

# PickensPlan

## T. Boone Pickens Media Coverage 6.19.10-6.21.10

### Total of 6 Placements

- Print: 4
- Broadcast: 2

### Coverage Summary:

Pickens appeared on WTOP radio in Washington DC to discuss the role natural gas can play in the nation's energy policy. The interview can be heard here:  
<http://www.wtop.com/?sid=595567&nid=92>.

*Stillwater News Press* published a profile on Pickens' pertaining to Father's Day and the importance of family.

*The Washington Post* has a piece that is critical of Obama's speech on the gulf oil spill, saying it would be nice if a president would level with Americans on energy. The piece says it is imperative to tap domestic natural gas, which will create jobs and limit our dependence on insecure imports.

### Highlighted Placements (Full Articles Below)

- **Family Important To Boone Pickens** – *Stillwater News Press* – 6/20/10

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

- **Obama's Energy Pipe Dreams** – *Washington Post* – 6/21/10

**Print Placements** (Full Articles Below)

- **Market Not Ready For Consumers To Be Weaned Off Oil** – *Deseret Morning News* – 6/20/10
- **Oil Magnates Gather In Fort Worth To Honor One Of Their Own** – *Dallas Morning News* – 6/20/10

## HIGHLIGHTED COVERAGE

### **Family Important To Boone Pickens** – *Stillwater News Press* – 6/20/10

By Chelcey Adami

STILLWATER, Okla. — At 82, T. Boone Pickens has been in the oil business longer than most of his peers have been alive.

But longer than that, he's been in the business of being a father.

The billionaire oilman remembers his own dad. In the early 1950s, Pickens was a pledge of Oklahoma A&M's Sigma Alpha Epsilon fraternity. His father, a fraternity legacy, came to a ceremony to bestow the pin on his son. After the ceremony, the pair walked onto the front lawn together.

The elder Pickens said he and the fraternity pledge's mother were concerned Pickens wasn't on schedule to graduate when they wanted him to. He had fallen behind in classes after transferring from another college.

“Before he left, he said ‘Son, a fool with a plan can beat a genius with no plan,’ Pickens recalled recently. “He said, ‘the concern your mother and I have is we have a fool with no plan.’”

Pickens went to the dean soon after and explained his predicament. The dean said the solution was to take a lot of summer classes. Pickens did and was able to graduate soon after in 1951.

Pickens was born in Holdenville. His father was Thomas Boone Pickens, a landman and mineral rights leaser. His mother, Grace Molonson Pickens, ran the area Office of Price Administration, a federal agency that set wartime price limits during World War II.

Pickens said he learned to take risks from his dad, and from his mother he learned to work hard.

“I got the best of what they had,” Pickens said. “They were both wonderful parents ... my mother was an excellent bridge player, and my father was an excellent poker player. Poker players are generally not good bridge players.”

When he was 21, Pickens became a father. He has five children, the oldest now 60.

“It was pretty exciting. I had four children before I was 30,” Pickens said. “... There’s no question, that with your first child, your life is changed forever. You have responsibilities that you never had before.”

Pickens said in those early years, he took care of his oldest daughter, which he said he enjoyed. His wife at the time and he were in school so they shared household duties.

After graduating, Pickens went to work at Phillips Petroleum as a geologist. The new job required him to cut back on household duties since he was frequently out of town.

He left Phillips in 1954 to form his own company, and the rest is his corporate legacy. Pickens has gone on to become one of the most influential people in oil business history.

Being a father while working in a potentially high-stress job can be demanding but it comes down to decisions, Pickens said.

“To balance work and family, it’s kinda like, it’s what you’re gonna do, so you better figure out how to balance them. There’s responsibilities of you to your family and you to your job,” Pickens said.

Pickens said he’s been called a workaholic.

“Maybe,” he said, “but you can balance whatever you have to do.

“I never stopped off on the way home for a beer or anything with the guys,” he said. “I went home. When I finished working, like if I was in New York, and I finished, and it was five o’clock, then I got out of town and got home.”

Today, Pickens has a different role – grandfather. He has 13 grandchildren and he has a great-granddaughter in Tulsa.

“With a father, no question you have a lot more responsibility, because that’s every day,” he said. “With a grandfather, you see the kids quite a bit, but you don’t have the same responsibility. I don’t want to say you can enjoy them more, but that’s kind of right. There isn’t the same pressure (for) the grandfather as the dad.”

Pickens’ relationships with his children at times provide a rollercoaster of emotions for him as a father.

“Your kids can provide some of the happiest times in your life, but at the same time, they can break your heart,” he said. “I don’t want to say that because that’s a little strong, but they can also really disappoint you sometimes ...

“When they do something special, it’s very exciting, not only for them but for you too,” Pickens said. “They’re part of you.”

Some reflections are better than others, he acknowledged with a laugh.

“I see myself in them,” he said. “It’s interesting what I see. Sometimes I don’t really like it - I know where they got it.”

\*\*\*

## NOTABLE NATURAL GAS COVERAGE

**Obama's Energy Pipe Dreams** – *Washington Post* – 6/21/10

By Robert J. Samuelson

*"For decades, we've talked and talked about the need to end America's century-long addiction to fossil fuels. . . . Time and time again, the path forward has been blocked -- not only by oil industry lobbyists, but also by a lack of political courage and candor."*

-- Barack Obama, June 15 address on the BP oil spill

Just once, it would be nice if a president would level with Americans on energy. Barack Obama isn't that president. His speech the other night was about political damage control -- his own. It was full of misinformation and mythology. Obama held out a gleaming vision of an America that would convert to the "clean" energy of, presumably, wind, solar and biomass. It isn't going to happen for many, many decades, if ever.

For starters, we won't soon end our "addiction to fossil fuels." Oil, coal and natural gas supply about 85 percent of America's energy needs. The U.S. Energy Information Administration (EIA) expects energy consumption to grow only an average of 0.5 percent annually from 2008 to 2035, but that's still a 14 percent cumulative increase. Fossil fuel usage would increase slightly in 2035 and its share would still account for 78 percent of the total.

Unless we shut down the economy, we need fossil fuels. More efficient light bulbs, energy-saving appliances, cars with higher gas mileage may all dampen energy use. But offsetting these savings will be more people (391 million vs. 305 million), more households (147 million vs. 113 million), more vehicles (297 million vs. 231 million) and a bigger economy (almost double in size). Although wind, solar and biomass are assumed to grow as much as 10 times faster than overall energy use, they provide only 11 percent of supply in 2035, up from 5 percent in 2008.

There are physical limits on new energy sources, as Robert Bryce shows in his book "Power Hungry: The Myths of 'Green' Energy and the Real Fuels of the Future." Suppose an inventor "found a way to convert soybeans into jet fuel," Bryce writes. "Even with that invention, the conversion of all of America's yearly soybean production into jet fuel would only provide about 20 percent of U.S. jet fuel demand." Jet fuel, in turn, is about 8 percent of U.S. oil use. Similarly, wind turbines have limited potential; they must be supported by backup generating capacity when there's no breeze.

The consequences of the BP oil spill come in two parts. The first is familiar: the fire; the deaths; coated birds; polluted wetlands; closed beaches; anxious fishermen. The second is less appreciated: a more muddled energy debate.

Obama has made vilification of oil and the oil industry a rhetorical mainstay. This is intellectually shallow, if politically understandable. "Clean energy" won't displace oil or achieve huge reductions in greenhouse gas emissions -- for example, the 83 percent cut by 2050 from 2005 levels included in last year's House climate change legislation. Barring major technological advances (say, low-cost "carbon capture" to pump CO<sub>2</sub> into the ground) or an implausibly massive shift to nuclear power, this simply won't happen. It's a pipe dream. In the EIA's "reference case" projection, CO<sub>2</sub> emissions in 2035 are 8.7 percent higher than in 2008.

Rather than admit the obvious, Obama implies that other countries are disproving it. "Countries like China are investing in clean energy jobs and industries that should be right here in America," he said in his address. If China can do it, so can we! Well, whatever China's accomplishing on wind and solar, it's a sideshow. In 2008, fossil fuels met 87 percent of its energy needs, reports the International Energy Agency. Coal alone accounted for 66 percent. China represents about half of the world's hard coal consumption. Usage grew 10.7 percent annually from 2000 to 2008.

The outlines of a pragmatic energy policy are clear. A gradually increasing tax on oil or carbon would nudge people toward more energy-efficient products, including cars. Any tax should be part of a budget program that includes major spending cuts. This is a better approach than the confusing cap-and-trade proposals -- embraced by the House and the administration -- that would inevitably be riddled with exceptions and preferences. Finally, research and development should search for cheaper, cleaner energy sources.

Meanwhile, it's imperative to tap domestic oil and natural gas. This creates jobs and limits our dependence on insecure imports. Drilling advances have opened vast reserves of natural gas

trapped in shale. Human error and corner-cutting by BP seem the main causes of the spill. Given the industry's previously strong safety record, Obama's six-month moratorium on deepwater drilling isn't justified and should be shortened. It's not industry lobbyists who sustain fossil fuels but the reality that they're economically and socially necessary. A candid president would have said so.

\*\*\*

## PRINT COVERAGE

**Market Not Ready For Consumers To Be Weaned Off Oil** – *Deseret Morning News* – 6/20/10

By Jay Evensen

It's just our luck to have an oil spill at one of the few moments in history where such a thing could be considered laughably insignificant. With new estimates of 2.5 million gallons of oil a day leaking into the Gulf and fouling sensitive shorelines, the 33,000 gallons that leaked into Red Butte Creek last weekend, after a Chevron pipeline out of Colorado ruptured, hardly made a ripple on the national news scene.

I found only scant mention of it outside the state. A San Francisco Chronicle story noted, "The spill comes at an inopportune time for the oil industry." And there was a mention in [coloradoindependent.com](http://coloradoindependent.com) in a larger story about how oil extraction faces problems on land as well as at sea. That's it. But no one was laughing along Yale and Harvard avenues, or along the Jordan River, where some of the oil made its way en route to the Great Salt Lake. The smell made some people sick. The mess left them wondering about the extent of the damage. "It'll be months to clean this thing up," Salt Lake County Mayor Peter Corroon said.

In the meantime, Americans are left to ponder these words from President Barack Obama: "I say we can't afford not to change how we produce and use energy — because the long-term costs to our economy, our national security and our environment are far greater." To which I can only add, "Good luck." We've been hearing about America's "addiction to oil" since the last president. We've been fretting over the nation's dependence on foreign oil at least since President Gerald Ford tried to pin WIN buttons on everyone. It's not really an addiction, of course. At least, it's no more of an addiction than how the nation once was "addicted" to VHS tapes, that is, until DVDs and other technologies came along. Yes, oil is icky and potentially deadly when it leaks. It ruins everything it touches. But oil and petroleum continue to dominate the way we all drive, fly and get our goods because a small quantity of it packs a huge energy punch and goes a long way in internal combustion engines that have been engineered to use it efficiently. And it's cheap. Two years ago when gas reached \$4 a gallon, people seemed to begin to get serious about perhaps finding alternatives, but that momentum quickly fizzled when prices came down again. We are addicted only because oil remains cheap and effective. Knocking it off its throne will take a lot more than smooth talking from the president. It will take a market shift, which usually involves

having something cheaper and better come along. Last year I interviewed T. Boone Pickens, who was touting his plan to nudge the market toward natural gas. He had a lot of good reasons for spending millions of his own fortune on this crusade, not the least of which was that oil-based transportation is empowering our enemies, who tend to live in countries that export a lot of oil and use the proceeds to fuel their own regimes of terror. Natural gas has every advantage that belongs to oil. A small bit of it packs a wallop of energy. It also emits far less pollution. But to use it, vehicles have to have engines designed to accept it, and long-haul trucks would have to have it in a liquefied form, which would mean treating it at temperatures of about 260 degrees below zero. How do we get from the VHS of oil to the DVDs of the future? Pickens hoped federal tax credits could entice trucking companies to switch, even as they entice filling stations to provide the stuff. So far, not so good. It's a noble effort, but we can't travel that road until, for whatever reason, the market is good and ready. Of course, natural gas creates its own problems when pipes burst, although it doesn't coat everything with yucky stuff that takes months to clean. Face it, we've built a society that, at the moment anyway, has to be fueled by dangerous things. No matter how much of the coastline or Salt Lake creek beds are contaminated, that won't change easily.

Jay Evensen is editor of the Deseret News editorial page.

\*\*\*

**Oil Magnates Gather In Fort Worth To Honor One Of Their Own** – *Dallas Morning News* – 6/20/10

By Alan Peppard

Last Tuesday, valet parkers at Fort Worth's downtown Hilton probably wondered if they were witnessing the arrival of the trilateral commission to plot world domination and rig the outcome of the Academy Awards.

In fact, it was a gathering of oil titans to salute their longtime friend, Fort Worth petroleum engineer Charles Simmons. The Texas Alliance of Energy Producers presented Charles with its Lone Star Legend Award.

Sitting up front were Charles' steady companion, Dallas oilwoman Caroline Rose Hunt, her oilman brother Herbert Hunt , SMU business school benefactors Edwin L. Cox and Cary Maguire, energy oracle T. Boone Pickens and 90-year-old Fort Worth billionaire W.A. "Tex" Moncrief and his son Charlie Moncrief. (Last year, Forbes clocked Tex's net worth around \$1 billion, before he and his partners at McMoRan Exploration found what may be the largest U.S. gas discovery in decades. "It may go up a little with this discovery," he said.)

Power broker Fort Worth attorney Dee Kelly served as master of ceremonies and presented the award to Charles that had gone to previous recipients such as Sid Richardson, Amon Carter and Kay Kimbell.

\*\*\*

## BROADCAST COVERAGE

### 1. Fox Business Morning

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

**06/21/2010, 05:00 AM - 06:00 AM**

[CC] 00:03:22 Welcome to yet another edition of the best of "imus in the morning." charles: thank you. Imus: here on the Fox Business Network. I am not talking to you. Charles: I thought you were welcoming me. Imus: coming up on this fine edition we'll talk with Glenn Beck, who is an I-Fave, automatic Best of imus segment whenever he's on and **T. BoonePickens**, I-Man is on the **Pickens** Plan. Charles: BP is on. Imus: and everybody's favorite communist, Paul Begala will be there ...00:04:57

[CC] 00:22:00 **BoonePickens** on his **energy** plan for America and the **Pickens** Plan.00:22:00

[CC] 00:23:41 Imus: "The Best Of Imus" can be seen every Saturday and Sunday on the Fox Business Network. Time now for my conversation with **T. BoonePickens**. Welcome to the program, good morning, Mr. **pickens**, folks call you **boone**, how are you. How are you. Imus: a friend of mine says on the **oil** spill, one of your rich friends screwed the world up, I said, what? **BoonePickens**, I said, no, no, no. BP, British petroleum is not even **boonepickens**. One time BP came to see me and I said the first thing we have to get straightened out is you are using my name and I said with a straight face and he said what, are you talking about, and I said, you are using BP and I get nothing for it and he id, no, no, no, that is British Petroleum. I know, and then he realized I was teasing. Imus: what happened out there, do you know? I tell you, it is an accident. Like an airplane, well manned, good pilots, something goes wrong, accident, a lot of people are killed. Here, they were very, very close to having that well at a point where the Transocean rig was going to move off of there, and the completion rig would come on and, apaper, the gas bubble went back into the casing drill pipe and it was all over on the surface, but bad accident. Imus: these automatic, these shut off valves, are supposed to shut off the blowout protector. There has been criticism, read in the "wall street journal" that they didn't have an acoustic switch but they were able to activate the main switch and backup switch and the acoustic switch wouldn't have done any good, would it. I don't understand why they didn't have - -Activate the blowout preventer to close the ramps on the blowout preventer but it could be that they were so overwhelmed at the floor of the rig and whoever was responsible, I think there were probably 2 or 3 switches somebody can get to, to activate the rams and I don't know what happened. I'm kind --I know a little bit about it b not enough about it to get into trying to, imus: don't they claim that they activated it. What? Imus: don't they claim they activated it. It could have been they did and there was a failure, in the blowout preventers. I don't know....00:26:52

[CC] 00:43:57 ...The Center for American Progress, a great progressive think tank says let's have an independent commission and look at this. We need to know what caused it. It is awkward for the president, that he vouched for the safety of these things days before the -- it was an accident.

Awkward for Mr. Cheney and Bush, apparently they gave in to industry lobbying to have fewer safety precautions on the rigs. Maybe not the cause. We don't know. Imus: want to hear funny, a friend of mine said another one of your rich friends screwing up the earth and I said another one of my rich friends, he said, yeah, **BoonePickens**, I said, it's not **BoonePickens**, BP. Oh, BP? They are --This is shocking me, this is where --I agree with **Boone Pickens**. Imus: I joined the **Pickens** Plan. He was on the show, wasn't he? He was here in Washington, I saw him when he was in town. It is fascinating to me that a guy who made his, you know, some of his billions, drilling for oil is now a big natural gas guy and my friends on the left say he'll make a lot of money off of this and I say, god bless him, he'll make more money by cleaning up the earth and getting us off of Middle East oil, I hope he makes all the money in the world.00:46:10

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

## 2. Morning Joe

**MSNBC, National | DMA: 0**

**06/18/2010, 07:00 AM - 08:00 AM**

[CC] 00:53:03 ... That's a clip from the new documentary **Gasland**, airing Monday on HBO. Josh Fox, film maker, investigates the environmental risks of **naturalgas** drilling and he joins us now in our studio. How did this first start? Your family was offered \$100,000 for your property for drilling rights. I live in the upper Delaware River Basin of Pennsylvania, watershed system that provides water in New York, southern New Jersey. What did you find when you their narrative was very looked into it? Different than the environmental groups. Every place we went we had water contamination, air pollution, people getting sick, animals getting sick and people feeling overrun by the industry. This is going on in 34 states. Do you have a lot of people who are household names, **T. BoonePickens** pushing for **naturalgas** drilling and they are saying it's a safe alternative. It's never been proven safe. There's never been an investigation into the process of hydraulic fracturing. The gas industry comes, roll up on your doorstep, say it will be minimally invasive, environmentally friendly . When you go to the towns where the drilling is happening and this is happening in major cities as well. In Fort Worth area they have 15,000 gas wells, rampant water contamination, people getting sick. The sites off gas directly into the air. It's a nasty situation. I was shocked when I went around the country to investigate this. Is there a way to do this safely and they're doing it on the cheap or is this, in fact, an absolute mirage? This is a new form of drilling called hydraulic fracturing. In 2005 the industry was exempted from the Safe Drinking Water Act, pushed by Dick Cheney and energy task force. This form of drilling infuses the landscape with water to break apart the rock. That water is laced with fracking fluid, 596 chemicals that are mostly toxic and the majority of that fluid is left in the ground. Gas migrating into water supplies. You have people with we actually have a clip of contaminated water. Let's take a look....00:56:00

**Audience:** 543,319 **Spot Cost:** \$3,830

