**CAC Message Guidance: State of the Union**

On January 30, President Trump delivers [delivered] his first State of the Union to the U.S. Congress and the American people. During his address, the president will attempt [attempted] to excuse his broken promises to the American people: to provide clean air and “crystal clear” water. He hasn’t.

What’s the state of the union? Thanks to the president and his corrupt cabinet, it’s polluted.

Instead of defending clean air and water and protecting [STATE]’s communities, as he promised his base, President Trump dedicated his first year to rigging the system for corporate polluters. Meanwhile, U.S. Environmental Protection Agency (EPA) Administrator Scott Pruitt is the president’s fox in the hen house, leading the attack on air, water and climate protection from within the EPA.

* What’s the state of the union? Thanks to the president and his corrupt cabinet, it’s polluted.
* The president is jeopardizing the health, safety and prosperity of families and communities like [CITY] across the country.
* President Trump’s first year was focused on giving rich corporate executives what they want and making sure they pocket millions more while forcing workers and families in [STATE] to live with less.
* Across the board, Trump and Administrator Pruitt took their cues from corporate lobbyists, taking our environmental cops off the beat and letting corporations pollute at will.
* The Trump administration systematically crippled EPA’s enforcement abilities while dismantling health protections that save lives and combat climate change.
  + Trump rolled back protections on everything from pesticides on food to pollution from power plants to toxins contaminating our drinking water.
  + Clean Power Plan: In year one, Trump and Pruitt went after the lifesaving Clean Power Plan, America’s first and only federal limits on carbon pollution from power plants.
    - By the administration’s own estimates, their reckless repeal could lead to 4,500 more premature deaths every year by 2030.
    - Pruitt’s repeal and replace scam could even end up *increasing* pollution.
  + Clean Cars: In year one, Trump and Pruitt went after fuel efficiency standards that cut tailpipe pollution and saved families more than $50 billion at the pump.
    - Why? The administration wants to allow automakers to sell dirtier cars that pollute the air and harm our health; cars so dirty that automakers might not be able to sell them in Europe or China.
  + Methane: In year one, the Trump administration went after the Bureau of Land Management’s methane waste rule – meant to prevent oil and gas drillers from wasting natural gas extracted from public lands – despite the fact that BLM’s rule would earn taxpayers about $800 million over the next decade.
* The president is wrong – destroying health and climate protections is not deregulation. It’s dangerous. [STATE] deserves better.
  + Look at his corporate tax cut.
    - As has been widely reported, Trump’s corporate tax cuts saved, strengthened or opened loopholes for the rich. That’s not “removing red tape.” That’s rolling out the red carpet for the rich and well-lawyered.
  + Look at the #PerryTax.
    - Energy Secretary Rick Perry tried to manipulate energy markets by proposing a massive giveaway to coal corporations and a virtual tax on consumers.
    - The #PerryTax hit a bipartisan brick wall -- officials and industry widely condemned it; a bipartisan energy commission unanimously blocked it.
    - The #PerryTax wasn’t “deregulation.” It was the Trump administration’s attempt to pick winners and losers and rig the system for donors and corporate polluters.
* No one is safe from Trump’s relentless efforts to rig the system for corporate polluters. Not the [INSERT NUMBER] of [STATE DEMONYM e.g. Coloradans] who suffer from asthma. Not Latino and African-American children, who face disproportionate harm from power plant pollution and who are significantly more likely to die from asthma than white children.
* Not even the president’s most ardent supporters are safe from his policies.
  + Trump promised to restore coal country, but he is actually planning to repeal a rule that [protects coal miners from black lung disease](https://www.wvgazettemail.com/news/politics/trump-regulatory-initiative-targets-black-lung-protections/article_0710897c-7059-5343-a586-88fbfa0afaa8.html).
  + Hiring in the coal mining industry [has stayed relatively flat](http://www.newsweek.com/donald-trump-has-only-delivered-1200-coal-mining-jobs-despite-claiming-have-751885) since President Obama left office. Meanwhile, coal miner deaths in 2017 [have nearly doubled](http://thehill.com/policy/energy-environment/367034-coal-mining-deaths-skyrocket-in-2017) since 2016.
* Next, the president has promised action on infrastructure. Sadly, he seems ready to break his promise again and put corporate interests over the public’s wellbeing.
  + Trump and Pruitt already lowered environmental safety and quality standards for federal infrastructure.
    - In fact, they axed a commonsense rule that would have protected federally-funded infrastructure from severe flooding. They did so in the same year that Texas, Florida, Louisiana and Puerto Rico endured super storms and flooding that displaced thousands and caused billions of dollars of damage.
  + We can build and modernize America’s infrastructure while also maintaining environmental protections for air, water, wildlife, and natural places.
  + (*Note: this bullet is C4 messaging*) This is why any new government-funded construction should actually follow the president’s earlier promise to the American people – to protect our health and environment.
* In his first year, President Trump worked to take America back to when corporations could pollute with impunity, a time before the Clean Water Act, the Clean Air Act, and the EPA itself, back when rivers ignited and the air burned. He isn’t draining the swamp. He’s pumping it in.
* By undermining health and environmental protections that save lives and money in [STATE] and across the country, President Trump has set the Union back more than forty years.