CROSS-POLLINATING THE GRASSROOTS

The Beehive Design Collective is a wildly-motivated, all-volunteer, art-activist collective dedicated to “cross-pollinating the grassroots” by creating collaborative, anti-copyright images for use as educational and organizing tools. We work anonymously as word-to-image translators of complex global stories, gathered through conversations with affected communities.

Since 2000, we have disseminated more than 70,000 posters throughout the Americas, entirely by grassroots, hand-to-hand distribution! Our graphics have tackled issues from globalization, trade, and resource extraction to energy, biotechnology, and climate change.

A committed group of mostly women, we are working to create holistic, accessible, and educational images that inspire critical reflection and strategic action.

Please get in touch to learn more about the Beehive!

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POSTER DISPLAY TIPS

We suggest rolling your poster inside out to flatten it, or laying flat under weights. Next, grab a friend to help you with folding!

1. Lay the poster out upside down on a flat surface.
2. Starting with A=>, loosely fold each end panel inwards. Align top and bottom edges of the paper and adjust position of the fold until the dotted lines of fold A are exactly in the crease. Smooth down the fold with your fingers. Repeat with side B=>.
3. Flip the poster over again, so the white is down.
4. Bring fold A into the middle of the poster, lining it up with the dotted lines at the top and bottom. Smooth the new fold. Repeat with fold B. A and B will touch, creating a new unified image joined by the two halves of the hemlock tree.
5. Use push pins to display your poster open (4) or closed (8)!

Coming Soon: Stay tuned for a YouTube video called “How to Fold & Hang Your Coal Poster”!

The true cost of Coal
MOUNTAINTOP REMOVAL & THE FIGHT FOR OUR FUTURE

...an interactive visual tour of the connections between MOUNTAINTOP REMOVAL mining, CLIMATE CHANGE, and the STRUGGLE for JUSTICE in Appalachia and throughout the world...

www.beehivecollective.org
A BEGINNING

You hold in your hands an echo of discussions, story-tellings, and song-sharings that have taken place since 2008 between the Beehive Collective and community organizers, activists, and folks in Appalachia whose lives and livelihoods have been impacted by Mountaintop Removal coal mining (MTR). These exchanges of inspiration and information were collaboratively woven together into a tapestry of illustrated graphics, designed to strengthen & support critical reflection and strategic action in defense of the Appalachian Mountains- and the cultural and biological diversity they nurture.

The True Cost of Coal is dense with metaphors drawn from the natural world. It is rooted in history, grounded in the grinding urgency of MTR, fueled by the looming threat of climate change, and guided by the robust, grassroots resistance of everyday Appalachians. It is populated by characters from the mountains- plants and critters under siege, and fighting back! It is a love letter to the resilient, sustainable world that has quietly endured in the hills and hollers all the while, despite the horrors of displacement, the abuses of the powerful, and the onslaught of industrial scale extraction. It is about the better world our communities are envisioning, building, and defending every day, in a million ways.

You are a part of this story. So are we. From our dependence on coal-powered electricity to our collective ability to organize for climate justice, we are each implicated in the struggle for the mountains, which is really the struggle for all places. Though we cannot pretend to speak for the daily lived realities of the coalfields of Appalachia, we are listening to the wisdom of those that do, and are striving to create a tool to help us all decipher these overwhelming times we are living through. Each of us has a unique piece of the story, and each of our communities has a different kind of power. As we harness that power- and leave the coal in the ground- we are remaking the world.

ACKNOWLEDGEMENTS

we’re grateful for the collaboration and contribution of many organizations who have strategized, shared, and supported this project:

Alliance for Appalachia
Appalachian Community Fund
Appalachian Stewards A ye
App. Staple Foods Collaborative
Appalachian Voices
Appalachian Women’s Alliance
Appalshop & AMI
Artist Project Earth
Aurora lights
Berea College
Black Mesa Indigenous Solidarity
Black Mesa Water Coalition
Ble Ridge Earth First!
Christians for the Mountains
Clearfork Community Institute
Climate Ground Zero
Coal River Mountain Watch
Concerned Citizens of Giles County
Counter Cartography Collective
Dave Copper’s MTR Roadshow
Here’s To The Long Haal
Highlander Center
High Rocks (Camp for Girls
Indigenous Environmental Network
Keepers of the Mountains Kentucky for the Commonwealth
Mountain Justice
N. Plains Resource Council
Ohio Valley Environmental Coalition
Ohio’s Your Backpack Media
Pine Mountain Settlement School
Provisions Learning Project
Real Cost of Prison Project
Rising Tide North America
Renew Collective
Statewide Organizing for Community Empowerment
SEAC
Shuswap Safety Project
Southeastern Community College
Southern Appalachian Mountain Stewards
Southerners On New Ground
Thousand Kites Project
United Mountain Defense
Wisdom Keepers
Woodland Community Land Trust

AND MOST OF ALL...

PLEASE SHARE YOUR FEEDBACK!

This Graphics Campaign is a work in progress. Your comments and suggestions will help strengthen our education and cross-pollination strategy!
A L I V I N G  E C O L O G Y

These critters appear in this graphic because they are significant to the Appalachian Mountains, both ecologically and culturally. For folks who spend time in the woods, hunting and fishing and playing, gathering ginseng for cash or bloodroot for sickness, this is not a static natural history roster, but a familiar cast of characters in a beloved and threatened natural world.

C A S T  O F  C H A R A C T E R S
O F  T H E  M I X E D  M E S O P H Y T I C  F O R E S T

F L O R A

- American Chestnut*
- Eastern Hemlock
- Tulip Poplar
- White Oak
- Red Maple
- Black Locust
- Rhododendron spp.
- Red Balsam
- Lady Slipper
- Morel Mushroom
- Cinnamon Fern
- Lepidodendron spp.
- Horsetail
- Ramps
- Cartails
- Cherokee Rose
- Pipturus spp.
- Solomon's Seal
- Pedicularis spp.
- Lobelia
- Mayapple
- Poke
- Kudzu

F A U N A

- Red-Cheeked Salamander
- Domesticated Bull
- Bloodhound Dog
- Blister Beetle
- Eastern Elk
- Eastern Cottontail Rabbit
- Groundhog
- Yellow Canary
- Raccoon
- European Honey Bee
- Wild Turkey
- Wood Mouse
- Red Fox
- Green June Beetle
- Firefly
- Red Fox
- Wood Mouse
- Wild Turkey
- European Honey Bee
- Raccoon
- Yellow Canary
- Groundhog
- Eastern Cottontail Rabbit
- Eastern Elk
- Blister Beetle
- Bloodhound Dog
- Domesticated Bull
- Spruce-Fir Moss Spider
- Red-Checkered Salamander
- Paper Wasp
- Blackfly Larva

Poison Ivy
- Dandelion
- Goldenseal
- Yellow Dock
- Burdock
- Stinging Nettle
- Bloodroot
- Yellow Root
- Ginseng
- Junce
- Water Lily
- Oyster Mushroom
- Black Cohosh
- Wild Yam
- Purple Berry
- Purple Trillium
- Blue Cohosh
- Paw-Paw
- Sassafras
- Mountain Laurel
- Basswood
- Yellow Root
- Oyster Mushroom

Teeming with biodiversity and nourished with abundant fresh water, this world is home to generations of plants and animals who are seen enacting the cycles of birth, life, death, and regeneration. Growing, gathering, and preparing food; sharing stories, songs, and skills; producing, exchanging, and reusing goods and tools; and transmitting historical memory, they are intimate with the land and rooted in economies of place.

"please see back cover for a diagram & folding tips!"

THE LANDSCAPE OF POWER & EXTRACTION

When the graphic "opens" by pulling the edges apart, both mountain and watershed are torn assunder, revealing a dramatic shift of perspective and viable future.

Regeneration Resistance
Mountaintop Removal Climate Chaos
Colonization & Industrialization Ancestors

Exposed and barren, this is the landscape of Mountaintop Removal coal mining on a global scale, where the thirst for resources and the hunger for profit have displaced community health and sustainable lifeways. As a resource-extraction colony within the United States, Appalachia is sacrificed and poisoned in the name of cheap electricity for consumers and consolidation of power and wealth for corporations and government. Biological and cultural diversity are threatened while the spiral of climate chaos and unnatural disaster looms menacingly above.

A SPIRAL TIMELINE

In addition to contrasting these opposing landscapes and worldviews, the graphic reads from left to right as a meandering historical timeline. But we see history fold in on itself along the seam where Ancestors and Regeneration meet, weaving together history and possibility, inviting us to reach into the past to build a just and viable future. We begin in the top left corner...
To understand where we are, we must remember where we’ve been. In this nighttime scene, we find communities living as though their lives depend on the land around them. The night sky, undisturbed by satellites or airplanes, is filled with constellations, used for orientation, navigation, and storytelling.

**Origins**

The coal we use today in the US to supply over 50% of our electricity began its life over 300 million years ago, as giant plants decomposing and compressing in an ancient swamp. The descendents of these ancestors are still around today— we know them as Ferns, Horsetails, and Club Mosses. The sunlight stored in those ancient fossils through photosynthesis is what we capture when we burn coal over 10,000 years of compressed solar energy, consumed in a flash! And coal still does today what those plants did all those millenia ago—like a giant brita filter, it sucks heavy metals and toxins out of water and soil, sequestering them in the ground forever.

**The Source of Water & Life**

The Appalachian mountains are some of the oldest mountains on earth, and they are incredibly special. After massive glaciers buried northern habitats in a mile of ice, Appalachia served as the “seedbed” of North America, repopulating a desolate landscape with its abundant genetic stores. These “mixed mesophytic forests” are the most biodiverse temperate forests in the world! The mountains are also home to the headwaters of the major rivers of the eastern seaboard and the midwest. The water that flows from the taps of Atlanta and Washington originates here in the mountains, where it’s purified by underground coal seams.

**Cycles of Life & Death**

The Appalachians are also amazingly special because of their unique, layered human history. And whether our ancestors were indigenous Cherokee or belonged to their unique, layered human history. And whether our ancestors were indigenous Cherokee or belonged to some very different place, somewhere in all our family histories are folks who knew how to live in a seasonal way in a cyclical world. Seen here planting seeds among histories are folks who knew how to live in a seasonal way in a cyclical world. Seen here planting seeds among histories are folks who knew how to live in a seasonal way in a cyclical world.

**Solidarity Economies**

What does a regional Appalachian economy look like without coal at the center? Here, folks each bring a different ingredient and skill to a Local Foods Cooperative (canning chow-chow and other preserves). Inspired by community commerical kitchens, where small producers can work together to scale-up production and contend with bigger markets, this scene reminds us that production and trade can be equitable, sustainable, and nourishing.

**Solidarity Economies**

Communities are saying NO to extractive power from mega-utilities in favor of democratically distributed, locally-produced, renewable energy. Not only is this better for Appalachia, but it’s also far more efficient, as nearly two-thirds of all electricity “from the grid” is wasted, dissipating on the lines during transmission! What if we measured energy in terms of what we can generate with our bodies and communities, not what can be extracted from the earth? Our story’s end is also a beginning: a scene of reunion. Birds representing young folks returning home (after generations of migration and displacement) are welcomed into the waiting arms of their communities, where their energy is urgently needed to build the future of Appalachia.
People have migrated through Appalachia for millennia, from First Nations folks to people escaping enslavement. Seen here crash-landing in the boughs of an American Chestnut tree are European Starlings, echoes of the Scots-Irish workers and farmers who fled political oppression in Europe in small numbers to resettle as self-reliant homesteaders in the Appalachians. They carry the cultural and ideological baggage of all migrating peoples - religion and language, agricultural practices and crops, music, tools & weapons, and the next generation.

Song Circle
An ancestral hoe-down infuses the night with foot-stompin’ energy, as the Appalachian dulcimer joins an African gourd banjo and a Cherokee drum in a riotous jig. These instruments are the grandparents of contemporary mountain music.

The Story
Critters from all walks of life gather around the fire’s warm light, crafting tools and treasures and hearing stories of the past. Appalachia is home to some of the world’s best—and longest!—stories.

Survival in the pre-industrial world meant resourcefulness, thrift, reusing old materials, and taking only what you could carry. Appalachian communities relied on their neighbors and on the food and fuel they could harvest themselves, much like the fishing Heron, the timbering & building Beaver, and the gathering and gardening Snails (with their nutritious crop of corn, beans and squash). Folks used and changed the land to meet their needs, but they did so within the land’s ability to replenish itself.

The Community Meal
Amphibian characters, whose permeable skin makes them extra-sensitive to their surroundings, are sharing a meal of wild-crafted Ramps (a savory root vegetable), Chestnuts, and Morel Mushrooms with other forest dwellers!

When we close the poster . . .

And return to a local, grounded perspective, we find scenes inspired by real folks building alternative economies today in Appalachia. Enwalled with the legacy of environmental devastation, we see old wounds healing, ecosystems and cultures regenerating and thriving, and new ideas taking root in fertile soil.

Soil, Not Oil
The antidote to a fossil-fuel addicted society is not merely more “renewable” energy sources - shall we have solar powered tanks and ethanol charged missiles? It is in changing our land-use patterns to sequester more carbon, produce less greenhouse gases, build precious topsoil, and provide more resources to folks locally. The best place to start is with community supported, organic agriculture!

Bioremediation
Seven generations of lady salamanders are working together to clean up contaminated water by planting Cattails, Oyster Mushrooms, and other species that naturally absorb toxins. By remembering the three generations before and planning for three to come, they stand a chance of eventually restoring their waterways - and the fabric of their community.

Rainwater Harvest
With so much toxic mine waste and devastated land, things won’t be normal again in Appalachia for a long time. Folks will have to be inventive and relearn ancient ways of meeting their basic needs, like this Fly seen gathering rainwater where aquifers are too polluted.

The Longest Walk
Real reclamation means honoring native land rights! Native folks from many nations are joined by solidarity marchers on the Longest Walk, a real cross-continental journey of homecoming made in 1977 and in 2008.

No place on earth should be a sacrifice zone for the profit or luxury of any other, and no people - anywhere - are disposable. While folks fight like mad for their lives and lands, we are all in a perpetual moment of opportunity to get together, imagine, and build a million creative solutions to the problems of this very dire historical moment. And fortunately for us, we don’t have to reinvent the (water) wheel! Appalachians (like these Carrion Flies) have been saving the seeds of sustainable lifeways for generations, and, like land-based people everywhere, they have lots to teach us about how to use our resources wisely and build our communities from our own life energy and beyond coal.

...and return to a local, grounded perspective, we find scenes inspired by real folks building alternative economies today in Appalachia. Enwalled with the legacy of environmental devastation, we see old wounds healing, ecosystems and cultures regenerating and thriving, and new ideas taking root in fertile soil.

RECLAMATION
The Longest Walk
Real reclamation means honoring native land rights! Native folks from many nations are joined by solidarity marchers on the Longest Walk, a real cross-continental journey of homecoming made in 1977 and in 2008.

The Community Meal
Amphibian characters, whose permeable skin makes them extra-sensitive to their surroundings, are sharing a meal of wild-crafted Ramps (a savory root vegetable), Chestnuts, and Morel Mushrooms with other forest dwellers!
When the poster opens, we see throngs of European colonist birds, following on the heels of the Scots-Irish in unprecedented numbers. They bring violence and a new agenda for the land of Appalachia: the production of “wealth.” Sanctioned by the church, powered by the stolen labor of enslaved peoples, and reinforced with military might, they build a new nation-state on the graves of Native peoples, 95% of whom perished at the point of a gun or in the fevers of smallpox & other diseases spread intentionally throughout the Americas as biological weapons.

Cherokee was an oral language until the 1830s, when Sequoia drafted the nation's first syllabary. Used to record Cherokee lifeways and letters and to defend rights to land and sovereignty in the face of genocide, The Phoenix bilingual newspaper reached Cherokee and white readers alike with a strong, clear message: the Cherokee Nation was negotiating for its survival.

In 1838, the U.S. military forced the “removal” of over 14,000 Cherokee men, women, and children from their desirable mountain real estate in the dead of winter. During the long, cold procession out of mineral-rich Appalachia into the “Indian Territory” of Oklahoma, over 4,000 people died from starvation and deprivation. Although the majority of the Nation was lost or “relocated,” some Cherokee folks remained in the mountains, negotiating life in two worlds. Not disappeared though often invisibilized, indigenous folks persist in Appalachia, and are present in this poster for generations to come.

In the name of progress and productivity, new nation-builders sought not only to rid the U.S. of indigenous peoples seen as “in the way,” but to convert all available land, labor, and resources to profits for those in power. Their capitalist endeavors -including their wars- were fueled with coal harvested from Appalachia.

“Paperwrenching” means death to Big Coal by a thousand paper cuts! Here, a multitasking millipede turns the MTR permitting process, weak environmental legislation, and a mountain of other paperwork into potent ammunition against the construction of a new coal-fired power plant. Aiming to “exhaust the administrative capacity” of government regulators like the Office of Surface Mining, her paper airplanes are gumming up the gears of the coal industry machine, effectively buying time for community-based activists to halt it for good.

Meanwhile, in the low-income barrios and neighborhoods of the city, resourceful urban critters like the Squirrel, Cockroach, Cat, and even the carefully coiffed Poodle aren’t standing for Big Coal’s ongoing assault of air pollutants or huge doses of toxins. Instead, they are defending their neighborhoods through direct action and advancing a revised definition of “power” - community power. With over 150 new coal-fired power plants slated for construction in during the final years of the Bush administration, dozens have already been defeated through such grassroots resistance!

There is no renewable replacement for coal, because coal concentrates thousands of years of solar energy in every square inch. We’d have to plant the entire planet in corn many times over to keep up with our growing energy demand! No one makes money off energy reduction or admitting “there is no easy answer” - but anyone who says otherwise is likely selling something!
RESISTANCE

So what's the good news? As grim and overwhelming as the true cost of coal is, **resistance is fertile!** Folks all around the world are using wildly different tactics to keep the oil in the soil and the coal in the hole... from the coalfields of Colombia to China, a global movement is gaining momentum, urgency, and the power to fight coal and address the climate crisis with system change.

**SOCIAL MOVEMENT BUILDING**

The most endangered species of the air, water, and land - those most threatened by MTR - have gathered in the root system of an ancient tree (collapsed prematurely from atmospheric pollution) to learn, discuss, and strategize. Sharing grassroots knowledge and research, young and old from all different walks, swims, and slithers of life are mapping their community assets, watersheds, and coal industry pressure points in preparation for collective action. One chair is left empty, because we never know what new allies we’ll discover along the way!

**COALFIELD COMMUNITY ORGANIZING**

Building upon an inheritance of cultural resilience and collective organizing passed down for generations, Appalachian community groups are speaking out and standing up for the mountains and the miners! Educating their folks about MTR’s health impacts, hosting vigils, and organizing rallies and marches, these activist “pollinators” are fighting for their homes, their mountains, their livelihoods, and their lives at great personal risk. Through documentation, petitions, lobbying, lawsuits, and non-violent civil disobedience, they are laboring to make their voices heard in Washington’s halls of power. Despite EPA lipservice, MTR continues, and the struggle for justice.

**Existence as Resistance**

With the vicious backlash of the coal industry against such public organizing, most Appalachians resist through private acts of perseverance. For many, continuing to hunt and fish on “company property” - the mountains that are everyone’s backyard - is an act of courage and defiance.

**Solidarity**

Parachuting in to lend a paw are activists from outside the coalfields, represented by the Tortoise and the Hare. They carry different tools and tactics for the struggle, including access to education, technology, and social movements. By respectfully taking direction from local leaders, these activists can be instrumental in supporting coalfield resistance; they’re less likely to be violently targeted for their efforts, so they can engage in direct actions, documentation, and organizing.

**Land Grab**

The arrival of the railroad brought an erosion of land rights for folks in the mountains, resulting in outside landowners claiming deeds to over 80% of all Appalachian territory! The Broad Form Deed separated surface rights from mineral rights, which land prospectors gobbled up, often for 25¢ an acre.

**Labor Grab**

Feudal labor relations prevailed in the booming coal camps of the early 20th century, where coal companies kept miners indebted and imperiled in treacherous underground working conditions. Overseen with guns and preachers and paid only in company scrip, mining families could only secure food and housing from the company store at inflated prices, resulting in a lifetime of debt.

**RESISTANCE**

Unionization and collective bargaining eventually won healthcare and safety victories for United Mine Workers of America (UMWA). But strikers sacrificed their homes - and sometimes their lives - in the struggle for justice.

**Battle of Blair Mountain**

One of the largest labor struggles fought in U.S. history, Blair Mountain saw over 12,000 miners march on the seat of coal company power in armed resistance to repressive, militarized, and unsafe working conditions. In retaliation, the coal operators summoned the U.S. Marshals, who dropped bombs on the striking miners!

**Celebration Dance**

Life in the coal camps was steeped in struggle, but is also remembered as a time of community resilience. Here, immigrant miners share stories, songs, and moonshine while the square dancing June Bug, Bee, Turkey, and Woodcock celebrate union victories and the long-awaited arrival of coal-powered electricity - more than a generation after it appeared in northern cities.
The wealth, industry, and Empire of the US were built on the resources of rural and wild lands (at home and abroad), powered with the dust of dirty coal, and prospered by the sweat of miners and workers. As we see in the center of the graphic, where a massive mine site is tearing into the landscape, colonies like Appalachia were sacrificed on the altar of “the greater good” - progress, power, and prosperity. And just as rural places gave birth to the modern industrial world, the rising powers of government, banks, and big business also shaped the profile of Appalachia, transforming a region rich in traditions of land-based self-reliance into a job-centered mono-economy reliant almost entirely on a single, non-renewable resource: coal.

Mechanization: Machines Replace Miners

In 1950 there were 150,000 coal miners in Appalachia. Today, fewer than 15,000 remain. And where an underground mine once employed 200 men, (and today employs only 30), an MTR site requires only 15 workers to extract vastly more coal. Through mechanization and union busting efforts by Massey Energy and other companies, the coal industry has eliminated so many jobs that many thousands of Appalachians have been forced to leave the mountains.

The whole family is getting very sick from sludge in the well. Black water comes out of the tap, poisoned with heavy metals. Mama Frog has had her gall bladder removed, while this year all the garden tomatoes have rotted in the ground.

Frog’s got all sorts of health problems, from asthma to severe back injury, as a result of working at the mine and breathing in coal dust all day. Urged on by his boss, he doesn’t report his injury to keep his job.

When Miner Frog and Tadpole go to visit the doctor (an Ass with a well endorsed pharmaceutical labcoat), they pay a high price for bottled water and Oxycontin pills, highly addictive pain medication that has flooded Appalachian communities in recent decades.

At the end of the day, Frog has to go back to work to keep up with his bills and his pills. As Tadpole grows older, she too must make hard choices - destroy the land she loves in order to stay? Or leave?
Sludge Impoundments

Thanks to the Clean Air Act, coal is washed before it’s burned (to get some “never all- of the toxins out”). But the deadly rinse water has to go somewhere—usually, back up the mountain into unlined, open air pits held back by some of the largest earthen dams in the world (the most famous of these is directly above Marshfork Elementary School in the Coal River Valley of West Virginia). This “sludge” is even injected into old underground mines, (where it leaches and leaks into aquifers and wells), or illegally dumped into waterways.

UNNATURAL DISASTERS

Floods and erosion from MTR are a constant reality in the coalfields, but residents live with an even deadlier threat—impoundment collapse. The 2008 TVA spill of toxic, radioactive fly ash (another type of coal waste) near Harriman, TN wasn’t the first time coal industry recklessness caused a life-threatening disaster in the coalfields. The Buffalo Creek dam break of 1972 killed 118 in West Virginia; the 2000 spill in Inez, Kentucky buried 100 miles of waterways. Engineers say, it’s not a question of if the impoundments will break, but when.

Climate Injustice

Climate Injustice means that the devastating burdens of climate & energy related disasters—like the TVA Spill, Hurricane Katrina, or the BP Oil Blowout—are carried by folks who didn’t create them or profit from them, while the responsible parties get tax breaks and bailouts and aren’t held accountable for cleaning up their messes. They even make money off reclamation!

Clean Coal is a Dirty Lie

Coal can never be clean. A non-renewable fossil fuel containing almost every element in the periodic table, coal cannot be mined, burned, or stored without extensive damage and destruction. Yet the same corporations and big government officials who are encouraging us to shop away our guilt about climate change are labeling coal “clean”—and hoping we won’t notice we’ve been greenwashed.

Who Pays for Walmart’s Low Prices?

The new face of the company store is familiar across the rural US, where the Walmart mono-economy means dollars earned by miners purchase goods produced “cheaply” in US-owned factories overseas, leaving local businesses unable to compete... or survive.

“Development”

Walmarts, Prisons, and Golf Courses are the three main “development” projects promoted by Big Coal interests as beneficial uses of “reclaimed” former mine sites. Only 3% ever receive even this excuse for development!

Prisons

New prison construction in Appalachia is lauded as a recipe for prosperity, while states trade in incarcerated people, many low income people of color and prisoners of the “war on drugs.” The prison industry means big bucks for corporate profiteers who trade in human lives, but a world of violence and cages for prisoners... and guards.

The Myth of Reclamation

But where are the lawmakers, the regulators, the news media? Coal industry propaganda, greased with tax breaks and skyrocketing profits, attempts to calm and persuade the public that minelands are “reclaimed,” ie. restored to their “approximate original contour,” and repopulated with Oak, Elk, and folks with jobs security. Yet when coal operators abandon their “strip jobs” after they’ve pilaged the mineral wealth of the mountains, regulators barely fine the multibillion dollar industry! New prison construction in Appalachia is lauded as “development” in human lives, but a world of violence and cages for prisoners... and guards.

Lost Ground

Every mountain is sacred to someone. While official cemeteries are some of the only lands deemed “unsuitable” for explosive MTR, unmarked and Native burial sites are destroyed everyday.

They Can’t Put It Back

The ecological diversity in this graphic is a metaphor for the cultural vitality of the region, both of which are threatened by destruction from MTR. Mountain-top removal destroys renewable resources— a forest that could be replanted, a road that could be rebuilt. But other losses are permanent. Fertile top soil, made rich over millennia, takes more than 500 years to accumulate even half an inch. Once extinct, endemic species (native only to a particular mountaintop or stream) take with them unique evolutionary adaptations—whole genetic languages that fall silent in their absence. Like soil or species, the fabric of community life—languages and dialects, skills for sustenance and survival, stories and songs—once unraveled through depopulation and degradation, are gone forever.
The Temple of Conspicuous Consumption

Parading across infinite high-flying conveyer belts is a buffet of fancy consumer goods—hair dryers, cuisinarts, i-pods, x-boxes, plasma screen TVs, and even pricey college diplomas—all coal-powered placebos we’re encouraged to buy as substitutes for genuine relationships, learning, and adventure. “Manufactured desire” means even folks’ imaginations are colonized by corporate ad execs, who urge suburbanites to dash from their solar-paneled McMansions to Green Malls in their hybrid SUVs to get the latest gizmo from Apple or Whole Foods. Not only is this consumption treadmill directly fueled by MTR, it’s also incredibly isolating and depressing, and keeps folks medicating their alienation with more stuff rather than getting together to do something about it!

To make coal into “cheap” electricity, it must be pulverized and burned. Coal-fired power plants are responsible for more than 40% of all carbon dioxide emitted in the U.S. each year, not to mention cancerous heavy metals and yucky, asthma-causing particulates. Former NASA scientist James Hansen estimates that 80% of the problems associated with climate change could be avoided today, simply by leaving the coal in the ground.

GREENWASHING

Have you noticed that everyone claims to be “going green” these days? From Clorox (partnered with the Sierra Club) to Walmart (selling organic veggies) to BP (really? beyond petroleum?), corporations are falling all over themselves to convince us that they are eco-friendly—ever while they’re selling us the same old poison as before! Despite their best efforts at a swindle, we know a wolf in sheep’s clothing when we see one, and we know that we can’t buy our way out of climate change and eco-cide with “greener” individual consumer habits! We need organized, collective action to transform a sick society and economy, so we’re changing the system, not just our lightbulbs!

Charging onto the scene as a souped-up steam engine at full blast, with tentacular arms feverishly gobbling up fuel, water, forests, and land, this heavily-armored coal-fired fortress represents the dual meaning of “American Power.” Not only is the US military the biggest consumer of fossil fuels in the world, it is often the US government’s tool of choice for securing access to “energy resources” (ie. other people’s stuff) around the globe. Endless war is a huge consumer of coal, and for the US (the “Saudi Arabia of Coal”), an energy-independence agenda means more coal extraction.

The Death Cycle of Coal

If the coal extracted from the mountains isn’t burned in Appalachia, where does it all go? And why do we need it so badly that it’s worth sacrificing the oldest, most biodiverse mountains on the planet to get at it?

Along the horizonline of the graphic, we can trace the full death cycle of coal on a global scale, from extraction and combustion to consumption and waste. At every stage (except in the ground, where it belongs!), coal is deadly, because processing it releases sequestered toxins and greenhouse gases into the air. Coal and other fossil fuels are used to power a linear production system that assumes the possibility of infinite growth on a finite planet, and whose sole purpose is to create wealth for those who benefit from it. But it is the folks least responsible for creating a fossil fuel-dependent economy who are hit first and hardest by it’s worst side-effect—Climate Change.

Extracting Power

Charging onto the scene as a souped-up steam engine at full blast, with tentacular arms feverishly gobbling up fuel, water, forests, and land, this heavily-armored coal-fired fortress represents the dual meaning of “American Power.” Not only is the US military the biggest consumer of fossil fuels in the world, it is often the US government’s tool of choice for securing access to “energy resources” (ie. other people’s stuff) around the globe. Endless war is a huge consumer of coal, and for the US (the “Saudi Arabia of Coal”), an energy-independence agenda means more coal extraction.

Coal provides us with electricity, but is also central to the manufacture of concrete, steel, and consumer goods, the building blocks of our industrial world. As multinational corporations and monolithic financial institutions (like the World Trade Organization, The World Bank, and The International Monetary Fund) force local economies to play ball in a global marketplace rigged to favor rich countries, manufacturing is “outsourced” to poorer countries (who have even fewer environmental regulations and labor laws than the US). This means coal extracted in Appalachia is shipped all around the world—ironically, often to coal-producing parts of Asia and Latin America, where everything from essential goods to cheap plastic toys are assembled for western consumer economies. Coal does more than keep the lights on.

Burning the Future

To make coal into “cheap” electricity, it must be pulverized and burned. Coal-fired power plants are responsible for more than 40% of all carbon dioxide emitted in the U.S. each year, not to mention cancerous heavy metals and yucky, asthma-causing particulates.

Former NASA scientist James Hansen estimates that 80% of the problems associated with climate change could be avoided today, simply by leaving the coal in the ground.

Globalization, Transportation, and Manufacturing

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EXTRACTING POWER

Have you noticed that everyone claims to be “going green” these days? From Clorox (partnered with the Sierra Club) to Walmart (selling organic veggies) to BP (really? beyond petroleum?), corporations are falling all over themselves to convince us that they are eco-friendly—ever while they’re selling us the same old poison as before! Despite their best efforts at a swindle, we know a wolf in sheep’s clothing when we see one, and we know that we can’t buy our way out of climate change and eco-cide with “greener” individual consumer habits! We need organized, collective action to transform a sick society and economy, so we’re changing the system, not just our lightbulbs!