Words to Avoid	Words to Use
mining industry	mining companies
extraction; resource extraction; mineral extraction	mining [and drilling]; digging; removing; taking
waste rock; waste material	toxic mine waste; mine waste laced with mercury, lead, arsenic and other poisons
surface mine	open pit mine, mountaintop removal mining
copper porphyry mine	low-grade copper mine
released; disposed; discharged	dumped; poured; polluted; contaminated; poisoned; buried
tailings	[liquid] mine waste laced with mercury, lead, arsenic and other poisons
tailings impoundment	toxic mining waste dump
Submarine tailings disposal	dumping toxic mine waste into local rivers, streams and lakes [along the shoreline; into water supplies]
seepage	leaking
the environment	rivers, streams, oceans, and lakes; drinking water; local water supplies; local water supplies and wildlife
aquatic ecosystems	rivers, streams, oceans and lakes
water	rivers, streams, oceans and lakes; drinking water; water supplies
marine environment	ocean; coastal waters
significant ecological concern	threatening local water supplies and wildlife
public health	human health the air we breathe and the water we drink;
ecosystems	water, wildlife and recreation
mining-impacted communities	local communities
restore; reclaim; reclamation	clean up [the toxic mess]
modern mining practices	today's destructive mining practices
fail to adequately protect	threaten; jeopardize; risking
impact; impacts on	threaten; jeopardize; risking
potentially impacted	threatened by
facilitate access	buying access; bribing; participating in a protection racket
displacement	eviction; forced removal;
forced expropriation	theft; taking land away from local residents
mine's security forces	mining company's hire guns [mercenaries]
transparency	full disclosure
truncating the permit process	cutting corners in the review [and approval] process
individual permit	site-specific permit

The following examples provide some guidance for responding to the mining industry's main arguments. **Our responses can also - and should be - used in proactive messaging**.

When They Say:	We say:
The mining industry is committed to sustainable development.	There is nothing sustainable about mining. Open-pit mining, for example, leaves a massive hole in the ground, filled with a toxic pit lake, that can be seen from outer space. A typical mine generates billions of tons of toxic mine waste that is dumped in nearby forests and valleys, or directly into the ocean, rivers, streams or lakes. That's not sustainable. It's irresponsible.
U.S. minerals mining is environmentally responsible.	Anyone who's ever visited a typical mine knows that there's nothing environmentally responsible about it. The massive, toxic waste piles that mining companies leave behind leak mercury, lead, arsenic and other poisons into the air and water that will have to be treated, often at taxpayer expense, for countless generations to come. If the mining industry calls that responsible, what in the world do they think irresponsible mining would look like?
We've put together a 21st Century mining operation.	The only thing that's 21st century about mining is that it is taking place in the 21st century. It's still digging a massive hole in ground and it's still dumping billions of tons of toxic mine waste laced with mercury, lead, arsenic and other poisons that blow across neighboring communities and leak into their water supplies.
We need to streamline the permitting process so that America can compete effectively in the global economy.	Mining is far and away the most toxic polluting industry in America. In 2010, the mining industry generated 1.6 billion pounds of toxic pollution, including mercury, lead and arsenic, most of which ends up in our air or water. Mining already gets priority over water, wildlife, recreation and all other uses on our National Forests and public lands. There's no reason to cut more corners in the environmental review and oversight of proposed mines that would further threaten the air we breathe, the water we drink and the livelihoods of people who live and work in neighboring communities.
Since 1980, the mining industry has reclaimed nearly 200,000 acres of mined land.	That 200,000 acres is just a fraction of the land that mining companies have destroyed. Right now, there are more than 500,000 acres of abandoned mines across the U.S. that will cost American taxpayers - not the mining industry - up to $72 billion to clean up.
Strategic and Critical Minerals (SCM) are essential for our modern, technology based society.	It's not about the minerals, it's about mining them responsibly. Whether or not the minerals are "strategic and critical," mining is still generates far and away more toxic pollution than any other industry in the U.S. That's why we need an independent, third-party certification system that sets - and enforces - clear standards for truly responsible mining practices. [ALTERNATIVE: That's why we need to reform America's 140-year old mining law to promote responsible mining practices, hold mining companies accountable when they violate the law, and ensure that our communities and water supplies are protected.]
We've implemented a system for certification of responsible business practices that is widely recognized and valued by our stakeholders.	The mining industry's proposal is a sham. It's nothing more than a self-serving, self-certification scheme that the industry dreamed up to greenwash its irresponsible mining practices. It would be like letting students come up with their own exam questions, decide what constitutes an "A" on the exam, and grade their own exams. We need an independent, third-party certification system that sets - and enforces - clear standards for truly responsible mining practices
Mining creates good paying jobs and provides a much-needed boost to the American economy.	Mining companies are not interested in jobs. They're interested in bigger and bigger profits. That's why mining has become one of the most highly mechanized industries in the world: companies are replacing workers with equipment. The pollution and related economic, social and health impacts on surrounding communities far outweigh the relative handful of jobs created by a new mine.
Modern life depends on minerals and mining.	All we're saying is that there are some places that mines just don't belong, and where companies are mining, they need to do it responsibly and in compliance with independent, third-party standards that protect communities and the environment.