

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

June 29, 2018

NPA/NPAS Summer Board Meetings (by conference call)
Time: TBA

September 27-29, 2018

NNA Annual Convention
Norfolk, VA

October 19, 2018

NPA/NPAS Fall Board Meetings,
Lincoln, NE

October 19, 2018

Nebr Journalism Hall of Fame
Banquet, Nebr Club, Lincoln, NE

October 26-27, 2018

Mobile Me & You Conference
Univ. of Nebr., Lincoln, NE

Webinars:

April 25, 2018

Kevin Slimp - The Basics of
InDesign for Newspapers
& So Much More!
1:00pm CDT
www.newspaperacademy.com

April 26, 2018

John Hatcher - Bringing Your
Newspaper Stories to Life
1:00pm CDT
www.newspaperacademy.com

April 27, 2018

Mike Blinder - Branding is Back:
How to Help Your Advertisers
Compete & Grow Ad Revenue
10:00am CDT
www.newspaperacademy.com

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Thank you to all who attended the NPA Convention. We hope you enjoyed it! Our convention would not be a success without you, our members.

**REAL NEWSPAPERS,
REAL NEWS.**



An online convention survey will be sent out soon to get your input and comments on this year's convention, and suggestions on ways to make next year's convention even better.

It's important that we get your feedback so we can provide the topics, speakers and content that you want at convention.

Watch for an online convention survey coming soon!

A COPY OF THE BETTER NEWSPAPER CONTEST TAB will be mailed to newspapers who weren't able to attend this year's convention.

Get all the 2018 NPA press releases for:

- *Master Editor-Publisher Award
- *Outstanding Young Nebraska Journalist Awards
- *Harpst Leadership Nebraska Award
- *NPA Foundation Scholarship recipients
- *Newly elected 2017-18 NPA/NPAS officers & board members
- *Omaha World-Herald Community Service & Service to Ag Awards
- *NPA Better Newspaper Contest Winners

PRESS RELEASES WERE EMAILED TO ALL NEWSPAPERS THIS PAST WEEKEND (4/20 & 4/21), and ARE AVAILABLE ON THE NPA WEBSITE

(on HOME PAGE, scroll down to MIDDLE OF PAGE)

www.nebpress.com

Watch for convention photos, winners & highlights in the post-convention issue of the Nebraska Newspaper!

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Gregory (Linda) of Colorado Springs, CO; Douglas of Chicago, IL; daughters Brenda Wilhelms of Scottsdale, AZ; Wendy Wilhelms of Phoenix, AZ; and Wanda (Gregory) Wood of Lincoln, and their families.

Funeral services were held April 16 at Salem Lutheran Church in Stromsburg, with interment and military rites in the Stromsburg Cemetery. In lieu of flowers memorials are suggested to the Stromsburg Library or Salem Lutheran Church in Stromsburg. Dubas Funeral Home of Stromsburg and Osceola were in charge of arrangements.

Can you help? National Newspaper Association (NNA) is looking for contest judges!

- Judging is done online and is extremely user-friendly.
- Their Better Newspaper Contest consists of about 1,700 total entries. **Judges will be assigned in early May and the deadline to complete the judging will be late May.**
- Feel free to share this with anyone on your staff that you believe would be qualified to help out. The more judges NNA gets, the less of a workload each judge has.

Sign up to be a NNA judge here:

<https://nna.formstack.com/forms/judgenna2018>

Questions? Contact Lynne Lance, lynne@anna.org, or 217-241-1400, EXT. 300. Thank you!

Longtime Nebraska publisher, Alton “Mook” Wilhelms, dies at 95

Alton “Mook” Wilhelms, age 95, of Lincoln, formerly of Stromsburg, passed away April 10, 2018, at Bryan East Hospital in Lincoln. Born and raised in Stromsburg, he graduated from Hebron Junior College and Midland Lutheran College, and served in the military from 1942-46, and in the Korean War from 1950-52.

Beginning in the early 50’s, Mook and his wife, Ardis, owned and published the Polk Progress, The Stromsburg Headlight, Osceola Record and the Shelby Sun.

Mook served as NPAS president in 1962, served as NPA president in 1971, was named NPA Master Editor-Publisher in 2002, and was inducted into the Nebraska Journalism Hall of Fame in 2010.

He was a devoted Husker football fan, and was elected to the Nebraska Football Hall of Fame board of directors in 1992. His alma mater – Midland College – named him Journalist All American in 2009.

His weekly column, “Mutterings by Mook,” always ended with “I’m a Nebraska football fan. What makes you happy?”

Survivors include his wife Ardis of Lincoln; sons,

Still bringing communities together!



DAVE GRANLUND © www.davegrantlund.com

Feb. 2018 NPA/NPAS joint board meeting minutes available

Minutes from the Feb. 2, 2018, winter joint board meeting (conference call) are available to NPA member newspapers. Contact Susan Watson at nebpress@nebpress.com if you’d like a copy of the minutes.

Rutledge, Shannon to be inducted into Nebraska Press Women Hall of Fame May 5

Two former longtime newsroom managers are to be inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame May 5 at the Regency Lodge, 909 S. 107th Ave., Omaha.



Kathleen Rutledge

Kathleen Rutledge, former editor-in-chief at the Lincoln Journal Star, and Rose Ann Shannon, former KETV News-watch 7 news director. The event will take place at Nebraska Press Women's spring conference luncheon. Rutledge retired in 2007 as editor-in-chief of the Lincoln Journal Star, managing a staff of 90. She was the first female executive editor of a Nebraska metropolitan daily newspaper. Beginning as a death and weather clerk, Rutledge later became a statehouse reporter during a time when it was unusual for women to be given hard news beats. Under Rutledge's management, the newspaper reflected the diverse community that it served. Her commitment to readers encompassed caring about covering all types of stories, urging reporters to include voices of ordinary people, rural as well as urban.

Shannon was a well-known Omaha broadcast journalist for 45 years, retiring from KETV in February. As news director for more than 24 years, Shannon oversaw a staff of 55. Her career was launched in 1973 as a KMTV intern, and she was the first female news staff member when hired full time. Also involved in journalism education and free press issues, Shannon served on committees to allow cameras in Nebraska courtrooms, and with organizations on First Amendment issues relating to open meetings and open records. She also chaired higher education communications committees.



Rose Ann Shannon

Other recognitions during the luncheon include high school communications contest winners and NPW scholarship recipients. The conference features keynote speaker Paula Lavigne, ESPN investigative reporter and co-author of the book exposing rape at Baylor University.

See http://nebraskapresswomen.org/?page_id=56 for more information.

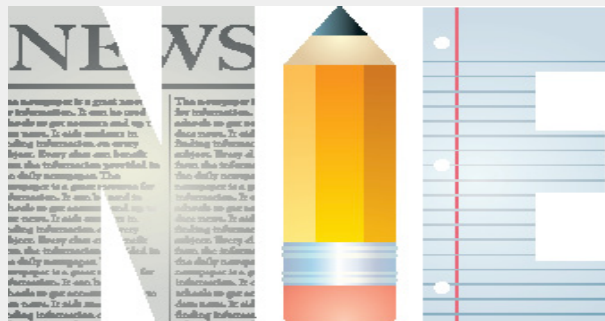
The NPW Hall of Fame recognizes women journalists for their talent, initiative, intelligence and stamina, making a difference for their profession, their communities and those who follow. Their portraits are on the second floor of Andersen Hall, home to the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.

A nonprofit professional organization of women and men in communication, NPW provides professional development opportunities for Nebraska's communicators.

Free access to all Newspaper in Education Institute curriculum, NIE resources

All newspapers are now welcome to access all NIE Institute curriculum and NIE department resources for FREE. Doug Alexander, President of the NIE Institute recently retired and he wants all the resources used to benefit NIE programs and their teachers. The site is not customized like it is for subscribers.

The curriculum website address is:
www.nieteacher.org



You and your teachers may access over 340 instructional resources on the curriculum website plus video/audio teacher training and serial stories & features pages (that can be run in-paper over several weeks).

Just click on any resource and it will download or open, whichever the computer is set for. Doug recommends that you make a link on your NIE, e-edition, or other online pages to this curriculum page and send the web address out in all your teacher communications (e-mail, newsletters, etc.)

Besides providing these resources through the website, here are other ways to use the resources.

- E-mail the resource or the link to teachers
- Use resources as a multi-unit in-paper serial
- Use portions for in-paper NIE or editorial features or pages

The Institute invested thousands of dollars to develop and purchase these resources. Please put them to good use!

**NIE Department Resources
and information about the NIE Institute at:**
www.nieinstitute.org

Fundraising is a major part of NIE. More than ever newspapers are focused on the bottom line. NIE is expected to help that effort. To help you do that, download the Compilation of Fundraising Ideas. It also includes a list of events throughout the year with supplements that may offer sponsorship opportunities.

Keep newsprint coming to community newspapers: an action plan

NNA, March 28, 2018

1. Educate yourself and your staff first. **Fact sheet on newsprint attached to this Bulletin.**
2. Learn how tariffs are set. **Fact sheet on tariffs attached to this Bulletin.**
3. Read about the case against trade sanctions. **Fact sheet attached to this Bulletin.**
4. Educate your community. The tariffs are a threat to the services your newspaper provides your town, your county, your economy and your community life.
5. Make sure your community leaders understand the gravity of the situation.
6. Reach out to the economic leaders in your state. Your newspaper provides more than just jobs within the newspaper and printing operation. Every business that depends upon your newspaper can be harmed. Every community that counts on your newspaper to keep people involved in community life can be harmed. All of these

groups have an interest in good jobs and a good community.

7. Have a conversation with the offices of your Members of Congress. You can find information about your Senators here: www.senate.gov. And you can find information about your House Members here: www.house.gov. Set up an appointment to see the manager of the nearest office in your state for these important public officials and explain the importance of this issue.
8. Later, these same Members of Congress may choose to provide testimony to the International Trade Commission (ITC), which is looking into the complaints about newsprint from a single mill in Washington State. It is important for the ITC to understand that the effects on domestic newsprint producers are stemming from declining demand for paper in our industry, rather than from the trade practices of other countries—and that tariffs to try to reverse the declining demand will instead accelerate the decline.
9. Publish the STOPP ads (**link below**) in your newspaper.

Now available: ads to fight newsprint tariffs

The News Media Alliance and the Stop Tariffs on Printers & Publishers (STOPP) Coalition have provided several new ads for newspapers to run in their publications. The ads educate readers on the negative consequences of the recent tariffs imposed on Canadian imports of uncoated groundwood paper, which includes newsprint used by newspapers.

More info at:

<https://www.stopnewsprinttariffs.org/>

These tariffs, set by the Department of Commerce, can run up to 32 percent combined, and newspapers are already feeling the pain of the added costs and disruptions in supply. An ITC investigation is now underway, but we need your help to get the word out about these unwarranted tariffs.

Run the Alliance and STOPP ads in your publications and encourage your readers to stand up to protect their access to news, as well as jobs in their own community. The ads are available in full- and quarter-page sizes, in PDF and EPS formats. **You can customize the ads with your newspaper's logo and contact information.**

Get the ads at:

https://www.newsmediaalliance.org/research_tools/newsprint-tariff-ads/

If you have questions or would like more information, contact:

News Media Alliance
membership@newsmediaalliance.org
Or call: 571-366-1000



**Your Access To
Local News Just
Got More
Expensive.**

The U.S. government just imposed a new tax on newsprint, increasing the cost of the paper you are holding. These tariffs hurt newspapers, readers, workers and local communities.



**PROTECT YOUR RIGHT TO READ.
TELL YOUR REPRESENTATIVES IN CONGRESS
TO STOP THE TARIFFS ON NEWSPRINT.
202.225.3121
stopnewsprinttariffs.org**

**NEWS MEDIA
ALLIANCE**

Classified Advertising Exchange

Apr. 23, 2018

NEWSPAPER FOR SALE - THE PAWNEE REPUBLICAN, a weekly newspaper, is for sale. Located in Southeast Nebraska this historic newspaper is the oldest continually published weekly newspaper in Nebraska. As seen by its longevity, the Pawnee Republican is important to the community. It is also the oldest continually operating business in Pawnee County. A profitable business, there is potential for growth with the proposed establishment of the Elk Creek Niobium mine about 10 miles north of Pawnee City. The business is located in a large two story building which can also be purchased and renovated to create living quarters or be income-generating. For more information contact publisher Ron Puhalla at 402-239-3192 or at ronald@pawneenews.com.

NEWSPAPER FOR SALE - THE NEWMAN GROVE REPORTER, a weekly newspaper located in southwest Madison County is for sale. Profitable with large potential for growth in a thriving community. For more information contact publisher Patrick Murphy at (402)-910-8603 or at hydemo@eaglecom.net.

NEWSPAPER FOR SALE - THE STANTON REGISTER, an historic county seat newspaper for sale in northeast Nebraska! This weekly newspaper has a good subscriber base and printing clientele with room for exponential growth. Prime business location on main street of thriving small town, minutes from Norfolk. Archives dating back to 1879 included with sale. Building has livable accommodations in back (bath, kitchen, living area, bedroom and private office). Building, office equipment and printing supplies included. If interested, contact Brian at (402) 640-7723, or email registersports@stanton.net with the subject line, "Register for sale."

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; NNA Newsprint/Tariffs/Trade Sanction Fact Sheets.

Available through NPA:

**Reporter's Guide to Media Law
and Nebraska Courts (2005)**
\$3.00 ea.

Nebraska Open Meetings Act Booklet (2012)
\$1.00 ea.

(plus postage)

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or nebpress@nebpress.com

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 217-241-1400.**

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted. Just mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

Interesting facts about Newsprint Tariffs from NNA

Newsprint is one of the grades of paper in a category called Uncoated Groundwood paper or UGW.

Most of the newsprint used in U.S. newspapers is manufactured in Canada and has been for many years. U.S. publishing businesses were instrumental in encouraging the development of the Canadian newsprint market because of the natural advantages of hydropower and water-lane shipping in that country. At some points in U.S. history, American publishing companies like The Washington Post and The New York Times even owned all or parts of newsprint companies so that they could insure continued supplies in tight times, such as during the World Wars.

Newsprint production also occurs in the U.S., primarily in the Southern states and upper Northwest, using wood products from farmed conifers, like pine trees. These products are usually chips from logs that have been sawn for construction lumber.

Many newsprint mills in both countries either closed or converted to other paper products in the past decade as U.S. newspaper publishers cut demand. In fact, the U.S. requires 75 percent less newsprint today than it did a decade ago.

The tariffs against all UGW were proposed by a Washington State newsprint producer, North Pacific Paper Company or NORPAC. NORPAC said Canadian producers were violating trade laws in two ways. First, they were allegedly receiving government subsidies through such channels as government loan assistance and permission to harvest trees on government land. Second, they were selling paper in the U.S. too cheaply compared to prices for other nations. NORPAC said its paper mill was injured by these practices.

The U.S. Department of Commerce and the International Trade Commission are investigating these claims. Preliminary duties against Canadian producers began in January in the range of about 6.5 percent to nearly 10 percent for the alleged subsidy violations. Another set of duties began in March with a high assessment of 22 percent for alleged underpricing or "dumping." The preliminary findings are not unusual and do not mean that the final determinations will end with such major assessments. The U.S. trade laws are engineered to give the benefit of the doubt to U.S. producers, even at the cost of higher prices to consumers. Preliminary findings can be intended to provide some interim relief even before final facts are all in.

These tariffs are being collected now at the U.S./Canadian border, however, and are in escrow until final findings are complete. Newsprint producers are already escalating their prices to U.S. newspapers. The harm to newspapers has already begun.

The respondent Canadian companies say that U.S. publishers' demands have fallen as parts of the newspaper industry have shifted to digital publication. Major U.S. daily newspapers have cut back, merged, closed or dropped publication days as digital commerce and competition have driven reductions in advertising and print readership. Market forces, not trade practice, are responsible for the harm to paper producers.

For community (weekly and small daily newspapers, primarily in small towns), the demand for paper has fallen less dramatically as print remains more of a core business. However, these newsprint buyers' requirements have always been much less than those of dailies because they **print less frequently, such as once a week or once a month**. A study in the 1990s by the National Newspaper Association indicated weekly newspapers formed only a sliver of what was then a 16 million metric ton domestic newsprint market. Today, the U.S. is about a 4 million ton market. Community newspapers alone cannot create enough demand to stimulate a U.S. newsprint market, even though they have more enduring needs for paper.

Anecdotally, National Newspaper Association members already report occasional shortages in paper supplies because North American paper producers see the writing on the wall and are producing less. Publishers fear the tariffs will accelerate this ramping down for paper producers. But industry sources say U.S. mills are running at 97 percent capacity now. Could the tariffs cause the U.S. newsprint production to expand? Highly unlikely. New mills cost millions of dollars and take years to site and construct in compliance with complex air and water safety laws. Even during the era of rapid recycling collections in the 1990-2000s when the newsprint markets were robust, several individual state governments contemplated funding new newsprint mills to use up rising volumes of collected old newspapers and they were unable to establish a single new mill. In the falling markets of today, investment in new factories is even less feasible.

Digital publication has become common throughout the U.S. Readers sometimes erroneously believe that newsprint is no longer necessary. However, U.S. community newspaper publishers cannot support digital (internet or mobile) versions of their newspapers without a printed newspaper. The hard copy advertising and readership provides more than 90 percent of the revenue that enables the digital newspaper to exist. In other words, without print, there is no online news from the local newspaper.

The Commerce Department may find that U.S. newsprint producers are indeed facing a shrinking market, but that the shrinkage is because internet competition has harmed U.S. publishers' ability to purchase paper and not because of unfair trade with Canada. If newsprint prices rise dramatically, publishers will be able to purchase even less paper, and U.S. newsprint producers may find an even more difficult market for their products. NNA believes tariffs will cause job losses at U.S. newspapers and in the markets that depend upon them. Tariffs will not help U.S. paper producers. That may be why the industry organization for U.S. paper producers, the American Forest and Paper Association, does not support NORPAC's case.

How Tariffs Are Set and When They May Occur¹

Updated 3/27/18

Q. How does the process work?

A. Two agencies are involved: the US Department of Commerce (DOC) and the International Trade Commission (ITC). Their roles are intertwined. Their job is to determine whether a domestic industry is materially injured or is threatened with material injury by the practices of a foreign competitor. If either agency issues a negative opinion, the case stops. If the agencies determine on a preliminary basis that there is injury, a protracted investigation proceeds under a timeline established in US law.

Following the preliminary investigation, cash deposits may be required at the border by companies tentatively determined to have violated US rules. If the final determination finds no injury, those deposits are refunded. If injury is found, the deposits or tariffs become permanent and will be revisited five years later to determine whether conditions have changed.

Q. What practices violate US laws?

A. In the context of the NORPAC case, two allegations are made, and they are investigated in two separate dockets. First, NORPAC claims that “countervailable” subsidies have given Canadian producers an advantage. Such subsidies may include an ability to harvest wood fiber on government lands, tax advantages, preferred status for suppliers (such as power companies that feed paper mills) or even government loans. Second, NORPAC claims that Canadian paper has been “dumped” into the US, which means paper is sold in the US at less than its fair value in Canada.

Q. What has happened so far?

DOC made the preliminary determination about countervailing subsidies on January 8, 2018 and required cash deposits –countervailable duties (CVD)—as of January 16 by most Canadian companies, with the heaviest falling upon Montreal’s Kruger at nearly 10% of its sales price.

DOC made the preliminary determination about the anti-dumping allegation on March 12, 2018. It ordered offsetting duties –antidumping duties (AD)—of 22% as of March 19 against Catalyst, a company primarily serving the western region.

Q. Are these assessments permanent?

A. No. They will be in place until a final determination by DOC and ITC in mid-September. At that time, the deposits could be refunded. Or a different sum could be ordered as permanent tariffs until the period for 5-year review begins.

¹ For more information on NNA’s position on proposed tariffs, see NNA’s white paper “Q&A: The Case Against Trade Sanctions.”

Q. Who can participate in these cases?

A. Anyone may comment to the DOC as it proceeds with its investigation by writing to the Secretary of Commerce, Wilbur Ross at 1401 Pennsylvania Ave NW, Washington DC 20230. At ITC, only interested parties defined by the law are permitted, which includes domestic producers, labor unions, trade or organizational associations representing any of them, and Members of Congress. Consumers of the product in question, like newspapers, do not have standing to participate.

Q. What happens next?

A. DOC is pursuing its investigation into whether the conditions exist that were alleged in the two cases. Separately ITC is looking into the potential for injury to domestic producers. The ITC determination may be the most critical, as it could lead to a finding that the alleged trade practices, even if they exist, do not create an injury. Rather, in looking at market shares, supply and demand conditions and the like, ITC could determine that the domestic newsprint industry has been primarily affected by market conditions, not adverse trade practices. If it so determined, the case would end and the tariffs would stop. If injury is found and Commerce decides to order tariffs, continued collections at the border will occur. A final conclusion of the case is likely in mid-September.

The ITC public hearing will be July 17.

Q. When are prices to printers and publishers in effect?

A. Tariffs don't automatically lead to price increases. But in tight supply markets, such as newsprint suppliers work in now, they are much more likely. Most printers and publishers have already seen price increase announcements as a result of the tariffs.

Q. What else could happen and when?

A. In light of falling demand and the US government's pushback, Canadian producers could decide at any time to exit the market entirely. That could lead to dramatic newsprint shortages in the US.

The Case Against Trade Sanctions

in the North American Newsprint Market

Q. Why is this issue current?

A. On August 29, 2017, a petition by a single newsprint mill in Longview, WA, to the Department of Commerce resulted in an investigation of Canadian imports of uncoated groundwood paper (UGW) to determine whether paper production was subsidized and/or shipments were being “dumped” into the United States.

Q. Which newsprint producer made the complaint and why?

A. The producer is North Pacific Paper Company, NORPAC, Longview, WA. It was recently acquired by a NY hedge fund, One Rock Capital Partners. NORPAC alleged that the Canadian government unfairly subsidizes newsprint production by allowing forestry on federal lands, and providing financial support in other ways that benefits Canadian production. It asked for duties up to 50% of the purchase price on the Canadian paper.

Q. Why is the Department of Commerce involved? And what has it done?

A. DOC’s job, along with the International Trade Commission, has the duty of protecting American producers. It does not take much to kick off an investigation alleging unfair trade practices. In January, it announced a preliminary finding of a range of subsidies with a high of nearly 10% against Kruger Trois Rivieres of Canada; 4.42% against Resolute FP of Canada; and a variety of rates against other Canadian producers with most set at 6.53%. The Commerce secretary ordered US Customs and Border Protection to begin requiring cash deposits at these levels at the border. It will proceed with its investigation, expected to conclude in about May.

Q. Why is the International Trade Commission involved? And what has it done?

A. After a complaint of unfair trade practices is filed, various statutory requirements dictate the proceeding. ITC issued a preliminary determination of a violation in September, 2017. The proceedings differ slightly for a countervailing duty investigation and an anti-dumping investigation, but in both cases, after preliminary determinations of likely injury occur, ITC issues a final injury determination, usually about a year after the initial complaint.

Q. Does it affect all paper?

A. DOC defines UGW paper as follows: Certain uncoated groundwood paper includes but is not limited to standard newsprint, high bright newsprint, book publishing, directory, and printing and writing papers. The scope includes paper that is white, off-white, cream, or colored.

Q. How much newsprint do Canadian mills export to the US?

A. About 2.3 metric tons, which is roughly 75% of the US newsprint supply.

Q. Are Canadian shipments depressing the price for US newsprint, to the detriment of US producers?

A. Industry economists say the prices for newsprint are dictated by the usual rules of supply and demand. Because US demand for newsprint has shrunk dramatically over the last 20 years, many US producers have

simply left the business—either closing mills or converting them to produce more paper for which there is more demand, such as packaging for e-tailers' shipments.

Q. If a tariff resulted in much higher prices, would more producers enter the market?

A. Unlikely. First, demand for newsprint continues to fall. Second, siting and constructing a new newsprint mill in the US is extremely difficult and takes years to complete. Investors are unlikely to take this long-term risk in the face of falling demand. Also, because of the challenges of shipping across the US, the eastern and western markets work as sub-markets. The eastern market contains the greatest population and more newspapers. Even if more production were to be initiated, it is unlikely to be in the western market, which NorPac serves.

Q. What would be the result then, if a 50% tariff were initiated?

A. Newspapers paying roughly \$700/metric ton today could see their prices soar to more than \$1,000 a ton, with most of the increase going to the US government. Without more US supply, they would have no choice but to pay the prices producers demand or dramatically cut back on printing. Such increases or production cuts threaten the future of the newspaper.

Q. Would jobs be lost if newspapers are lost?

A. Jobs would be lost not only in newspapers, but in the supply chain around newspapers, such as ink suppliers, fuel producers, equipment manufacturers and office suppliers. If a newspaper's page count were reduced, advertising prices would be effectively higher for small businesses in the market. If newspapers were forced to close down, advertisers would lose an important outlet for promoting goods and services. In most small towns, the printed newspaper is the only effective advertising medium. Locally-owned broadcasting is extremely limited and digital advertising is largely unavailable or does not reach many homes because of an absence of broadband. The loss of jobs would be difficult to model without more detailed Census data on small town economies, but it is easy to anticipate that if even a few newspapers were lost, far more jobs would be sacrificed than the approximately 250 jobs that NorPac claims to have at risk.

Q. What can be done to stop this disaster?

A. First, Secretary Wilbur Ross of the Department of Commerce must hear from all stakeholders: publishers, printers, members of Congress, mayors, governors and anyone who understands the anchoring role that community newspapers play in smaller communities. Second, influential members of Congress can help by offering to provide testimony before the ITC as it proceeds with its investigation to express concern about job loss in their districts and states. The appropriate time for such requests would be in early April. The Commerce Department's mission is to protect the American economy. Eliminating the jobs supported by newspapers is not the way to do it. (See NNA's companion white paper "How Tariffs Are Set and When They May Occur" for more detail on the investigation and determination process.)