

PickensPlan

T. Boone Pickens Media Coverage 8.3.10

Total of 7 Placements

- Print: 1
- Blog/Online: 2
- Broadcast: 4

Coverage Summary:

A senior reporter with Youth Journalism International wrote a feature piece on Pickens, highlighting Rep. John Larson's support of his plan. The piece outlines the key components of the Pickens Plan and the benefits of using natural gas as a transportation fuel in heavy duty vehicles.

Highlighted Placements (Full Articles Below)

- **Pickens' Patriotic Push For Natural Gas** – *Youth Journalism International* – 8/2/10

Print Placements (Full Articles Below)

- **Billionaires' First Jobs** – *Forbes* – 8/2/10

Blog/Online Placements (Full Articles Below)

- **Construction of Nation's Largest Wind Farm Starts With \$1.2B Investment** – *Daily Tech Blog* – 8/3/10

HIGHLIGHTED COVERAGE

Pickens' Patriotic Push For Natural Gas – *Youth Journalism International* – 8/2/10

By Clare Hern

EAST HARTFORD, Conn., U.S.A. — The recent catastrophic oil spill in the Gulf of Mexico “provided a clear reminder of the fact that our nation needs to develop safe methods for drilling and more importantly, start diversifying our nation’s energy sources,” one of the country’s most powerful congressmen said.

U.S. Rep. John Larson, a Connecticut Democrat, said the United States should heed the advice of Texas billionaire T. Boone Pickens to fuel the nation’s transportation system with natural gas instead of foreign oil.

“We can no longer stand idle as we continue to export American dollars for foreign oil,” Larson told Youth Journalism International recently.

Pickens said politicians have been promising solutions for years, saying they will start to use alternative energy sources, but the country keeps buying foreign oil.

“Natural gas is cleaner, it’s cheaper and it’s ours,” Pickens said. “Why aren’t we using it?”

“America’s had no energy plan” for years, Larson said during a forum at Goodwin College in East Hartford.

Larson, the fourth-ranking Democrat in the U.S. House, said he strongly supports the “Pickens Plan” to use the abundant natural gas reserves in America to replace the use of foreign oil. The

U.S. Senate recently endorsed it as part of a proposed energy bill spurred by the BP spill off the coast of Louisiana.

The measure pushed by Pickens “is something that all of America needs to embrace,” Larson said.

Pickens said the United States is using 25 percent of the world’s oil resources though it has only 4 percent of the population.

Because there is a limited supply of oil, “we will be accused of being the ones that run the oil price up,” Pickens said.

Using more natural gas and wind power instead of depending on foreign oil would save more than \$230 billion a year, he said.

Half that money that now goes to many countries that often oppose American interests, Pickens said.

Pickens said that adopting his plan “will get us out of the trap that we’ve put ourselves in.”

Since natural gas is about \$1 per gallon cheaper than oil, Pickens said, it makes sense to use America’s vast reserves.

“We need to use it,” Pickens said. “I want North American resources to stay in North America.”

A big part of the Texas billionaire’s plan is to use natural gas to power the nation’s 7 million 18-wheeler trucks.

Pickens said he has met with many leading politicians, including President Barack Obama, to talk about his plan.

He said their first choice for alternative energy would be to rely more heavily on batteries.

However, Pickens said, batteries and most other options are not strong enough to move a large truck.

Natural gas is the only resource besides oil that is capable of doing the job, Pickens said.

Pickens said he supports the idea of using batteries for “light duty” vehicles, but he wants to use natural gas in heavy duty transportation.

Creating the infrastructure to allow wide use of natural gas for trucks is “somewhat insignificant.”

Larson said that switching one 18-wheeler truck to natural gas is the equivalent of switching about 320 cars.

A bill backed by Larson would increase the use of natural gas in heavy duty vehicles by providing tax credits and incentives to people who buy them.

In five to seven years, Pickens said, the change would cut oil imports in half.

Both Pickens and Larson said the proposal would help the environment because natural gas is somewhat cleaner burning than oil, which contributes to air pollution.

Larson said that preserving the environment is “a national security issue.”

Burning so much oil “has got to end,” Larson said.

The congressman said that making the necessary changes all cost money. He said the nation has to choose whether to invest in America or to continue to send its wealth overseas.

Pickens said he feels strongly about making sure that his plan actually happens.

“My mission is to get this done,” he said. “We will be successful. It will happen.”

For more information, see the [Pickens Plan](#).

PRINT COVERAGE

Billionaires' First Jobs – *Forbes* – 8/2/10

By Audrey Hoiles

From paper routes to gas stations, where America's richest took their first steps on the road to wealth.

Mark Zuckerberg is a rarity among billionaires--he hit the jackpot with his first full-time job. Facebook, the social networking site Zuckerberg founded while a sophomore at Harvard in 2004, took off almost immediately, and he hasn't looked back. As of March he was worth an estimated \$4 billion.

Many other billionaires started off small and worked their way up. Charles Schwab picked and bagged walnuts at orchards around Sacramento, Calif. Dole's David Murdock, who quit school after the ninth grade, changed oil and greased car parts at a gas station before being drafted into the army. Banking billionaire Andrew Beal fixed used TV sets and sold them door-to-door to poor families. During high school Steve Jobs scored a summer job at tech pioneer Hewlett-Packard (HPQ - news - people), where he met Steve Wozniak. The pair founded Apple (AAPL - news - people) together in 1976.

IAC/InterActiveCorp (IACI - news - people) founder Barry Diller is one of the many entertainment moguls who began their Hollywood careers in the agent-training program of talent agency William Morris, a program nicknamed the mailroom because it started out with a rotation through that department.

Paper routes are among the most common first jobs of Forbes 400 members. Patrick McGovern, T. Boone Pickens, Dennis Washington and Sheldon Adelson all started off slinging newspapers before making their fortunes.

Though the jobs may seem menial, these billionaires-to-be made the most of their first work experiences. As a 12-year-old, Adelson, the future richest man in Las Vegas, borrowed \$200 from an uncle to buy the right to sell newspapers on two busy corners in Boston. Oilman-to-be Pickens also showed zeal as a 12-year-old paperboy, quickly expanding his 28-house paper route to 156 by taking over the routes of his competitors.

Patrick McGovern, founder of the technology media, events and research company International Data Group, says he learned several important lessons as a paperboy.

"The key lesson that I learned was how to manage one's time effectively. I learned to be proud of what you do and to strive for excellence in service. And I learned to remember that your job is to find customers and keep them happy," says McGovern.

Putting the customer first is a practice that has stuck with McGovern even as his influence has expanded beyond the local paper route.

"What I learned was the orientation of doing all you can to help make your customers successful," McGovern says. "This has proved to be an invaluable business practice which has stayed with me throughout my career."

IDG reaches over 200 million people in 95 countries, and McGovern's emphasis on customer service rewarded him richly; he is worth an estimated \$3.1 billion.

In Pictures: Billionaires' First Jobs



PickensPlan

T. Boone Pickens

First Job: Newspaper route

As a 12-year-old Pickens expanded his 28-house paper route to 156 by taking over the routes of his competitors. Later on as an adult, with \$2,500 and two others, Pickens founded oil and gas firm Petroleum Exploration, a predecessor to his Mesa Petroleum. Mesa is now one of America's largest independent natural oil and gas companies, giving Pickens a net worth of \$1.1 billion.

BLOG/ONLINE COVERAGE

Construction of Nation's Largest Wind Farm Starts With \$1.2B Investment – *Daily Tech Blog* – 8/3/10

By Jason Mick

Overcoming landowner and environmentalist protests, the 3 GW project commences

With the death of T. Boone Pickens' unprecedented wind farm project in Texas, the alternative energy industry was left with the glaring question of who would step up to the plate and take its place.

That question appears to be answered, with the progress of the Alta Wind Energy Center. Set to become the nation's largest wind power plant and among the largest in the world, the new installation is being constructed in Southern California.

Its tall turbines will blanket thousands of acres of Mojave Desert foothills. They will be capable of producing 3 GW of electric power at peak -- enough to power approximately 600,000 homes.

The project is actually among the nation's oldest, dating back almost a decade. It was long delayed due to lack of funding, protests from citizens fearful of damage to the desert ecosystem, and difficulties in implementing the high-power transmission wires needed to carry the power out of the desert.

It appears that the stars are at last aligning for the project. After receiving \$1.2B USD in new funding, the owner of the project, Terra Gen, just broke ground for the first time in the project's

history. Construction began in the Tehachapi Pass, 75 miles north of Los Angeles. The construction will likely stretch through 2020 or later.

Billy Gamboa, a renewable energy analyst with the California Center for Sustainable Energy, says the installation will be a game changer for the industry. He states, "It's a super-mega-project — it'll definitely set a precedent for the rest of the state and have a pretty large impact on the wind industry in general."

Ryan Wisner, a renewable energy analyst at Lawrence Berkeley National Laboratory, concurs, stating, "Alta's an absolutely enormous project in probably the most promising wind resource area that remains in the state,. It's the single biggest investment in California wind project assets in decades and is likely the largest the state is ever going to see."

The farm already has some of its necessary distribution deals in place. Terra Gen has signed a contract with Southern California Edison, to buy 1.55 GW of power over 25 years from Alta. That will allow it to power 275,000 homes purely on wind power. That distribution alone more than doubles the previous record held by a 735 MW Texas farm.

The first round of construction will install 290 turbines across 9,000 acres. That will create thousands of jobs and increase California's wind power production by 25 percent according to current estimates. Denmark-based Vestas-American Wind Technology will manufacture the turbines for this round of construction.

In 2015, the next piece of the megafarm, an 300-turbine 830 MW monster, will come online. That piece will use new ultra-wide turbines whose blades will be almost as wide as a football field.

Terra Gen purchased the property and the project rights for \$325M USD from Australian Allco Finance Group, which went bankrupt in 2008. After that Terra Gen had to overcome concerns from the Federal Aviation Administration that the turbines could interfere with flights from LA's Mountain Valley Airport.

While the company has finally received the permits it needs to complete the construction, it still is facing petitions from environmentalists and landowners. One petition by the Old West Ranch Property Owners Assn. has over 1,000 signatures. The group's president, Merle Carnes, complains, "We're not against green energy in any way, but there just comes a time when you say that this is my community and I don't want turbines encroaching in full view. There's room somewhere else."

The Mojave Desert Blog, an environmental activist blog critical of the project, writes, "Energy firms and the federal government should invest in more research before we rush technology into action that kills thousands of birds and bats and replicating Rachel Carson's "Silent Spring" in our new century."

BROADCAST COVERAGE

1. Land Line Now

Road Dog Trucking (Sirius XM), National | DMA: 0

08/02/2010, 07:00 PM - 08:00 PM

00:52:00 .. It seems like the biggest trucking related issue that is still before Congress is this **energy** bill in the US Senate ... We talked a little bit about that last week but I'm wondering if very quickly you can review the five points of Senator Harry Reid's **energy** plan And again Senator Reid the majority leader of the US Senate has proposed essentially a five point plan ... He's trying to get the vote as early as this evening which would allow them to move forward on a vote Wednesday night to proceed with with that particular bill and maybe do something by the end of the week . The four points of his bill are-- number one -an effort to hold BP accountable .It responds really to the Gulf **oil** spill .That's number one . Associated with that is the liability cap that may be put in place for other disasters that may occur due to the **oil** industry . They are negotiating out what that liability cap would be , the dollar figure if any at all ..And obviously the liability cap when the BP accident took place was not very high and did not cover the damages that are being done to the Gulf and the nearby coasts. The third part of this is to lessen our dependence on foreign oil and is to encourage our use of domestic supplies of **natural gas**. It really picks up on something that **Boone Pickens** has been pushing for a long time on **natural gas**.Number four is a Home Star **Energy** Efficiency Program ... 00:53:59

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

2. Newschannel 10 Morning News

KFDA-TV (CBS) CH 10, Amarillo | DMA: 131

08/03/2010, 06:00 AM - 07:00 AM

[CC] 00:05:02 We know the area's high winds are the main thing that has attracted the expanding **windenergy** industry. But as Newschannel Ten's Ben Briscoe reports, those same **winds** could actually pose a problem for the industry. When **T BoonePickens** started pitching **windenergy** nationally, there was the promise of thousands of jobs for the area. It's a great opportunity for this part of Texas to have some good news." But the number one question from skeptics was always, what happens when the **wind** doesn't blow? He'd respond, you've obviously never been to the panhandle. **Wind** today experts say it's that infamous **wind** not the lack of it that's a problem. If you have too much input, you're going to tear up a joint, or a gear box or a main shaft. Within 10 to 14 seconds after **wind** gusts hit around 50 miles per hour, the turbines lock down to keep from breaking. That sudden shutoff can send the utility companies scrambling to

keep power on for customers. Because of that some utility company executives now say wind energy might not be reliable enough on it's own. But here at the West Texas Alternative Energy Institute, they think they've come up with a solution. One that's being shared with wind farmers all across the area. We're thinking that it doesn't have to be this way. What we can do is adjust the way we control the wind turbines. They want to see a stair-step shut off method. Where for example a third of turbines would stop production at 45 miles per hour. Another third at 48. And finally all off around 50. ...00:08:17

Audience: 9,092 **Spot Cost:** \$58

3. Newschannel 10 Nightcast

KFDA-TV (CBS) CH 10, Amarillo | DMA: 131

08/02/2010, 10:00 PM - 10:35 PM

[CC] 00:00:00 Tonight on Newschannel 10, there's a concern that too much of a good thing could hurt the **wind** industry in our region. In our top story, a local effort to keep our **wind** turbines turning. Strange as it sounds, the area's high **winds** could be a real problem for the growing green **energy** industry. But tonight an area research team is touting a possible solution. Newschannel 10's Ben Briscoe looks at their idea to solve the **windy** woes. When **T Boone Pickens** started pitching **windenergy** nationally, there was the promise of thousands of jobs for the area. It's a great opportunity for this part of Texas to have some good news." But the number one question from skeptics was always, what happens when the **wind** doesn't blow? He would respond, you've obviously never been to the panhandle. **Wind** today experts say it's that infamous **wind** not the lack of it that's a problem. If you have too much input, you're going to tear up a joint, or a gear box or a main shaft. Within 10 to 14 seconds after **wind** gusts hit around 50 miles per hour, the turbines lock down to keep from breaking. That sudden shutoff can send the utility companies scrambling to keep power on for customers. Because of that , some utility company executives now say **windenergy** might not be reliable enough on it's own. But here at the West Texas Alternative **Energy** Institute, they think they've come up with a solution. One that's being shared with **wind** farmers all across the area. We're thinking tha it doesn't have to be this way. What we can do is adjust the way we control the **wind** turbines. They want to see a stair-step st off method. Where for example a third of turbines would stop production at 45 miles per hour. Another third at 48. And finally all off around 50. It lets them know that high winds are coming, and they project that they can start bringing reserves online a little quicker than they anticipated and therefore keep all the customers supplied. So far the biggest opposition has been wind energy developers worried about the lost revenues from shutting down when they could still technically be running. But W-T says high wind events only happen about three times a year, and that's chump change compared to what they would make the rest of the time.00:04:10

Audience: 29,873 **Spot Cost:** \$293

4. Lunch Money

Business News Network, National Canada | DMA: 950

08/02/2010, 12:00 PM - 12:30 PM

[CC] 00:06:54 Hello, sir. How are you doing? Howard: very well. Caller: thank you for taking my call. I have a question for your guest. W.P.T. and P.B. N. For long and short. Thank you and I'm I'll hang up and listen. Colin: Westport Innovations is sort of a --I don't want to call it a concept stock. There's been a huge push obviously politically to have cars or automobiles move to a place where they can actually run on **natural gas** as opposed to traditional **oil**. So Westport basically makes parts for automobiles and for large trucks that would allow that conversion to take place. And because of, you know, **Boone Pickens** and sort of that whole move to **natural gas** conversion in the U.S. , There's been a lot of excitement around this company and this stock, and I think there's a few high-profile U.S. Investors who own positions in this company for that very reason. But that's a very unproven concept. The earnings are not there yet. So it trades at a very high multiple. I would say we have tended to avoid this company simply because I think it is a little bit of a speculative kind of a concept stock and the earnings really aren't there. They may very well be down the road but this is quite a leap of faith you have to make to see the earnings get to a place that can really support the current stock price. Howard: **Boone Pickens** appears to be the second-biggest shareholder, 7.4% And the Soros Fund Management, 5.25%. I mean it's got a pretty strong chart and it's hit a 52-week high today of 21.95, Up 75% year to date. Do you bite the tape on that one? Colin: no. We're not short the stock. I just think for us we prefer to see things where the cash flow and business model are a little more proven....00:09:31

Audience: N/A Spot Cost: N/A