



# King Coal's Mask: American Coalition for Clean Coal Electricity

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## What Is ACCCE?

**ACCCE/America's Power is a front group for coal companies.** The American Coalition for Clean Coal Electricity, formerly the Americans for Balanced Energy Choices, is a coalition of the top coal companies and coal-using utilities in America, including Peabody Energy, the world's largest private-sector coal company. [[America's Power](#), [Peabody](#)]

## ACCCE's "Clean Coal" Campaign

**ACCCE is running a \$50 million pro-coal, anti-climate action campaign.** ACCCE is spending "\$45 million to \$50 million" on a campaign "to rally public support for coal-fired electricity and to fuel opposition to legislation that Congress is crafting to slow climate change." [AP, 2/27/08]; [*The Washington Post*, 1/18/08]; [*National Journal*, 8/25/08]

**ACCCE spent millions to sponsor presidential debates and election coverage.** The Associated Press reports that ACCCE has spent more than \$5 million to sponsor at least six presidential debates and election coverage on CNN. [AP, 2/27/08]; [ACCCE, 10/6/08]

**ACCCE's campaign is nationwide.** ACCCE ran ads attacking Senator Harry Reid (D-NV) and Governor Kathleen Sebelius (D-KS) for blocking coal plants, and spent over \$2 million on advertising in and around the Democratic and Republican conventions to promote "the virtues of clean coal." [*Las Vegas Sun*, 10/10/07]; [ACCCE press release, 10/25/07]; [*Politico*, 8/19/08]; [ACCCE, 8/28/08]

**ACCCE is attacking green-collar jobs.** In Ohio, ACCCE ran print ads in English and Spanish saying, "*Green collar* jobs might sound good to some people, but what does that mean for Ohio jobs ... what does it mean for your job?" [ACCCE]

**ACCCE is attacking global warming solutions.** ACCCE lobbied heavily against the Lieberman-Warner Climate Security Act because it "does not adequately embrace" their "principles" and raises "just too many unanswered questions." [ACCCE, 5/08]

## Coal: The Dirty Truth

**Coal is dirty to extract.** Coal mining is one of the most dangerous professions in the United States, but the coal industry still fights unions and safety regulations. Mountaintop removal—a technique that has eliminated 100,000 mining jobs in West Virginia alone—has flattened hundreds of Appalachian peaks and permanently buried “more than 700 miles of mountain streams.” [NRDC, [3/08](#)] [[Appalachian Voices](#)] [[The Washington Post](#), [8/17/04](#)]

**Coal is dirty to burn.** Over 90 percent of the smog and acid rain pollution emitted by U.S. power plants comes from coal-fired plants. Each year, U.S. coal plants emit 48 tons of mercury, 56 tons of arsenic, 62 tons of lead compounds, and 134,000 tons of hydrochloric acid. Coal plants account for half of U.S. electricity, but have emitted over 83 percent of the CO<sub>2</sub> pollution since 1990. [NRDC, [3/08](#)] [[Sierra Club](#)]

**Coal companies oppose “any” global warming cap.** The National Mining Association, the coal lobby group that includes several ACCCE members, “opposes any proposal that would include the mandatory control or reduction of CO<sub>2</sub>.” [NMA, [1/16/08](#)]

**Coal companies are holding the planet hostage: \$450 billion not enough.** The Lieberman-Warner carbon-cap bill would have given the coal industry “more than \$450 billion by 2050” to develop carbon capture and sequestration, an experimental technology that could reduce coal’s global warming pollution. But it is “a major policy tenet of the National Mining Association” that “a technology pathway should be built before we impose mandatory carbon controls.” In other words, they will take no action on global warming until CCS is fully developed, which could take decades without binding reductions that require its use. [[NMA](#)] [[E&E News](#), [3/27/08](#)]

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