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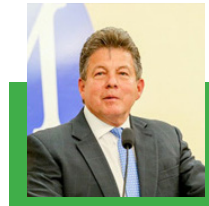
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West Virginia Coal

“Shaping Public Opinion & Policy”



West Virginia Coal Miners from Arch Resources Leer Mine participate in the WVU pregame Mantrip prior to the Iowa State game in which the “Coal Rush” uniforms were rolled out.



A Note from the President’s Desk

By Chris Hamilton

October 2024

Much has transpired over the course of the fall as the West Virginia Coal Association works to inform and educate state residents, as well as people from across the country, about the critical work you do every day to power our homes and build our great nation. This edition of West Virginia Coal provides a snapshot of just a few of our activities over the past month and highlights items we think you should be aware of. We hope you find it informative.

As you would expect, our work with state officials on coal and energy issues is never ending, but the 2024 election is critically important, and there is a direct correlation between success on Election Day and good, sound public policy. That’s why we been underscoring the importance of the November 5 election and its impact on our future. working to provide necessary the assistance to pro-coal candidates around the state.

Everyone in our industry should encourage friends and colleagues to register and get out the vote!

With appreciation,
Chris R. Hamilton
President & CEO



West Virginia absentee voting has begun. Applicants will need to provide an excuse to receive a ballot. The county must receive a ballot application by Oct. 30, and that ballot must be submitted by Nov. 5.
Early in-person voting:
Early in-person voting begins Oct. 23 and will continue through Nov. 2. Absentee ballots can be submitted in-person through Nov. 4.

October Coal Seam Episode Focuses on Coal's Comeback

The September episode of the Coal Seam television show features a discussion with WVCA Executive Vice President Jason Bostic, discussing the recent performance of coal in the energy and steel manufacturing marketplace.

Hosted by the West Virginia Coal Association's Chris Hamilton and broadcast on the Library Television Network on Public Television, this 30-minute monthly program focuses on the coal industry, news and individuals who play a key role in the industry, and the economics of coal in West Virginia.

The show is broadcast over the Library Television Network and is carried on satellite and cable television across the state. The Coal Seam reaches a monthly audience of 263,100 subscribers.

To view our most recent episode, visit the Library Television Network on YouTube. Consult your local listings for broadcast days and times. Following are the channels on which it is carried for each service.

Where You Can Find the Coal Seam

- **Suddenlink Channel 17**; Library Television Network. 84 hours; 120,000 subscribers serving Kanawha, Putnam, Cabell and Fayette counties

- **Comcast Channel 24**; Marshall University. 30 hours - 28,000 subscribers serving Cabell and Putnam counties

- **Comcast Channel 14** WLSC-TV; West Liberty State College
10 hours; 30,000 subscribers serving Ohio and Marshall counties

- **Time Warner Cable Channel 18**; Robert C. Byrd High School

105 hours; 26,000 subscribers serving Marion, Harrison, Lewis and Upshur counties

- **Suddenlink Channel 17 and Channel 97**; Southern WV Community College. 4 hours; 45,000 subscribers serving Logan, Mingo and Lincoln counties

- **Adelphia Communications Channel 15**; City of Grafton. 45 hours; 3,300 subscribers



ers serving Taylor and Monongalia counties

- **Suddenlink Channel 22** WVWC; West Virginia Wesleyan College

154 hours - 6,000 subscribers serving Upshur County

- **Suddenlink Channel 5**; City of Lewisburg. 15 hours - 4,800 subscribers serving Greenbrier County

"Coal Never Quits": Friends of Coal Airs New Radio Spot

"Coal Never Quits" "West Virginia Mined" "Built on Bravery"

Those were the slogans used to describe and recognize the West Virginia coal miner and the mining industry, during the "Coal Rush" football game at Mountaineer Field.

This was a very special evening and a spectacular tribute.

As an industry, we are appreciative of the acknowledgement of coal's role in

shaping our state and nation. Special thanks to everyone from our football team, WVU fans, school officials, and the Leer Mine, for making it possible.

Friends of Coal everywhere should be proud of the job our miners do each and every day, so the rest of us can enjoy comfort and security, while West Virginia coal powers our great state and our great

country.

With their bravery and extraordinary skill, our miners stand ready to keep coal front-and-center of our state's economy for steel making and power generation for decades to come.

Thank you to all our coal miners, and Friends of Coal everywhere. A message from the Friends of Coal.

NMA Holds MINExpo Trade Show

Mining industry professionals from around the world attended the National Mining Association's MINExpo in Las Vegas, NV the week of September 23rd. West Virginia was well represented, to include the WVCA's Chris Hamilton and Jason Bostic. For a good overview of the infor-

mation shared and some of the topics discussed, check out NMA's YouTube channel for videos featuring Chris Hamilton, WV Coal Association, Jimmy Brock, Consol Energy, Mike Rowe, TV personality and CEO of mikeroweWORKS, and Kevin O'Leary from Shark Tank.



Jimmy Brock, Consol Energy

WVCA In The News: WVU Debuts “Coal Rush” Uniforms

The WVU Football Team’s new “Coal Rush” uniform, which debuted against Iowa State on Oct. 12, was created to honor the working miner and the mining industry. To come up with the concept, members of the WVU Athletic Department toured Arch Resources’ Leer Mining Complex and worked with WVCA representatives to determine how best to design this special uniform. Chris Hamilton, WVCA President, penned the letter to the editor below which has appeared in several state newspapers highlighting the importance of our industry and acknowledging WVU for this special recognition.

WVU’s “Coal Rush” Uniform Honors West Virginia Miners.’

When the West Virginia University football team takes the field on Saturday night against nationally-ranked Iowa State they’ll don the new “Coal Rush” uniform. Our players will be accompanied onto the field by miners from Arch Resources’ Leer Mining Complex in Grafton where the Coal Rush concept was derived.

The Coal Rush uniform was designed to pay tribute to the work ethic and bravery of the West Virginia coal miner and celebrate our state’s coal industry. In announcing the design back in May, WVU Vice President and Director of Athletics Wren Baker said, “If our football team was going to have a black alternate uniform, we wanted it to tell a story and mean something to our fans. Coal mining has a deep history in West Virginia, and the work ethic of coal miners is woven into the fabric of our culture. Our football team looks forward to honoring the rich tradition and history of West Virginia’s coal mining industry...”

The uniforms were released with the slogans ‘West Virginia Mined’ and ‘Built on Bravery’ in recognition of the working life of a miner and symbolizing the characteristics imbued in all Mountaineers. The Coal Rush uniform joins other min-



ing-related traditions and symbolism at Milan Puskar Stadium and the University itself, ranging from the “Mountaineer Mantrip” player-walk into the stadium, the piece of coal touched by each player as they enter, and the buildings on campus bearing the names of coal industry stalwarts.

For generations miners have gone to work each day to provide the energy and steel America needs to run our economy and build our great country. Coal

mining and coal miners have defined West Virginia culturally and societally throughout our history and we will continue to make substantial contributions into the future.

As an industry, we are appreciative of this acknowledgement of coal’s role in shaping our state and people, and we thank West Virginia University for this unique recognition. Let’s Go Mountaineers!

Friends of Coal Social Media Report

FRIENDS OF COAL SUBSCRIBER & SOCIAL MEDIA METRICS

Email Database Subscribers:	35,000
FOC Social Media Platform YTD:	7.1 million impressions, 497K engagements
FOC Social Media National	4.3 million impressions, 305K engagements
FOC Social Media Platform Month:	244K impressions, 15.7K engagements
FOC National Month:	185K impressions, 12.7 engagements
FOC WV Facebook:	52,000 followers
FOC National Facebook:	58,000 followers
FOC Platform Total:	162,370 followers
Website Traffic YTD:	19,000 visits; 48,000 pageviews

Explanation of Terms

Subscribers are those who have provide us with their emails and indicated they wanted to receive informational emails.

Impressions refer to the number of people viewing a post either directly on our page or by reposts.

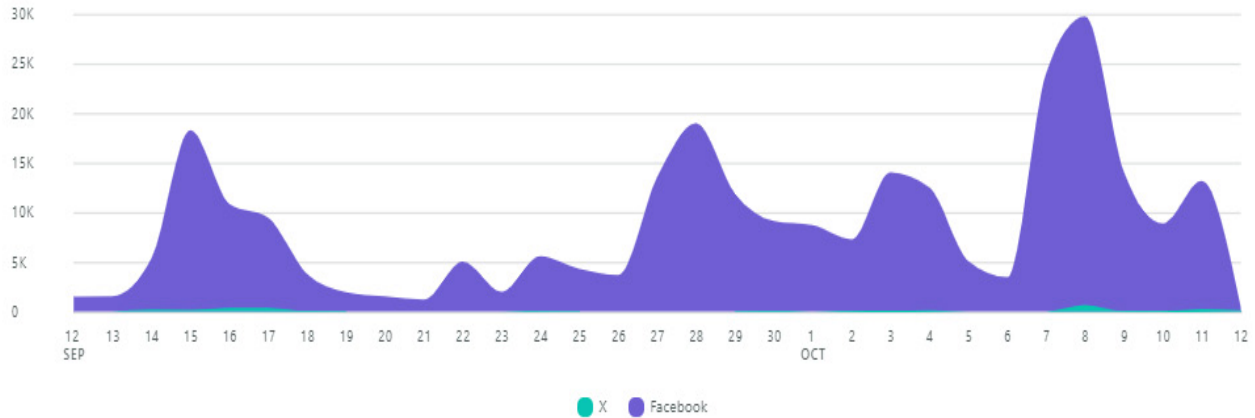
Engagements refer to those who have liked the post or who have responded with a return message.

Followers are similar to subscribers but reference those who have liked a social media page. Doing so brings our posts to the top of their feed.

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day



Top Performing Posts

<p>WVU's "Coal Rush" Uniform Honors West Virginia Miners When the West Virginia University football team takes the field.</p> <p>Impressions: 63,009</p>	<p>We don't know who took this photo, but for those of us who grew up in the coalfields, it calls to our heritage...</p> <p>Impressions: 61,284</p>	<p>US Spot Market Thermal Coal Prices For the week, spot prices: Down \$8.15 to \$74.00 in Central Appalachia Down \$5.55 to \$47.00 in Northern Appalachia</p> <p>Impressions: 19,775</p>	<p>DID YOU KNOW? Metallurgical coal is a key component of steel. So if you enjoy: Making a roof over your head, Using home appliances, Driving to get around. Thank Coal!</p> <p>Impressions: 6,569</p>	<p>A group of coal miners posing for a photo.</p> <p>Impressions: 6,128</p>
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