

Affirmative Statement of Adam Meyer

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USITC Final Hearing – September 17, 2024

Aluminum Lithographic Printing Plates from China and Japan
Inv. No. 701-TA-694 and 731-TA-1641 and 1642 (Final)

Good afternoon. I am Adam Meyer, Chief Operating Officer for Teton Media Works, a small, locally-owned publishing company based in Jackson, Wyoming. We publish and print the Jackson Hole Daily, Jackson Hole News & Guide, along with other specialty magazines. We also serve as the printer for nearby community newspapers as well as printed guides for the nearby National Parks. I have worked in the newspaper industry for 19 years. I am here today because this trade case and resulting duties has the potential of causing serious harm to community newspapers, without providing any benefit to Kodak's U.S. plate production.

(slide A) Like many other small community newspapers, our printing operations utilize computer-to-plate equipment that requires ultraviolet plates. Ultraviolet plates -- we usually call them violet plates -- refer to the processing that requires violet light to create an image on the plate, in contrast to thermal plates

that use heat and infrared light from the plate setter machine to create the image that ultimately draws ink onto the paper on a web press.

Because our equipment requires ultraviolet plates, I cannot use thermal plates. This is true for most printers of newspapers, who have traditionally installed and used equipment designed for violet plates. This installed base of equipment using violet plates will continue for the foreseeable future. This fact is critical because Kodak – the only U.S. producer -- does not manufacture violet plates at its U.S. factory in Georgia. Therefore, I and most other printers of community newspapers must rely on imported violet plates.

(slide B) On this slide you'll get a sense of our range across Wyoming. We are pretty spread out, serving newspapers as close as 70 miles, and as far as 190 miles away.

(Slide C) And here are some of the papers we serve across Western Wyoming. It is important to note the unique economics of these small newspapers, especially those with small distribution quantities. These printing plates are a single use product, just like an aluminum can. We use the same number of plates to print 100,000 copies of the 24 page Grand Teton National Park guide as we do to print a small volume 24 page weekly newspaper.

(Slide D) Here's an example of a weekly newspaper we print for Dubois Wyoming. The slide shows what 1,000 copies of the Dubois Frontier looks like,

and I brought along hard copies for you to see. I spoke with the owner, Christine Snow, two weeks ago after she returned from covering a 25,000 acre wildfire, that temporarily closed the road connecting our two communities. As the only full-time employee at her newspaper, she serves as the publisher, editor, ad manager, designer and bookkeeper. She would love to hire a full-time employee someday, but at this point it's just not economically viable. Christine represents an all-too-common example of a publisher who can't take a week-long vacation because she's committed to producing news for her community each week.

(Slide E) This slide shows the weekly costs of printing Christine's newspaper, illustrating the potential effect of the duties currently announced. You'll note the total for a 16-page paper, including with the cost of plates. Before the duty plates represented 62 dollars, or 11% of the printing cost. But after the duty, that plate expense increased to 129 dollars, just over 20% of the printing cost. For a 20-page paper, the effect is even worse.

It's clear that the increased cost from these additional duties may well be the difference between keeping a small profit to preserve jobs for professional journalists, or potentially suffering a loss that eliminates news reporting resources.

This plate duty may likely cause more community newspapers, many of which were already on the brink of sustainability, to stop publishing a print edition. Every time a newspaper ceases publishing, a local institution dies. In an era of

increasing misinformation, local newspapers are vital lifelines to communities. This is particularly true in small towns across the country, where a newspaper is often the only source of local news.

Dubois, Wyoming is a perfect example of this, and represents a community that would suffer greatly without a local newspaper. Dubois is emblematic of many rural places that do not even have last mile broadband internet service or reliable cell phone coverage. Without the Dubois Frontier, there is no reliable access to local journalistic news or information.

It is no mistake that the press is the only profession mentioned in the U.S. Constitution. In small towns and across the country, newspapers continue to be the only trusted voice in holding the government accountable on behalf of citizens.

If Kodak prevails in this trade case, and the outrageous duties continue, it will stand as yet another attack on community newspapers without any apparent gain to U.S. production or U.S. workers. This is not right for democracy.

I urge the Commission to reject Kodak's case, which only benefits the management and shareholders of Kodak. If the Commission chooses to impose this duty, it confirms that Kodak's profits are more important than journalistic sustainability at hundreds of community newspapers across the United States.

Thank you and I look forward to your questions.

Date: 9/16/24



Adam Meyer