

Newsprint Tariff Survey Summary

A survey was developed and email delivered to Illinois Press Association members to complete. The survey period was from May 2-11. There were 72 responses representing 250 newspapers.

Because of the impact of preliminary tariffs on newsprint, check any of the following your newspaper has implemented:

- 49% *Reduced page count*
- 3% *Reduced publishing days*
- 17% *Imposed staff reductions*
- 31% *Not filled open positions*
- 8% *Changed publication size/format or implemented a web width reduction*
- 4% *Outsourced publication printing that had previously been printed in-house*
- 11% **Other*
- 31% *None of the above*

* Other cost-saving plans – please explain

- * reduce quality Journalism
- * I'm not sure we have other cost-savings options. Our task will be to survive price hikes for printing that could be substantial and beyond our financial ability to remain in operation. After 155 years of continuous operation, I feel that would be a tragedy for small town, rural America. We remain the primary, perhaps only in many instances, source of local REAL news.
- * Raised single copy price for newsstands and subscription price.
- * We give away a lot of community advertising to help civic organizations and boost a sense of community. We have cut way back on that as a direct result of increased costs due to tariffs. Reducing page count means being able to do less promotion for civic organizations and churches.
- * We are using lower grade paper for our special magazine style publications that we insert into our paper or drop at racks throughout town.
- * Reduced quality of print set up.
- * Tightened all departmental expense lines such as travel, freelance, supplies, etc.
- Eliminated/reduced some vendor services
- * print fewer copies

- 42% **Workforce impact. Combined response for staff reductions & not filled open positions**

If the newsprint tariffs become permanent, are you considering or planning to do any of the following?

- 68% *Reduce page count*
- 13% *Reduce publishing days*
- 40% *Impose staff reductions*
- 51% *Not fill open positions*
- 17% *Change publication size/format or implemented a web width reduction*
- 4% *Outsource any in-house publication printing*
- 11% *Other*
- 6% *None of the above*

* Other cost-saving plans – please explain

- * Raise circulation and advertising rates
- * Single copy and subscription costs will increase and potentially advertising rates as well.
- * We may simply have to shut down. With the economic conditions that exist in northwest rural Illinois, I'm not sure I can see an alternative. It's doubtful that we could sell or merge and remain profitable.
- * Same as above ... cut back on what we're able to do for civic groups and churches. Also, less room for feature stories, editorials, etc. Shorter stories on city council, school board, etc. Our printing costs have already gone up 25 percent.
- * Probably increase subscription rates.
- * Sell the business.
- * lower print runs
- * The tariffs if imposed would be one more financial punch. Already, we seem to be chasing our tail brainstorming revenue-producing strategies. I anticipate more of the same.
- * Most likely be forced to sell a family owned newspaper business since 1926.
- * Close some weekly publications or switch them from weekly to monthly.

- 60% **Workforce impact. Combined response for staff reductions & not filled open positions**