

Tariff Talking Points

NEW TAXES ON NEWSPRINT SUPPLIES WILL REDUCE ACCESS TO NEWS AND COST U.S. JOBS

- Introduce yourself
 - Name, company, businesses in their legislative district
 - We have _____ employees in _____ (state).
- Our company has major concerns about the 25% tariffs that the Trump Administration has announced on products imported from Canada and Mexico.
- We support strong trade enforcement to protect U.S. industries and U.S. jobs. However, the tariffs will have a devastating impact resulting in the loss of thousands of jobs in the U.S. publishing and printing industries, as well as the U.S. paper industry.
- Our company imports _____ (newsprint or magazine paper) from _____. In 2023, Canada produced approximately 80% of newsprint used in the U.S., 2.1 million metric tons, while the United States produced only 409,000 metric tons. U.S. companies do not even supply certain types of newsprint paper. Due to the capital-intensive nature of paper making, no new U.S. investment in paper production will be forthcoming.
- The tariffs will cost my company approximately _____. U.S. manufacturers have already announced increased prices of at least 15%.
- Our company will be forced to:
 - Lay off _____ employees, resulting in less news coverage; reduce hourly pay
 - Eliminate print days, which will hurt seniors who rely on print newspapers.
 - Raise subscriber prices, resulting in less subscribers and access to news
 - Reduce page counts, resulting in less news coverage
 - Weigh the reality of closing _____
- These new costs cannot be absorbed by newspapers and magazines, as we continue to experience declines in print advertising revenue, which is a primary source of revenue.
- Our business, as well as suppliers of paper, buyers, and printers will be permanently harmed by this. The tariffs are causing havoc on an already fragile paper business along with skyrocketing postal costs.
- We really need you to share this harm with the Trump Administration and advocate for an exclusions process, or work on passing legislation to limit Trump's tariffs.
- Thank you for your help to suspend these damaging tariffs and protect the distribution of local news and other information in our community.