Citizens Coal Council
Winter 2003
Working together for safe homes, clean water & a healthy environment

Julia Bonds, Goldman Prize winner, shines world spotlight on grassroots work for justice

Page 3

Inside
Grassroots winner! 3
Citizens push for future 4-5
Zuni victory, new threats 6
Help protect our streams and mountains 7
Cartoon: Love for Sale 8
Letter from CCC's Chair 9
Methane groups turn up the heat 10
PA demands justice 11
Coal plants poison H2O 12
Organizing Toolbox 13
Meet CCC's new staff 14
Elvis lives, joins CCC! 15

(Photograph by Deana Steiner Smith)

for $ale!
Citizens Coal Council

CCC is a grassroots federation of citizen groups and individuals who work for social and environmental justice. CCC and its members strive to:

- Protect people and our homes, water and communities from damage due to coal mining, burning, and waste dumping.
- Restore law and order by enforcing federal and state laws.
- Help each other win our issues.

Coordinating Committee (Board)

CCC is run by a committee of delegates representing members in their states and Native American Nations.

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CCC publishes The Citizen on recycled paper and mails it 3rd class from Denver, CO. Please send letters, clippings, cartoons, & photos to the Denver office. Editor: Carolyn Johnson; Associate Editor: Rebecca Langridge.

Keep up with CCC on the web!
www.citizenscoalcouncil.org
Julia Bonds, grassroots winner!

In April 2003, Julia Bonds, Staff Director for Coal River Mountain Watch, one of CCC’s grassroots member groups in West Virginia, won the internationally recognized Goldman Prize for Grassroots Environmental Leaders for her incredible work to stop mountaintop removal strip mining. With support and training, she has become a fearless community organizer and an inspiration to all. Citizens Coal Council spoke with Julia about how the award has influenced her life and work in the past six months.

**CCC:** What was your reaction when you found out you had won the Goldman Prize?

**Julia Bonds:** At first I thought the phone call from Mr. Goldman was a prank call... I thanked Mr. Goldman and he told me his staff would be in touch with me in two weeks for more details. He suggested I go online and research the prize. That is when I realized how important the award is.

**CCC:** What does it mean that Goldman brought the issue of mountaintop removal strip mining into the spotlight of the global community?

**JB:** I really think Mr. Goldman knows this is an issue that deserves international attention. Mountaintop removal is spreading to New Guinea and Australia and I have talked to people from South America who are afraid their country is moving to mountaintop removal for mining.

**CCC:** Do you find that people locally and nationally are more aware of mountaintop removal? If so, has this awareness changed your tactics as an activist?

**JB:** Yes, more and more people call and write asking for information. I think this is fast becoming one of the most documented problems since the civil rights and anti-war movements of the 60's. I really don't think it has changed our tactics, just greatly helped move them along.

**CCC:** What do you recommend that activists and grassroots organizers do to bring their issues to the forefront?

**JB:** Talk to colleges and communities and write letters to the editor. Go to community events and start talking to regular people about your issues. The key is to educate people first about the issue and then motivate them.

**CCC:** In what ways can we increase community involvement?

**JB:** Start collecting key information about the issue and never stop talking about it — in post offices, grocery stores, and etcetera. Keep it in the public’s eyes and ears, then when the timing is right, get everything you have out to the public. Have meetings and talks and ... involve elected officials. Publicize that meeting. Strike when the iron is hot but you have to be ready and prepare for that strike.

**CCC:** How has your work been affected by the award?

**JB:** The raised awareness has caused me to travel and kept me out of the office more. People at the office have had to take on more responsibilities. Sometimes I really get homesick for Southern West Virginia and I just want to sit in my backyard and go fishing with my grandson.

**CCC:** Is there anything new you’ve learned in the last six months, whether influenced by the award or not?

**JB:** I have learned more about how the media works and what goes into a “story,” both written and visual. Dealing with mountaintop removal, coal mining, greedy companies and corrupt politicians teaches you something new everyday. An old saying in the coalfields is, “Every law ever written about coal mining was written in blood.”

**CCC:** Are there any new developments or changes for Coal River Mountain Watch in the near future?

**JB:** We are really excited about a great CD that should be out next month. It has been in the works for about a year.

**CCC:** Describe your time at the awards. What impressions did you come away with personally and professionally?

**JB:** I was grateful to meet the people involved with the Goldman Foundation. Mr. Goldman and his foundation are the real heroes. Without people like him, we could not motivate others. The people I have met in the environmental movement are some of the best people — honest and with character. They don't work this hard for power and profit; they do it for the good of the land and our children.
Citizens press for a better future

Save Our Cumberland Mountains members met with Tennessee Senator Alexander in Washington D.C. about extending the life of the Abandoned Mine Land program. From left, Charles Blankenship, Barbara Levi, Sen. Alexander, David Beaty, Boomer Winfrey, and Jonathan Dudley. (SOCM)

Getting an abandoned mine lands (AML) bill passed that’s good for the coalfields isn’t easy — there’s a lot of walking and wondering why the House and Senate buildings are so far apart. On Nov 3, CCC Board members hit Capitol Hill and visited more than 23 legislators from across the country. They carried CCC’s message of reauthorizing AML to speed up cleanup of these dangerous sites in the coalfields.

But CCC members aren’t just walking the streets of Washington. They’ve been calling, writing and button-holing legislators to stand up for the coalfields and carry AML through this political mess. Barney and Vina Reilly of the Dickenson County Citizens Committee in Virginia appeared on a local television program and CCC Chair John Wathen wrote an op-ed column on AML for his local paper.

Program Vital for Communities

Over 7,000 minesites abandoned before 1977 haven’t been cleaned up and reclaimed. They have caused deaths from landslides, sinkholes, blow-outs, and floods. They destroy homes and land and poison our waterways with acid drainage. They are an environmental blight and an economic handicap that prevents coal communities from becoming healthy, attractive places for people to live and work.

In 1977, Congress created the AML program to clean up these abandoned mines that the coal companies had refused to fix. Every year, OSM collects more than $350 mil-

lion in fees from mine operators that is divided up among the states for old mine cleanup. AML comes up for reauthorization in 2003. If Congress does not vote to renew it, the program will end on September 30, 2004.

CCC’s Bill: Good for the Coalfields

CCC members came together last year and put together an AML bill that is good for the coalfields. It would:

• Increase the amount of money going to the areas with historically high coal production, mainly Appalachia and the Midwest, which have the most damage;
• Maintain the fee;
• Continue to fund “Priority 3” and general welfare projects that clean up acid mine drainage and improve water quality;
• Increase money to states with small programs and to Tennessee because they don’t have enough funding to get work done now;

• Maintain the United Mine Workers of America Combined Benefit Fund with AML interest; and
• Extend the program for at least 25 years, enough time to fix almost all the problems in the inventory.

AML and the Secret, Boondoggle Energy Bill

In September, Rep. Barbara Cubin (R-WY) and Nick Rahall (D-WV) pieced together a compromise on AML. Cubin wanted more money for Wyoming, and Rahall wanted AML Reauthorization and more money for the UMWA’s Combined Benefits Fund. Their bill did all three, extending AML for another 15 years. It also changed funding formulas to aid states with historically high production and closed a big loophole that lets companies remine AML sites without a permit.

At the same time, it did nothing to address the problems of minimum program states and Tennessee, which currently receive too little money to do much work. It also eliminated funding for stand-alone Priority 3 (or threat to the environment) projects and cut the AML fee by 20 percent, although the reclamation left to do will cost billions of dollars. CCC’s AML committee pledged to ask legislator’s to change those parts of the compromise.

In secret meetings, the Cubin–Rahall proposal was then added to the Energy Bill. Many people saw this as an at-

(Continue on page 5)
Citizens press – from page 4

The CCC board and alternates at their fall meeting in Washington D.C. From left, Gene Wirtz, ND; Wanda Hodge, TN; Rich Stout, IL; Norman Benally, AZ; Sandra Higman, CO; John Wathen, AL; Randy Moon, KY; Bev Braverman, PA; Kay Blehm, MT. (Rebecca Langridge, CCC)

Your help is vital, let’s win this campaign!

- Write your legislator and let them know that AML is important to you!
- Write a letter to the editor! Let your community know that AML is important to becoming a healthy, attractive place for people to live and work.
- Contact Meg Moore, CCC’s Communications Director, at 202-544-6210 or email her at citzcoal@starpower.net. Meg has sample letters to the editor and elected officials from all states, with data just for your state.
Victory and new threats at Zuni Salt Lake, New Mexico

Zuni Salt Lake Coalition members with one of their best tools in their corporate campaign: the famous “billboard truck.” Members were parade marshalls for the Zuni Fair as guests of the Zuni Pueblo. (CCC photo.)

Keys to winning the corporate campaign on Salt River Project

1. Obtained good corporate research from the DataCenter; analyzed it to identify SRP’s strengths and weaknesses.
2. Wrote a strong moral message to protect sacred sites and public lands: People of faith don’t want any sacred area to be desecrated by a strip mine...for cheap electricity from dirty coal — not the Vatican...not Zuni Salt Lake.
3. Organized diverse religious, environmental, labor and community groups to support and carry the message in rallies, marches, and other public and media events.
4. Mounted two “fax attacks” on the Department of the Interior to win delays in its approval of the mining plan.
5. Enlisted thousands of citizens across the country to send postcards asking SRP to “protect and respect religious freedom as our most basic American right and to invest in clean energy for our families, our faith and our future.”
6. Won the National Trust for Historic Preservation’s listing of the area as 1 of America’s 11 most endangered places.
7. Held a “people’s hearing” in Zuni — the first ever in their own community — with over 500 attendees.
8. Lots of publicity, including our billboard on a truck that traveled to events across Arizona and New Mexico, as well as circled SRP’s offices. ✪

From Strip Mine to Oil and Gas Drilling?

On August 4, Salt River Project, the Phoenix-based utility, announced it was scrapping its 18,000-acre proposed strip mine after 20 years of effort. The mine threatened the sacred Zuni Salt Lake and Sanctuary Zone in western New Mexico that lie on public and private lands.

The sweet victory came fairly quickly to the Zuni Salt Lake Coalition, just 2 ½ years after CCC joined with member groups — the Center for Biological Diversity and Water Information Network — and the Zuni Pueblo, Sierra Club, and other groups to fight the proposed mine with a lively corporate campaign.

Cal Seciwa, a member of the coalition steering committee and alternate to the CCC board, thanked coalition member groups who celebrated over Labor Day weekend with a parade and fair at Zuni. “This struggle lasted over 20 years for the Zuni people. Look what victories we can win, what changes we can make in such a short time when we join and pull together!”

On September 4, the US Bureau of Land Management (BLM) announced it was putting parcels of public land up for bid for oil and gas development. BLM not only failed to exclude the proposed mine site area — on which Salt River Project still holds their federal coal leases — but it also failed to exclude other lands above the two aquifers that provide vital water to the Zuni Salt Lake. The Department of the Interior still refuses to complete a scientifically sound study that shows one aquifer’s connection to the lake.

CCC joined with its environmental partners to sponsor a rally at the BLM sale on October 22. Protestors, some dressed as oil barrels, rallied at BLM’s Santa Fe office and handed out flyers warning potential bidders to “Look before you lease!” Citizens pledged to prevent damage to sacred sites, public lands, and resources in the area. Only 45 of the 70 parcels were sold. Conventional oil, gas, and coalbed methane exploration and development have heavily damaged cultural and environmental resources in many states.

Before the sale, BLM failed to complete analysis and public participation required by the National Environmental Policy Act and failed to consult with the public and Native American Nations as required by the National Historic Preservation Act. This led many of the Coalition groups to file a legal protest of the lease sale written by the Center for Biological Diversity. BLM has 60 days to decide. ✪
Help protect streams and mountains

In late May, the federal government released a 5,000-page draft Environmental Impact Statement (EIS) on mountaintop removal strip mining in Kentucky, Tennessee, Virginia and West Virginia, and coalfield citizens are calling it "a sham and a shame."

Federal law requires these statements to analyze the ways to best protect the environment, but President Bush wants to make it even easier for coal companies to remove more mountains and dump them in the stream valleys.

The statement proposes to do away with the 25-year-old "buffer zone" rule that was designed to protect all streams in every coalfield across the country from coal mining damage.

The study documents the extensive damage done to land, forests, water and ecosystems by mountaintop removal and valley fills (see box at right), providing strong evidence for banning mountaintop removal and valley fills. But the recommendations totally ignore the findings and instead propose actions that would mean more mountaintop removal with fewer protections for people and the environment.

In 2001, Steven Griles, Deputy Secretary of the Interior, told these agencies responsible for the study and recommendations — the US Office of Surface Mining, EPA, Army Corps of Engineers, Fish & Wildlife Service, and the WV Department of Environmental Protection — to "fix" the rules for the coal companies. (See "This bad boy has got to go!" on page 8.)

Your Action Needed!

Public comment on these proposals will be accepted until January 4, 2004. Please write a letter with your comments on mountaintop removal and the environmental impact statement to: John Forren, U.S. EPA (3ES30), 1650 Arch Street, Philadelphia, PA 19103

Suggested Message: "I oppose mountaintop removal and valley fills and any change in the buffer zone rule. I'm disappointed and angry that the federal government ignored its own studies when it proposed weakening, rather than strengthening, protections for people and the environment." Please also consider writing a letter to the editor of your local newspaper and ask others to write EPA.

For more tips on writing your letter: see the websites for the Kentuckians For The Commonwealth, www.kfcc.org and the Ohio Valley Environmental Coalition, www.ohvec.org. Thanks to both for putting this information together! Need inspiration? See Coal River Mountain Watch's "dirty" pictures at http://webpages.charter.net/crmw/

Death and Destruction

The study documents extensive environmental damage caused by mountaintop removal and valley fill operations between 1985 and 2001:
- 724 miles of streams across Central Appalachia were buried by valley fills between 1985 and 2001 (many more miles have been permitted but not yet buried)
- Another 1,200 miles of streams have already been damaged by valley fills
- Selenium was found only in those coalfield streams below valley fills (selenium is a metalloid that, according to the EPA, "can be highly toxic to aquatic life even at relatively low concentrations"); aquatic life forms downstream of valley fills are being harmed or killed
- Without additional restrictions, a total of 2,200 square miles of Appalachian forests (6.8%) would be eliminated by 2012 by large-scale mining operations
- Without additional environmental restrictions, mountaintop removal mining will destroy an additional 600 square miles of land and 1,000 miles of streams in the next 10 years
This bad boy has gotta go!

In early September, CCC joined with several environmental groups to promote a new website targeting Steven Griles for his blatant conflicts of interest as the Department of the Interior’s Deputy Secretary: www.firegriles.com/?ms=ccc

A former lobbyist for the coal, oil, and electric power industries, Griles still gets an annual $284,000 paycheck from his former lobbying firm—National Environmental Strategies—while collecting $160,000 from taxpayers to lead the administration’s massive attack on land and water protections that includes:

- Making it easier for coal companies to fill streams with millions of tons of waste
- Clearing the way for gas companies to drill thousands more coalbed methane wells
- Letting mining and gas companies run hog-wild on public and Native American lands
- Rolling back clean air rules for power plants

Griles signed a “statement of disqualification” on August 1, 2001, pledging he would not deal with his former lobbying clients, but whistle-blowers gave CCC information showing that he was still meeting with clients such as the American Gas Association, the Edison Electric Institute, and the National Mining Association who count hundreds of huge mining, gas and utility companies as members.

Working together, Carolyn Johnson of CCC and Kristen Sykes of Friends of the Earth obtained Griles’ appointment calendar through the Freedom of Information Act. They discovered that Griles met repeatedly with his former clients in the mining, gas, and utility industries while he led the gutting of environmental rules.

For example, just three days after signing his letter of disqualification, Griles told the West Virginia Coal Association — a member of the National Mining Association — the news they wanted to hear: “We will fix the federal rules very soon on water and spoil placement.”

“Fixing” the Rules for Mountaintop Removal

Two months later, Griles wrote the agencies developing an environmental impact statement on mountaintop removal mining that they weren’t doing enough to ensure the future of this destructive mining process. He told them they should “focus on centralizing and streamlining coal mine permitting,” not on preventing destruction and protecting the streams, mountains and communities in Appalachia.

Print and TV media have extensively covered Steven Griles’ conflicts for over a year, starting with The Washington Post’s September 2002 front-page article. Even glossy Vanity Fair, with the help of CCC’s research and contacts, published a 10-page exposé in September 2003. Prompted by Senator Lieberman (D-CT), the Interior Department is currently investigating Griles for possible ethics violations.

To help fire Griles, go to the web page below or CCC’s home page and add your name to a petition that will be sent to Department of the Interior Secretary Gale Norton.

Help clean out the dirt!

www.firegriles.com/?ms=ccc
Welcome to Citizen Coal Council's Winter 2003 newsletter—hot off the press!

You may have noticed that we changed the name of our newsletter. We feel The Citizen really gets at the heart of what our members are doing—uniting individuals across the country in their unwavering fight for coalfiel justice. But the name is the only change; we are still bringing you the type of stories you expect from CCC—informative, hard-hitting, and always with a sense of humor. I hope you enjoy it.

In 2003, generous support from people like you gave a voice to thousands of citizens fighting for justice across the country and helped us achieve several major milestones in our campaigns. Here are some highlights:

- We successfully defended the sacred Zuni Salt Lake and our public lands in New Mexico from a huge proposed strip mine.
- We attracted more allies and media coverage to our campaign to oust J. Steven Griles, the Deputy Secretary of the Interior Department.
- We demanded and won important concessions from the EPA on power plant waste dumps.
- Our state-wide campaigns have enlisted a broad base of support to extend the life of the Abandoned Mine Land Trust Fund that will clean up over 7,000 mines and polluted streams.
- We filed lawsuits and appeals to prevent subsidence damage from longwall mining and to protect water quality from EPA’s new “dirty water” rules.
- We infiltrated Massey Energy’s annual stockholder meeting in Washington D.C., where our members “spoke truth” to the CEO and board about their destructive practice of mountaintop removal strip mining and filling valleys with dangerous coal waste dams.

In 2003, CCC organized hundreds of people to speak out on the major issues affecting them. We gave members training and support to work effectively for a better future, developed new materials to support our member groups, and proudly witnessed grassroots leaders rewarded for their powerful work.

CCC has exciting plans to empower more people and win more victories to protect our land, water, and communities in 2004. We can build a better future with the generous support of members like you. If you like what you see in The Citizen, please send in your membership today and keep CCC active in the fight for justice. Simply fill out the enclosed remittance envelope and send it with your generous contribution today!

Thank you again for your support of the Citizens Coal Council.

For the people and the land,

John L. Wathen
Tuscaloosa, Alabama
Methane groups turn up the heat

Montanans win big!

Yes, dumping salty wastewater from coalbed methane wells without a Clean Water Act permit is illegal! That was the word from the US Supreme Court in October when it upheld the victory won by the Northern Plains Resource Council in the 9th Circuit Court of Appeals.

The Council filed the original citizen suit against Fidelity Exploration and Production Co. in June 2000 for dumping thousands of gallons of salty water into the Tongue River. The coalbed methane company’s claim that a permit wasn’t required didn’t pass the red face test.

The Council also surprised Marty Ott, the BLM state office director, when 20 members showed up at his office in late October to discuss coalbed methane development. Ott thought he had canceled the planned meeting the previous day, but the members didn’t take no for an answer and presented their concerns. Ott just listened — deeply, no doubt — claiming that “legal reasons” prevented him from responding to the group’s concerns.

Other actions on tap

The Wyoming Outdoor Council, Powder River Basin Resource Council, Western Organization of Resource Councils and the Natural Resources Defense Council have sued the Bureau of Land Management for failing to protect water resources and landowners who are impacted by coalbed methane development. Several companies and the state of Wyoming have joined BLM’s side in the case.

Help a CCC member!

The Oil and Gas Accountability Project (OGAP) has been accepted into the Working Assets donations pool of 50 non-profit groups for 2004. Now OGAP needs your help to receive critical funds that will allow it to continue its important work protecting landowners and public lands across the country from unbridled coalbed methane development.

If you are a current Working Assets customer in any one of its four programs — long distance, wireless, credit card or ShopForChange — you get to vote for the group or groups you would most like to support. You can cast your vote by December 31, 2003, by filling out the ballot(s) you receive in the mail or go to www.workingassets.com/voting/

A vote for the Oil and Gas Accountability Project is a vote for environmental justice in the coalfields! To learn more, go to www.OGAP.org/

Coloradoans rally

The Western Colorado Congress held a lively rally outside a workshop sponsored by the US Bureau of Land Management (BLM). Members used posters and skits to emphasize that “public lands belong to the people.”

BLM didn’t ask landowners and public land users to attend the workshop and discuss its topic: “streamlining the application process for oil and gas drilling permits.” The agency invited only industry groups such as the Colorado Oil and Gas Association and other federal agencies.

BLM, an agency within the Department of the Interior, is allowing oil and gas drillers to go hogwild across the Rocky Mountain and Great Plains states. Drillers are destroying streams and public lands, as well as private lands that overlie the publicly owned coal deposits containing methane gas. Steve Griles, former lobbyist for the coalbed methane industry, is now Deputy Secretary of the Interior and the driving force behind this “streamlining” effort. (To take action to help get rid of Griles, see article on page 8.)
Pennsylvanians demand justice

In November, Pennsylvania groups kicked off a new campaign for state legislation to protect homes and water from the effects of underground mines that use the longwall technique. Among the groups supporting the effort are the Tri-State Citizens Mining Network, Concerned About Water Loss from Mining, the Mountain Watershed Association, the Sierra Club and many others.

House Bill 1800 includes protection of historic homes from underground mining and increases protection for utilities and public roads. It would also require payments for business owners whose properties are damaged and speed up the timetable for coal companies to compensate for damage and replace water supplies.

State Rep. David Levick announced the bill at a press conference in Harrisburg on November 20th. He said, “As too many Pennsylvanians have learned, protection of homes, highways, water resources and natural habitats have taken a back seat to the interests of coal companies. This legislation would correct that imbalance.”

For years, coal companies have run rough-shod over residents; the PA Department of Environmental Protection has shielded the companies and ignored legal requirements. Although US Office of Surface Mining has cited more than 40 weaknesses in the state’s rules and performance, the federal agency has not stepped in to enforce the law.

Must-See, New Video Available

A new, professionally shot 15-minute video is an excellent introduction to longwall mining and the damage it causes. You can order it from the Tri-State Citizens Mining Network, PO Box 256, Eighty Four, PA 15330, Phone & Fax: 724-223-8644, Email: tscmn@tristatecitizens.org. A $5 donation is suggested to cover costs.

Pennsylvanians rallied for better laws and enforcement in June. The event was part of a multi-group action in Kentucky, Pennsylvania and West Virginia. (Bill McCabe, CCC)

Whose view of the future?

This fall the Bush Administration announced a major roll-back in the clean air rules that would allow many coal-fired power plants to avoid installing more up-to-date pollution controls. To protect public health, 14 states and several cities sued to block the new rules from going into effect on December 26. (Happy Holidays?)

The day before Thanksgiving, 9 states asked to intervene in favor of the new rules, claiming the lawsuit would harm their enforcement “flexibility” and frustrate industry.
Power plant waste poisons our water

The corporations and EPA know it and they are letting it happen.

In many states, wastes from coal-fired power plants can legally be dumped into direct contact with groundwater in mines and quarries—even into aquifers that supply drinking water wells. More and more power plants contract with mining companies to allow them dump the waste back into the mine pits. They look at mines as just cheap, handy holes in the ground.

Other plants dump their wastes into large ponds many of which are unlined, allowing contaminants to seep into groundwater. Excess water from these ponds flows into the nearest body of water, polluting surface and groundwater.

What’s Dangerous about Power Plant Waste?

Power plant waste contains 17 heavy metals like arsenic, nickel, chromium VI, selenium, sulfate, chloride and boron. When the waste comes into contact with water, these metals leach into water supplies, threatening human health. They have caused death, deformities and reproductive problems in fish and amphibians.

EPA, with hard prodding from citizens, has recently identified over 65 power plant waste dumps that have caused damage in 25 states. Be warned, however, that number is low. There are probably a lot more that EPA hasn’t yet identified. The 565 coal-burning power plants across the country produce more than 115 million tons of solid and liquid waste every year; at least 75 million tons of waste is dumped somewhere. And dumps still remain from plants now shut down.

Few people even know their community is being polluted. EPA doesn’t have any federal rules, although it recently promised citizens to consider writing some, and state rules vary. Most dumps aren’t monitored; many states don’t keep records of dumps or require full monitoring.

Citizen Action Guide

1. Get EPA to do its job. The EPA should develop rules to protect our water from power plant waste. Some EPA officials don’t want to and the utility and mining companies are urging EPA not to. Let’s change their minds!

Sign on to our petition asking the EPA to ban dumping power plant waste directly in surface water and groundwater. Call Meg Moore at 202-544-6210 today.

2. Get the politicians involved. Ask your Congressperson and Senators to speak out for power plant waste rules.

3. Organize. Look in your communities, track this waste and find out how and where it’s being dumped. Demand accountability and safeguards.

4. Learn more, make contacts, take action! Read “Laid to Waste.” It’s available at www.citizenscoalcouncil.org/campaigns/waste.htm. Contact Meg Moore at CCC, 202-544-6210 or citzcoal@starpower.net for the petition and more info. Also contact Brian Wright, Hoosier Environmental Council, 317-685-8800, bwright@hecweb.org ♦

Gordon Tharp tells the story. Northern Indiana Public Service Co and Brown, Inc. dumped waste that contaminated the groundwater and many homes in Pines, IN. After secret meetings with the companies, EPA and the state signed a recent agreement leaving two-thirds of the residents without clean water. (Photo: Cathi Murray)
Want to reach more people?

Look at a corporate campaign

A corporate campaign turns the spotlight on the target company and its key relationships so that management chooses to adopt your group’s demands rather than risk harm to its reputation and finances.

Recent successful corporate campaigns have been focused on Home Depot® to stop selling lumber from endangered forests, Staples Office Supply® to increase the use of recycled paper, and the Salt River Project utility to drop its proposed coal strip mine (see story on page 6).

Organizers could have chosen other targets in these campaigns. Instead of Home Depot®, for example, the campaign could have focused on companies that cut the trees and sell the lumber to the company or on the agencies that approve the timbering.

But aiming at Home Depot® had at least three big pluses: the campaign educated and involved lots of people beyond the communities near the forests; focusing on a large company increased the opportunities for publicity; and a successful campaign would pay off big by protecting thousands of acres of trees.

Typical Tactics in Corporate Campaigns

Successful corporate campaigns use a mixture of tactics, often at the same time. Here are 15 of the most commonly used:

1. Pressure on members of the Board of Directors and top corporate officers
2. Pressure on customers
3. Pressure on investors and financiers
4. High-profile involvement by major allies and other sympathetic groups
5. Support, participation and testimony from celebrities
6. Protests and stunts
7. Lots of media and supportive editorials
8. Flyers, billboards, radio spots, and newspaper ads
9. Postcard, fax, and call-in actions
10. Civil disobedience
11. Information websites
12. Lawsuits and actions by regulators
13. Personal pressure, including picketing offices, homes.
14. Lots of humor
15. Mobilization of shareholders

Differences between two types of campaigns

A “Regulatory Agency” Campaign...
- Focuses on a law or policy-making agency
- Uses laws and rules to shape the campaign. Often, the agency sets the campaign timetable.
- Is indirect — your group wants laws and rules either enforced or changed as they affect the regulated industry.
- Is impersonal — your group doesn’t usually get into the personalities of the people in the company whose behavior you want to change.
- Is safe. The agencies rarely bite back.
- Is often predictable because you are following set patterns and processes laid out in the law and rules.
- Is often very boring for your members. (Have you ever been to a public hearing?)
- Your allies are limited to groups that share your interest in the policy you are trying to change.

A “Corporate” Campaign...
- Focuses on a business.
- Is freeform and creative on your timetable; uses the basics of power (people, economics and politics) to shape the campaign; uses laws and rules only when convenient.
- Is direct — your group focuses on the company whose behavior you want to change.
- Is intensely personal. You get into the personalities of the people who own and run the company.
- Is risky. Companies can and sometimes do bite back.
- Is often unpredictable and requires the group to be flexible and stay on its toes.
- Can be very exciting — not for the faint of heart — and often attracts new members.
- Has a broad range of secondary targets such as insurers, customers, investors, and suppliers.
Meet CCC’s new staff and intern

Meg Moore, an organizer with the Kentuckians For The Commonwealth in Harlan, Kentucky, for the last 4 years, became Communications Director in CCC’s Washington D.C. office in July. Meg has a degree in political science and moved back to Washington D.C. — she grew up in the area — to attend George Washington night law school. She brings her experience in working with coalfield residents, the media, and legislators. Please contact her by phone at 202-544-6210 or by email at citzcoal@star-power.net ♦

(Rebecca Langridge, CCC)

Rebecca Langridge is CCC’s new Program and Development Coordinator in the Denver office. Previously, she was the communications director at a non-profit sanctuary for abused farm animals and worked four years for a publisher. She is experienced in writing, editing, publicity, organizing special events, working with the public, and devising fundraising strategies. Rebecca grew up in the Denver area and has a degree in English. She can be reached at 303-722-9119 or by email at ccc6@mindspring.com ♦

(Carolyn Johnson, CCC)

CCC is proud to introduce its new research intern, Geoffrey Sewake, who has a degree in Geography and Environmental Studies from the University of Colorado at Boulder. He brings his interest in environmental policy and natural curiosity to assist CCC with a number of research projects. Geoffrey volunteered as an instructor’s assistant and tutor in college where he worked with underrepresented students. He began his dedication to non-profit work in high school where he volunteered for several groups and traveled with a youth group to build homes for economically disadvantaged families in Tecate, Mexico. ♦
Elvis sings, You’re nuthin’ but a hound dawg if you don’t

Join CCC!

* 8 reasons to join CCC

1. Be part of a winning team. CCC is the only national grassroots group solely dedicated to protecting the environment from the coal industry.

2. We work for the rights of all citizens to live in a healthy, sustaining environment. Together we win clean water, safe homes, and good communities.

3. We’re safe, moral, legal and we have fun.

4. CCC never has and never will accept any donations from Massey Energy, Arch Coal or Peabody.

5. We disclose all the records from our meetings with Vice President Dick Cheney on energy policy, and we don’t take his calls for doing lunch.

6. You will get support from all CCC members and allies. We are committed to helping each other.

7. You will get all our newsletters and alerts.

8. Building power for citizens means building membership. We need YOU to help win justice!

Name ____________________________
Address ____________________________

City __________________ State ________ Zip ________
Telephone __________________ e-mail __________________

Membership Amount: ______ $500; ______ $250; ______ $100; ______ $50; ______ $25; ______ $15 Low income or student

All donations to CCC are tax deductible!

Please enclose your check or money order and mail to: Citizens Coal Council 1705 S. Pearl St., #5 Denver, CO 80210

It’s Your Choice!
If you prefer to give to CCC by using a major credit or debit card, please go to our website at citizenscoalcouncil.org and click on the Network for Good symbol.

It’s secure, saves time and paper, and 100% of your donation comes to CCC!

Thank you!
Meet the folks of CCC

Above: CCC and allied groups rallied at the Massey Energy annual stockholders meeting in Chantilly, VA. Over 150 came to tell Massey to stop destroying communities and killing people. Sitting are Patty Sebok and Julia Bonds, WV; standing from left, Carolyn Johnson, CO; Donna Price, WV; Viv Stockman, WV; Bev Braverman, PA; Bill Price, WV; and Mary Miller, WV. (CCC photo)

Upper right: The Tri-State Citizens Mining Network held a spirited rally at CONSOL Coal's Pittsburgh headquarters in June to spotlight the company's destruction of homes, water, and businesses with longwall (underground) mines in Pennsylvania, Ohio and West Virginia. (Bill McCabe, CCC)

Lower right: Ruth Nichols, Dexter, MO, turns 90 on Dec. 10. Happy Birthday! A long-time CCC member, she writes letters and calls Congress. Sitting is Jake Johnson, a full-time volunteer in CCC's Denver office and Ruth's "granddog." (Carolyn Johnson, CCC)

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