

Get the Word Out!

Right now, the paper industry in the U.S. is being targeted by China, Brazil, Indonesia, Portugal and Australia as these countries try to sell uncoated paper in the U.S. at unfair prices, undercutting our industry and our jobs. Uncoated paper is used mainly for copies as well as books, maps and more – key products that we need to continue making in this country! Nearly 2,500 jobs have been destroyed since 2011. If this goes unchecked, we'll lose more jobs and more of our manufacturing base. That's why our union joined with four paper companies – Domtar, Finch Paper, P.H. Glatfelter and PCA – to file a critical trade case.

We've had some preliminary good news in this case, but it is far from over. The public and our lawmakers need to know what's happening to our industry.

Your voice is critical in making this issue real for the public and our lawmakers. Letters to the editor are an excellent way to get the word out.

Action Instructions:

1 – Get letters to the editor published in your local and regional papers to highlight the need to win this trade case. Please use the “tips” and sample points on the following page. We challenge each paper local to get at least two letters published. The more unique letters that are submitted, the greater the likelihood that they'll print one.

2 – Review the policies for your local and regional papers to ensure your letter is the right length and submitted correctly. This is easily found on the editorial page in print copies of a paper or in the editorial section of a paper's website.

3 – Please report any published letters to your District Rapid Response Coordinator.

*If you have questions or need more information,
contact your District Rapid Response Coordinator.
Not sure how to reach him or her? Call 412-562-2291.*

View the recent InfoAlert on our trade cases at <http://bit.ly/1MZO21k>.
Read additional information on the case at <http://bit.ly/1VEZFNd>.

Letter Tips:

Letters to the editor usually comment on news items and editorials, but you can bring up any subject. Since editors are unlikely to publish anything that appears to be a form letter or anything that has already been published, letters must be personalized. Tell your story and why this issue matters to you!

Editors are more likely to print letters that:

- Are signed with your name, address and phone number.
- Are short and to the point – 150-200 words are ideal (make sure to refer to the specific paper’s policy on length).
- Have an interesting or noteworthy angle. Consider aspects like timeliness (this is relevant now because we’re in an ongoing case), significance to the readers (local jobs! local economy!) and geographic significance (reinforce that this impacts people in your area).

Sample Points for Writing Your Letter(s) to the Editor:

- Right now, the paper industry in the U.S. is being targeted by China, Brazil, Indonesia, Portugal and Australia as these countries try to sell uncoated paper into our U.S. market at unfair prices.
- From 2011 to 2013, imports of these products surged by almost 44 percent.
- Uncoated paper is an important American-made product that’s used for making copies, books, maps and more.
- A key trade case was brought to our government by impacted paper producers and workers.
- No matter how advanced the technology or how productive our workers are, we can’t compete with imports being sold below the cost of production.
- Companies and workers have already been hurt. Over 2,500 U.S. workers have lost their jobs since 2011 and many more are at risk. Behind every job loss, there’s a worker, a family and a community that suffers the impact.
- Mills have closed permanently or indefinitely in Alabama, Arkansas, Maine, Minnesota, Ohio, Washington and Wisconsin.
- The tax base of our communities depends on good jobs. Our local governments and schools lose resources when jobs are destroyed.
- If this goes unchecked, more proudly-made-in-the-USA products will be gone from our store shelves.
- The Department of Commerce has preliminarily agreed that companies from these countries have engaged in unfair trade.
- We simply want fair rules of competition. It’s vital that our government enforces these rules.
- We work hard and play by the rules, our government should stand by us.
- Urge Senator XX or Representative XX to do all he or she can to support the pending trade case on uncoated paper.