



## T. Boone Pickens Media Coverage 2.10.10

### Total of 8 Placements

&#61623 Print: 2  
&#61623 Blog/Online: 2  
&#61623 Broadcast: 4

### Coverage Summary:

Pickens has been named to the board of the National Football Foundation. A *Bloomberg* article on this mentions that Pickens is an oilman and hedge-fund manager with a net worth of \$2 billion. *Bloomberg TV* also mentioned this as one of the day's top sports stories. An *ESPN* blog calls this a big honor for Pickens which will help expand OSU's national reach because of Pickens' influence in this blue-ribbon panel of sports leaders.

### Highlighted Placements (Full Articles Below)

&#61623 **T. Boone Pickens Named to Board of National Football Foundation** – *Bloomberg* – 2/9/10  
&#61623 **T. Boone Pickens Named to Panel** – *ESPN Blog* – 2/9/10

### Print Placements (Full Articles Below)

&#61623 **Tiverton Hilltop May Host Wind Turbine** – *East Bay Newspapers* – 2/10/10

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

&#61623 **Multiplier Effect Defect** – *American Thinker* – 2/10/10

## HIGHLIGHTED COVERAGE

### **T. Boone Pickens Named to Board of National Football Foundation – *Bloomberg* – 2/9/10**

By Mason Levinson

Feb. 9 (Bloomberg) -- Billionaire T. Boone Pickens, who donated \$284 million to Oklahoma State University's sports program in recent years, was name to the board of the National Football Foundation.

The organization, which runs the College Football Hall of Fame and promotes the sport at the amateur level, also added Pro Football Hall of Fame quarterback Troy Aikman, broadcaster Jim Nantz, Apple Inc. Chief Operating Officer Tim Cook, Community Bank of Florida Inc. Chief Executive Officer Robert Epling and Collegiate Licensing Co. founder Bill Battle.

The six men join 41 others in making up the foundation's national board, the organization said in a news release.

"If you were to name the top leaders in collegiate athletics and our nation's business communities, this group would be on everybody's short list," Steven Hatchell, the foundation's president and chief operating officer, said in a statement. "Their combined business acumen and knowledge of collegiate athletics will greatly aid in our ability to carry out our mission as we greatly expand our efforts on all fronts."

Pickens, 81, an oilman and hedge-fund manager, is a 1951 graduate of Oklahoma State. He had a net worth of \$2 billion, Forbes magazine reported in March. Oklahoma State's football stadium bears his name.

The National Football Foundation, with former National Football League player Archie Manning as chairman, was founded in 1947. Its mission is "to promote and develop the power of amateur football in developing the qualities of leadership, sportsmanship, competitive zeal and the drive for academic excellence in America's young people."

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### **T. Boone Pickens Named to Panel – *ESPN Blog* – 2/9/10**

By Tim Griffin

Oklahoma State alumni and benefactor T. Boone Pickens has been named to the board of directors of the National Football Foundation and College Football Hall of Fame.

Pickens is among a group of six new persons who have joined the board, including broadcasters Troy Aikman and Jim Nantz and former Tennessee coach Bill Battle.

The National Football Foundation has a deep connection with the Big 12. The group's president and chief executive officer is Steve Hatchell, the original commissioner of the Big 12. And other board members include Oklahoma athletic director Joe Castiglione, Texas A&M athletic director Bill Byrne, Texas women's athletic director Chris Plonsky and former Baylor coach and current American Football Coaches Association executive director Grant Teaff.

It's a big honor for Pickens to be added to this group and will help expand Oklahoma State's national reach because of Pickens' influence in this blue-ribbon panel of sports leaders.

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## PRINT COVERAGE

### Tiverton Hilltop May Host Wind Turbine – *East Bay Newspapers* – 2/10/10

By Tom Killin Dalglish

TIVERTON — Developers are proposing a 343 foot tall wind turbine for a Tiverton hilltop overlooking the east end of the Sakonnet River Bridge.

First, though, the town wants to take time out to set up some guidelines. The town council Monday night imposed a 90-day moratorium on wind turbine development until May 10 (the first meeting of the council in May), pending a review of town policy on the matter by the planning board, and the drafting of an appropriate ordinance to deal with turbine proposals in the future.

The planning board had considered the 343-foot turbine proposal at its Feb. 2 meeting, decided a town-wide policy was lacking, and recommended a six month moratorium to the council.

By letter dated Feb. 2 from its chairman, Stephen Hughes, the board asked “that a temporary moratorium (be) placed on the installation and construction of wind energy generators or turbines,” pending a study of the issue and appropriate amendments to the town codes.

In his letter Mr. Hughes said that the planning board at its February meeting “began the ordinance review process. Currently there is no ordinance in place specific to wind energy generators or turbines.”

Instead of a six month delay, however, and seemingly wanting wind energy proposals to move forward, the council gave the planning board 90 days to come up with a draft ordinance. The council specifically exempted from the moratorium a wind turbine project underway at the Sandywoods Farm artists community off of Bulgarmarsh Road, which had already been approved a year or two ago when the community’s comprehensive permit application was given final approval by the board.

Wind turbines are reportedly being talked about (no specific applications have yet been filed) for a number of areas in town, including one on Stone Bridge Water District property west of Stafford Pond, and about a dozen on property to the east of Fish Road north of Route 24, as part of a development (called eCo Industrial Park) proposed one year ago by Gerald Felise.

The hilltop turbine proposal for the eastern approach to the new Sakonnet Bridge is also the subject of a petition to the town zoning board of review, which (before the moratorium action) had tentatively placed a request for a special use permit on its March 3 agenda.

A spokesman for the developer, Stephen Christy, president of New England Engineering Design, who is partnered with John Hasenjaeger, the owner of the property on which the turbine would be located, said the turbine would look just like the one in Portsmouth by the high school.

It would be located roughly 400 feet back from the point where a small American flag is now planted on the rock outcropping on the south side of Route 24 as it approaches the bridge from the east.

Mr. Christy said that two months ago the developer floated a balloon 365 feet above the projected site for the turbine and took photographs from all quadrants on the compass.

The direct abutters couldn’t see the balloon, he said, but it was visible from further away.

The turbine would be located 1,000 feet from the nearest residence, he said. It’s a densely wooded area and only the area used for construction would be cleared of trees.

The turbine would probably not be operational for at least another year, Mr. Christy said, adding that it would cost roughly \$4 million to install.

Mr. Christy said a submission for partial turbine funding has also been made to the state. In it, he said, the developers have proposed using the power generated by the turbine to satisfy the electrical needs of a small shopping center that he and Mr. Hasenjaeger are planning for Fish Road, at the opposite or easternmost end of the same parcel of property being eyed for the turbine.

As conceived several months ago, the proposed shopping area would be anchored by a 39,999 square foot supermarket (so limited as to remain under a 40,000 square foot zoning limitation) and would be built on 10 acres fronting Fish Road just south of Route 24.

Called "Tiverton Village Marketplace," Mr. Christy said in December that the project would be structured to be a "daily needs retail center." It would include five buildings with 80,000 square feet of leasable space. In addition to the supermarket, those buildings might include a restaurant, a bank, a service station, a retail store, and a Dunkin Donuts outlet.

The type of wind turbine being discussed at this point, Mr. Christy, is a GE 1500, of which he said there is an excess supply these days after T. Boone Pickens, a Texas billionaire, cut back the size of the wind farm he planned to build in the Texas panhandle and had to let go of about 100 unused turbines.

"They're going quick," Mr. Christy said, "because they're available at a huge discount."

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## **BLOG/ONLINE COVERAGE**

### **Multiplier Effect Defect – *American Thinker* – 2/10/10**

By Jeffrey Folks

Liberals are fond of referring to government spending as "investment." From Barack Obama on down, Democrats speak of investing in job creation, education, alternative fuels, high-speed rail, and every other pet project for which they can expect to receive lobbyist donations. As recently as February 3, the president announced yet another "investment" guaranteed to enhance "American energy independence" while creating "millions of jobs." No, this is not the initiative from April 22, May 5, or October 27 promising more or less the same thing. This is another initiative, with another enormous price tag.

Defending this dubious form of investment, liberal economists such as Alan Blinder fall back on the Keynesian theory of the "multiplier effect," according to which each dollar of government spending generates additional wealth as the increased monetary supply circulates throughout the economy. It is a lot like planting a handful of magic seeds and hoping to see a beanstalk shoot up to the sky.

The problem is that it costs the government a lot to plant those magic seeds, and too often government plants them in the wrong places. It costs a lot to collect taxes and even more for businesses and individuals to comply with federal tax laws. As David R. Burton and Dan R. Mastromarco write in a Cato Institute policy analysis report, a major advantage of eliminating the IRS "would likely be a windfall produced by liberating capital unproductively spent on the cost of complying with the current complex tax system." The Cato Institute elsewhere estimates a cost of 25% attributable to the collection of revenues. A study published by the Tax Foundation estimates that in 2005, the cost of compliance with federal income taxes was \$265.1 billion, or 22% of tax collected. That figure of 20% to 25% has remained constant for decades, but the amount in absolute terms has skyrocketed along with rising federal tax receipts.

In addition, there is the cost of administering government programs and the cost of fraud and abuse. Washington is loath to report the cost of program administration, and when it does, the reported cost is

nearly always accompanied by a windy disquisition on the effectiveness of the program at hand. This is the case with Job Corps, which was defended in a series of questionable Labor Department reports in the 1990s and 2000s, just as it continues to be defended today. In fact, the actual cost of Job Corps approaches \$200,000 per graduate, and this for a program that has not "consistently raised incomes" of its young participants.

Even "mainstream" programs involve large administrative costs, especially considering the economies of scale that ought to operate. The most recent data show that the cost of administering Social Security benefits averages 1.425%. How is it that Vanguard can administer its Total Stock and Bond exchange traded funds -- conservative investments that in contrast with the nearly empty Social Security Trust Fund have yielded a significant return to investors -- at an average cost of 0.115%, or less than one-twelfth the administrative cost of Social Security?

Now comes another decrement: government's sheer inefficiency and lack of competitiveness (along with a sizeable sum for outright graft and corruption, estimated by the CBO, for example, at 5% on the \$787-billion stimulus package). While difficult to quantify, inefficiency and lack of competitiveness reduce the already negative return on government spending a great deal more. So now, for every dollar collected in taxes, one can expect a return of perhaps sixty cents in "services," which in most cases are services that one does not want enough to be willing to pay for them voluntarily.

The Obama administration's enormous "investment" in alternative energy is precisely this sort of sixty-cent return. It is no accident that T. Boone Pickens, an investor who has risked his own wealth and not merely that of the taxpayer, has apparently changed his mind about wind power generation. In mid-January, it was reported that Pickens had dramatically cut his \$2-billion order of wind turbines. Private-sector investment in biofuels has declined even more, and it would decline further were it not for continuing government grants and subsidies. For the foreseeable future, natural gas appears a more efficient choice -- a fact that has not yet sunk in on the president, who continues to announce more spending on wind, solar, and biofuels while raising taxes on those fuels that are known to be more efficient. If Spain's experience with large-scale solar installations is any guide, the cost of alternative over conventional fuels will be as much as 75% higher. As the example of Spain's current economic situation also illustrates, the cost to the overall economy in lost private-sector productivity can be very great. Spain today stands in danger of default as a result of excessive government spending.

Waste, graft, and inefficiency are bad enough, but as Milton Friedman suggested long ago, the greatest loss of wealth resulting from faith in the multiplier effect comes from the reduction of the private-sector capital base, and from the "rational expectations" of the public, who eventually are led to curtail spending and savings in the face of rising government deficits. Lost investment in the private sector, where the multiplier effect actually does operate, will necessarily reduce future GDP growth. Unlike government, which scatters its seeds in fields controlled by lobbyists and contributors, the private sector tends to plant in fertile fields, where it can expect to earn a return on investment.

Christina Romer, chair of the Council of Economic Advisers, seems at least half-sensible on the issue of multipliers. She recognizes that job-creation depends on growth of investment in the private sector. No amount of stimulus spending or hiring credits will take the place of growth in the private sector, and the best way to spur such growth is through permanent tax cuts and with stable, predictable tax and regulation policies. Unfortunately, Romer is the odd woman out in this administration.

Liberals like Barack Obama never seem to consider the effect of their colossal spending on the real economy. They believe that they can plant magic seeds that will sprout a beanstalk leading up to the sky, and that in the sky there exists a golden goose which will fund one grand welfare initiative after another. In reality, all we will possess after running up a \$14-trillion debt is a hill of beans.

*Dr. Jeffrey Folks taught for thirty years in universities in Europe, America, and Japan. He has published many books and articles on American culture and politics.*

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## BROADCAST COVERAGE

### 1. Street Smart

**Bloomberg, National | DMA: 0**

**02/09/2010, 04:00 PM - 05:00 PM**

[CC] 00:56:39 Turning now to some of today's top sports stories. **BoonePickens** not necessarily a well-known athlete, but he has made his name in **oil**, but lately he is making a name for himself in football. He was named to the board on the National Football Foundation. They run the College Football Hall of Fame and promotes the sport at the amateur level. He has donated \$280 million to the Oklahoma State University sports program, and the football stadium bears his names a result. "00:58:05

**Audience: N/A Spot Cost: N/A**

### 2. Mad Money (Rebroadcast)

**CNBC, National | DMA: 0**

**02/09/2010, 11:00 PM - 12:00 AM**

[CC] 00:07:11 Mike? Caller: hey, Jim. Thanks for your market insight. My pleasure, man. What's shaking? Caller: I was thinking Clean Energy. Given Washington's lack of support for natural gas and the fact that Clean Energy has recently received contract from the Dallas-Ft. Worth Airport and the Chicago taxi service. Does Clean Energy need Washington support or will they survive without it? This is a great question. I was watching the president, every word, trying to parse his word in that press conference. He did mention that he liked clean coal. He mentioned that he liked nuke. He mentioned several times he liked solar. He mentioned geothermal and then he threw in oil and gas but he said he was worried about drilling consequences. --President is not on team. **BoonePickens** is going to be dead wrong. It's a pipe dream. The more I think about it the more I worry about CLNE E ven though as I think Drew...is a good ceo and **BoonePickens** is right. It may not matter.00:09:24

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

### 3. Mad Money

**CNBC, National | DMA: 0**

**02/09/2010, 06:00 PM - 07:00 PM**

[EC] 00:00:28 Mike? Caller: hey, Jim. Thanks for your market insight. My pleasure, man. What's shaking? Caller: I was thinking Clean Energy. Given Washington's lack of support for natural gas and the fact that Clean Energy has recently received contract from the Dallas-Ft. Worth Airport and the Chicago taxi service. Does Clean Energy need Washington support or will they survive without it? This is a great question. I was watching the president, every word, trying to parse his word in that press conference. He did mention that he liked clean coal. He mentioned that he liked nuke. He mentioned several times he liked solar. He mentioned geothermal and then he threw in oil and gas but he said he was worried about drilling consequences. --President is not on team. **BoonePickens** is going to be dead wrong. It's a pipe dream. The more I think about it the more I worry about CLNE E ven though as I think Drew...is a good ceo and **BoonePickens** is right. It may not matter. 00:10:41

**Keywords:**Mad Money; Ben Bernanke; Stimulus; Ocean Grove; Karma; Consumer Price Index; Clean **Energy**; Dallas Fort Worth Airport; Chicago Service; Clean Coal; Solar; Gas; **BoonePickens**; Super Bowl; NITE; NYX; Duncan Meder; McDonald's; National **Oil** of Arco;

**Visuals:**Dow Industrials; S&P 500; Christina Aguilera; Jean Claud Trichet; President Barack Obama; Coca Cola; Crude **Oil**; Snooki, The Sit, Vinny; Copper; Clean **Energy**; NYSE Euronext;

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

### 4. Fox Business

**Fox Business Network, National | DMA: 0**

**02/09/2010, 11:00 AM - 12:00 PM**

[CC] 00:28:44 ... Last year they reached thirteen million. It is the largest market for automobiles in the world and the largest producer. Is infrastruure keeping up with the number of cars? They built roads ahead of demand. In the early years the highways were very empty. When you have a top down system they can prepare and that is what they have done. IN an interview about 2 years **Boone Pickens** told me

that he thinks it will take a billion barrels of oil just to make asphalt for these roads not to mention the oil it is going to take to power the car through petroleum products. Are you sensing that China is going to drive major oil demand in the next few decades? It has become the major player in automobiles. In that two year period they have more roads than in the last century. How is the country changing because of this rapid car adoption? We have massive migration from the country to the city, the kind Europe went through. There are 140 million people in china who are willing in the city. Infrastructure allows that to happen. New train routes but also the highways are critical. The data from the chinese car sales numbers coming out in January shows toyota is going to add 100,000 units year after year. What exactly are chinese consumers driving? Do you see gm and ford? Gm continues to do well.00:30:38

**Audience:** N/A **Spot Cost:** N/A