



## T. Boone Pickens Media Coverage 03.01.10

### Total of 41 Placements

- Print: 3
- Blog/Online: 3
- Broadcast: 35

### Coverage Summary:

Yesterday, on The Chris Matthews Show *TIME Magazine's* Managing Editor Michael Duffy said that time heals all, noting the swift boat ads and Kerry's meeting with Pickens a couple weeks ago to discuss climate policy. Duffy said that Pickens' reaction following the meeting was "I wish I had met him earlier." Click here for the clip: <http://media.vmsnews.com/MR.pl?id=022810-4833025-E003066524>

*Huffington Post* ran a piece by Bob Barr stressing the importance of the NAT GAS Act stating "we need to turn up the heat on Congress and get the NAT GAS Act out of committee and on the floor where it belongs." The piece also outlines the details of the bill and highlights the bi-partisan congressional support.

*The Washington Post* ran a favorable editorial in support of natural gas on Sunday highlighting their belief that in the long term natural gas is a bridge fuel as American weans itself off carbon and bides our country some time to market cleaner technologies. The editorial also states with climate-change legislation stalled in Congress, nudging gas forward is something that the government can do quickly and relatively cheaply to meet its medium-term emissions goals.

Several broadcast outlets in Oklahoma and the *Associated Press* featured the news that Pickens gave another \$100 million dollars to his alma mater OSU.

### Highlighted Placements (Full Articles Below)

- **Turn Up the Heat on NAT GAS** – *The Huffington Post* – 2/26/10
- **Editorial: A Natural Choice** – *The Washington Post* – 2/28/10
- **Pickens Gives Another \$100m To Oklahoma State** – *Associated Press* – 2/26/10

### Print Placements (Full Articles Below)

- **State Incentives For Carmaker On Hold As V-Vehicle Misses Key Financing Deadline** – *The Times-Picayune* – 2/28/10

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

- **Cramer's 'Mad Money' Follow-Up: Feb. 26** – *TheStreet.com* – 2/26/10
- **'Pickens Army', Solar Incentives, Making A Difference?** – *GreeningofOil.com* – 2/26/10
- **Pickens (CLNE) Expects Natural Gas Act To Be Passed By Memorial Day** – *FavStocks.com* – 2/28/10

## **HIGHLIGHTED COVERAGE**

### **Turn Up the Heat on NAT GAS – *The Huffington Post* – 2/26/10**

By Bob Barr

Right now in Washington, our elected officials are ignoring an important solution to many of this country's most pressing problems, and it's one that has been staring Congress straight in the eye for almost a year. I'm talking about the NAT GAS Act.

Pull up the House and the Senate versions of the bill, and what do you see? A long list of cosponsors, particularly on the House side where 130 members have signed on. You've got everybody from Libertarians like Ron Paul to more progressive members as well as conservatives. Democrats and Republicans look at H.R. 1835 and say, "This makes perfect sense." Its broad-based support spans geographic lines, commercial interests, and the political spectrum.

Look over at the Senate side. There are some pretty influential people on there including some very powerful people. Harry Reid's on board. So are Orrin Hatch and Mark Udall. A New Jersey Democrat, Bob Menendez, sponsored the Senate version, yet there are more Republican cosponsors than there are Democrats. Think about that. Right now everyone is talking about how partisan Washington has become, yet here's a bill that is the exception to the rule. The only problem is on the Senate side, just as in the House, there has hardly been any movement on NAT GAS. Why isn't it going somewhere? Why hasn't something happened on it? What can be done?

From my experience in the Congress and following a lot of these things as a consultant on the outside, the NAT GAS Act for many months has been competing with our national fixation on healthcare right now. That's the bad news. The good news is that more and more Americans are now focusing on the economy and creating jobs, all of which this piece of legislation will impact positively.

But it needs to break through the chatter out there, and there's only one way to do that. Members of Congress and Senators are motivated by heat. So we've got to turn up the heat. They have to start getting their mail rooms and inboxes flooded with positive messages, well-articulated messages, petitions, postcards, emails, whatever it takes. Why? Because the NAT GAS Act is a win-win. But we've got to start now. If we don't, every day that goes by means it becomes harder and more expensive to mount that effort.

We import 70 percent of the oil we use, and in the process we send \$700 billion overseas every year. There's nothing inherently wrong with allowing the free market to work in this regard, but why not use a little common sense. It's irresponsible to empower our adversaries, tie our country's hands diplomatically and financially, and seriously hamper our economic recovery. Doing business with countries adverse, or even hostile to American interests is not smart. Investing in our own industry and creating jobs is smart economics, smart politics, and smart foreign policy. That's why we need to turn up the heat on Congress and get the NAT GAS Act out of committee and on the floor where it belongs.

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### **Editorial: A Natural Choice – *The Washington Post* – 2/28/10**

In America's climate debate, one of the most promising developments of recent months has been the growing recognition in Washington that natural gas may play a key role in curbing carbon emissions. The resurgence of gas comes through the discovery of massive deposits in Appalachian shale formations and elsewhere -- a reserve that offers the prospect of stable domestic supplies and relatively low prices. Since burning natural gas produces half the emissions of burning coal, switching the two fuels could put a significant dent in America's carbon footprint.

The rumor this month was that such arguments had swayed the White House and that President Obama would back policy aimed at discouraging coal and encouraging natural gas at a speech he delivered to the Business Roundtable on Wednesday. The rumors didn't bear out. That's too bad. With climate-change legislation still stalled in Congress, nudging gas forward is something that the government can do quickly and relatively cheaply to meet its medium-term emissions goals if current trends persist.

To be sure, America doesn't want to depend too much on one commodity. Drastically ramping up the amount of natural gas burned to generate electricity would require infrastructure investments in certain regions as well as retrofits of certain plants or the construction of entirely new ones.

But existing gas-fired plants are running at only about 25 percent capacity, in part because many are switched on only when demand spikes. The Congressional Research Service reports that doubling the use of existing plants could replace about a third of coal-fired power, getting America a third of the way to its goal for 2020. For reasons of infrastructure, that might be too optimistic a scenario. But BP -- which has a stake in natural gas -- estimates that retiring the 80 dirtiest coal plants and replacing them with gas-fired power would get America 10 percent of the way to its 2020 emissions target and increase domestic gas consumption by only 5 percent.

Even if you don't trust BP's numbers, a range of attractive policy options is available, starting with tax incentives to decommission old coal plants. Natural gas is so competitive, it might not take much more than that. However, policymakers might also consider coupling that with some carrot to switch to gas. States that demand that utilities derive a certain portion of their electricity from clean sources could also allow natural gas to count in such requirements, discounting for the carbon emissions it does produce. Federal legislators contemplating a similar, national standard might also consider this.

In the long term, natural gas is only a bridge fuel as America weans itself off carbon, since it still produces plenty of emissions. With a rising carbon price, natural gas will become too expensive to burn. But it can provide the country some time to bring to market the cleaner technologies on which America eventually must run.

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### **Pickens Gives Another \$100m To Oklahoma State** – *Associated Press* – 2/26/10

By Murray Evans

Billionaire oilman T. Boone Pickens has made no secret of his love for his alma mater. That adoration has now translated into more than half a billion dollars for Oklahoma State University.

Pickens announced Friday that he is planning a \$100 million estate gift to fund a major endowment for scholarships at the school, making his total donation to Oklahoma State over the years more than \$500 million.

"You've got a guy who loves the school more than anything and I am very competitive," Pickens said. "And from time to time you catch me with money."

His latest gift comes as the university begins the public phase of a \$1 billion, seven-year "Branding Success" fundraising campaign for scholarships, faculty positions, research and buildings officials hope will turn Oklahoma State into the nation's premier land-grant university.

"It's a big goal," OSU President Burns Hargis said. "It's a bold goal. And when we make it, Oklahoma State will finally have the resources to reach its full potential."

A video for the campaign features not only Pickens but other prominent alumni including country music star Garth Brooks, former Major League Baseball player Robin Ventura and 1988 Heisman Trophy winner Barry Sanders.

Pickens, who made his fortune as a Texas oil producer but has been promoting alternative energy of late, gave Oklahoma State \$165 million in January 2006 for athletics and \$100 million in May 2008 for endowed chairs. He's made other gifts of \$75 million, \$63 million and \$5 million.

Students are inspired by Pickens' gifts, said Ryan Ramseyer, a sophomore from Wichita, Kan., who is majoring in agricultural economics and accounting.

"He sets the precedent for other alumni to be just as generous," Ramseyer said. "He sets the example for people like me in the future to donate to the school."

Pickens, who heads the Dallas-based hedge fund BP Capital Management LP, will serve as the fundraising drive's honorary chairman. Ross and Billie McKnight of Throckmorton, Texas, will be the co-chairs of the drive.

Oklahoma State has already raised \$437 million in cash and pledges during the so-called "quiet" portion of the latest campaign — which started when Hargis became Oklahoma State's president in March 2008 — including Pickens' initial \$100 million gift. Hargis said university officials twice delayed announcing the public portion of the campaign because of the economic downturn, but decided to go ahead and do so because "we need the money."

Half of the \$1 billion to be raised will be designated to endow scholarships and fellowships for students. Hargis said \$200 million will go toward attracting and retaining professors and researchers, \$200 million will go for the construction and upgrading of educational and research facilities and \$100 million will create and sustain programs and services to benefit Oklahomans.

"If OSU is endowed with additional resources, significant resources, I'm sure that would catalyze a growth," said chemical engineering professor Khaled Gasem. "It would be hugely beneficial to the state, to the nation and to the world. ... The more resources we have, the faster we could generate the knowledge needed."

## **PRINT COVERAGE**

### **State Incentives For Carmaker On Hold As V-Vehicle Misses Key Financing Deadline – *The Times-Picayune* – 2/28/10**

By Robert Travis Scott

Start-up automaker V-Vehicle will not get approval for a federally backed loan in time to meet today's deadline to qualify for the state's cash incentives backing the proposed car plant in Monroe, but company and state officials are optimistic the financial obstacles will be cleared up by the end of March and that the project will proceed.

At stake is a 1,400-employee plant that by the end of 2011 would begin producing an economy car with fuel efficiency that company executives say will "dramatically exceed any electric vehicles or any hybrid vehicles" in the market.

Louisiana Department of Economic Development Secretary Stephen Moret joined company chief executive Frank Varasano on a conference call with reporters Sunday afternoon to announce that the U.S. Department of Energy would not complete its review of V-Vehicle's application for a special loan program by today.

March 1 is the date set in a state agreement for V-Vehicle to demonstrate that it has the money in place to proceed or else forfeit \$87 million in cash and other incentives pledged by the state.

"At this point we do not have an affirmative decision. However, we are in intensive discussions with the Department of Energy and their evaluation process is proceeding," Varasano said in a letter to Moret. "DOE has indicated to us, as well as to you, that they will use their best efforts to reach a decision on our application by the end of March."

About \$6.2 million of the state incentive package has been spent so far, mainly on infrastructure and other improvements at the plant site. That money will be reimbursed to the state by April 1, according to the state's agreement, Varasano said.

The rest of the incentive package has been held awaiting the company's effort to obtain \$320 million through the Energy Department's Advanced Technology Vehicle Manufacturing, or ATVM, loan program. That loan, along with nearly \$90 million in private financing that has already been arranged, would bring the company's capital investment capacity to \$410 million, not including local and state assistance.

'Strong application'

The project could get back on track if several goals are accomplished. The first would be approval of V-Vehicle's application, which was deemed "substantially complete" by the Energy Department last May.

"We are now in the final stage of the ATVM loan process, namely negotiating terms and conditions under which the loan would be granted," Varasano said. "We believe we are very close to concluding these negotiations."

An Energy Department spokeswoman has said the agency does not comment on the status of an individual application until a decision is made.

The agency's process is not bound by any deadlines, and there is no deadline for federal approval of the company's application, she said.

Once the agency and a company agree on the terms and conditions for approving a loan, that agreement would be reviewed by an agency technical committee and the federal Office of Management and Budget, and then by a credit review committee, which would have the last word.

"I share certainly the optimism of the V-Vehicle team that this is a very strong application that DOE is considering," Moret said. "I would find it difficult to contemplate why the agency would go into detailed negotiations if they weren't wanting to complete the deal."

#### Raising cash difficult

If the loan is approved, Moret said, he will ask a legislative committee to OK an amendment to the state's contract with the company to allow the incentives to move forward. Other than an extension on the deadline, the terms of the agreement would remain the same, he said.

Local government incentives pledged to the project do not have the same time-line constraints as the state agreement, Moret said.

Varasano said that once adequate financing is in place, the company will move forward with the project if the state and local governments will provide the same level of support as outlined in the current agreements.

When the state agreement was signed last year, the March 1 financing deadline was put into the deal to protect the state from a protracted obligation in the event the company was delayed in finding money for the plant. Consultants to the state advised that the plant project held strong potential but that the state should be cautious about the company's ability to raise cash during difficult economic times.

Once begun, plant construction will take about 12 months, Varasano said. The first vehicles would be produced in the fall of 2011, and the first cars that would be sold to the public would be made by the end of that year. For competitive reasons, the car has not been revealed, Varasano said.

Varasano, a former executive with software giant Oracle Corp., founded V-Vehicle in 2006 and has been joined in the effort by billionaire T. Boone Pickens and the venture capital firm Kleiner Perkins Caufield & Byers.

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## BLOG/ONLINE COVERAGE

**Cramer's 'Mad Money' Follow-Up: Feb. 26** – *TheStreet.com* – 2/26/10

By TheStreet.com

Every night on "Mad Money," Jim Cramer offers market commentary and general investment advice, and he makes calls on specific stocks, both of his own choosing and in response to viewer requests. He relies on his many years of experience and strong track record, and he takes full responsibility for his calls.

More on M Best Beverage Stocks: Coke, Pepsi They Just Don't Get Coke! Dividend-Boosting Stocks for the Week Market Activity JPMorgan Chase & Company | JPM DOWN Macy's Incorporated | MCD UP McDonald's Corporation | MCD UP "I never shirk from admitting my mistakes; instead, I dwell on them to learn from them. I change my mind, I take losses, I own up to them," Cramer has said. Here we track some of his calls from the previous episode of "Mad Money" and find out, at least in the very short term, how the stocks are performing. Keep in mind that Cramer might not have been recommending that viewers take immediate action on a stock. And, of course, it's up to the individual investor to do his or her own homework.

That said, here's how some of the stocks that Cramer talked about on Thursday's "Mad Money" show fared today.

Clean Energy Fuels (CLNE Quote): Cramer spoke with Clean Energy CEO and President Andrew Littlefair, who listed such benefits of natural gas as its being 50% cleaner than traditional diesel and emitting 26% less carbon into the air. He mentioned that he and T. Boone Pickens recently went to Washington to stress to Congress the importance of natural gas, but he said that Clean Energy's success does not depend on Congress' blessing.

Cramer said Clean Energy was still a speculative play, but he said the outlook was good, regardless of what happens in Washington.

On Friday, Clean Energy added 9 cents, or 0.5%, to close at \$18.06.

Macy's (M Quote): Cramer spoke with Macy's CEO Terry Lundgren, who said the company has changed drastically in the past four years, building a strong national presence. Lundgren expressed lingering worry about the health of the consumer but said that Macy's traffic is OK.

Cramer again gave his support to the company, which is up a few points from his prior recommendation at \$16.

On Friday, Macy's lost 13 cents, or 0.7%, to close at \$19.15.

Coca-Cola (KO Quote): Cramer told viewers to keep an eye on Coca-Cola, which has slid since it announced that it would acquire the North American operations of its Coca-Cola Enterprises (CCE Quote) bottler.

McDonald's (MCD Quote): Cramer also has an eye on McDonald's, he said, which he said presented a great buying opportunity, along with Action Alerts PLUS name JPMorgan (JPM Quote). On Friday, McDonald's closed down 53 cents, or 0.8%, at \$63.85, while JPMorgan added \$1.33, or 3.3%, to \$41.97.

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**'Pickens Army', Solar Incentives, Making A Difference?** – *GreeningofOil.com* – 2/26/10

MARCHING ON WASHINGTON, D.C. ... More than 1.6 million people have joined the "Pickens Army." Intrigued? T. Boone Pickens says the United States paid more than \$27 billion for foreign oil in January,

based on figures from the federal Energy Information Administration. No surprises there since the country imports 60 percent of its oil! The subhead on his monthly update points to part of Pickens' solution to reduce the United States' dependence on foreign energy imports: "J.P. Morgan report estimates 8,000 trillion cubic feet of natural gas reserves in North America." Pickens, who wants Congress to pass "The NAT GAS Act," says that gas "can do a lot more than just power our vehicles. It can power our economy and get America back on its feet in ways no other resource can." The Pickens Plan, unveiled in mid-2008, is not being ignored. Visit [www.pickensplan.com](http://www.pickensplan.com).

**SPEAK OUT ON SOLAR INCENTIVES ...** We need to help the students out! Graduate student Mike Davidson, Evergreen State College, is researching opinions on the effectiveness of state renewable energy incentives. His project is titled "Opinions on the Effectiveness of State Government Incentives for Solar Energy." Info and survey here.

**SPEAKING OF OPINIONS ...** Greening of Oil has an opinion poll on the left-hand side of our contents page that stops taking votes at 11:59 p.m. on Wed., March 3. Pay a visit and tell us to what degree you trust what oil and gas companies tell the public; and to what degree you trust what anti-development groups tell the public. You have five options for each, starting with 0 percent and topping off at 100 percent. Ideas, comments or suggestions for our polls? Email me!

**ATTENTION UNIVERSITY STUDENTS ...** Is your school preparing you to make a difference? Bill Streever, BP biologist and author of the New York Times bestseller, "Cold: Adventures in the World's Frozen Places," would like to hear from students and professors involved with programs "intended to prepare young environmentalists for work with industry." Bill wants to know, "what sort of courses are out there? Are those courses integrating an understanding of how various industries work and looking at innovative environmental measures undertaken by these industries?" For the rest of what he has to say go to the comments section at the end of our recent article about him, Bill Streever: Making a difference from inside BP. Remember to scroll to the bottom of the page.

**A SENSITIVE QUESTION ...** In my Feb. 19 column, under "Snake oil science," I asked readers to comment on a response from one of the people in charge of the Intergovernmental Panel on Climate Change's fourth assessment—the report that Sarah Palin and others refer to as snake oil science. Interestingly, most people preferred to email a private response, but two brave fellows posted comments, one with a full name—David W. Lappi, a geologist based in Alaska.

From Gary:

Hunting for the truth takes new twists and turns...The Climate Research Unit occupies an undistinguished grey concrete building on the storm-battered North Sea coast of England. It's been likened to a bunker, containing the world's largest collection of climate-change data – Siberian tree-ring counts and Greenland ice-layer measurements among the items.

It was also where CRU head Professor Phil Jones put himself at the center of what has been dubbed Climategate.

Thousands of e-mails and computer hacked from the CRU disclosed a concerted attempt to withhold data and censor people who questioned the scientific underpinning of the United Nations' key document that insisted the "warming of the climate system is unequivocal" and that "most" of the global temperature increase since the mid-1990s is the result of human activity.

That conclusion is endorsed by a majority of atmospheric scientists and adopted by most governments as the basis of their carbon-emissions strategies.

But when word of the CRU leaks was, in turn, leaked on the eve of the carbon-policy summit in Copenhagen in December, Jones was in a fix.

He was forced to step down pending an investigation and became the target of a vicious campaign that Jones said included "death threats... people said I should go and kill myself ... I think about it, yes ... about suicide."

The CRU has been accused by scientists of setting back the climate-change debate by years, if not decades—a view that has likely been reinforced by Jones's own acknowledgements on the British Broadcasting Corp. earlier this month when he said there has been no "statistically significant" global warming since 1995.

"The trend is positive (plus 0.12 degrees Centigrade per decade), but not significant at the 95 percent significance level," he said. Furthermore, Jones said: The Middle Ages may have been warmer than now, contrary to CRU denials of a Medieval Warm period. There is "still much that needs to be undertaken to reduce uncertainties (about the science of climate change), not just for the future, but for the (distant) past as well."

Robert Watson, the former head of the United Nations' Intergovernmental Panel on Climate Change, further stoked the fires that are scorching one of the most critical sources of climate data, when he said the CRU "mistakes all appear to have gone in the direction of making it seem like climate change is more serious by overstating the impact. That is worrying."

From David W. Lappi, geologist:

There are likely many reasons that the Earth is currently experiencing multiple glaciations (historically low CO2 levels—if this is even important—continents at or near polar regions, restricted ocean circulation in the Arctic caused by drifting continents, solar variation, solar/Earth orbital factors, the position of the solar system in one of the spiral arms of the Milky Way Galaxy, ...)

Each one of those fluctuations that you are looking at over the last 2.6 million years on the 65 million year chart and the five million year chart are an individual ice age/interglacial warm period set, 46 of them by my count. And there are other climate fluctuations just before that, but they may not have been cold enough to be called "ice ages".

The climate variability during cold periods might rise because snow cover is such a good reflector of sunlight, leading to colder weather. During interglacials, the snow is largely gone, leading to warmer temperatures. Earth's orbital variations seem to be in control of our glaciations during the last 2.6 million years.

Limits on the upper temperatures are again likely due to many of the above factors. Luckily, the Earth has been relatively hospitable for life for perhaps a billion years, and we have not been "cooked off" the planet yet (gives a whole new meaning to the term "cook off").

Question from John for David:

Do you think greenhouse gas emissions play a significant part in climate change? Is there any science to back up that position that can be trusted?

David's response:

I think that Man's emissions probably play a minute role in climate change, but as far as I know, no one can answer that question with any scientific certainty.

Most of the "climate science" research that has been carried out to date has studied the effects of global warming, not the cause, since that was the subject that governments were keen to spend money on. The global warming advocates told people and governments that "the science was settled" and therefore research dollars were not needed to study a) if global warming was really occurring, and b) what was causing it.

NASA and the other agencies worldwide need to start with a fresh slate and gather real temperature information from sites unaffected by urban heat islands, and unaffected by the "corrections" that have been applied to our current databases. Satellite data will need to be recalibrated using unbiased surface temperature information.

This work must be carried out in an open, transparent manner, with data freely available to the public for checking.

Only then will the scientific community and the general public have trust in the results, and we will see whether there really is significant cost from climate change.

If there is a significant cost from warming, there should be a healthy debate about the proposed solution, since minimizing CO2 emissions is likely to be both costly and ineffective. Even if Man were able to cease emissions completely, the climate will still vary (and has already during this interglacial), both up and down, by up to 3.5 degrees C per century.

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**Pickens (CLNE) Expects Natural Gas Act To Be Passed By Memorial Day – FavStocks.com – 2/28/10**

By GreenStocks

T. Boone Pickens told the Houston Chronicle yesterday that he expects Congress to pass the Natural Gas Act by Memorial Day. If it's passed, the act would greatly increase the use of natural gas as a fuel for heavy-duty fleets, which would be a boon (pun most definitely intended) to Pickens' company Clean Energy Fuels. Consuming the equivalent of 21 barrels of crude oil per day, the oil used to fuel heavy-duty fleets represents a large percentage of America's petroleum use.

Pickens told the Chronicle "I think Congress is ready to address the problem. The problem is we are dependent on oil from the wrong places." However, Lou Hayden, a lobbyist for the American Petroleum Institute, called getting the legislation passed by Memorial Day a "very aggressive" goal considering everything else that Congress has to deal with right now.

Pickens expects the act to "reduce US dependence on imports from OPEC by 50??percent in seven years and create millions of jobs with a new energy economy."

## BROADCAST COVERAGE

### 1. Washington Watch With Roland Martin

TV One, National | DMA: 0

02/28/2010, 11:00 AM - 12:00 PM

[CC] 00:08:05 ...There ought to be green clauses in those contracts. You're now at a competitive disadvantage if you can't jump in and say, listen, we can make this project green as well. So what I think is it's not just an economic question or political question. There's a moral question. If we are going to build a green economy, if we're going to introduce all these new technologies and all these new products and services, shouldn't we build a green economy that Dr. King would be proud of? In other words, shouldn't it be an equal opportunity economy? Well, it will only be that if we come together as one country to ensure that outcome. People in ...who are suffering, rural America can be brought back. We can put wind turbines on that land. We can grow energy crops. We can sequester carbon out of the soil. Take it out of the air and into the soil and let people play in the ... market and get money in rural America so the industrial heartland can prosper. The agricultural heartland can prosper if we take this opportunity seriously. Is it our mistake if you look at China they will put the investment on the front end knowing the payoff, but you look at T. Boone Pickens says with gas and wind, changing our power grid, that frankly Americans say, well, we're not going to spend the \$100 billion to \$500 billion it requires until we see it is needed and are we back to square one here we are again behind the curve? That is the great danger. But here is the great hope. We now start shifting hope into a more bipartisan approach as people look what can Congress do and Congress can do? This will re-emerge as an area of common ground. Red States and blue States, we want to be energy independent. We want to have the jobs of tomorrow. We want -- We don't want to continue to fall behind. There are -- If we get a comprehensive cap on carbon, that creates market forces. We can create market forces and incentives to invest so the clean energy technologies become the more profitable form and if on top of that we say we have a renewable energy goal for America, how much we're going to produce for ourselves here, then private capital again has a reason to invest where we used to have blue collar jobs. I'm called the green Jack Kemp because I'm so passionate about this. The entrepreneurial agenda here. Congratulations. 00:11:17

**Audience:** 45,243 **Spot Cost:** \$358

### 2. Fox 4 News At 5:30

KDFW-TV (FOX) CH 4, Dallas/Fort Worth | DMA: 5

02/26/2010, 05:30 PM - 06:00 PM

[EC] 00:11:25 Texas billionaire and Oklahoma State university alum. T. Boone Pickens is planning another massive donation to his alma mater. Will give \$100 million to fund a major endowment for scholarships at the Stillwater Oklahoma campus. The donation kicks billion-dollar branding success campaign at OSU. Pickens has given more than \$500 million in all to that university. 00:11:50

**Keywords:** T. Boone Pickens:

**Visuals:** Oklahoma State University logo; T. Boone Pickens;

**Audience:** 109,172 **Spot Cost:** \$1,063

### 3. Afternoon News

KRLD-AM (CBS) Freq. 1080, Dallas/Fort Worth | DMA: 5

02/26/2010, 05:00 PM - 06:00 PM

00:50:00 Oilman T. Boone Pickens says he's giving one hundred million dollars to fund a major endowment for scholarships at his alma mater, Oklahoma State University. Pickens revealed his estate gift today...brings his donations to OSU to more than 500 million 00:51:59

**Audience:** 15,600 **Spot Cost:** \$114

### 4. Oklahoma News Report

KETA-TV (PBS) CH 13, Oklahoma City | DMA: 45

02/26/2010, 06:30 PM - 07:00 PM

[CC] 00:03:55 ... At a rally at the student union, university president called the plan the most ambitious fund raising effort ever by O.S.U. Not only because of its goal of \$1 billion but because of it hopes most of the money can be raised privately by and from Oklahoma State alumni. No matter what we are able to do

in our lifetime, the greatest thing we do is giving back to the institutions that helped us along the way. Ahead of today's announcement, they already had 437 million in cash and pledges, but that was before another famous alum stepped up to the stage. My gift today is to match. And this is a testamentary gift. And this is --I don't have to write a check out today for this. I can wait until I die before you get it. But it will be a testamentary gift, as I said. And it will match everything that comes in ... **BoonePickens** is going to give another \$100 million. **Pickens** hopes his latest gift to O.S.U. will inspire other alumni to make gifts large and small to the branding success campaign and encourage them to remember O.S.U. in their wills as well.00:06:15

**Audience:** 4,711 **Spot Cost:** \$43

#### 5. NewsChannel 4 Saturday

**KFOR-TV (NBC) CH 4, Oklahoma City | DMA: 45**

**02/27/2010, 08:00 AM - 09:00 AM**

[CC] 00:30:47 Talk about an ambitious goal. Friday, leaders at Oklahoma State University announced that they're going to raise one billion dollars. The school officially kicked off the campaign dubbed "Branding Success". Half the money, 500 million dollars will be dedicated to scholarships for students. The rest of the money will help upgrade facilities on campus, assist in attracting and retaining top notch faculty and supporting student programs. The campaign is off to an amazing start --After **T. BoonePickens** announced he's donating 100-Million dollars!. Burns and **Boone** --You tell em what the gift is. **BoonePickens** for scholarships is gonna give 100 million dollars. Over the last 26 months, 537 million dollars has been raised in private fundraising. The goal is to raise the rest of that billion dollars over the next several years.00:32:14

**Audience:** 71,551 **Spot Cost:** \$428

#### 6. NewsChannel 4 At 10

**KFOR-TV (NBC) CH 4, Oklahoma City | DMA: 45**

**02/26/2010, 10:00 PM - 12:00 AM**

[CC] 01:01:46 Talk about an ambitious goal. Today leaders at Oklahoma State University announced that they're going to raise one billion dollars. Today the school officially kicked off the campaign dubbed "branding success". Half the money, 500 million dollars will be dedicated to scholarships for students. The rest of the money will help upgrade facilities on campus, assist in attracting and retaining top notch faculty and supporting student programs. Also today **t. BoonePickens** announced he's donating another huge gift to the campaign. Burns and **Boone** --You tell em what the gift is. **BoonePickens** for scholarships is gonna give 100 million dollars. The campaign is off to a good start. Over the last 26 months, 537 million dollars have been raised in private. The goal is to raise the rest of the money over the next several years01:04:08

**Audience:** 128,192 **Spot Cost:** \$736

#### 7. NewsChannel 4 At 5

**KFOR-TV (NBC) CH 4, Oklahoma City | DMA: 45**

**02/26/2010, 05:00 PM - 05:30 PM**

[CC] 00:04:12 ... By far the largest piece of the fundraising campaign. -Money that will be dedicated to student aide in the form of scholarships. Something more and more students really on to go to class. Education is extremely expensive. So scholarships help ease that financial burden . Another 200 million will help upgrade facilities, like a new business building and performing arts center. 200 Million more will assist in attracting and retaining top notch faculty. With 100 million supporting student programs. The man who's name sits atop the football stadium, gave another huge gift as well. Burns and **Boone** --You tell em what the gift is. **BoonePickens** for scholarships is gonna give 100 million dollars. No matter what you do. The greatest thing you can do is give back to the institutions that helped us along the way. The campaign is off to a good start. Over the last 26 months raising money in private, 537 million dollars have been pledged. The goal is to raise the rest of the money over the next several years.00:06:22

**Audience:** 81,666 **Spot Cost:** \$563

#### 8. First News At 4:30

**KFOR-TV (NBC) CH 4, Oklahoma City | DMA: 45**

**02/26/2010, 04:30 PM - 05:00 PM**

[CC] 00:02:21 Billionaire **oilmanT. Boone** Pickensis making news again. He's giving 100-Million dollars to fund a major endowment for scholarships at O-S-U, which is his alma mater. This latest gift brings Pickens' donations to O-S-u to more than \$400 million. This latest gift will launch a new fundraising campaign at the school. The money will specifically go to scholarships, faculty positions, research, and buildings at the Stillwater school.00:05:00

**Audience:** 50,408 **Spot Cost:** \$345

#### 9. Eyewitness News 5

**KOCO-TV (ABC) CH 5, Oklahoma City | DMA: 45**

**02/27/2010, 06:00 PM - 06:30 PM**

[CC] 00:07:54 Oklahoma State University is getting a major gift. Billionaire **oilmanT-Boone Pickens** says hes giving \$100 million to O-S-U. O-S-U President, Burns Hargis says that money would be used to endow scholarships and fellowships for students. Pickens latest gift brings his donations to O-S-U to more than 500 million dollars.00:09:21

**Audience:** 66,224 **Spot Cost:** \$554

#### 10. Eyewitness 5 News In The Morning

**KOCO-TV (ABC) CH 5, Oklahoma City | DMA: 45**

**02/27/2010, 05:30 AM - 06:00 AM**

[CC] 00:46:16 Oklahoma State University announces a new major fundraising campaign. It wants to raise a billion dollars over the next five years. The first donor is billionaire O-S-U Alum **BoonePickens**. Eyewitness News Fives Carla Wade has the new details on what O-S-U has planned for all that money. President Burns Hargis says the money set aside for building improvements is probably not enough, but its a good start.00:48:47

**Audience:** 17,470 **Spot Cost:** \$94

#### 11. Eyewitness News 5

**KOCO-TV (ABC) CH 5, Oklahoma City | DMA: 45**

**02/26/2010, 10:00 PM - 10:35 PM**

[CC] 00:08:09 Tonight, Oklahoma State is trying to raise one billion dollars. The fundraising campaign is the universitys most ambitious in history. Already, half of it has been commmitted, including 100 million from O-S-U Alum **T-BoonePickens**. The money will be set aside for student scholarships.h ire and keep professors, and pay for programs to promote economic development.00:09:38

**Audience:** 76,424 **Spot Cost:** \$442

#### 12. Eyewitness News 5

**KOCO-TV (ABC) CH 5, Oklahoma City | DMA: 45**

**02/26/2010, 06:00 PM - 06:30 PM**

[CC] 00:04:40 Oklahoma State University announces a major fundraising campaign. It wants to raise a billion dollarover the next five years. The first donor is billionaire O-S-U Alum **BoonePickens**. Eyewitness News Fives Carla Wade shows us what O-S-U has planned for all that money. Its new tonight. At least 200 million dollars of the money raised will be used to renovate old buildings on campus and build new ones. Burns Hargis, OSU president" Today we are going to publicly announce the campaign for Oklahoma State Universitys future, branding success. And the university has already seen some success. Its more than halfway to its billion dollar goal. 436 Million dollars in cash and pledges was raised in 26 months before the campaign went public billionaire and OSU alum **TBoonePickensis** throwing another 100 million into the pot to help pay for scholarships. I think its really important for the students to get help to make it through college so they can get their degree. More than half will go to student scholarships with 500 million dollars set aside just for that. Another 200 million is to hire and keep professors. And 100 millon will used to pay for programs promoting economic development. ...00:07:18

[CC] 00:15:31 A concrete slab containing the signature of billionaire **T. BoonePickens** is back in Holdenville tonight, locked up in a storage building. **Pickens** scratched his name in the concrete at his grandmothers house in 1939. Now the house belongs to someone else. But last summer, Pickens paid a crew to remove the slab and bring it to his Texas home. The owner filed a complaint and won his court case. This week, the slab was returned.00:16:52

**Audience:** 79,581 **Spot Cost:** \$568

### 13. Eyewitness News 5

**KOCO-TV (ABC) CH 5, Oklahoma City | DMA: 45**

**02/26/2010, 05:00 PM - 05:30 PM**

[CC] 00:06:22 . Oklahoma State University is kicking off a one billion dollar fundraising campaign with 100 million dollars from **T. BoonePickens**. The billionaire **oilman** --An O-S-U Graduate himself --Made the announcement on campus today in Stillwater. O-S-U says the money will go towards scholarships, faculty positions, research and new buildings.00:07:45

**Audience: 70,189 Spot Cost: \$475**

### 14. Fox 25 Late Edition

**KOKH-TV (FOX) CH 25, Oklahoma City | DMA: 45**

**02/26/2010, 10:00 PM - 10:30 PM**

[CC] 00:09:24 O-S-U's biggest donor, gives a major boost to scholarships. **T -BoonePickens** says he's giving 100-million-dollars to an endowment fund. The billionaire announced his gift during the event to kick off the "branding success" campaign. The campaign will raise money for scholarships, faculty positions and research at the Stillwater campus. The school hopes it will bring in one-billion dollars. **Pickens** ' gift today brings the total to 537-million.00:10:30

**Audience: 12,768 Spot Cost: \$72**

### 15. Primetime News At 9

**KOKH-TV (FOX) CH 25, Oklahoma City | DMA: 45**

**02/26/2010, 09:00 PM - 10:00 PM**

[CC] 00:08:46 O-S-U's biggest donor, gives a major boost to scholarships. **T. BoonePickens** says he's giving 100-million-dollars to an endowment fund. The billionaire announced his gift during the event to kick off the "branding success" campaign. The campaign will raise money for scholarships, faculty positions and research at the Stillwater campus. The school hopes it will bring in one-billion dollars. **Pickens** ' gift today brings the total to 537-million.00:09:47

**Audience: 44,986 Spot Cost: \$621**

### 16. Thunder TV KSBI News Update

**KSBI-TV (IND) CH 52, Oklahoma City | DMA: 45**

**02/26/2010, 06:00 PM - 06:05 PM**

[CC] 00:01:28 O-S-U just received a big cash boost from a famous billionaire **oilman**. **T. BoonePickens** says he's giving one-hundred-Million dollars to endowment fund a major for his alma mater. **Pickens** says that will be the beginning of a one-billion dollar campaign to raise money to scholarships, fund faculty positions, research, and buildings at the school. **Pickens** ' latest gift brings his donations to O-S-U to more than four-Hundred-Million dollars.00:02:13

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

### 17. News 9 Saturday Morning Edition

**KWTV-TV (CBS) CH 9, Oklahoma City | DMA: 45**

**02/27/2010, 07:00 AM - 08:00 AM**

[CC] 00:58:55 Once again opened his wallet, to kick off a billion dollar fundraising drive. **BoonePickens** announced he's donating another 100-million dollars to the university. O-S-U Plans to use the money for scholarships, building construction, faculty, and various other programs on campus. **Pickens** says he's glad to help what he calls the best university in the world. **Pickens** gift brings his total donation to Oklahoma State over the years, more than 500 million-dollars.00:59:19

**Audience: 41,217 Spot Cost: \$226**

### 18. News 9 At 4:00 PM

**KWTV-TV (CBS) CH 9, Oklahoma City | DMA: 45**

**02/26/2010, 04:00 PM - 05:00 PM**

[CC] 00:01:52 Billionaire **oilman****T. BoonePickens** says he plans to give 100-million dollars to fund a major endowment for scholarships at Oklahoma State University. His gift is part of O-S-U's one-billion dollar branding success campaign. The campaign is designed to raise money to fund scholarships,

faculty positions, research and buildings at the Stillwater school. **Pickens** ' gift brings the total already raised to 537-million.00:04:50

**Audience:** 35,187 **Spot Cost:** \$243

#### 19. Channel 2 News Morning Weekend

**KJRH-TV (NBC) CH 2, Tulsa | DMA: 61**

**02/27/2010, 09:00 AM - 10:00 AM**

[CC] 00:06:14 OSU alumn **T. BoonePickens**' 100-million dollar donation pushes the total raised to 537-million. The target date for the billion dollar goal is December 31st, 201400:07:19

**Audience:** 51,069 **Spot Cost:** \$160

#### 20. 2 News 10:00

**KJRH-TV (NBC) CH 2, Tulsa | DMA: 61**

**02/26/2010, 10:00 PM - 12:00 AM**

[CC] 00:54:10 Oklahoma State University is trying to raise a billion dollars. Today, the school received 100 million from **T. BoonePickens**. That money will help more than just the main campus in Stillwater. 2News reporter Jason Grubbs found a loaf that money will go to O-S-U Tulsa. "I graduated with a bachelors in business administration and I majored in marketing." David Enevoldsen just graduated from OSU-tulsa in December. The 22-year-old flies out to a big job interview next week in Denver. Enevoldsen says scholarships are the only way he was able to afford to get where he is today. "it would have been impossible for me to go to school." "without the funding from OSU and the State of Oklahoma there would have been no way. And now more people will get that same opportunity. On Friday, a surprise announcement by OSU alum **T. BoonePickens** at the main campus. He's giving a 100-million dollar donation toward a billion dollar goal. "it's going to transform all of OSU." OSU-Tulsa President Howard Barnett says half of the money will be used for research, facilities, faculty positions and programs. The other half is being put behind scholarships. "We need more college graduates in Oklahoma. we need more college graduates in tulsa. It's an economic development thing, it's a quality of life thing and it's just good for our community and our State." Barnett says the need for more education is growing. With unemployment at record levels, people are returning to the classroom. And on "we've had a very nice growth of almost 10% in our graduate school just this spring compared to last spring." meaning more graduates like Enevoldsen, who's now heading into a tough job market, armed with a degree. "just hearing that you know half of this money's going to students to help them be able to get their education just really makes me proud to come from OSU. I look forward to those students getting the same opportunity I had." **Pickens**' donation pushes the total raised to 537-million. The target date for the billion dollar goal is December 31st, 2014.00:56:49

**Audience:** 52,534 **Spot Cost:** \$255

#### 21. 2 News 6:00

**KJRH-TV (NBC) CH 2, Tulsa | DMA: 61**

**02/26/2010, 06:00 PM - 06:30 PM**

[CC] 00:03:36 Oklahoma State is well on its way to collecting a billion dollars for the school's latest fundraising campaign. The "branding success" initiative was announced this morning, with billionaire **oilman T. BoonePickens** donating the first 100-million dollars toward the goal. Country music star Garth Brooks, former major league baseball player Robin Ventura and 1988 Heisman Trophy winner Barry Sanders are joining **Pickens** in a video promoting the campaign. Administrators say "branding success" will lead to more scholarships, faculty positions, research and buildings.00:05:01

**Audience:** 56,846 **Spot Cost:** \$328

#### 22. Fox 23 News

**KOKI-TV (FOX) CH 23, Tulsa | DMA: 61**

**02/26/2010, 09:00 PM - 10:00 PM**

[CC] 00:08:10 . A 100-million dollar donation, to Oklahoma State university. Today, from you guessed it, **T. BoonePickens**. But we're lucky on this and you're cky with me too. You've got a guy who loves this school more than anything and I'm very competitive. And from time to time you catch me with money I'm so glad that I'm apart of it today. This is part of a 1-billion dollar "fundraising campaign." **Pickens**' donation, brings the total raised, so far --to 537-million dollars. Once the university reaches it's "billion

dollar goal", it will spend "half of it", on student scholarships. 200-Million will go to "faculty support", and another 200 million, to "facility support." 100-million, will go into programs.00:10:13  
**Audience:** 58,962 **Spot Cost:** \$489

### 23. Fox 23 News

**KOKI-TV (FOX) CH 23, Tulsa | DMA: 61**

**02/26/2010, 05:00 PM - 05:30 PM**

[CC] 00:04:13 A big announcement for Oklahoma State university today. It is officially launching a one-billion dollar fundraising campaign --But it was kicked off with a very hefty donation. Fox23's Emily Sinovic tells us who donated and where all that money's going. The fundraising has been going on quietly for about 26 months, e university had already raised almost half of the one billi, But today, you guessed it, **T. BoonePickens** stepped up and donated 100-million dollars to bring the total amount raised so far to, 537-million dollars. But we're lucky on this and you're lucky with me too. You've got a guy who loves this school more than anything and I'm very competitive. And from time to time you catch me with money I'm so glad that I'm apart of it today. Once the university reaches the 1-Billion dollar mark, half of that will go to student scholarships, 200 million to faculty support, another 200 million to facility support and 100 million to programs. Oh, and just in case you're keing track, over time, **T.Boone** has now donated more than 400-million dollars to the university. Emily Sinovic Fox23 News. For more information on the O-S-U Branding success prram, go to fox23. Com and click on the fox00:07:32

**Audience:** 27,608 **Spot Cost:** \$145

### 24. Fox 23 News At Noon

**KOKI-TV (FOX) CH 23, Tulsa | DMA: 61**

**02/26/2010, 12:00 PM - 01:00 PM**

[CC] 00:00:00 Oklahoma State university making a huge announcement this morning. It's an announcement 26 months in the making, Fox 23's Carrie Netherton is following this story live the newsroom --Carrie ---Give us the details, ann, it's an ambitious goal, the university unveils a "five-year" campaign to raise "one-billion dollars." the money will fund scholarships, faculty positions, research and buildings at the school in Stillwater. O-S-U President burns Hargis made the announcement at a special ceremony about an hour ago. The campaign is called "branding success". And, fundraising is well underway. Nearly half the money has already been raised, O-S-U's favorite alum --**T. BoonePickens** -- made a special guest appearance --Announcing a "100 million dollar challenge gift", to fund scholarships. " we're all lucky for a lot of reasons. But we're lucky on this and you're lucky with me too. You've got a guy who loves this school more than anything and I'm very competitive. And fr om time to time you catch me with money **Pickens** latest gift brings his donations to O-S-U To more than 400million dollars. This campaign is the most ambitious fundraising initiative in OSU's history. President Hargis says the "branding success" campaign will help the university become competitive in all areas, including education, and resources.00:02:35

**Audience:** 17,320 **Spot Cost:** \$54

### 25. The News On 6 At 6:00

**KOTV-TV (CBS) CH 6, Tulsa | DMA: 61**

**02/26/2010, 06:00 PM - 06:30 PM**

[CC] 00:03:41 O-S-U calls it "branding success", a billion dollar initiative to help fund scholarships, faculty and new buildings. Thanks to **BoonePickens**, the unversity is well on its way. **BoonePickens/OSU** alum: you got a guy that loves the school more than anything and I'm very competitive. (Applause) and from time to time you catch me with money. Oklahoma State's favorite alum made a huge donation to his alma mater today 100-million dollars. The gift brings the total already raised to 537-Million dollars. University president burns Hargis says he's grateful for **Pickens** donation and encourages other grads to chip in. Burns Hargis/OSU president: "it can't just be **BoonePickens**, although a heck of a lot of it has been **BoonePickens**. We can do this, even in this economy." **Pickens'** gift brings his total donation to Oklahoma State over the years to more than 500 million-dollars.00:07:33

**Audience:** 60,758 **Spot Cost:** \$351

### 26. The News On 6 At 5:00

**KOTV-TV (CBS) CH 6, Tulsa | DMA: 61**

**02/26/2010, 05:00 PM - 05:30 PM**

[CC] 00:08:13 --What **T-BoonePickens** is funding now and how it will affect generations to come.00:08:19

[CC] 00:11:01 Oklahoma State university began a one-Billion dollar fundraiser today and it got a big jumpstart from their favorite alum. **T -BoonePickens** made another huge donation to his alma mater. -- News on 6 anchor Terry Hood has the story, new at 5. OSU calls it "branding success". It's a billion dollar initiative to help fund scholarships, faculty, and new buildings. **T -Boone** has them well on their way. A festive mood greeted a familiar face as, once again, **BoonePickens** opened his wallet for his favorite school. **BoonePickens** for scholarships is going to give another \$100-million. (Cheers) You got a guy that loves the school more than anything and I'm very competitive. (Applause) and from time to time you catch me with money. **Pickens** gift brings the total already raised in the fundraising campaign to 537-million dollars. The money has four priorities. The majority of it, 500-Million dollars, will be used for scholarships. The rest will be at OSU, as well as the split among the various programs construction of new buildings, such as a new business building and performing arts center. President Burns Hargis says 200-million of it will go to faculty. Our faculty's compensation --scales are such that to retain and attract top faculty, we need the money. President Hargis says he's grateful to **BoonePickens** for another multi-million donation but he's quick to add the school needs all of its graduates to help with the campaign. ---It can't just be **BoonePickens**, although a heck of a lot of it has been **BoonePickens**. We can do this, even in this economy. President Hargis says this is the perfect time for the campaign to begin. State funding now makes up only 25-percent of OSU's budget. He hopes others follow **Pickens'** lead and wants the world to know how much the 1951 graduate means in cowboy country. ---We can't say thank you enough but I'm going to try, thank you, thank you, thank you **BoonePickens**. (Cheers) **Pickens** gift today brings the his totalonation to Oklahoma State over the years to re than 500 million-dollars00:13:25

**Audience:** 55,904 **Spot Cost:** \$294

**27. News 8 At Ten**

**KTUL-TV (ABC) CH 8, Tulsa | DMA: 61**

**02/27/2010, 10:00 PM - 10:35 PM**

[CC] 00:08:40 **T. BoonePickens** makes another huge donation to his alma mater. The billionaire **oilman** is giving 100-million dollars to Oklahoma State university. The money will be used for scholarships. It's part of a bigger campaign by **Pickens**, called "branding success". Eventually o ne billion dollars will help fund more scholarships, faculty positions, research, and buildings. So far, **t-BoonePickens** has donated more than 500-Million dollars to O-S-U.00:09:38

**Audience:** 34,104 **Spot Cost:** \$234

**28. News Channel 8 At 6**

**KTUL-TV (ABC) CH 8, Tulsa | DMA: 61**

**02/27/2010, 06:00 PM - 06:30 PM**

[CC] 00:07:07 **T. BoonePickens** makes another huge donation to his alma mater. The billionaire **oilman** is giving 100-million giving 100-million dollars to Oklahoma State University. The money will be used for scholarships. It's part of a bigger campaign by **Pickens**, called "branding success". Eventually --One billion dollars will help fund more scholarships, faculty positions, research, and buildings. So far, **T. BoonePickens** has donated more than 500-Million dollars to the college.00:08:08

**Audience:** 45,268 **Spot Cost:** \$270

**29. News 8 At Ten**

**KTUL-TV (ABC) CH 8, Tulsa | DMA: 61**

**02/26/2010, 10:00 PM - 10:35 PM**

[CC] 00:03:43 **T. BoonePickens** is making another huge donation to his alma mater. The billionaire **oilman** is giving 100 giving 100-million dollars to Oklahoma State University. The money is for scholarships. It'sart of a bigger campaign by **Pickens**, called "branding success". Eventually --One billion dollars will help fund positions, research, and more scholarships, faculty buildings. So far, **T. BoonePickens** has donated more than 500-Million dollars to the college.00:05:04

**Audience:** 74,626 **Spot Cost:** \$376

**30. News Channel 8 At 6**

**KTUL-TV (ABC) CH 8, Tulsa | DMA: 61**

**02/26/2010, 06:00 PM - 06:30 PM**

[CC] 00:03:03 Billionaire **oilman T. BoonePickens**, it making another immense gift, to Oklahoma State University. This time, he's giving \$100-million for scholarships. **Pickens** ' gift is part of a billion-dollar campaign. It will fund scholarships, faculty positions, research, and construction, on the Stillwater campus. His latest gift, brings his total, to \$400-million in donations to O-S-U.00:04:20

**Audience: 57,844 Spot Cost: \$335**

**31. News Channel 8 At 5**

**KTUL-TV (ABC) CH 8, Tulsa | DMA: 61**

**02/26/2010, 05:00 PM - 05:30 PM**

[CC] 00:09:50 Oklahoma State University officials announce a new campaign they call "branding success." the goal is to raise 1-billion dollars. OSU will use the money for scholarships, building improvements, and hiring more staff. The first to step up to the plate was billionaire **oilmanT. BoonePickens**. He will give his alma mater another 100-Million dollars. OSU president burns Hargis says half of the 1-billion dollars will go to endow scholarships and fellowships for students.00:10:58

**Audience: 41,876 Spot Cost: \$223**

**32. News Channel 8 At 4:30**

**KTUL-TV (ABC) CH 8, Tulsa | DMA: 61**

**02/26/2010, 04:30 PM - 05:00 PM**

[CC] 00:08:39 He's done it before --And he's doing it again. **T. BoonePickens** makes a huge donation to his alma mater. The billionaire **oilman** is giving 100-million dollars to Oklahoma State University. The money will be used for scholarships. It's part of a bigger campaign by **Pickens**, called "branding success". Eventually --One billion dollars will help fund more scholarships, faculty positions, research, and buildings. To date --**Pickens** has donated 400-Million dollars to O-S-U.00:09:49

**Audience: 29,040 Spot Cost: \$155**

**33. Pronews**

**KVII-TV (ABC) CH 7, Amarillo | DMA: 131**

**02/26/2010, 10:00 PM - 10:35 PM**

[CC] 00:20:00 Turning to Oklahoma --Where billionaire **oilmant-BoonePickens** says he's giving 1-hundred million for scholarships at Oklahoma State University --His alma matter. It's the start of a one billion dollar campaign to raise money to fund scholarships, faculty positions, research and buildings at the Stillwater school. **Pickens** ' latest gift brings his donations to O-S-U to more than 4-hundred million dollars.00:23:34

**Audience: 18,060 Spot Cost: \$190**

**34. Pronews At 6**

**KVII-TV (ABC) CH 7, Amarillo | DMA: 131**

**02/26/2010, 06:00 PM - 06:30 PM**

[CC] 00:04:40 Turning to Oklahoma --Where billionaire **oilmanT. BoonePickens** says he's giving 1-hundred million for scholarships at Oklahoma State University --His alma matter. It's the start of a one billion dollar campaign to raise money to fund scholarships, faculty positions, research and buildings at the Stillwater school. **Pickens** ' latest gift brings his donations to O-S-U to more than 4-hundred million dollars.00:06:20

**Audience: 21,959 Spot Cost: \$188**

**35. Action 7 News**

**KSWO-TV (ABC) CH 7, Wichita Falls/Lawton(OK), TX | DMA: 149**

**02/26/2010, 05:00 PM - 05:30 PM**

[CC] 00:04:10 **T -BoonePickens** has opened his wallet again for Oklahoma State University. He's giving 100-million dollars to fund a major endowment for scholarships. This is seven news file video of **TBoone. Pickens** announced the gift today as O-S-U kicked off its one-billion-dollar'branding success' campaign. It's designed to raise money for scholarships, faculty positions, research, and buildings. **Pickens** ' gift brings his donations to O-S-U to more than 500-million dollars.00:05:40

**Audience:** 14,750 **Spot Cost:** \$183