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As New Poll Shows Majority of WA and OR Residents Oppose Coal Exports, Coalition Launches Ad Campaign to Educate About Threats from Coal Exports

Longview, WA—A new poll shows a majority of voters in both Washington and Oregon oppose the proposed plans to export coal from Northwest ports, with a majority of moderate, liberal and independent voters voicing opposition. [The survey](#) also found that opposition has grown by double digits in both states in the last year, and a larger percentage of voters strongly oppose the coal export plans compared to the smaller margin that strongly support. Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed the two surveys of 600 voters in Washington and 600 voters in Oregon likely to vote in the November 2014 election.

"This poll confirms what has remained consistent throughout the debate about coal exports: the more people learn about the issue, the more they are opposed" said Beth Doglio, co-director of the Power Past Coal coalition, an ever growing alliance of health, environmental, clean-energy, faith and community groups and businesses working to stop coal export off the West Coast. "It's like an onion: the more layers you peel back the more you realize what a stinky deal this would be for our communities, economy and planet."

This week, the Power Past Coal coalition launched an aggressive six-figure ad buy with the release of its new TV commercial "[Washington Families Against Coal Trains.](#)"

The spot highlights a multigenerational family living near train tracks and their concerns about the plan to ship dangerous Powder River Basin coal from Montana through Washington for export to Asia. Tuesday marks the kickoff of five public hearings across the state for the proposed Millennium Bulk coal export proposal in Longview, WA. Thousands of local residents are expected to attend the local hearings and to provide oral or written testimony about the threats they want to see studied in the Environmental Impact Statements conducted by local, state, and federal agencies.



[Watch the Ad here.](#)

Rick Marshall, a Camas resident and one of the family members profiled in the Power Past Coal spot, says that he and his family understand the importance of spreading the word about the dangers of exporting coal. In addition to appearing in the TV ad, the Marshalls talk to their friends and neighbors, and plan to attend at least one of the hearings to speak up in opposition about the issue. "Coal is a terrible deal for Washington families," said Marshall. "These coal trains and coal terminals are dirty and generate lots of pollution. They hurt our communities and we shouldn't have to pay with our health so some coal executive can make a few extra bucks."

The proposed Longview coal export terminal would ship roughly 44 million tons of coal a year to Asian countries like China, South Korea, and India. If approved, as many as 16 coal trains per day would run through the state of Washington and the region from that one proposal. There are two other proposals to export coal in the Northwest at Cherry Point north of Bellingham, WA and at Port of Morrow along the Columbia River in Oregon. Three other proposals have been pulled or shelved at the same time that coal demand overseas has declined and coal prices have dropped.

The new commercials will run on network and cable television in media markets across Washington and in Portland during prime time. Additionally, the Power Past Coal coalition has invested for the first time in targeted online TV and internet video ads. In total, Washington and Oregon residents will see [banner](#), [Facebook](#), and [video ads](#) when they go online, anti-coal export [billboards](#) as they wait at the some of the busiest at-grade rail crossings, [full page newspaper ads](#) when they read the Sunday paper, and [commercials](#) when they're watching their favorite sitcom or the nightly news.

Doglio says that this aggressive ad campaign, placed just ahead of the new public hearings in Washington, will directly reach millions of residents who may not yet be familiar with the coal export threats.

"We may not have the millions of dollars the coal industry has to spend on advertising, but we're certainly covering our bases to make sure residents know how to have their voice heard about their concerns about coal exports," concluded Doglio.

Three agencies, the U.S. Army Corps of Engineers, the Washington Dept. of Ecology and Cowlitz County, will hold the Longview hearing on Tuesday, September 17 at the Cowlitz Expo Center. Residents will gather at 4 pm just outside the Expo Center in Memorial Park. Doors open at 1:00 pm for comment, and

the hearing is from 5-8:00 pm. Subsequent public hearings will be held in Spokane, Pasco, Vancouver, and Tacoma.

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POWER PAST COAL is an ever-growing alliance of health, environmental, clean-energy, faith and community groups and businesses working to stop coal export off the West Coast. Powerpastcoal.org