

PickensPlan

T. Boone Pickens Media Coverage 4.24.09

Total of 19 Placements

- * Print: 6
- * Blog/Online: 2
- * Broadcast: 11

Coverage Summary:

The Philadelphia Inquirer ran a profile piece on Pickens, who was in town to receive the Bower Award for Business Leadership. The piece covers Pickens' background, as well as the Pickens Plan and why he feels it is necessary to solve this problem.

Platts reported on the adoption of the Low Carbon Fuel Standard. Pickens' statement praising the California Air Resources Board's decision was used in the piece.

KATV in Little Rock ran an exclusive interview with Pickens that discusses the Pickens Plan and how Arkansas can benefit from it.

Highlighted Placements (Full Articles Below)

- * T. Boone Pickens Offers Energy Answer - Philadelphia Inquirer - 4/24/09
 - * iStockAnalyst
- * California Adopts Low Carbon Fuel Standard - Platts - 4/24/09

Print Placements (Full Articles Below)

- * Missouri Governor Calls for Energy Use Cuts - St. Louis Post-Dispatch - 4/23/09

* iStockAnalyst

* Governor Requires State Agencies to Reduce Energy Consumption -
Columbia Missourian - 4/23/09

* T. Boone Pickens Promotes Alternative Energy Plan - The Maneater
- 4/23/09

* Honorable 'Menschen' - Jewish Times - 4/24/09

HIGHLIGHTED COVERAGE

T. Boone Pickens Offers Energy Answer - Philadelphia Inquirer - 4/24/09

By Sandy Bauers

T. Boone Pickens has watched the millions come and go, sometimes in a single day.

He's been high and low, anointed as a savior and lambasted as a vulture. At one point, his life had all the makings of a country-western song. He was ousted from his company while going through a protracted divorce and living in a hotel.

Now, at 80, the legendary - yes, they call him stuff like that these days - and sometimes controversial Texas oilman isn't quitting yet.

He has one more thing to do. He wants to solve the nation's energy crisis.

Instead of foreign oil, he wants wind. He wants natural gas. He wants solar and a smart grid.

He's got a plan, and he's been stumping heavily for it since he announced it last July, spending \$58 million in the process.

Wednesday, he was in Missouri. Yesterday, he was hoofing it down from the Four Seasons to the Franklin Institute, the wind whipping his navy suit jacket.

The geologist and once-infamous corporate raider has been in the energy business for more than a half-century and is looking spry, thanks to a personal trainer.

He was headed for an 80-minute talk he would deliver as this year's recipient of the Franklin Institute's Bower Award for Business Leadership.

"It really comes down to, I've decided I was the only one that understood the problem, and I was the only one with the solution, and it was a mission for Boone, and that's about it," he said as he crossed a street.

He felt so strongly about it that he woke his new wife up at 2 one morning to tell her so. "I said, 'Madeleine, this has got to be fixed.' "

And she said, " 'I know . . . but let's go back to sleep and do it tomorrow.' "

Inside a packed Franklin lecture hall, he spoke without script or notes.

The problem, as he sees it, is foreign oil. He hammered at the statistics: With just 4 percent of the world's population, this country consumes 25 percent of its oil.

Every year, the United States imports nearly 70 percent of the oil it uses, at a cost of \$500 billion, mostly from "people who don't like us" and from countries that are largely unstable.

He called it the greatest transfer of wealth in the history of the world.

"It's crazy," he said. "We've gone deep into a trap. Nobody led us in there. We went in ourselves."

He calls himself an environmentalist, which may raise the eyebrows of those familiar with his long ties to conservative causes.

In 2004, he gave \$2.5 million to Swift Boat Veterans and POWs for Truth, which bought ads criticizing the military record of Sen. John Kerry, then the Democratic presidential nominee.

Nowadays, he says cheap oil has allowed presidents of both parties to drift away from ubiquitous campaign promises to wean the country off foreign oil. There's been no energy plan.

So now, "can you imagine? An 80-year-old guy shows up with a plan," he said recently. "It's kind of pitiful in a way."

"Do we have the resources to solve the problem? Yes, we do," he said at the Franklin, moving toward a whiteboard and picking up a marker.

He began writing. Oil. Coal. NG. . . .

That's the biggie: natural gas.

Pickens sides with Al Gore and others when they say they want light-duty cars and trucks to go electric as soon as possible. But when it comes to trucks and buses and the like, he sees natural gas as the answer.

Compared with oil, "it's abundant, it's cheaper, it's cleaner," he said. And one big source could be Pennsylvania's Marcellus Shale formation.

"No question, Pennsylvania is going to be key," he said. It also has been controversial for its environmental effects.

Coming from west Texas, where the wind is all but constant, he also wants to see the country generate 22 percent of its electricity from wind, add some solar, and build a better grid to move all this juice around.

Pickens said he owns no natural gas: "I'm not up here trying to make a buck for myself."

He does own stock in Clean Energy Fuels, which claims to be the country's largest provider of natural gas transportation fuels.

Later, it was lunch for 24 in the Franklin's board room, where Pickens signed copies of his recent autobiography, *The First Billion is the Hardest: Reflections of a Life of Comebacks and America's Energy Future*.

Fellow Texan Herb Kelleher, retired chief executive officer of Southwest Airlines and a former Bower Award winner, introduced Pickens, saying, "Whether you want it or not, you're a damn idol."

Pickens said the nation was behind him.

At his Web site, www.pickensplan.com, he has amassed what he calls the "New Energy Army" of 1.5 million members, whom he exhorts to lobby their legislators.

He hopes to have energy legislation in place before Congress' August recess.

He roused his army via a blog and the "BooneCam." In one video, Sarah Palin comes to visit, and he jokes that she's the only governor for whom he'd wear a tie in his office.

More footage is from the Feb. 24 national energy summit.

There he is, between Gore and Energy Secretary Steven Chu. "Pretty good, sitting between two Nobel guys," he noted.

At one point, U.S. Rep. Edward J. Markey (D., Mass.) is shown banging the lectern, saying, "I agree with everything Boone Pickens says, and I never thought I'd say that."

Pickens has written that he believes he was "put on this Earth to make money and be generous with it." He has given close to \$2 billion to charities, including more than \$200 million to the athletic department at his alma mater, Oklahoma State University.

Last night, shortly after 8, in the rotunda with the massive statue of Benjamin Franklin, Pickens bent his head as Franklin CEO Dennis Wint put the medal around his neck. He turned, waved briefly, and mouthed, "Thank you, thank you."

Today he's off to San Diego, to host a public meeting on the aircraft carrier-turned-museum the Midway.

"We're still keeping a tough schedule," he told BooneCam viewers this week. "We believe this is what we've got to do."

Franklin Institute Awards

Last night, the Franklin Institute celebrated the contributions of eight trailblazers in science, business, and technology.

T. Boone Pickens of Texas received the Bower Award for Business Leadership for more than 50 years of accomplishments in energy production, his recent focus on renewable energy, and his philanthropy.

Sandra M. Faber, an astronomer at the University of California, Santa Cruz, who made discoveries in the properties of distant galaxies and dark matter, received the Bower Award for Achievement in Science, which comes with a \$250,000 prize.

Six others received Benjamin Franklin medals.

Ruzena Bajcsy of the University of California, Berkeley: computer and cognitive science medal for work in robotics and computer vision.

Stephen J. Benkovic of Pennsylvania State University: life-science medal for work in enzymes and DNA replication.

J. Frederick Grassle of Rutgers University: earth- and environmental-science medal for research on deep-sea volcanic vents.

Richard J. Robbins of the Robbins Group L.L.C.: engineering medal for developing a hard-rock boring machine used to construct underground tunnels for transportation and other uses.

George M. Whitesides of Harvard University: chemistry medal for research in molecular self-assembly.

Lotfi A. Zadeh of the University of California, Berkeley: earth- and environmental-science medal for developments in the field of fuzzy logic.

California Adopts Low Carbon Fuel Standard - Platts - 4/24/09

By Matthew Cook

The California Air Resources Board, or CARB, voted late Thursday to adopt new fuel regulations, known as the California Low Carbon Fuel Standard, designed to reduce greenhouse gas emissions by 10%, or 16 million mt, by 2020.

The new standards WERE expected to replace 20% of California's transportation fuels with clean alternative fuels by 2020, from sources such as electricity, biofuels and hydrogen.

Fuel producers and importers would need to meet new standards for gasoline and diesel each year starting 2011, the state agency said.

The LCFS was based on "lifecycle" greenhouse gas emissions, which included emissions associated with the production, transportation and use of low carbon transportation fuels.

The CARB said the new standards would require more than 1.5 billion gallons of biofuels, and that would require the construction of more than 25 biofuel facilities.

Under the new standards, fuel providers would have to track each fuel's carbon intensity, and the state would implement a system of credits and deficits for parties that exceeded or fell short of state guidelines.

California planned to implement a credit trading system to allow for deficient producers to meet the standard.

Meanwhile, the US' Renewable Fuels Association said Tuesday that the goals laid out by the LCFS were admirable, but unlikely to be achieved.

The RFA said there were several problems with the way CARB modeled lifecycle greenhouse gas emissions for ethanol production.

RFA said CARB's analysis suggested corn-based ethanol was equivalent to gasoline in terms of lifecycle GHG emissions. However, RFA said corn ethanol reduced GHGs by 30% to 60% compared with gasoline.

Former oil man T. Boone Pickens, who has long campaigned for the use of natural gas as transportation fuel, praised CARB's decision Thursday.

"I am very supportive of the California Air Resources Boards Low Carbon Fuel Standard adopted today," Pickens said in a written statement. "It will greatly reduce our dependency on foreign oil by promoting alternative fuels that are low in carbon, such as natural gas and biomethane, into the market. Reducing greenhouse gases and harmful pollutants is the right step to take for our health, our economy and our security."

PRINT COVERAGE

Missouri Governor Calls for Energy Use Cuts - St. Louis Post-Dispatch - 4/23/09

By Jeffrey Tomich

COLUMBIA -- Gov. Jay Nixon signed an executive order on Thursday that will require most state agencies to reduce energy use at office buildings by 20 percent over the next decade -- a move he said will save taxpayers \$1 million.

The announcement of the order to cut energy use by 2 percent a year for each of the next 10 years was made during a morning speech at the Missouri Energy Summit at the University of Missouri campus in Columbia.

The two-day summit began Wednesday with a speech by oil billionaire T. Boone Pickens.

"As one of the largest employers and energy consumers in the state, Missouri must become a leader in conservation," Nixon said.

In 2008, Missouri spent \$54.7 million on electric and natural gas expenses at state office buildings overseen by the Office of Administration. Those include all state offices except ones operated by the departments of Conservation and Transportation and public universities and colleges, which will be exempt from Nixon's order.

Exactly how the energy savings will be achieved hasn't been determined. They could come from weatherization, replacing light fixtures or using more efficient heating and cooling systems, he said.

The state will rely on its energy efficiency experts at the Department of Natural Resources and other state agencies to implement a plan, Nixon said. If successful, he may seek more aggressive cuts in future years.

"There's a lot of low-hanging fruit," Nixon said during a news conference after his speech.

Governor Requires State Agencies to Reduce Energy Consumption - Columbia
Missourian - 4/23/09

By Jason Lenhart

COLUMBIA - Gov. Jay Nixon signed an executive order Thursday that will require all state agencies to reduce energy consumption in buildings by 2 percent each year for the next 10 years.

Nixon unveiled and signed the order during day two of the first-ever Missouri Energy Summit, stating that, within the first year, it will save Missouri taxpayers more than \$1 million.

"As one of the largest employers and energy consumers in the state, Missouri must become a leader in conservation," Nixon told the crowd of about 200 in Jesse Hall auditorium.

Executive order 9-18 will require that any state agency building under the direction of the Office of Administration institute a policy that will reduce energy consumption. Nixon said there are many ways that the reductions could be accomplished and that the agency or agencies in a building will have to come up with their own plan.

Also under the order, all new state construction as well as buildings being constructed for lease by the state, must conform to the most up-to-date efficiency standards.

In Nixon's address at the summit, he urged the promotion of high-tech jobs that will bring the state to the forefront of energy conservation. To do that, Nixon said higher education needs to be affordable.

"We need to make sure our work force is trained for these high-tech jobs," Nixon said. "This means higher education needs to be affordable. When students graduate with thousands of dollars of debt, it doesn't push our economy forward."

Just three days ago, Nixon launched a program that will begin to get people, ages 16-24, involved in leading energy research and development. The state will connect the youth with energy companies for summer internships, paid for by the state. So far Nixon said 2,573 young adults and 355 employers have signed up.

The Missouri Energy Summit has featured many prominent leaders in alternative energy and energy conservation. Wednesday, T. Boone Pickens urged Missourians to help him in his multi-million dollar "Pickens Plan" - an effort to reduce foreign-oil dependency.

"If you don't have a plan to solve our oil problem," Pickens said, "then you are for foreign oil."

The summit will finish up Thursday after several more discussions. Follow the summit on the Missourian's live twitter event feed.

T. Boone Pickens Promotes Alternative Energy Plan - The Maneater -
4/23/09

By Josh Barone and Maggie Niemiec

Billionaire T. Boone Pickens has been to MU twice. The first time was in 1998 when he spoke at the law school, and again last October to watch his alma mater's football team, the Oklahoma State Cowboys, upset the Tigers in a football game.

"You remember," Pickens, 80, said to a full house at Jesse Hall on Wednesday in reference to the football game.

He returned to MU to deliver the keynote address for the first ever Missouri Energy Summit, which was held as a collaborative UM system effort.

Columbia resident Craig Mays said the summit provided people with a glimpse into what is happening with energy in Missouri and the U.S.

"Things like this, they're really an opportunity for people to come together, share ideas, have some ideas heard," he said.

Pickens, who achieved most of his \$3 billion net worth by acquiring oil companies in the 1980s, became alternative energy pioneer in 1997 when he established his energy-based hedge fund BP Capital Management.

Last July, Pickens launched and personally funded a \$58 million campaign to promote the Pickens Plan, an alternative energy-driven plan to mitigate American dependency on foreign oil.

"There are 85 million barrels of oil produced every day, and we use 21 million," Pickens said. "We're four percent of the people, but we use 25 percent of the oil."

Graduate student Andrew Del-Colle heard Pickens speak to a group of journalism students shortly before the keynote address.

"I think it was interesting to hear him say that he wished he hadn't put so much on wind power," Del-Colle said. "It's not really economically viable unless you're in an area that has at least a class two wind, which is mainly the Midwest."

At the keynote address, Pickens said people who do not support his plan should have some plan to reduce U.S. dependency on foreign oil.

"When people tell me there is something they don't like about the Pickens Plan, I ask them, 'What's your plan?'" he said. "If you have no plan, then you're for foreign oil."

Citizen support for alternative energy research became an issue last November when every voting district in California voted against Proposition 10, which would use new taxes to fund alternative energy research. Pickens was a passionate proponent of the proposition, and he invested in an advertising campaign to promote it.

Proposition 10 was meant to fail, Pickens said. He said it is not indicative of a larger issue of citizen support for alternative energy research.

Despite his investments in Proposition 10, Pickens claimed he is not a political person, and the Pickens Plan is not a political issue.

"It has nothing to do with politics," he said. "It's good for the country. It will be very much like a war, but no guns, and no people shot or killed."

Freshman Sami Hall said she has doubts whether Pickens can politically achieve his goals.

"I don't think hardly anything can unite the Democrats and Republicans right now," Hall said. "I think something really monumental has to happen. We have to reach peak oil or those foreign countries have to do something."

Pickens mentioned no Missouri representatives or senators have subscribed to his plan, and neither has Gov. Jay Nixon. UM system President Gary Forsee, though, said Pickens' challenge is "hard to resist."

At the university and community level, people can begin to follow the Pickens Plan by simply getting informed, Pickens said. He said a lot of his plan, in conjunction with energy policies from President Barack Obama's administration, will unfold this year.

"We have to do it together," he said. "You have to join me."

Even in his serious call to action, Pickens maintained his sense of humor.

"You don't want to stick this old guy with all the responsibility," he said.

Honorable 'Menschen' - Jewish Times - 4/24/09

By Howard Berger

ERIC KERSHENBLATT IS A TRAILBLAZER BUYING SPECIAL CAR FUELED BY NATURAL GAS ONLY

Motivated by wanting to become a trailblazer. Galloway Township resident Eric Kershenblatt achieved his objective by purchasing a car in January propelled by compressed natural gas. His bold action was an effort, he says, "toward a greener and cleaner environmental transportation solution," and was reported in the recent edition of the Atlantic County Utility Authority's publication, "Recycles." Eric, son of this area's noted baseball enthusiast, Bea Kershenblatt of Margate, was influenced by legendary Texas oil and gas magnate, T. Boone Pickens. Last year, Pickens touted natural gas as a way to reduce America's dependence on foreign oil. Kershenblatt asked himself this logical question: "What can I do personally to stop spending on foreign oil?" (Most of it from Arab countries and communist-leaning Venezuela.) Eric's answer was to purchase a CNG car, which was a challenging step since the nearest filling station is 50 miles away in Eddystone, Pa. Eric hopes "others will join me in this forward thinking green movement." Eric has to be credited with taking a bold step, which may take a long time to catch on.

HARRY BROWN, LEGENDARY MARGATE LEADER AND SHALOM HOUSE PREZ FOR MANY YEARS

For around 50 years, Harry Brown has been a stalwart leader religiously, civically and in Margate politics. Last week's Jewish Times ran a photo showing Brown and others celebrating the 27th anniversary of the Shalom House, but his involvement goes deeper than that facility. He was a founder and a former president of Beth El Synagogue and has been Margate's GOP leader going back to the days when the late Martin Bloom was the community's first Jewish mayor. And he was a very close friend and associate of former Mayor Bill Ross in the political and civic arena. They were buddies during World War II, serving under movie luminary Clark Gable when the U.S. Army Air Force started pounding Nazi Germany. Behind the scenes, Brown and Ross quietly achieved many accomplishments, which has made Margate one of the region's premier communities. From a Judaic perspective, Harry Brown is a real Mensch.

JCC DINNER CROWD THRILLED WITH MOVIE ON ISRAELI '47-'48 FIGHT 'CAST A GIANT SHADOW'

Since the United Nations recognized the establishment of Israel in 1948, it's been a continuous struggle to survive surrounded by hostile Arab nations whom they had to fight and defeat in very costly militarily battles. Last week a sold out crowd at the JCC watched an epic movie, "Cast A Giant Shadow," starring

Kirk Douglas as Mickey Marcus, a World War II highly decorated U.S. Army Colonel. Marcus was convinced by the Haganah to come to Israel to help lead the fight by organizing the disparate Jewish groups into a rag-tag but strongly logistical fighting force to battle the heavily armored Arab armies. Marcus succeeded in this task and he lost his life doing it, killed by one of his own fighters in an accidental shooting. This movie, which was first seen in the 1950s, reminded us in the audience at the JCC's monthly dinner-movie night of what Israel has had to contend with and still does 61 years after its birth. The battles then and now have been costly and bloody, reminding the Diaspora, that U.S. support must be maintained.

NATIONAL HONOR SOCIETY WELCOMES MOLLY CORBMAN, DAUGHTER OF LINDA GREENSPUN

Molly Corbman has done so well academically at Rutgers University that she was elected and inducted into the PSI CHI National Honor Society for Psychology at Rutgers main campus in New Brunswick. Mazel Tov to this fine young woman, daughter of Linda Greenspun of Margate and the granddaughter of Ben and Marcia Aiskowitz of Egg Harbor Township. Molly also receives annually the Isidore Schmidler Scholarship, says Joyce Bank, office administrator at Beth El Synagogue, who told HM about Molly's high honor, declaring along with family and friends, "We are very proud of this aspiring young woman."

GET YOUR OLD DOCUMENTS READY FOR THE SHREDDERNATOR AT BETH ISRAEL THIS SUNDAY

Many of us don't know why we have become pack rats, holding on to old documents for years that we don't legally need. This Sunday, Congregation Beth Israel is offering an opportunity to get rid of this collection. The "Shredder-Nator" is coming to BI, says Youth Director Susan Weis, reminding those who come with bags of unneeded papers that it's not free, but offsetting the cost is the opportunity to clean out your files, attics and cellars. The cost, says Weis, is 30 cents a pound and the mobile industrial shredder (a large machine) will be in the Beth Israel parking lot from 10 a.m. until noon. The money for this unique service will go to the congregation's Youth Groups. Declared Weis, "Do you dread the thought of hand shredding hundreds of sheets of paper? Have no fear, the Shredder-nator is here!"

BROADCAST COVERAGE

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1. CSPAN-1 Schedule

DMA: N/A

CSPAN 1 (---) National

04/23/2009

10:00 AM - 12:00 PM

[CC] 00:36:46 And whether it's into drier areas of the south or west or global warming or whatever, water is going to be a very important need for many in the

21st century. In fact, just last year, Mr. Chairman, "Business Week" magazine did a cover story of why T. Boone Pickens thought water is the new oil. Some have begun to promote a national water policy to attract these decisions and it will turn to places that have freshwater, like the Great Lakes. There have been numerous examples on this over the decades on both sides of the aisle here. But let me illustrate a recent one. During the 2008 presidential caaign, New Mexico Governor Bill Richardson, who was then running for president, told "the Las Vegas Sun "quote, I want a national water policy. We need a dialogue between the states to deal with issues like water conservation, water delivery and water production. And he went on to say, states like Wisconsin are awash in water, unquote...
00:38:51

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2. Action News

DMA: 4

WPVI-TV CH 6 (ABC) Philadelphia

Spot Cost: \$2,552

04/23/2009

05:00 PM - 06:00 PM

Est. Audience: 282,766

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

00:49:57 Pickens: T. Boone Pickens , an alternative energy expert, accepted the 2009 Valor Award from the Franklin Institute. V; the event. Pickens said US dependence on foreign oil threatens the economy and national security. 00:50:21

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3. Northwest News First Edition

DMA: 14

Northwest Cable News (---) Seattle/Tacoma

Spot Cost: \$20

04/24/2009

04:00 AM - 05:00 AM

Est. Audience: 3,376

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:02:41 .. But President Obama says, , most Americans believe climate change is real, and experts agree we paid record-high gas prices last year,, because we depend so much on foreign oil. T. Boone Pickens last year, it cost us about 500 billion dollars to import oil. ...
00:03:04

[CC] 00:32:36 -- john shimkus (r) Illinois those of uwho want jobs are going to try and defeat this bill. ---Super: rep. Joe barton (r) Texas it will de-Industrialize the United States in the next 40 years. I'm not gonna be a part of that. --(Nats glacier) but president obama says, , most Americans believe climate change is real, --(nats honk) and experts agree we paid record-high gas prices last year,, because we depend so much on foreign oil. ---Super: t. - boone pickens last year, it cost us about 500 billion dollars to import oil. That doesn't have to happen.
---(Nats applause) and the president says Americans want action.
---Super: Wednesday everybody's known that we had to do something but nobody wanted to actually go ahead and do it because it's hard. ---I disagree. I think the American people are ready to be part of a mission.
I believe that. (Applause) but unless enough people in congress believe it too that mission won't get very far. Some republicans say they're support the president's energy plans while some democrats don't. Some republicans say climate change is real, and denying it will only hurt the party with independent voters.
00:33:49

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00:33:49

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4. Rick Roberts Show

DMA: 28

KFMB-AM 760 (CBS) San Diego

Spot Cost: \$133

04/23/2009

06:00 AM - 07:00 AM

Est. Audience: 17,400

00:03:53 This man I grow up[knowing...he will be in San Deigo on Saturday for 2 events..I think he has some good ideas.... he's been able to do what a lot of folks a lot of politicians have not ... which is up bridge the gap , bridge the aisle in a bipartisan way when it comes to.
the issue of energy ... and of course I'm talking about the T Boone Pickens ... Mr Pickens, welcome to the court of public opinion , glad that have you here let's go let's talk a bit about the ...the introduction of HR eighteen thirty five, The Natural Gas Act of two thousand nine you know a lot of what you say makes a lot of sense. How are you being received in Washington? Great (interview with Mr. Pickens continues)...my number one issue is security...
00:06:36

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5. Daybreak - Early

DMA: 56

KATV-TV CH 7 (ABC) Little Rock/Pine Bluff

Spot Cost: \$51

04/24/2009

05:00 AM - 06:00 AM

Est. Audience: 16,140

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:39:15 Energy independence is a term we hear politicians and pundits throw out all the time? But what does it really mean? And?is it even really possible? In an exclusive inrview with channel seven Texas billionaire T-Boone Pickens

tells Roger Susanin that it can not only become reality Arkansas could play a major role in making it happen.

00:41:37

[CC] 00:41:43 When you're a billionaire you can pretty much do whatever you want, at least that's how it seemed when Texas oil tycoon T. Boone Pickens visited the university of arkansas earlier this month, he played with toys, " yeah this is the only place I could ever wear this." he told jokes, " she said let me tell you something, talking frogs are worth a hell of a lot more money now than a Texas oil man but mostly he talked about energy, urging those in the crowd to support his plan --and pressure local politicianto do the same, "we have to put pressure on from the grassroots on these people, get a plan for America's energy." Pickens believes that by greatly increasing wind and natural gas use in America we can end our addiction to foreign oil, " Nobody likes foreign oil. I'm trying to use our resources in America." In an exclusive interview with Channel 7 Pickens talked about his collection of ideas, which he calls Pickens Plan, he says it is the only realistic way to make a dent in America's oil consumption, he says if we don't act soon, today's crisis will turn into tomorrow's epidemic, " In ten years if we don't make any changes we'll be importing 75% of our oil and paying \$300 a barrel." Pickens also claims his ideas would add millions of dollars to the economy, including here in Arkansas. There are already two wind turbine manufacturing plants in the area including L-M Glasfiber in Little Rock. Pickens says if his plan goes through thousands of jobs will be added, L-M Engineering manager Michael Belote agrees, "the more that Pickens can do and the government can do to get the wind energy industry jump started, great for Arkansas because we're gonna have more factories." Some critics say Pickens crafted his plan to generate more revenue for his companies, and some conservationist deride it, they claim wind turbines are ugly and kill birds. Arkansas Nature Conservatory spokesman Jay Harrod says his organization does not have an official stance on the Pickens Plan and won't until it knows exactly where wind turbines would be placed. " To ensure that conservation science that considers migrating birds and bats has been considered before that plan is put into effect." But Pickens says he meets more supporters than detractors. He believes his comprehensive energy plan could go into effect by the end of the year, and if it doesn't, "I don't know I guess I'll sit in a corner and cry, but its, we've got to have one if we don't have it in a year I'll keep working till we get it."

That was Roger Susanin reporting. Pickens' plan does not call for wind turbines in Arkansas but he says with the state's close proximity to Texas Oklahoma...

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6. Channel 7 News Nightside

DMA: 56

KATV-TV CH 7 (ABC) Little Rock/Pine Bluff

Spot Cost: \$643

04/23/2009

10:00 PM - 10:30 PM

Est. Audience: 66,124

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:00:06 Turning to alternative sources of energy, "nobody likes foreign oil. I'm trying to use our resources in amera." we break down "Pickens Plan" for you... Arkansas is taking part in the efforts to harness wind energy. ... A new wind energy company is coming to the state. Nordex plans to build a one hundred million dollar turbine factory in jonesboro. By 20-12 the plant will be able to turn out some three hundred turbines a year. Now, energy independence is a term we hear politicians and pundits throw out all the time. But what does it really mean and is it even really possible? Channel 7's Roger Susanin spoke with one influential man who says it can become reality and Arkansas could play a big role in making it happen. Roger thanks scott, Texas billionaire T. Boone Pickens says he's been an oil man all his life, that is, until now. These days he calls himself an energy man. He says there's a crisis in this country and oil can't solve it. In an exclusive Channel 7 interview we asked him "what can?" when you're a billionaire you when you're a billionaire you can pretty much do whatever you want, at least that's how it seemed when Texas oil tycoon T. Boone Pickens visited the University of Arkansas earlier this month, he played with toys, " yeah this is the only place I could ever wear this." He told jokes, " she said let me tell you something, talking frogs are worth a hell of a lot more money now than a Texas oil man but mostly he talked about energy, urging those in the crowd to support his plan --and pressure local politicians to do the same, "we have to put pressure on from the grassroots on these people, get a plan for America' s energy." Pickens believes that by greatly increasing wind and natural gas use in America we can end our addiction to foreign oil, "nobody likes foreign oil. I'm trying to use our resources in America." in an exclusive interview with Channel 7 Pickens talked about his collection of ideas, which he calls Pickens Plan, he says it is the only realistic way to make a dent in America's oil consumption, He says if we don't act soon, today's crisis will turn into tomorrow's epidemic, "in ten years if we don't make any changes we'll be importing 75% of our oil and paying \$300 a barrel." Pickens also claims his ideas

would add millions of dollars to the economy, including here in Arkansas. There are already two wind turbine manufacturing plants in the area including L-M Glasfiber in Little Rock. Pickens says if his plan goes through thousands of jobs will be added, L-M Engineering manager Michael Belote agrees, "the more that Pickens can do and the government can do to get the wind energy industry jump started, great for arkansas because we're gonna have more factories." some critics say Pickens crafted his plan to generate more revenue for his companies, and some conservationist s deride it, they claim wind turbines are ugly and kill birds, Arkansas Nature Conservatory spokesman Jay Harrod says his organization does not have an official stance on the Pickens Plan and won't until it knows exactly where wind turbines would be placed. "To ensure that conservation science that considers migrating birds and bats has been considered before that plan is put into effect." But Pickens says he meets more supporters than detractors. He believes his comprehensive energy plan could go into effect by the end of the year, and if it doesn't, "i don't know I guess I'll sit in a corner and cry, but its, we've got to have one if we don't have it in a year I'll keep working til we get it." Pickens' Plan does not call for wind turbines in Arkansas but he says with the state's close proximity to Texas, Oklahoma, and other wind heavy areas as well 00:04:05

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7. Channel 7 News

DMA: 56

KATV-TV CH 7 (ABC) Little Rock/Pine Bluff

Spot Cost: \$578

04/23/2009

06:00 PM - 06:30 PM

Est. Audience: 87,010

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:25:13 Seventy five percent of our oil at a cost of three hundred dollars a barrel within ten years, that prediction comes from Texas tycoon T. Boone Pickens, a man who knows a thing or two about oil.

Pickens sat down with channel 7's Roger Susanin to talk about the future of energy in this country, Roger? Christina, until recently T. Boone Pickens was not a guy anybody would associate with green energy. He made his name and his billions in oil. But in an exclusive Channel 7 interview Pickens told us America needs to make a change, and it starts with wind power, Pickens calls windpower the ultimate American resource.

He says it's relatively cheap, there's plenty of it, and it's not going anywhere. Pickens says the United States can get on the way to energy independence by increasing wind power and natural gas use. He calls his collection of ideas the Pickens Plan. And coming up at ten we'll have more from our exclusive interview. Find out why Pickens says his plan would generate thousand of jobs and millis of dollars right here in arkansas 00:26:21

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8. KY3 News At Noon

DMA: 74

KYTV-TV CH 3 (NBC) Springfield, MO

Spot Cost: \$235

04/23/2009

12:00 PM - 12:30 PM

Est. Audience: 42,350

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:10:20 Missouri Governor Jay Nixon is directing state agencies to cut down on energy use in buildings by two perce annuallover the next decade. He says this would save taxpayers more than one million dollars during the first year. The executive order was made at the Missouri Energy Conference in Columbia this morning. Texas billionaire and former oil tycoon T. Boone Pickens gave the

keynote address to open the conference. He said lawmakers haven't tried hard enough in the past to reduce America's dependency on foreign oil, but he expects that to change. The Missouri Energy Summit ends today. 00:11:52

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9. TV8 Report

DMA: 136

KNOE-TV CH 8 (CBS) Monroe/El Dorado

Spot Cost: \$386

04/23/2009

06:00 PM - 06:30 PM

Est. Audience: 41,863

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:05:02 No doubt you've seen Texas billionaire T. Boone Pickens in those ads where he lays out the pros of wind power in America. Pickens is also a proponent of natural gas to power our cars and trucks. And he'll drive home that point no pun intended in Jackson Parish on Friday, May 8th. He's is scheduled to help open a new gas fueling depot at the Exco Resources Vernon Field Site near Chatham. Pickens is a member of the Exco board of directors. 00:06:32

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10. KRCG News At Noon

DMA: 137

KRCG-TV CH 13 (CBS) Columbia/Jefferson City

Spot Cost: \$103

04/23/2009

12:00 PM - 12:30 PM

Est. Audience: 12,810

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:03:10 A man who made a fortune drilling crude oil now says says America cannot drill its way out of dependence on foreign oil. T. Boone Pickens was today's keynote speaker at the University of Missouri Energy Summit in Columbia. The retired oil tycoon now campaigns for a program of alternative energy. Pickens wants to develop renewable resources of energy such as wind and solar power to replace more than a third of the foreign oil used in the United States every year, T. Boone Pickens, renewable energy advocate) "we're using 21-million barrels of oil. We're importing about 13-million. If you just say, we can drill our way out of the problem and we can get 13-million a day. Remember, the two biggest oil producers today are the Saudis and Russia and they are producing 9 1/2 million. You would have to go way beyond what they do to get to where we would have to be if we were energy independent by oil." The two-day event continued today with Governor Nixon announcing that all state workers are being asked to cut their energy consumption. He's providing a list of suggested action. you'll find that list on our website, connect mid-Missouri dot com. 00:04:58

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11. Northwest News First Edition

DMA: 14

Northwest Cable News (---) Seattle/Tacoma

Spot Cost: \$20

04/24/2009

04:00 AM - 05:00 AM

Est. Audience: 3,376

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:02:41 .. But President Obama says, , most Americans believe climate change is real, and experts agree we paid record-high gas prices last year,, because we depend so much on foreign oil. T. Boone Pickens last year, it cost us about 500 billion dollars to import oil. ...
00:03:04

[CC] 00:32:36 -- john shimkus (r) Illinois those of uwho want jobs are going to try and defeat this bill. ---Super: rep. Joe barton (r) Texas it will de-Industrialize the United States in the next 40 years. I'm not gonna be a part of that. --(Nats glacier) but president obama says, , most Americans believe climate change is real, --(nats honk) and experts agree we paid record-high gas prices last year,, because we depend so much on foreign oil. ---Super: t. - boone pickens last year, it cost us about 500 billion dollars to import oil. That doesn't have to happen.
---(Nats applause) and the president says Americans want action.
---Super: Wednesday everybody's known that we had to do something but nobody wanted to actually go ahead and do it because it's hard. ---I disagree. I think the American people are ready to be part of a mission.
I believe that. (Applause) but unless enough people in congress believe it too that mission won't get very far. Some republicans say they're support the president's energy plans while some democrats don't. Some republicans say climate change is real, and denying it will only hurt the party with independent voters.
00:33:49