

March Madness: Big Ten falters, No. 1 seeds rule

Florida, Duke, Houston and Auburn head to men's Final Four. **More winners, losers in Sports**

You're not alone if seat selection fees bug you

With charges generating revenue and fliers willing to pay, they're here to stay. **In Money**

NBC's Vicky Nguyen puts spotlight on own life

In "Boat Baby" memoir, anchor shares her family's immigration story from Vietnam and racism she's experienced in TV news. **In Life**

USA TODAY

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President promotes benefits of tariffs

Trump ramps up rhetoric and lauds investments

John Bacon and Joey Garrison
USA TODAY

President Donald Trump ramped up his rhetoric Monday as the day for his promised tariff rollout drew near, pledging to slap the duties on every country, threatening Russia and Iran with "secondary" tariffs and saying the levies will significantly benefit the U.S. auto industry.

Trump has repeatedly said he will announce details Wednesday for his plan to curtail the flow of foreign goods into the United States. Economists warn that tariffs will drive up prices for Americans, but Trump is focusing on the hundreds of billions of dollars in new investment projects U.S. companies are planning to avoid the import taxes.

He pressed his case Monday by posting a list on social media of companies considering major U.S. expansion plans. They included Cincinnati-based GE Aerospace, which announced last month it plans to invest nearly \$1 billion in its U.S. facilities and said it will hire around 5,000 U.S. workers this year, and Japanese tech investment firm SoftBank Group, which has announced plans to invest at least \$500 billion to build factories in the United States.

The president said his tariffs won't just target nations that contribute most to the U.S. trade deficit. "We'll



President Donald Trump has pledged "secondary" tariffs on Russia and Iran that he says will benefit the U.S. auto industry. CARLOS BARRIA/REUTERS

start with all of them," he told reporters Sunday night aboard Air Force One.

The tariff rates will be "substantial," he said.

Poland's prime minister, Donald Tusk, on Monday urged Trump to reconsider.

"Think about it, Mr. President and dear American friends, before you decide to impose tariffs against your closest allies," Tusk said in a video posted on X. "Cooperation is always better than confrontation."

Tusk touted Poland's partnership with the United States, saying he just signed the latest agreement between the two countries regarding defense cooperation.

"You have only friends here, and I can say the same thing about Europe as a whole," Tusk said.

China, Japan and South Korea agreed to jointly respond to U.S. tariffs after trade ministers discussed economics for the first time in five years, a social media account affiliated with Chinese state broadcaster CCTV said

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Sally Sterling, left, with Susan Pizitz and her dog Daisy, has made a tradition of cherry blossom season: One morning each spring, she watches the sun rise over the Thomas Jefferson Memorial at the capital's Tidal Basin. It's about watching "people naturally coming together for the beauty of spring," Sterling says. JOSH MORGAN/USA TODAY

Capital's in the pink

Hope, cheer blossom with Washington's beloved cherry trees

Karissa Waddick
USA TODAY

WASHINGTON — Gabrielle Cardenas woke up at 2 a.m. on a recent Wednesday, put on a glittery, pink, puffy dress and drove 50 minutes with her family to capture a perfect moment.

The Potomac, Maryland, native's quinceañera isn't until mid-May, but she was intent on taking photos for her 15th birthday celebration during the few days when cherry blossoms around the Tidal Basin of the nation's capital reach peak bloom.

"I really love this dress with the pink," Cardenas said after a marathon photo session that lasted until 8:30 in the morning. "I thought that it would go so nicely with the cherry blossoms."

She is among the millions of people each year who trek to the area around the Thomas Jefferson Memorial between late March and the beginning of April to marvel at the bursting cherry trees lining the water.

Many, like Cardenas, plan pivotal life events around the fleeting and finicky peak bloom period when more

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Andres Sada, Sophia Boyer and Nadia Primer have visited the cherry blossoms at peak bloom since their freshman year at George Washington University in 2021. KARISSA WADDICK/USA TODAY

"You get flowers for happy moments. ... After the winter, the trees blooming is just like, maybe God's way of smiling at us."

Courtney Port
Whose fiance proposed under the cherry trees

DOGE postal service cuts would dampen emotional ties, tradition

Trevor Hughes
USA TODAY

As a teenager, Ellen Dare Burling had an unusual summer job: Jumping off a moving ferryboat onto wooden piers, her arms filled with letters and packages destined for summer residents in their southern Wisconsin lake houses.

She'd drop off the load, grab the outgoing mail and packages, race back along the pier and leap back aboard. The boat didn't stop moving, and neither did she, unless she fell in the water.

Today, Burling, 61, is the general manager of the Lake Geneva Cruise Line and the tradition of the "mail jumpers" continues more than 100 years after the U.S. Postal Service first contracted with the company to deliver to homes without road access.

"There are still people who are on



Letter carrier Ernie Larking delivers mail during a snowstorm on Feb. 12 in the Edgewater neighborhood in Rockford, Ill. The postal service faces challenges as Americans send fewer letters. KARA HAWLEY/USA TODAY NETWORK

their pier every day to get their mail," Burling said. "It's 100% done because of the tradition. It was more of a necessity in the old days, but now it's people who want to keep up the tradition."

The emotional connection those Lake Geneva residents feel for their mail deliveries highlights the challenge in bringing changes to the postal service, which faces competing priorities to deliver to 165 million addresses six times a week while not losing money.

Last year, it lost \$9.5 billion.

Can DOGE make postal cuts? 'Good luck' with legal barriers

Older than the United States itself, the postal service faces significant challenges as Americans send fewer letters, Christmas cards and wedding invitations. Now, President Donald Trump's

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