



## T. Boone Pickens Media Coverage 2.9.10

### Total of 4 Placements

&#61623 Blog/Online: 2  
&#61623 Broadcast: 2

### Coverage Summary:

Rep. John Sullivan appeared on *CNBC's Mad Money* yesterday where he highlighted the benefits of natural gas and discussed the NAT GAS Act. Sullivan praised Pickens for his work as a crusader to promote natural gas and the Pickens Plan. Sullivan also mentioned ANGA's work to get the message out. The segment can be viewed here: <http://www.cnbc.com/id/15840232?video=1408408587&play=1>

### Blog/Online Placements (Full Articles Below)

&#61623 **A Lesson From the Chemical Industry's Playbook** – *Houston Chronicle Blog* – 2/8/10  
&#61623 **Wind Farms are Facing a Tough Sell Despite Potential** – *Daily Tech* – 2/9/10

### BLOG/ONLINE COVERAGE

#### **A Lesson From the Chemical Industry's Playbook** – *Houston Chronicle Blog* – 2/8/10

By Tom Fowler

To some the spread of natural gas drilling in this country in recent years has been met with a great deal of resistance. For every positive story or development about the potential of abundant domestic gas there seem to be two [tales of concern](#) about the potential downsides. In large part the natural gas business has been seen as doing a poor job of making its points.

Sure, there's T. Boone Pickens' [well publicized efforts](#), but so far natural gas has made a poor showing in [federal energy legislation](#) in the past year.

The natural gas business should take a lesson from the chemical industry's play book, [says Bruce Bullock over at Barrels and BTUs](#):

Some years ago, the chemical industry undertook a voluntary initiative called Responsible Care to improve its environmental, health and safety performance and communicate extensively about it with its stakeholders. Responsible Care included mandatory codes of conduct to be followed by members, self-regulation if you will. Compliance was required for membership to the industry's major associations. To be sure this effort has had its detractors and problems. But in the end, the chemical industry and the communities surrounding it are both better off as a result.

How did the Chemical industry's Responsible Care program work? Go to [Barrels and BTUs](#) to find out more.

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#### **Wind Farms are Facing a Tough Sell Despite Potential** – *Daily Tech* – 2/9/10

By Jason Mick

There are plenty of U.S. wind power success stories, but of late the pace of wind power adoption in the U.S. has slowed, even as it has soared in other nations like China. Part of wind power's problem is the need for new high power transmission lines stretching to the remote stretches of land ideal for wind farms. The nation's largest wind project, a Texas wind farm championed by billionaire T. Boone Pickens, fell apart when the funding for its transmission lines fell through.

Another major obstacle is public sentiment. Across the country citizens have been moving to block local wind projects, citing a variety of concerns.

Among the most contentious battles has been a fight over a pending 130-turbine farm located off the coast of Martha's Vineyard. Alternative energy advocates have spent millions lobbying local, state, and federal governments to adopt the project. However, the project has been met with diverse resistance.

Environmental groups have blasted the project saying that it will destroy the beauty of the Nantucket Sound. A tougher challenge has come from local Native Americans, who buried artifacts in the seabed and every morning perform a sunrise ceremony on the sound. Members of the Mashpee Wampanoag and Aquinnah tribes local to the region are both fighting the project. They previously had managed to get the seabed classified in the National Register of Historic Places due to its buried artifacts, which may give them legal ammo to fight the project.

Other locals oppose the wind farm because it might raise their power costs (wind costs substantially more than traditional coal power or nuclear energy). There are also worries about the health concerns that have been linked to active wind farms.

The wind farm, originally unveiled in 2001, would be the first U.S. offshore wind farm and would be able to by 2025 provide 20 percent of Massachusetts' power needs. The Energy Management project is backed by President Obama, whose Interior Secretary Ken Salazar includes the farm in the President's alternative energy plan. If the rival groups cannot reach a resolution by April, he says he will try to force one -- potentially forcing a wind farm on the locals.

States Salazar, "What happens to Cape Wind, whether it goes up or goes down, will not be determinative of wind energy in the United States. The president and the department have made renewable energy one of the imperatives in our country."

Across the country in Luddington, Michigan, a similar fight is brewing. While federal politicians have taken less note of the struggle between Havgul Clean Energy and local citizens, its nonetheless another intriguing example about the debate over the impact and cost of wind power.

Havgul, a Norwegian firm, wants to build a \$3B USD wind farm off the shore of Lake Michigan. The wind farm would feature between one hundred and two hundred thirty-story tall turbines. The project, which is pending local, state, and federal approval could power 350,000 homes, and could bring many much-needed jobs to the state.

However, critics say that the project would hurt local wildlife and damage property values. Pentwater resident Janet Webber comments, "I spend more time buying a car than they're asking us to decide on something that would be sitting out on our lake for the next hundred years."

The local voiced their concerns at a recent Town Hall meeting.

Wind power certainly isn't the only topic that's drawing such debate. Similar objections have been voiced about similar massive scale construction projects, such as high speed rail. The commonalities of these objections raise an interesting question. Should the U.S. stick to an individualized approach when it comes to such projects, or should it push them through regardless of local objections? That's a key question that faces the Obama administration as it watches China outperform the U.S. in laying down high speed rail and deploying alternative energy.

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## BROADCAST COVERAGE

### 1. Mad Money (Rebroadcast)

**CNBC, National | DMA: 0**

**02/08/2010, 11:00 PM - 12:00 AM**

[CC] 00:22:26 (guest is Rep. John Sullivan)...- "The New York Times" has a story every other day saying it had to be doing it. There's not one instance of it. They can't make it up, it wouldn't get past the editors. They are making it up. The Exxon merger was contingent that this does not pass or Exxonmobil will back out of the deal. I'm glad that you're a crusader on this because we need you so badly. We need you and **Boone Pickens** But it's going to create jobs in America. Barack Obama is talking about government jobs. These are private sector jobs. There's 3 million people that work in the natural gas industry. If we pass these bills in congress, we could create a million, 2 million jobs more in America. That would be great. Also it's a national security issue. We need to lessen our dependence on foreign oil. Could you help me? I play with an open hand on the show. We've been trying to get one single senator in the United States, and I think there's like 100 of them, I took that class. There has not been one senator who's been willing to come on "Mad Money" willing to say natural gas is important. Where do we find that senator? We need to have senate leadership on this issue and in the house. I'm shouting from the roof tops in the house. We're going to do all we can. Thanks for your leadership on this. And **T. Boone Pickens** has helped a lot, too. He's endorsed my plan. He's been a tremendous help, too. Thank God for him. I just don't know how a group of people smart as the people we've elected to lead this people are can ignore one of the grtest technological advances of our time. Is it possible that the technology has happened so quickly that maybe there are people who don't know we have these resources? Because I'm looking at these articles how we're going to bring in Alaskan natural gas. It's a fraction of what we have in Pennsylvania. So maybe people just don't get it yet? They don't get it. It's not the technological advances. Horizontal drilling has been going on a long time. This the a national security issue, it's going to create jobs. There is a new group in Washington called the American Natural Gas Association. They're going to try to get the message out. We're going to work hard get this out. It's going to take people like you, me and others in congress -- I'm just cable TV host. You have a big following here in tulsa and a big following around the country. Well, look, if you can find us a senator, I'll take any senator. Anybody. I don't want to nam anybody. Representative John Sullivan, Congressman from Oklahoma, thank you for coming on the show. Keep up the good work, Jim. 00:25:43

**Audience: 86,614 Spot Cost: \$986**

### 2. Mad Money

**CNBC, National | DMA: 0**

**02/08/2010, 06:00 PM - 07:00 PM**

[EC] 00:16:43 In this incredibly difficult and misleading market because the price justwing on no volume, you have to pull back on the long-term themes that will likely pull through no matter what happens internationally which is driving our markets now. More than natural gas. Energy source that's 40% cleaner than coal, 30% cleaner thannol. Much more realistic as a bridge fuel than wind or solar when it comes to combating climate change or any addition of foreign oil. Especially since we have so much darned much of the stuff in the country. It can create hundreds thousands of jobs. Natural gas stocks have been some of the most amazing performers in the market the last two decade Now we have to worry they could soon hit a wall. A wail called Washington. President obama who adores the clean coal and oxymoron if there ever was one or if you read his budget you wouldn't know natural gas exists except something to be taxed. There are good guys in Washington when it come to adopting good gas. John sullivan, republican congressman from Oklahoma's first district. We learned firsthand the importance of natural gas to the great state of Oklahoma when we visit itted the price school business on our back-to-school tour in October where we could see the state is really, really wealthy and allows kids to go to school at a much lower price. It has so much sxoyl gas. Oklahoma accounts for 10% of the country's total gas production. Sullivan understands the importance of the fuel. He already pushed a bill that would expand research and development into natural gas engenerals through the house of representatives and lead republican sponsor and co-author. A piece of legislation would won do wonders for provides tax credits, fuel cars and trucks available in America as well as consumers who buy them.

**Keywords:**TZ; Executive Decision: **Natural Gas; oil;** coal; clean coal; OK University Price School of Business; John Sullivan, republican congressman from OK 1st district; **NatGas Act; BoonePickens;** Memorial Day; State of the Union; House Select Committee on **Energy;** Sierra Club; New York Times; Exxon Mobil, XTO Merger hearings; EPA; Safe Drinking Water Act Exemption; Where's Waldo; **TBoonePickens;** Aubry McLendon at Chesapeake; Larry Nichols at Devon; Randy Feltch at Lorado; American **Natural Gas** Association, ANGA;  
**Visuals:**President Barack Obama; Back to School Tour footage;  
**Speakers:**Rep. John Sullivan, R - OK;

**Audience:** 300,434 **Spot Cost:** \$2,802