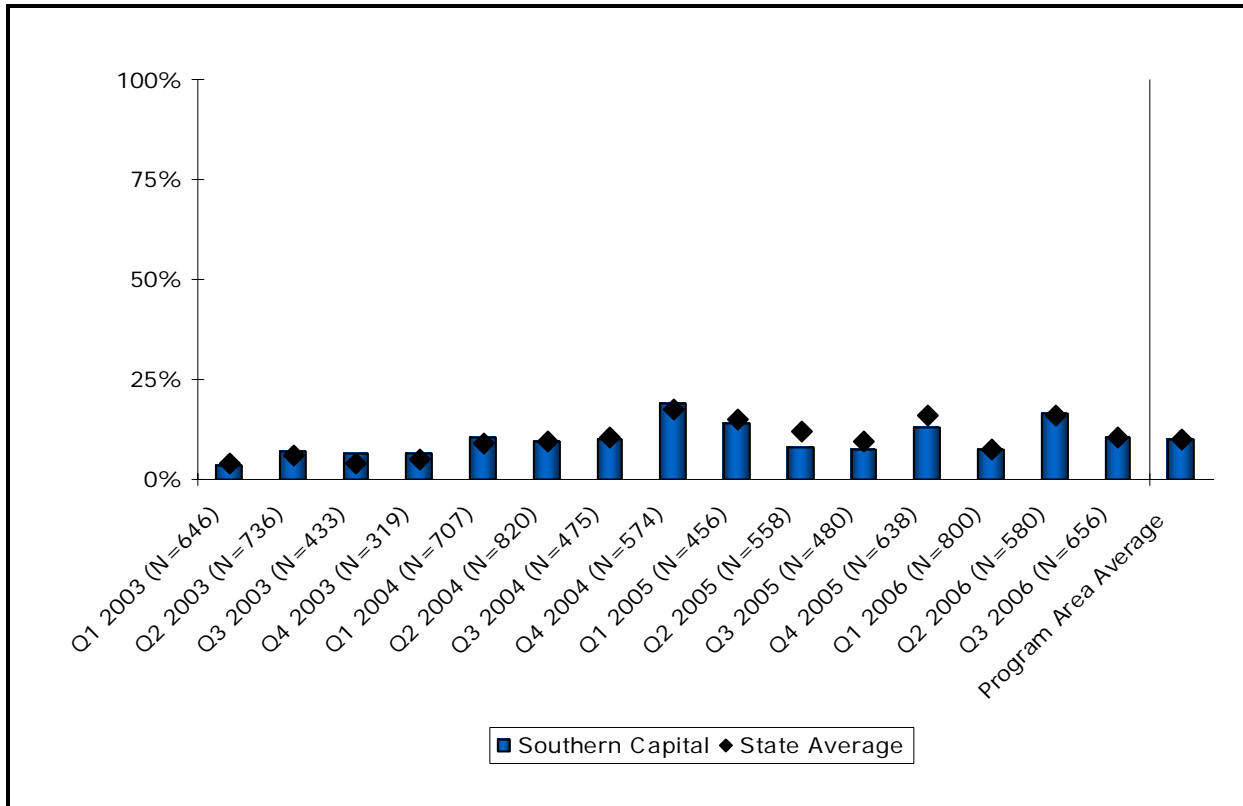
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	15	2.3	0.20
Q2 2003	18	2.4	0.63
Q3 2003	18	4.2	0.53
Q4 2003	11	3.4	0.04
Q1 2004	30	4.2	0.29
Q2 2004	64	7.8	0.29
Q3 2004	39	8.2	0.26
Q4 2004	34	5.9	0.33
Q1 2005	6	1.3	0.05
Q2 2005	40	7.2	0.60
Q3 2005	28	5.8	0.42
Q4 2005	56	8.8	0.42
Q1 2006	40	5.0	0.56
Q2 2006	30	5.2	0.39
Q3 2006	8	1.2	0.20
<i>Program Area Average</i>	<i>29</i>	<i>4.9</i>	<i>0.35</i>
<i>State Average</i>	<i>26</i>	<i>4.9</i>	<i>0.36</i>

Exhibit 6. Articles with “Economics” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	71	11.0	1.34
Q2 2003	92	12.5	1.32
Q3 2003	59	13.6	1.04
Q4 2003	94	29.5	2.24
Q1 2004	66	9.3	1.25
Q2 2004	78	9.5	0.78
Q3 2004	26	5.5	0.41
Q4 2004	54	9.4	0.26
Q1 2005	74	16.2	0.56
Q2 2005	28	5.0	0.11
Q3 2005	22	4.6	0.34
Q4 2005	46	7.2	0.15
Q1 2006	198	24.8	2.16
Q2 2006	22	3.8	0.08
Q3 2006	36	5.5	0.69
<i>Program Area Average</i>	<i>64</i>	<i>11.2</i>	<i>0.85</i>
<i>State Average</i>	<i>57</i>	<i>11.7</i>	<i>0.87</i>

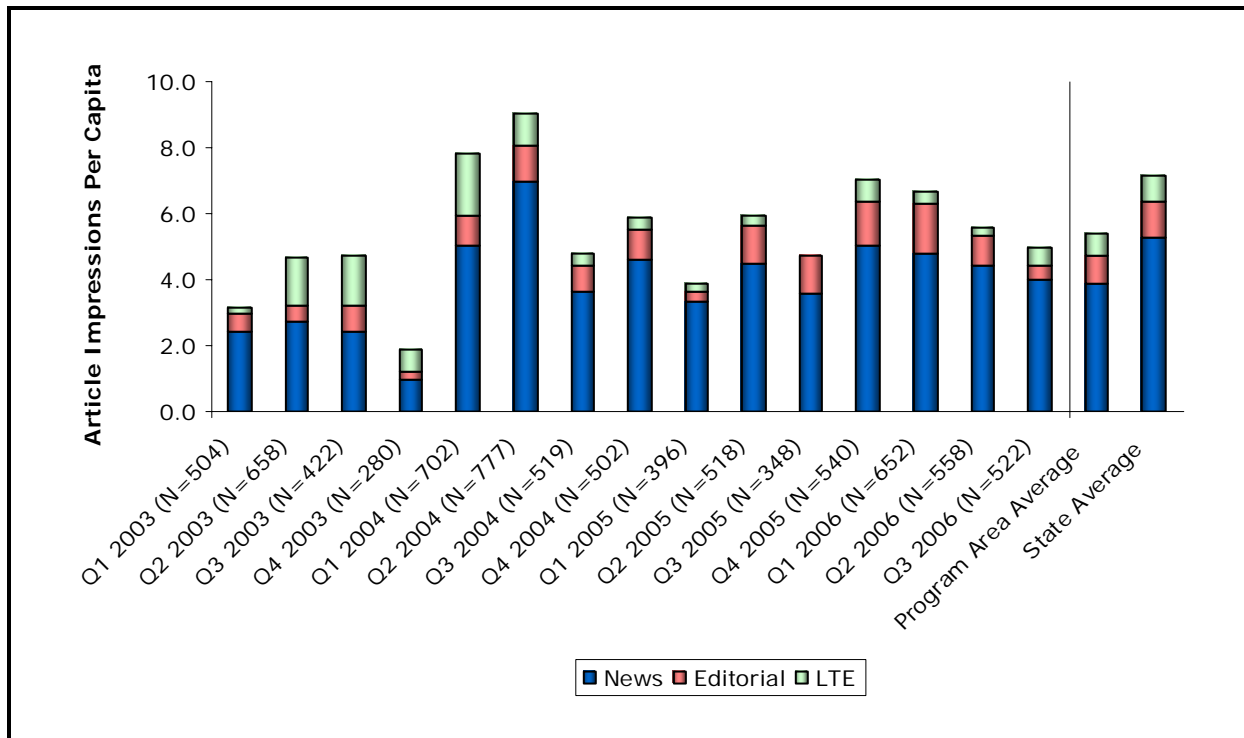
Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	21	3.3	0.24
Q2 2003	50	6.8	0.50
Q3 2003	29	6.7	0.33
Q4 2003	21	6.6	0.13
Q1 2004	75	10.6	0.67
Q2 2004	77	9.4	0.28
Q3 2004	47	9.9	0.45
Q4 2004	110	19.2	0.75
Q1 2005	64	14.0	0.36
Q2 2005	44	7.9	0.24
Q3 2005	36	7.5	0.36
Q4 2005	84	13.2	1.13
Q1 2006	60	7.5	0.25
Q2 2006	96	16.6	0.80
Q3 2006	68	10.4	0.74
<i>Program Area Average</i>	<i>59</i>	<i>10.0</i>	<i>0.48</i>
<i>State Average</i>	<i>54</i>	<i>10.2</i>	<i>0.71</i>

**SUMMARY REPORT:
SOUTHERN CENTRAL**

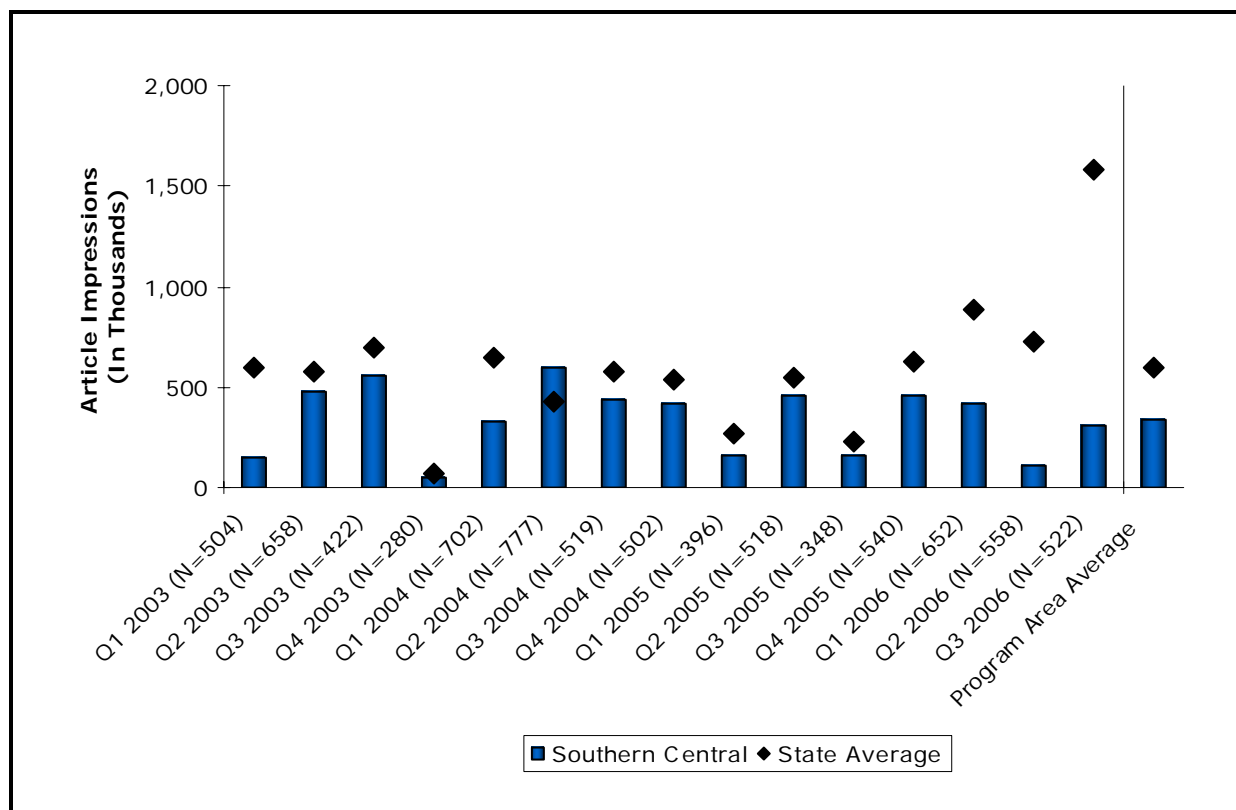
Exhibit 1. Type of Article,^a New York Tobacco News Tracking Data, Q1 2003–Q3 2006



^a Data from “Other” category are not shown.

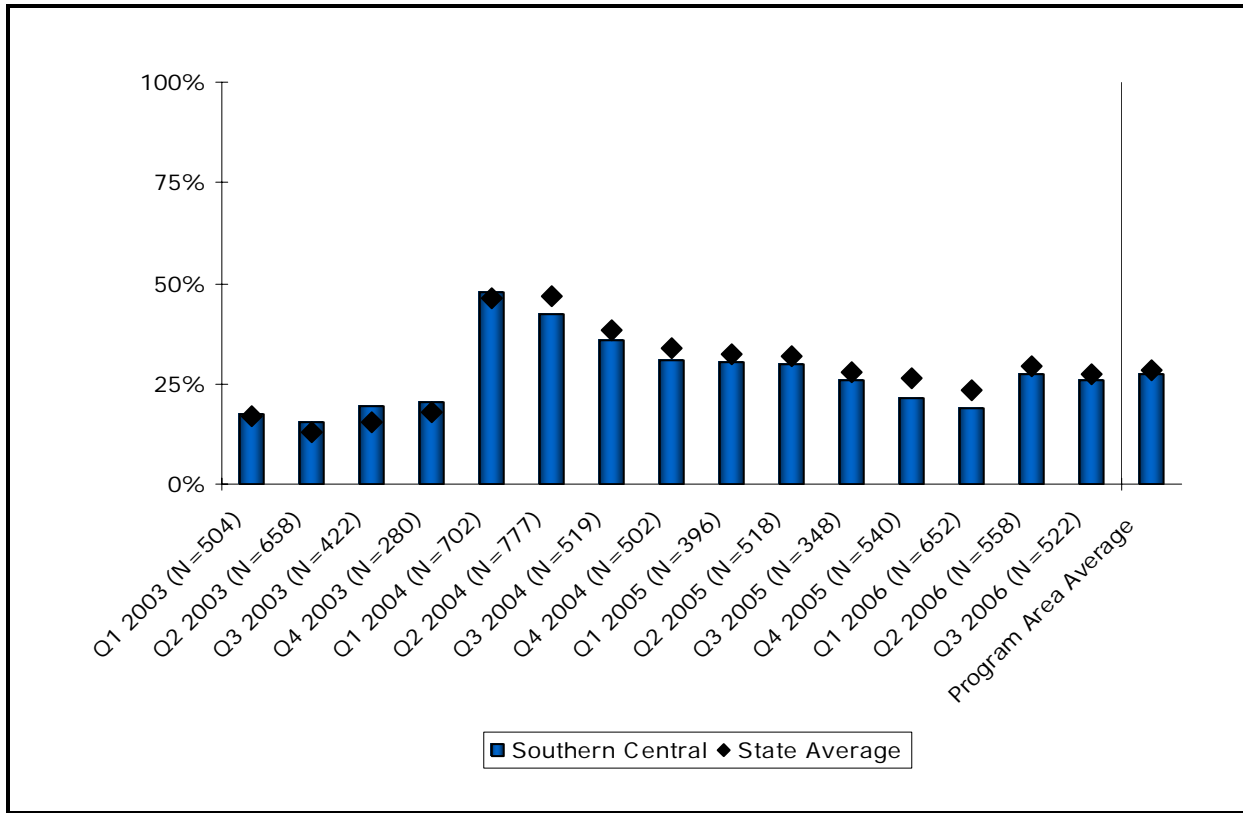
Month	Overall		News			Editorial			Letter to Editor		
	N	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions	N	%	Per Capita Impressions
Q1 2003	504	3.28	366	72.6	2.41	82	16.3	0.58	30	6.0	0.18
Q2 2003	658	4.83	450	68.4	2.72	83	12.6	0.48	100	15.2	1.46
Q3 2003	422	4.81	269	63.7	2.43	67	15.9	0.76	73	17.3	1.56
Q4 2003	280	1.93	195	69.6	0.95	45	16.1	0.26	30	10.7	0.68
Q1 2004	702	7.87	508	72.4	5.05	94	13.4	0.91	83	11.8	1.84
Q2 2004	777	9.13	614	79.0	6.98	74	9.5	1.10	76	9.8	0.94
Q3 2004	519	4.82	402	77.5	3.66	66	12.7	0.78	41	7.9	0.34
Q4 2004	502	6.21	378	75.3	4.58	70	13.9	0.96	36	7.2	0.36
Q1 2005	396	4.00	316	79.8	3.31	46	11.6	0.35	28	7.1	0.19
Q2 2005	518	5.96	380	73.4	4.51	98	18.9	1.12	32	6.2	0.30
Q3 2005	348	4.88	260	74.7	3.57	60	17.2	1.13	18	5.2	0.05
Q4 2005	540	7.05	414	76.7	5.05	82	15.2	1.32	38	7.0	0.67
Q1 2006	652	6.85	478	73.3	4.77	104	16.0	1.54	50	7.7	0.37
Q2 2006	558	5.98	404	72.4	4.40	86	15.4	0.91	46	8.2	0.29
Q3 2006	522	5.05	376	72.0	4.03	64	12.3	0.39	68	13.0	0.55
Program Area Average	527	5.51	387	73.4	3.90	75	14.5	0.84	50	9.3	0.65
State Average	518	7.34	370	72.1	5.25	85	16.0	1.09	46	8.7	0.79

Exhibit 2. Articles Mentioning Tobacco Control Community Partners, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



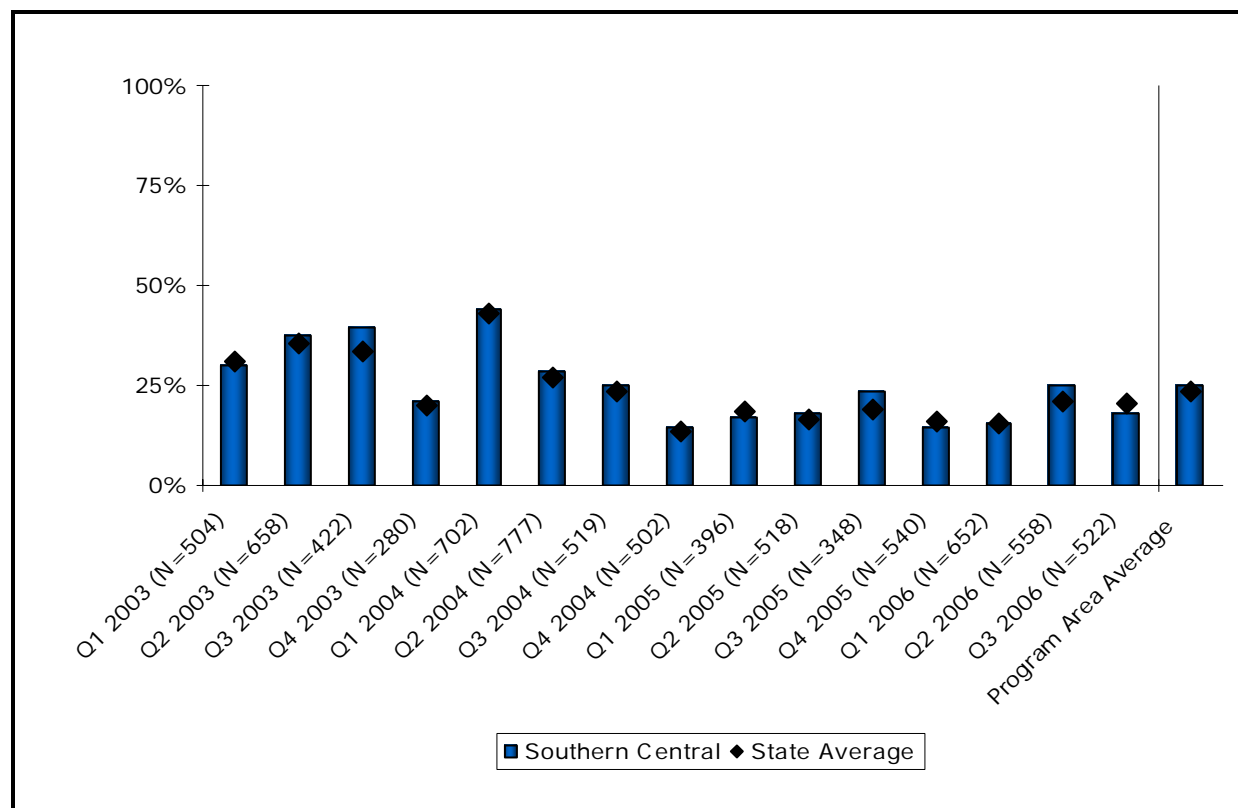
Month	Articles Mentioning Community Partners (N)	Percentage (%)	Article Impressions (In Thousands)
Q1 2003	14	2.8	145.03
Q2 2003	26	4.0	479.32
Q3 2003	27	6.4	555.58
Q4 2003	4	1.4	53.89
Q1 2004	25	3.6	326.38
Q2 2004	36	4.6	596.19
Q3 2004	31	6.0	437.81
Q4 2004	32	6.4	415.56
Q1 2005	30	7.6	163.90
Q2 2005	32	6.2	456.20
Q3 2005	18	5.2	158.08
Q4 2005	42	7.8	454.11
Q1 2006	52	8.0	415.01
Q2 2006	38	6.8	105.02
Q3 2006	44	8.4	305.82
<i>Program Area Average</i>	<i>30</i>	<i>5.7</i>	<i>337.86</i>
<i>State Average</i>	<i>24</i>	<i>4.5</i>	<i>599.24</i>

Exhibit 3. Articles Supportive of Tobacco Control, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



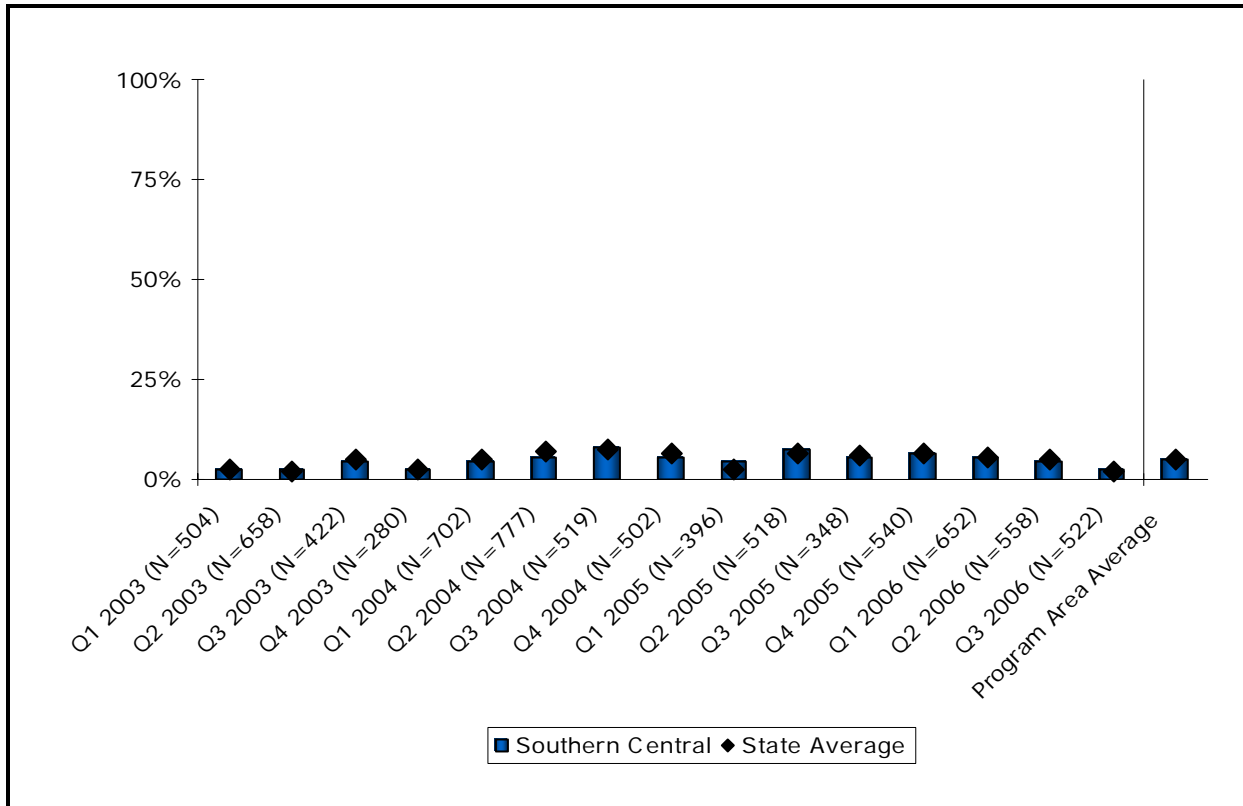
Month	Articles Supportive of Tobacco Control (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	89	17.7	0.73
Q2 2003	102	15.5	1.21
Q3 2003	81	19.2	1.38
Q4 2003	57	20.4	0.47
Q1 2004	337	48.0	4.15
Q2 2004	330	42.5	4.46
Q3 2004	186	35.8	1.93
Q4 2004	156	31.1	2.45
Q1 2005	120	30.3	0.87
Q2 2005	154	29.7	1.32
Q3 2005	90	25.9	1.49
Q4 2005	116	21.5	1.73
Q1 2006	124	19.0	1.26
Q2 2006	152	27.2	1.79
Q3 2006	134	25.7	1.29
<i>Program Area Average</i>	<i>149</i>	<i>31.3</i>	<i>1.77</i>
<i>State Average</i>	<i>157</i>	<i>31.4</i>	<i>2.17</i>

Exhibit 4. Articles with “Secondhand Smoke and Smoke-Free Policies” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



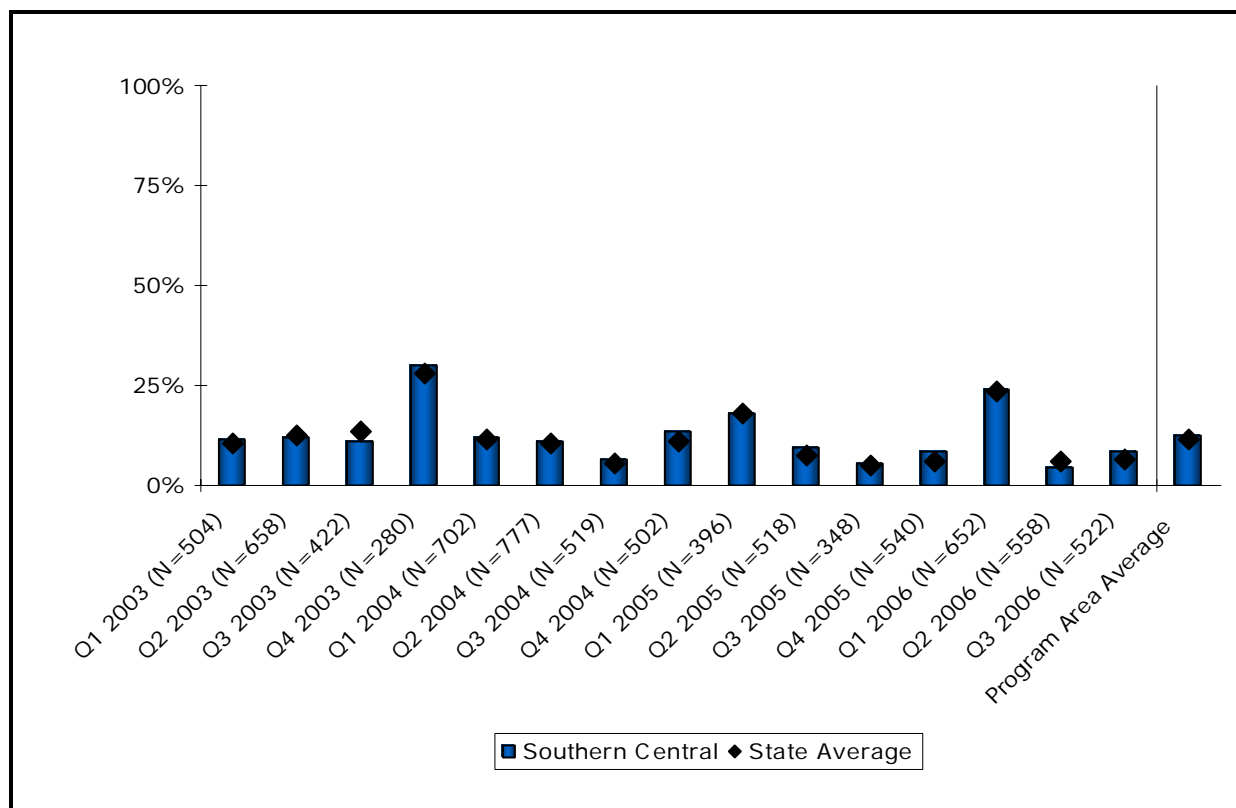
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	150	29.8	0.81
Q2 2003	246	37.4	2.30
Q3 2003	167	39.6	2.49
Q4 2003	59	21.1	0.65
Q1 2004	309	44.0	3.63
Q2 2004	221	28.4	2.15
Q3 2004	130	25.0	1.27
Q4 2004	74	14.7	0.77
Q1 2005	68	17.2	0.47
Q2 2005	92	17.8	0.88
Q3 2005	82	23.6	2.12
Q4 2005	78	14.4	0.99
Q1 2006	102	15.6	1.36
Q2 2006	140	25.1	1.99
Q3 2006	94	18.0	0.50
<i>Program Area Average</i>	<i>134</i>	<i>24.8</i>	<i>1.49</i>
<i>State Average</i>	<i>123</i>	<i>23.6</i>	<i>1.88</i>

Exhibit 5. Articles with “Tobacco Advertising, Sponsorship, and Promotion” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



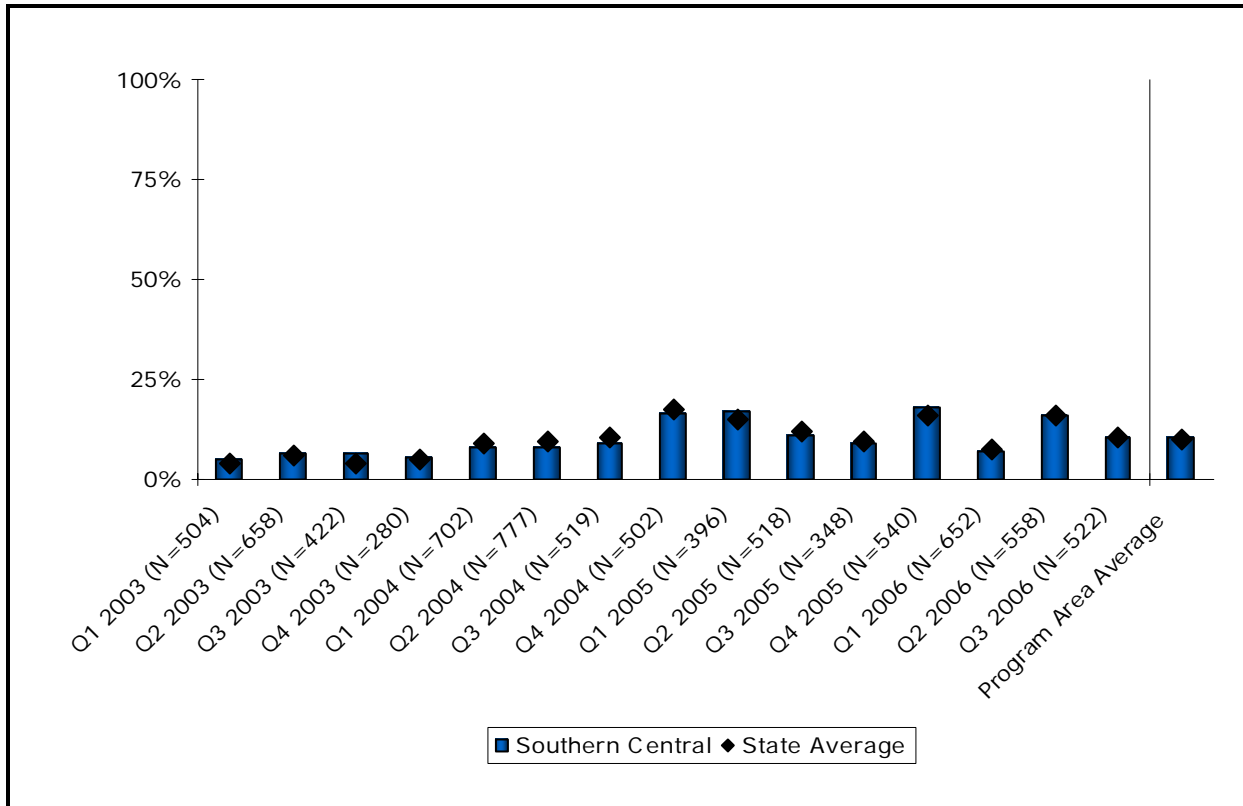
Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	12	2.4	0.11
Q2 2003	16	2.4	0.12
Q3 2003	19	4.5	0.06
Q4 2003	7	2.5	0.10
Q1 2004	32	4.6	0.32
Q2 2004	42	5.4	0.34
Q3 2004	41	7.9	0.32
Q4 2004	28	5.6	0.12
Q1 2005	18	4.5	0.05
Q2 2005	40	7.7	0.48
Q3 2005	20	5.7	0.11
Q4 2005	34	6.3	0.32
Q1 2006	36	5.5	0.25
Q2 2006	26	4.7	0.40
Q3 2006	12	2.3	0.25
<i>Program Area Average</i>	26	4.8	0.22
<i>State Average</i>	26	4.9	0.36

Exhibit 6. Articles with “Economics” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	57	11.3	0.58
Q2 2003	79	12.0	0.52
Q3 2003	47	11.1	0.29
Q4 2003	84	30.0	0.46
Q1 2004	85	12.1	1.09
Q2 2004	86	11.1	0.98
Q3 2004	33	6.4	0.27
Q4 2004	68	13.5	1.06
Q1 2005	72	18.2	0.66
Q2 2005	50	9.7	0.75
Q3 2005	20	5.7	0.07
Q4 2005	46	8.5	1.46
Q1 2006	158	24.2	1.48
Q2 2006	24	4.3	0.25
Q3 2006	44	8.4	0.69
<i>Program Area Average</i>	<i>64</i>	<i>12.4</i>	<i>0.71</i>
<i>State Average</i>	<i>57</i>	<i>11.7</i>	<i>0.87</i>

Exhibit 7. Articles with “Education, Prevention, and Cessation” Theme, New York Tobacco News Tracking Data, Q1 2003–Q3 2006



Month	Articles with Theme (N)	Percentage (%)	Article Impressions (Per Capita)
Q1 2003	26	5.2	0.15
Q2 2003	44	6.7	0.62
Q3 2003	27	6.4	0.97
Q4 2003	15	5.4	0.12
Q1 2004	55	7.8	0.67
Q2 2004	63	8.1	1.22
Q3 2004	47	9.1	0.40
Q4 2004	82	16.3	1.23
Q1 2005	68	17.2	0.84
Q2 2005	58	11.2	0.80
Q3 2005	32	9.2	0.23
Q4 2005	96	17.8	1.12
Q1 2006	46	7.1	0.66
Q2 2006	88	15.8	0.63
Q3 2006	56	10.7	0.51
<i>Program Area Average</i>	<i>54</i>	<i>10.3</i>	<i>0.68</i>
<i>State Average</i>	<i>54</i>	<i>10.2</i>	<i>0.71</i>