

PickensPlan

T. Boone Pickens Media Coverage 6.25.10

Total of 11 Placements

- Print: 3
- Blog/Online: 2
- Broadcast: 6

Coverage Summary:

The New York Times reported on a new MIT study on the future of natural gas. The study found that natural gas will provide an increasing share of America's energy needs over the next several decades. The article quotes Pickens as saying that there is plenty of natural gas for both the electricity and the transportation sectors. The study, funded by the American Clean Skies Foundation, can be found here: http://www.cleanskies.org/pdf/mit_natgas_exec_summary.pdf

The *Financial Times* published a Q&A with Pickens discussing himself, his career and his legacy.

Highlighted Placements (Full Articles Below)

- **Study Says Natural Gas Use Likely to Double** – *New York Times* – 6/25/10
- **20 Questions: T. Boone Pickens, Oilman** – *Financial Times* – 6/25/10

Print Placements (Full Articles Below)

- **Generosity Locks And Unlocks Secrets** – *Highlands Today* – 6/24/10

Blog/Online Placements (Full Articles Below)

- **NY Times Reports America's Mayors Urging Congress to Pass NATGAS Act** – *Green Chip Stocks* – 6/25/10
- **A Vehicle in Which Performance Is Measured by Wheelchair Access** – *NY Times Wheels Blog* – 6/25/10

HIGHLIGHTED COVERAGE

Study Says Natural Gas Use Likely to Double – *New York Times* – 6/25/10

By Matthew L. Wald

WASHINGTON — Natural gas will provide an increasing share of America's energy needs over the next several decades, doubling its share of the energy market to 40 percent, from 20 percent, according to a report to be released Friday by the Massachusetts Institute of Technology.

The increase, the report concluded, will come largely at the expense of coal and will be driven both by abundant supplies of natural gas — made more available by shale drilling — and by measures to restrict the carbon dioxide emissions that are linked to climate change.

In the long term, however, the future may be dimmer for natural gas if stricter regulations are put in place to cut greenhouse gas emissions by 80 percent below 1990 levels by 2050 — a goal set by President Obama. Although lower in carbon than coal, natural gas is still too carbon-intensive to be used under such a target absent some method of carbon capture, the authors of the report concluded.

The report, one of a series on energy resources, is the result of a two-year effort by 14 prominent energy experts, led by Ernest J. Moniz, an M.I.T. professor who is a former under secretary of energy. Previous reports focused on nuclear power and coal. The report was financed in part by the American Clean Skies Foundation, which represents the interests of the natural gas industry.

In the report, the authors point out that there is a mismatch between current energy practice in the United States and the nation's energy goals. As zero-carbon wind is added to the national electric system, the report said, it is being used to reduce consumption of natural gas, which is relatively benign in carbon impact, rather than coal, which has twice as much carbon dioxide per kilowatt-hour. The reason is that gas is more expensive than coal.

Gas will eventually replace some of the coal used to make electricity, the study predicts, and gas will be the benchmark against which other carbon-saving technologies like wind or nuclear will be measured. But those other technologies will eventually be needed.

Some companies that make equipment for coal- and gas-fired generating stations say that the switch to gas from coal has already begun. One reason is that switching to gas will make it easier to meet air quality standards for conventional pollutants, like smog and mercury.

The study noted that the only natural gas car sold by a major car company in the United States, the Honda GX, costs an extra \$5,500, while the VW Passat TSI Eco-fuel, sold only in Europe, costs only \$3,700 extra. Converting a gasoline vehicle to natural gas is also much more expensive here than in Europe, the report said, and it suggests that the reasons be examined.

High-mileage fleet vehicles, like taxis, could be economically converted to natural gas, the study said. But the recent history of natural gas vehicles in the United States suggests that buses and small delivery vehicles are more likely candidates for conversion than the great mass of privately owned vehicles.

Natural gas vehicles emit about three-quarters as much carbon dioxide per mile as gasoline-powered ones. The switch would not have a large impact on carbon — only about a ton per vehicle per year for a typical American car, according to the report.

“There is no longer any doubt that we have the capacity to repower our electricity sector and move away from dirtier fuels,” said Gregory C. Staple, the chief executive of the American Clean Skies Foundation, in a statement.

T. Boone Pickens, the Texas oilman, said that the study paid too much attention to the electricity sector and not enough to using natural gas as a substitute for gasoline and diesel in transportation.

“You’ve got plenty of gas to do both,” he said.

Natural gas has an erratic price history, which has made some American electric utilities nervous about overreliance. But “abundant global natural gas resources imply greatly expanded natural gas use,” the study concluded.

Globally, the average projection of the amount of recoverable gas represents about a century and a half’s supply at current rates of consumption, the report noted. In the United States, the amount of recoverable gas is equal to 92 times the consumption last year, the study said.

Especially in the United States, one reason for new optimism about supplies is the success that drillers have had exploring shale formations for natural gas. Shale drilling requires fracturing the rock, a technique called “fracking.” The method has raised concern about damage to underground water supplies and faces opposition from environmental groups, especially in areas that do not now have oil and gas drilling.

Somewhat like oil, natural gas deposits are disproportionately concentrated in the Middle East. Natural gas can be chilled until it turns into a liquid and then shipped by tanker, and the American capacity to import such gas has grown, but a long supply chain for natural gas could come to represent another energy vulnerability, the report said.

20 Questions: T. Boone Pickens, Oilman – *Financial Times* – 6/25/10

By Emma Jacobs

After graduating with a geology degree, T. Boone Pickens went into the oil business. In 1956, he founded his own company, later to become known as Mesa, which became one of the largest independent exploration and production companies in the US. He is also the founder of BP Capital Management, an energy-orientated hedge fund.

In 2008, he launched the Pickens Plan, a campaign aimed at reducing the US's dependence on imported oil, promoting alternatives such as wind and solar energy. A philanthropist, he aims to give away \$1bn in his lifetime.

Describe your job in 10 words. Making money and being generous with it.

How would your PA describe you? She says: "Brilliant, ahead of his time, generous and a sweetheart."

What are your three best features? I work hard, I've a great amount of knowledge because I've been in business for so long and I'm a good leader.

And your three worst? I don't have three. The worst is that I'm 82. I'm old.

What advice would you give BP chief executive Tony Hayward? I know him, we've talked several times since the crisis began. I tell him to stay in there. I don't like the way he's been treated. It could have happened to any of us drilling a well. In any case, BP will recover.

What keeps you awake at night? Neighbour's dog. **Which gadget could you not live without?** My private jet. I couldn't go back to commercial flights.

What car do you drive? A Mercedes 600 and a natural gas Honda Civic.

What has been your smartest business idea? I've had a lot of good ideas. But possibly in 1969, when I acquired the Hugoton Production Company. It was 20 times my company's size.

And what has been the biggest business mistake? I've had so many. But possibly Pioneer Production - I bought it in 1988, counting on the gas price going up. I was wrong.

Who would play you in a movie of your life? I would.

Who has been your biggest influence? My mother and grandmother for wanting me to play up to my potential. They didn't like a shoddy performance. They also instilled strong ethics into me.

What is your golden rule? Those that have the gold, rule.

What is your most hated business expression? I hate someone saying "basically" and also "Can I be honest?", it makes me think they aren't honest the rest of the time.

How important is money to you? It's important - when I was a child we lived in a modest home. I work for money. I have a hedge fund and I'm graded on how much money I bring in. Money allows you to make deals. I don't care about buying things. I shop every two to three years.

What has becoming rich taught you? That wealth comes with a great deal of responsibility. It's important to be generous and help others.

Has your job made your personal life suffer? No, not really.

But you have had four wives. Do you think four wives is a lot? Larry King's had six.

But yes, probably my work ethic has interfered with my relationships though I always found time for my children.

Do you regret not running for governor of Texas? No. Decision-making is so slow in politics compared to business.

How do you want to be remembered? As generous, hard-working and kind.

PRINT COVERAGE

Generosity Locks And Unlocks Secrets – *Highlands Today* – 6/24/10

By Linda M. Downing

Other than "In the beginning God..." (Genesis 1:1), no one has better launched a story than Charles Dickens' "A Tale of Two Cities": "It was the best of times, it was the worst of times..." In 2010 he might add: "and it was the end of times, at least, as we know it." Neither panic nor politics as usual is helping. What will help?

Early 20th century author A. W. Tozer wrote in 1950: "It will cost something to walk slow in the parade of the ages, while excited men of time rush about confusing motion with progress." What is the cost of peace in storm, of forward movement without frenzy?

The two-month-old oil gush continues the ineffective stop-oil rush. The unflappable oilman, T. Boone Pickens, said from the beginning that we would be waiting until August or September for the installation of another well beside the spring. Foiled attempts of pros remind us of those asking help of John Travolta's character in the movie "Michael": "I'm not that kind of angel." Apparently, no one's that kind of expert.

Stuff happens. On June 14 lightning hit Jesus. Or, rather, the bolt struck the "King of Kings" statue in Monroe, Ohio. The 62-foot-tall foam torso with uplifted arms burned in minutes, leaving a blackened steel frame, resembling a praying mantis. Was it a sign? If so, of what? The historical Jesus was reported to have said: "A wicked and adulterous generation looks for a miraculous sign..." (Matthew 16:4 NIV).

"Wicked" and "adulterous" have as many definitions as the number of political and religious opinions. Jesus' questioners were unbelievers wanting signs, not to help anyone, but to eliminate Jesus. Too many of our leaders, in politics, business, and religion, lack fresh ideas (signs) because instead of seeking to solve our problems, they covet self-promotion even if it means national and global destruction.

The team of Gates and Buffet get it, a slow, well-thought-out unity of spirit based on the greater good. Microsoft Chairman Bill Gates and Berkshire Hathaway Chairman Warren Buffett already changed the world with their respective entrepreneurship. For the past year they have challenged American billionaires to give at least half their wealth to charity. Their plan, The Giving Pledge, calls for public commitment, moral not legal, and does not dictate the selected cause. Making altruism public, not self-aggrandizement but rather mapping the way for others, is good news in a bad-news world.

The Gates could just enjoy their fortune; instead, they established the Bill and Melinda Gates Foundation through which to donate the bulk of their wealth. Buffet is giving 99 percent of his \$46 billion. As of June 17, 2010, four wealthy couples, about 1 percent of the 371 billionaires listed by Wiki in Feb. 2007, have announced their pledges. Not too bad, seeing that statistics indicate only 2-3 percent of the church tithes its historically mandated 10 percent.

Giving money, time and talent is not just for billionaires. Generosity, Jesus said, directly links to wisdom, his "knowledge of the secrets of the kingdom" (Matthew 13:10-12). Generosity could lock and unlock things pouring from the deep; nothing else has.

Finding truth requires the right starting point. That is the quest of this column. If you are a seeker of simple truth, we can find it together—side-by-side.

BLOG/ONLINE COVERAGE

NY Times Reports America's Mayors Urging Congress to Pass NATGAS Act – *Green Chip Stocks* – 6/25/10

By Nick Hodge

As if BP didn't do enough to secure the rise of natural gas in America, you can now thank your local politicians, too...

Mayors from various cities and towns across the United States gathered for the 78th annual U.S. Conference of Mayors meeting in Oklahoma City this past week.

For the duration of the conference, the mayors had the opportunity to experience first-hand the benefits of clean burning natural gas vehicles as they were shuttled around in natural gas vehicles sponsored by industry leaders and the American Lung Association.

This demonstration of the advantages of natural gas was meant to coincide with an endorsement of the clean burning fuel by the group — which is about to prove to be quite the blessing for natural gas industry investors.

The Chinese Economy Grew 11.9% Last Quarter

The Chinese economy is on fire. Car sales jumped 76%. This \$9.62 company, which you've never heard of, makes the best-selling car in China.

The last time we picked it, it went up 207% in six months. The world's greatest investor liked it so much he bought 10% of the shares!

But you better own this stock soon.

The company plans to sell its car in the U.S. this summer. Buy now, before everyone else pushes up the stock.

You see, the Conference is calling Congress and the White House to pass the “New Alternative to Give Americans Solutions” (NATGAS) Act — a bill which establishes massive tax credits and federal incentives for natural gas vehicles.

In addition to the tax relief for vehicle purchasers and manufacturers, the group is also urging the Feds to renew another bill which would continue a \$0.50/gallon tax credit for compressed or liquid natural gas fuel.

And they're not just harping on financial relief; the mayors are also calling for expanded federal research into natural gas engines.

American Clean Skies Foundation CEO Gregory Staple says, "This resolution proves that mayors are keenly aware of the role natural gas can play in decarbonizing their cities and spurring the local economy. The low-cost opportunities to run municipal fleets on natural gas would result in budget savings and cleaner air, especially compared to diesel."

Now's the time to invest in natural gas vehicles

With federal and local endorsements and tax incentives, the future for natural gas vehicles has never looked brighter.

The fuel price has never been lower, and several companies are already banking on the future of natural gas vehicles.

One of these is Clean Energy Fuels (NASDAQ:CLNE), a natural gas refueling company owned by oil tycoon T. Boone Pickens.

Their stock is up over 317% since October 2008. It is expected to climb dramatically with the expansion of natural gas vehicles across the public and private sectors.

In fact I just put the finishing touches on a report that details a company that produces engines that run on natural gas. This outfit has already signed contracts with Wal-Mart, Peterbilt, and Volvo. And lately it's been busy building bus engines for India and much of Europe.

I have a good feeling they'll make Clean Energy Fuels' 317% gains look like pennies in the bucket...

Consider it your investment guide to getting in on the inevitable natural gas revolution.

Call it like you see it,

Nick

A Vehicle in Which Performance Is Measured by Wheelchair Access – *NY Times Wheels Blog* – 6/25/10

By Tanya Mohn

A Miami company that had come to the New York auto show in 2007 to unveil a new taxi that had seating for four in the rear and room for a wheelchair, is about to tour the country to show off a similar vehicle, but this time wheelchair access is taking center stage.

The vehicle, the MV-1 (for the first mobility vehicle), has been designed and engineered to offer easy access for wheelchairs. It features a manual access ramp (designed to withstand heavy power wheelchairs); an anti-slip floor and ramp surface; and a restraint system to secure the wheelchair. It also includes a spacious entry way and interior, which allows the wheelchair or scooter user to easily maneuver to be able to sit in the front, next to the driver.

On Monday, the vehicle will make its official debut in Philadelphia, the first stop on a 27-city road show that includes New York on July 2-4 and ends in San Diego in mid-September. The MV-1 will be shown at rehabilitation centers, assisted living centers and hospitals, giving fleet operators, caregivers and consumers a chance to check it out.

“None of the vehicles available today are designed for people with disabilities” even though this summer marks the 20th anniversary of the Americans with Disabilities Act, said Dave Schembri, chief executive of the Vehicle Production Group of Miami, makers of the MV-1.

“It exceeds ADA vehicle guidelines by almost every measure,” said Marc D. Klein, executive vice president of business development.

Production is scheduled to begin in the fourth quarter of this year at the AM General assembly plant in Mishawaka, Ind., the former home of the nonmilitary Hummer, which is no longer being produced, Mr. Klein said.

Originally called the Standard Taxi, which was never sold, the name was changed and the vehicle redesigned once the company realized it had a market beyond commercial use. Many consumers asked “if it’s not painted yellow, can we use it, too?” Mr. Klein said. The company said the MV-1 can still be used as a taxi.

The company received about \$160 million in financing from Perseus L.L.C., a merchant bank and private equity group. About \$20 million of that is from T. Boone Pickens, split between private funds and through his Clean Energy Fuels Corporation, according to the Vehicle Production Group.

The price is expected to be under \$40,000 for the base vehicle. More than 4,000 advance orders have been placed, Mr. Schembri said. About 40 percent of the orders are for vehicles that will use a compressed natural gas fueling system.

Currently, consumers who want wheelchair accessible vehicles must first buy a vehicle and then arrange to have it retrofit.

But Peter Schenkman, former assistant commissioner for the New York City Taxi and Limousine Commission, said “there are some safety concerns with modifications taking place,” which are not overseen by law.

He said he has no such safety concerns for the MV-1.

“I have been to the factory. They are taking all appropriate precautions and doing the right things to test the vehicle,” Mr. Schenkman said. “But from a mechanical standpoint, from a visual standpoint and from a business model standpoint, there are a lot of mistakes,” he said. The vehicle is too large to be widely used by taxi fleets on the streets of New York, and the fact that the company is marketing directly and not through more traditional mobility dealerships may pose customer service issues for the consumer, he said.

But Eric Lipp, executive director of the Open Doors Organization, a nonprofit group in Chicago serving disabled people, said the car has “the support of just about every disabled organization in the country. If these types of vehicles become more widespread, people with disabilities would gain a freedom like never before,” he said.

BROADCAST COVERAGE

1. Countdown With Keith Olbermann (Rebroadcast)

MSNBC, National | DMA: 0

06/25/2010, 01:00 AM - 02:00 AM

[CC] 00:37:05 Let's turn instead to David Weigel, also author of the blog, right now. Dave, good evening. Good evening, Keith. Are we sure Mr. Murdoch knew where he was this morning? He did have a zen attitude toward the media, considering he controls what's on this network. But I have sympathy for Fox and Friends hosts, because I have never interviewed my own boss in such a fashion. I don't know what I would say. I'm not sure if he is taking the right tack here. We have seen a couple efforts where multimillionaire billionaires like **T. Boone Pickens** on energy and Michael Bloomberg on guns say they're going to do this and produce a lot of research. But because people oppose immigration, because there is media they read opposing, you know, open borders immigration, it doesn't really get through. There is more distrust for people like Murdoch, than not. What --What do you suppose --Never mind what the viewers of that might have made of it. What would the ripple effect have been through that Fox News organization, such as it is, when you hear the boss talking essentially against, if not the main principle point of the network's existence, one of the top five? Well, we don't have any sign that Fox --We don't have any sign that Fox is going to change the way it covers this issue. And it's a sticky thing to talk about. The owner of News Corp, putting the word out that everything is going to be covered a certain way. But no, he owns the "Wall Street Journal" and wanted to own it as a prestige organization. The "Wall Street Journal" is despised by immigration restrictionist conservatives because it takes that tack. He already owns an organization that takes that tack and flack from conservatives. So he could do this, but really that's the only important thing he could do on immigration. I guess the think tank studies that will come out of this --I'm not even sure Fox will cover them. Is it possible this was just to cover his own head? I mean, if --It would be one thing if Fox took a skeptical view of immigration reform, but obviously, it consistently takes actual problems associated with undocumented workers and splices that together with the lies and gross exaggerations. Doesn't that kind of machine chew up one or two guests who might speak reasonable on the subject, even if one of the guests is Rupert Murdoch? Yeah, you have to do a lot of deprogramming to get this out of the bloodstream of conservative media. And, again, it's something that a lot of these viewers want. They are giving it to the Fox news audience, because they don't think they can get this kind of red meat on immigration outside the internet, on other TV stations. But that is the most important thing Murdoch is serious about this, he could do. He is a slow, subtle shift in how Fox News covers this issue from the clips you just showed that media matters captured them and picked the ones that looked the worst. But there is a lot of that on Fox News, especially on the late-night shows. That's the most important thing that could change. Rest of this, I don't think is convincing. Because conservatives I talk to today, people who oppose what he is supporting on immigration, as soon as they heard this, assumed that --Branded him a traitor, basically. There is no appetite for forgiving Murdoch or thinking he is in the right here. They consider him another open borders billionaire is the word they throw around

and they're not surprised at all. Unless he changes the way Fox News covers this, I don't think you've going to have much of an impact from this group, like you didn't have much of an impact from **TBoonePickens' group**. I hate to find myself suddenly defending Murdoch, but if he suddenly shut off the juice, you couldn't hear it if you were standing next to the tallest one. They're a bunch of midgets....00:41:46

Audience: 177,192 **Spot Cost:** \$542

2. Countdown With Keith Olbermann (Rebroadcast)

MSNBC, National | DMA: 0

06/24/2010, 10:00 PM - 11:00 PM

[CC] 00:37:22 Let's turn instead to David Weigel, also author of the blog, right now. Dave, good evening. Good evening, Keith. Are we sure Mr. Murdoch knew where he was this morning? He did have a zen attitude toward the media, considering he controls what's on this network. But I have sympathy for Fox and Friends hosts, because I have never interviewed my own boss in such a fashion. I don't know what I would say. I'm not sure if he is taking the right tack here. We have seen a couple efforts where multimega billionaires like **T. BoonePickens** on energy and Michael Bloomberg on guns say they're going to do this and produce a lot of research. But because people oppose immigration, because there is media they read opposing, you know, open borders immigration, it doesn't really get through. There is more distrust for people like Murdoch, than not. What --What do you suppose --Never mind what the viewers of that might have made of it. What would the ripple effect have been through that Fox News organization, such as it is, when you hear the boss talking essentially against, if not the main principle point of the network's existence, one of the top five? Well, we don't have any sign that Fox --We don't have any sign that Fox is going to change the way it covers this issue. And it's a sticky thing to talk about. The owner of of Newscorp, putting the word out that everything is going to be covered a certain way. But no, he owns the "Wall Street Journal and wanted to own it as a prestige organization. The "Wall Street Journal" is despised by immigration restrictionist conservatives because it takes that tack. He already owns an organization that takes that tack and flack from conservatives. So he could do this, but really that's the only important thing he could do on immigration. I guess the think tank studies that will come out of this --I'm not even sure Fox will cover them. Is it possible this was just to cover his own head? I mean, if --It would be one thing if Fox took a skeptical view of immigration reform, but obviously, it consistently takes actual problems associated with undocumented workers and splices that together with the lies and is gross exaggerations. Doesn't that kind of machine chew up one or two guests who might speak reasonable on the subject, even if one of the guests is Rupert Murdoch? Yeah, you have to do a lot of deprogramming to get this out of the bloodstream of conservative media. And, again, it's something that a lot of these viewers want. They are giving it to the Fox news audience, because they don't think they can get this kind of red meat on immigration outside the internet, on other TV stations. But that is the most important thing Murdoch is serious about this, he could do. He is a slow, subtle shift in how Fox News covers this issue from the clips you just showed

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Audience: 504,658 **Spot Cost:** \$5,228

3. Countdown With Keith Olbermann

MSNBC, National | DMA: 0

06/24/2010, 08:00 PM - 09:00 PM

[EC] 00:34:09 Let's turn instead to David Weigel, also author of the blog, right now. Dave, good evening. Good evening, Keith. Are we sure Mr. Murdoch knew where he was this morning? He did have a zen attitude toward the media, considering he controls what's on this network. But I have sympathy for Fox and Friends hosts, because I have never interviewed my own boss in such a fashion. I don't know what I would say. I'm not sure if he is taking the right tack here. We have seen a couple efforts where multimega billionaires like **T. BoonePickens** on energy and Michael Bloomberg on guns say they're going to do this and produce a lot of research. But because people oppose immigration, because there is media they read opposing, you know, open borders immigration, it doesn't really get through. There is more distrust for people like Murdoch, than not. What --What do you suppose --Never mind what the viewers of that might have made of it. What would the ripple effect have been through that Fox News organization, such as it is, when you hear the boss talking essentially against, if not the main principle point of the network's existence, one of the top five? Well, we don't have any sign that Fox --We don't have any sign that Fox is going to change the way it covers this issue. And it's a sticky thing to talk about. The owner of of Newscorp, putting the word out that everything is going to be covered a certain way. But no, he owns the "Wall Street Journal and wanted to own it as a prestige organization. The "Wall Street Journal" is despised by immigration restrictionist conservatives because it takes that tack. He already owns an organization that takes that tack and flack from conservatives. So he could do this, but really that's the only important thing he could do on immigration. I guess the think tank studies that will come out of this --I'm not even sure Fox will cover them. Is it possible this was just to cover his own head? I mean, if --It would be one thing if Fox took a skeptical view of immigration reform, but obviously, it consistently takes actual problems associated with undocumented workers and splices that together with the lies and is gross exaggerations. Doesn't that kind of machine chew up one or two guests who might

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Keywords: TZ; Murdoch: immigration reform; undocumented workers; path to legal status; amnesty; AZ; US Citizen; 1985; ownership requirement; Media Matters; 2010 Census; Congress; Mexico; Bill O'Reilly; Sean Hannity; Zen; **T. BoonePickens; energy; guns; Wall Street Journal; Michael Wolff.**

Visuals: Fox News logo and headline Fox and Phony above Keith's shoulder; Rupert Murdoch; Murdoch and Mayor Michael Bloomberg, I-NYC, on Fox and Friends; Nancy Pelosi, House Speaker; Glenn Beck.

Speakers: Rupert Murdoch, News Corp Chairman and CEO, on Fox News' Fox and Friends; Steve Doocy, Fox and Friends; Brian Kilmeade, Fox and Friends; Gretchen Carlson, Fox and Friends; Dave Weigel, Washington Post's Right Now blog.

Audience: 1,045,486 **Spot Cost:** \$10,288

4. The WBAP Morning News

WBAP-FM Freq. 96.7, Dallas/Fort Worth | DMA: 5

06/23/2010, 06:00 AM - 07:00 AM

00:06:47 Texas oil man and billionaire **TBoonePickens** says he believes the US has enough **naturalgas** reserves to replace what he calls dirty foreign **oil ...Pickens** spoke yesterday at the

Sustainable Innovation Summit in Dallas ... He says Americans are ready for the challenge if President Obama will commit to a ten year plan to reduce dependence on foreign **oil** ... 00:09:34

Audience: 27,333 **Spot Cost:** \$217

5. KETK56 News Today

KETK-TV (NBC) CH 56, Tyler/Longview | DMA: 109

06/24/2010, 06:00 AM - 07:00 AM

[CC] 00:07:19 Some would argue Obama administration is using the Gulf spill to boost the idea of alternative **fuels**. One high profile Texan has a different plan. In his oval office, the president explains that for decades America has failed to end its addiction to fossil **fuels**, but Texas **Pickens** says nothing has happened in the two years since president launched a ten year plan for exploring new **energy** sources. "if we are going to throw up our hands on everything, just forget it, maybe we should just import **oil** from the enemy. Maybe that's a better solution." According to Associated Press, **Pickens** says the U.S. has enough natural gas to replace quote "dirty foreign oil"...00:09:04

Audience: 8,828 **Spot Cost:** \$85

6. Good Morning West Texas

KMID-TV (ABC) CH 2, Odessa/Midland | DMA: 155

06/24/2010, 06:00 AM - 07:00 AM

[CC] 00:47:41 Also today, many Americans are skeptical when it comes to proposed legislation like cap and trade that would help replace **oil** with renewable **energy**. **Boone Pickens** is ready to take on the challenge. But Texas billionaire T. Boone **Pickens** revealed his new 10-year plan at yesterday's Sustainable Innovation Summit in Dallas. It includes creating new jobs from expanding on the **wind** and solar **energy** industry, and to use the country's natural gas reserves to replace imported oil as fuel for transportation which he says would help the US save up to \$430 billion dollars a year on oil imports.00:51:24

Audience: 2,442 **Spot Cost:** \$23

The logo for the Pickens Plan, featuring the words "PickensPlan" in white and blue text on a dark blue rectangular background.