

# PickensPlan

## T. Boone Pickens Media Coverage 5.26.10

### Total of 8 Placements

- Print: 2
- Blog/Online: 2
- Broadcast: 4

### Coverage Summary:

*The Dallas Morning News* reported on comments Pickens made regarding the gulf oil spill, saying fixing the problem should be a top priority, not assessing blame. Pickens said it could take three months to get the problem fixed.

Joe Scarborough mentioned Pickens this morning on *Morning Joe*, saying the White House should call on Pickens for his expertise on the gulf oil spill.

*Penn Energy* reported on a new study conducted by Penn State University that found the Marcellus Shale is pumping billions of dollars into the state's economy while providing tens of thousands of jobs. ANGA CEO Regina Hopper is quoted in the piece discussing the economic benefits of natural gas.

### Highlighted Placements (Full Articles Below)

- **T. Boone Pickens: Stop To The Gulf Oil Leak Probably Not Happening Soon** – *Dallas Morning News* – 5/26/10

### Notable Natural Gas Coverage (Full Articles Below)

- **Marcellus Shale Boosts Economy -- New Job Opportunities** – *Penn Energy* – 5/25/10

**Print Placements** (Full Articles Below)

- **Intervention: America's Oil Addiction** – *High Plains Reader* – 5/26/10

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

- **Integrating Wind: Western U.S. Could Be 30 Percent Wind-Powered** – *Energy Wise Blog* – 5/25/10

## HIGHLIGHTED COVERAGE

**T. Boone Pickens: Stop To The Gulf Oil Leak Probably Not Happening Soon – Dallas Morning News – 5/26/10**

By Cheryl Hall

Accidents happen, T. Boone Pickens says. Some are just more monumental than others.

If the legendary oilman were President Barack Obama, he'd fly to the gulf, meet with the top executives of BP and offer his complete support.

"I'd get my boot off their throats and out of their way. I'd tell them we'd assess blame after the problem was fixed. I'd tell them it's OK to take risks to get this cleaned up – now."

But if we're expecting that fix anytime soon, we may be disappointed, he says.

"There are a lot of people working on this, and someone might find an answer. But I think this may take three months, and you're going to see it every night on the evening news," Pickens says.

Pickens, who makes it his business to know what's going on at top levels of the industry, says BP is doing everything in its power to find a solution and has tied up the entire inventory of amphibious equipment in the gulf that can operate in deep waters. "The thing I'd worry about is a traffic jam."

He's not ready to judge whether BP's contingency plan was inadequate. He hasn't seen it.

"But my God, this was a 100-year storm. I don't know how you prepare for that."

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## **NOTABLE NATURAL GAS COVERAGE**

### **Marcellus Shale Boosts Economy -- New Job Opportunities – *Penn Energy* – 5/25/10**

By Phaedra Friend Troy

According to a study conducted by energy professors at Penn State University, the Marcellus Shale is pumping billions of dollars into the state's economy while providing tens of thousands of jobs.

The Marcellus Shale has the potential to be the second largest natural gas field in the world, only behind the South Pars/Asalouyeh field in Iran and Qatar.

According to the report entitled, *The Economic Impacts of the Pennsylvania Marcellus Shale Natural Gas Play: An Update*, the natural gas present in the Marcellus Shale could be as large as 87 billion barrels of oil equivalent.

While development of the Marcellus Shale is still in its infancy, the number of jobs created from the natural gas play is in the thousands. Furthermore, the state is able to collect billions of dollars in annual revenues.

The development of this shale affects the economy both by business-to-business spending and through royalties paid to landowners.

In 2009 alone, Marcellus Shale producers spent some \$4.5 billion to develop these resources and created more than 44,000 jobs. Additionally, the average daily production of Marcellus Shale in 2009 was 327 million cubic feet per day of natural gas equivalents.

Looking forward, the study expects spending on exploration, development and production of the Marcellus Shale to increase to \$8 billion in 2010 and \$10 billion in 2011, with the number of jobs created by the Marcellus Shale increasing to 88,000 in 2010 and 111,000 in 2011.

Furthermore, the Penn State study predicts that natural gas production from the Marcellus Shale will increase to 1 billion cubic feet per day in 2010 and 2.5 billion cubic feet per day in 2011.

The Marcellus Shale in Pennsylvania is one of five major shale plays in the US, including the Barnett, Haynesville, Fayetteville, Woodford and Eagle Ford Shales.

“The game-changing development of natural gas supplies in shale regions has great potential to improve the economic well-being of communities across the United States, while providing access to a clean domestic energy source,” said Regina Hopper, America’s Natural Gas Alliance president and CEO, in a response to the Penn State study results.

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## **PRINT COVERAGE**

**Intervention: America's Oil Addiction** – *High Plains Reader* – 5/26/10

By Jason M. Schaefer

Burn it! Put a metal dome over it! Spray toxic chemicals on it! Pour garbage into the well!

These are some of the ideas for stopping the 200,000 gallons of oil that are gushing out of the ocean floor every day into the Gulf of Mexico as a result of the recent explosion at British Petroleum's (BP) Deepwater Horizon rig.

Yet, nothing is working and we continue to get more desperate.

It was desperation that got us into this mess in the first place. Our desperate attempts to feed our insatiable oil addiction.

We're addicted to oil, there's no doubt about it. Oilman President Bush even said it. Could this oil spill in the Gulf be the equivalent of an addict hitting bottom?

This spill will likely go down as America's largest environmental disaster with estimates ranging from over 4 million gallons on the low-end to 21 million (and counting) on the high-end of oil polluting the Gulf of Mexico. While our 24-hour news cycle may get bored with the story, it's not going away. Oil has just started to reach the coast, with the worst likely still to come.

This is a disaster for humans and wildlife alike. Eleven men died in the explosion and fishermen have lost their livelihoods. Some 40 percent of America's fish catch comes out of the gulf. Those

states also depend heavily on coastal tourism. At risk as well is the Breton National Wildlife Refuge. It was created by Teddy Roosevelt and is one of our richest cornucopias of biodiversity.

Our continued addiction to oil only increases the chance of another disaster like the one in the Gulf. Keep in mind that there are thousands of oilrigs off our coastline, and just one rig explosion is wreaking economic and environmental havoc, profoundly affecting the entire country.

“This is not just about making oil platforms safer—this is about moving to a new energy platform,” said National Wildlife Federation President and CEO, Larry Schweiger, who has been down on the coast coordinating volunteer efforts.

We have to get serious about ending our oil addiction. As Pulitzer Prize-winning columnist Tom Friedman said, “The only meaningful response to this man-made disaster is a man-made energy bill that would finally put in place an American clean-energy infrastructure that would set our country on a real, long-term path to ending our addiction to oil.”

Yet, while Congress debated climate and clean energy legislation over the past year, big polluters have often hyped the supposed increase in costs to taxpayers and damage they say clean energy legislation would do to our economy. However, Big Oil and their lobbyists are now conspicuously quiet as the price tag for cleaning up the mess they created steadily climbs from \$12 billion to \$20 billion to who knows how many billions of dollars when all is said and done. That staggering price tag doesn't even take into account the countless number of jobs lost and other economic impacts in the wake of this oil spill. The economic costs are spreading like an oil slick itself.

Fortunately, we have an opportunity to move to a clean energy economy. Senators Kerry and Lieberman just introduced the American Power Act. This is the kind of comprehensive energy and climate legislation that President Obama called for in his State of the Union address. This bill help us end our oil addiction and reduce pollution, while creating millions of jobs and making sure that we lead the clean energy economy of the 21st century. More importantly, polluters will finally pay a price for the pollution that endangers our air and water.

It is time for Congress to act. As T. Boone Pickens likes to say, we have not had an energy plan in this country in decades.

But, we, the people, need to act as well. Idiotic drill, baby, drill chants or feel-good Earth Day concerts aren't going to cut it.

Forty years ago, 20 million people from all walks of life came together for the first Earth Day after one-too-many environmental disasters, like the Cuyahoga River in Cleveland catching on fire. They demanded change and they got it. Congress passed the Clean Air, the Clean Water Act, the Endangered Species Act and more.

The BP oil spill can serve as our wake-up call. But it will require us to make our voices heard.

Jason Schaefer is a North Dakota Representative for the National Wildlife Federation. He encourages readers to learn more about how they can help at <http://www.nwf.org/oilspill> or donate by texting WILDLIFE to 20222

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## **BLOG/ONLINE COVERAGE**

**Integrating Wind: Western U.S. Could Be 30 Percent Wind-Powered** – *Energy Wise Blog* – 5/25/10

By Dave Levitan

The United States government wants 20 percent of all electricity generation to come from wind power by 2030. This would most likely require about 25 percent wind power in the western

portion of the country, and a new report from the Department of Energy's National Renewable Energy Laboratory found that such goals are truly within our reach.

In the Western Wind and Solar Integration Study the NREL showed that it is even doable to get 30 percent of power from wind along with 5 percent from solar, given a few practical changes to the system. Notably, though, there is little need for substantial new transmission line projects to get at least to a 20 percent penetration with wind:

"Up to 20% renewable penetration could be achieved with little or no new long distance, interstate transmission additions, assuming full utilization of existing transmission capacity."

This is a significant finding, given that transmission is the biggest obstacle to jumping head first into the largest of renewable energy projects. For example, T. Boone Pickens abandoned his plan for a giant wind farm in the Texas panhandle because of the expense associated with bringing that electricity where it needed to go. When about two or three percent of our electricity is lost along transmission lines around the country, keeping generation close to its final destination is a key factor in maximizing wind's potential.

According to some estimates, wind power only remains economically viable when it has to travel no more than 500 miles to get where it's going. This is because high voltage power lines are not cheap: by one count, the transmission infrastructure needed in order to get 20 percent of power from all renewable sources by 2024 would cost \$100 billion. When individual projects are examined, that lofty price tag almost seems too small; one 3,000-mile transmission project between North Dakota and load centers like Chicago, dubbed the Green Power Express, will cost between \$10 and \$12 billion on its own.

With the efficiency losses and the economic hits required in order to build up the transmission architecture, NREL's contention that little new infrastructure is needed is a welcome sigh of relief. In a press release on the NREL report, American Wind Energy Association president Denise Bode said the feasibility of large-scale wind adoption is clearly feasible.

"Now the only question is whether Congress and the Administration will step up and enact the policies - particularly a strong Renewable Electricity Standard and robust transmission legislation - that will allow us to get there," she said.

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## **BROADCAST COVERAGE**

### **1. Countdown To The Closing Bell**

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

**05/25/2010, 03:00 PM - 04:00 PM**

[CC] 00:36:31 (guest is Chris Jarvis)....However, you're starting to see a reversal in the industrial sector. Consumer confidence numbers another good data point for the industrial sector. If we get a rebound continue to rebound and industrial sector. Certainly natural gas demand will come back and then you overlay that with a possible headline out of D.C.that we are turning our fleets from diesel to natural gas. Going to be a long process but nonetheless I think it would bode well for natural gas prices. I'd be remiss if I didn't bring up what was going on in the Gulf of Mexico. Of course a disastrous situation with the BP offshore drilling. What do you think about offshore drilling? Where do you stand on that and does that play into the psychology inside the Beltway that eventually plays out the way you say it will and that is converting to **naturalgas** which is something **BoonePickens** has predicted or wanted at least. Yeah, if you take a look a good chunk of this country's **energy** supply does come from the Gulf Of Mexico. You had Katrina come through in 2005 and if you remember insurance rates went through the roof. A lot of production started to go from offshore to onshore. And now we have another event this year. Within the five year span we've had two major events in that region of the world. I do think it is going to let a lot of policy makers and people making decisions as far as where we're going in the direction of this country is going to take a strong hard look at shale and it is hard argument not to go this tt direction...00:39:43

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

### **2. The Ron Smith Show**

**WBAL-AM (CBS) Freq. 1090, Baltimore | DMA: 27**

**05/25/2010, 05:00 PM - 06:00 PM**

00:10:00 the Chevy Volt...it is basically a dressed up hybrid electric vehicle...we are probably according to NRC about 20 years away from having technology that will actually pay for itself.....it is analgous to all this ballyhoo about wind power and **BoonePickens** and solar power ... I mean they are only marginal **energy** providers and there is no chance of being other than that no matter how much are subsidized ... it is intersting that most of teh wind power that we get comes ruing the winter and ruingnight and that is not when we need it 00:11:59

**Audience: 19,725 Spot Cost: \$200**

### 3. Good Morning San Diego

**KUSI-TV (IND) CH 51, San Diego | DMA: 28**

**05/25/2010, 07:00 AM - 08:00 AM**

[EC] 00:01:00 ...We are not upset at the industry, we are upset with the one individual or the person or the company who has done this. Dan That's right, I spoke to an exec at Exxon who said BP has given them all a bad name that there is a way to do this safely and that BP didn't do it the right way. Sandra -we should hear from **TBoonePickens**. I would like to get his opinion . Well, David Davis is out there now. David ti's it's a beautiful morning here and we are talking to Renee, and before I introduce you to her, I want to show you some pictures of what she does. That is one of her very nice friends. A snake. The snake is an anaconda. The largest, heaviest in the world and I spent time in Venezuela, studying them in the wild. And the other animal is a Caymen, A cousin to the alligator. David and here she is in the National Geographic.... 00:07:35

**Keywords:**TZ; Oil Spill: BP; Obama Administration; British Petroleum; Top Kill; Exxon; T.Boone **Pickens**; Dawn Dishwashing Detergent; Conservation Committee of Sierra Club;

**Visuals:**Renee Owens in a National Geographic Magazine;

**Speakers:**Dave Ballay, Louisiana Marina Owner; Renee Owens, Wildlife Rehab Specialist;

**Audience:** 23,801 **Spot Cost:** \$269

### 4. Morning Joe

**MSNBC, National | DMA: 0**

**05/26/2010, 08:00 AM - 09:00 AM**

[CC] 00:04:31 ... we were at the White House correspondents dinner and we had **T. Boone Pickens** there. He said this is an absolute mess. You can do quite a few things. If you have BP in charge, then BP's in charge. If you're president of the United States and say I'm in charge, you go to the gulf region, you call **T. Boone Pickens** and say get your butt down here. He would come. You call experts at Carol Browner saying we're going to get two weeks. I'm sitting here in New Orleans. You guys around this table, we're going to plug the damn hole. You know, you tell me how we're going to do it and we're not leaving this room until we figure out how it's done and as **T. Boone** said, you'd better have five options because the first four aren't going to work. I'm not going back to Washington till you tell me how we can get this done! Instead of saying, BP you

handle it. I'm going to fly around and do fund-raisers. Big difference in leadership. You know what? I know people, we were talking about this yesterday...00:10:31

**Audience:** 519,052 **Spot Cost:** \$3,829