

PickensPlan

T. Boone Pickens Media Coverage 8.5.10

Total of 132 Placements

- Print: 10
- Blog/Online: 4
- Broadcast: 118

Coverage Summary:

The *Mobile Press-Register* ran a Q&A with Pickens profiling his background and highlighting the Pickens Plan and his thoughts on the Gulf oil spill.

Coverage continues to focus on the billionaires who have pledged to donate half their wealth to charity, mentioning Pickens' contributions. A photo of Pickens also appeared on the front page of the *Wall Street Journal* today highlighting the "The Billionaire Donors Club." Jay Rosser is quoted in the *Tulsa World* piece discussing some of the donations Pickens has made over the years.

Highlighted Placements (Full Articles Below)

- **T. Boone Pickens: Gulf Could Help Nation Transition To Renewable Energy** – *Press-Register* – 8/5/10
- **America's Wealthy Urged To Give Big To Charity** – *Tulsa World* – 8/5/10

Print Placements (Full Articles Below)

- **Factbox - List Of U.S. Billionaires Making Charity Pledge** – *Reuters* – 8/4/10

- **Billionaires T. Boone Pickens, George B. Kaiser Join Charity Pledge** – *The Oklahoman* – 8/5/10
- **2 Billionaires Promise Large Donations To Causes** – *Associated Press* – 8/5/10
 - *Dallas Morning News*
- **Billionaires Accept Charitable Challenge** – *Globe and Mail* – 8/5/10
- **American Billionaires Pledge Fortunes To Charity** – *Telegraph* – 8/5/10
- **US Super-Rich Agree To Give 50 Per Cent Of Their Cash To Charity** – *The Independent* – 8/5/10
- **Billionaires Urged To Make 'Giving Pledge'** – *Kansas City Star* – 8/4/10

Blog/Online Placements (Full Articles Below)

- **40 U.S. Billionaires Pledge Half Of Wealth To Charity** – *NPR* – 8/5/10
- **Billionaires To Pool Money For Charity** – *The Hill Blog* – 8/5/10
- **Pickens, Kaiser Pledge To Give Much Of Their Wealth To Charity** – *KOTV* – 8/4/10
- **40 Billionaires Agree To Give Half Of Their Wealth To Charity** – *All Headline News* – 8/4/10

HIGHLIGHTED COVERAGE

T. Boone Pickens: Gulf Could Help Nation Transition To Renewable Energy – *Press-Register* – 8/5/10

By Ryan Dezember

A geologist by training, T. Boone Pickens has become one of the wealthiest men in America by predicting the direction of the energy markets, particularly those for oil and natural gas.

Once a high-profile corporate raider, the 82-year-old billionaire is the founder and chairman of energy investment fund BP Capital Management -- no relation to British oil giant BP PLC -- and the founder and primary shareholder of Clean Energy, a company that promotes natural gas as a transportation fuel.

He is roughly to energy what Bill Gates is to computers, what Warren Buffett is to the equities markets.

Two years ago, he unveiled the Pickens Plan, an aggressive blueprint to reduce the United States' dependence on foreign oil by boosting wind power production to generate 22 percent of nation's electricity and free up domestic natural gas to be used as an alternative to gasoline and diesel.

The plan also calls for additional solar power production, a modern electrical grid and incentives for homeowners and businesses to upgrade insulation and take other energy-saving steps. But its crux is to keep trillions of dollars of American wealth from going overseas while buying time for renewable energy technology to catch up to demand.

The Gulf Coast probably won't figure much into wind power production. But the region's vast natural gas reserves could play a crucial role in transitioning the nation from foreign oil to renewable energies, Pickens told the Press-Register in an interview from his Dallas headquarters.

Below is an edited version of the Wednesday morning discussion.

Q: Has the Gulf oil spill energized advocates of your plan?

A: Yes. But you don't hear me up there trying to take advantage of a disaster. I haven't done that. But no question that more people have focused on natural gas on the continental United States as a solution, rather than finding more oil.

At the same time, I'm ready to find more oil. The Gulf spill was a disaster, but it was the first blowout we've had in 50 years in the United States. The industry's record is pretty damn good.

Q: In terms of the natural gas aspect of your plan, what role will the Gulf Coast play? There has been resistance here to liquefied natural gas terminals. Can the delivery systems in place now enable natural gas to become a transportation fuel?

A: Oh, sure. The Gulf is producing 6 billion cubic feet. I well remember when the Gulf was producing 13 billion for a long time. So you're half of what I remember as the high-water mark, but you now have discovered all this gas onshore, in the shale. We've got in this country the equivalent of two or three times what the Saudis do in barrels of oil equivalent. I don't think anybody has fully understood or appreciated what we have there. It's cleaner, it's cheaper and it's ours. If this thing was properly managed from a government standpoint, we could really help ourselves.

Q: Navy Secretary Ray Mabus says he's leaning toward projects in his Gulf restoration plan that move us away from fossil fuels and toward renewable energy. What renewable energy future do you envision for the Gulf Coast?

A: Let's go out 30 or 40 years. The renewables have to be big in that picture. There's a lot of things to do with renewables. We've got to get much more efficient. So the natural gas you have in the United States will be the bridge fuel to the ultimate transportation fuel. I think that's the way it's going to work. And I think we have enough gas to accomplish that.

I see the Gulf Coast probably not much different than the rest of the United States. I see it as not one in the same but all one together. The renewables will be developed on the Gulf Coast just like they will in Arizona or Montana or someplace else. It's just an overall understanding of what the requirements will be and what the resources are and fit them together and manage it. We don't have that. That's not the way we're set up.

Q: Why not?

A: We don't see the total energy picture. It's a fragmented story and you focus on one thing. You say, 'Well, solar's too expensive so we can't do that.' Well, wait a minute. Solar may be too expensive but there's no question it's renewable. How much is renewable worth? It's worth a lot. How much are you going to pay for something that's renewable? Well, figure out how much you can pay. If you look at who's the most widely developed for wind, it's Germany. Why? Because they don't want to be dependent on Russia for natural gas. They'll take gas from Russia, but they don't want to do what we've done. Here we are dependent on foreign sources for 67 percent of our oil.

Q: About a month after you released your plan, soon-to-be President Barack Obama pledged in his nomination speech in Denver to try to eliminate Middle Eastern oil imports by 2018. What should his first step be?

A: By executive order, he should say all federal vehicles in the future will have to use domestic fuel. When we're talking about cutting down on oil from OPEC, what resources do you have to do it? You can't attack that problem with wind. You have to do it with natural gas. You have an abundance of natural gas, and it's cheap. An opportunity that America cannot pass up is to switch. And it's 30 percent cleaner. So you have an opportunity to go clean, cheap and domestic and take out expensive, dirty, foreign. Anybody that can think has to be able to see that.

America's Wealthy Urged To Give Big To Charity – *Tulsa World* – 8/5/10

By Gavin Off

Forty of the richest men and women in the country — including Tulsa's George Kaiser and Oklahoma State University alum T. Boone Pickens — will donate at least half their wealth to charities, according to The Giving Pledge, a charitable organization of billionaires.

Warren Buffett, who along with Bill and Melinda Gates solicited many of the pledges, made the announcement Wednesday during a conference call with reporters.

Buffett said The Giving Pledge would allow donors to choose when and how to spend their money. All of the billionaires who joined the pledge already had a history of giving, he said.

The list includes Kaiser, whose Tulsa foundation has helped promote childhood education, community health and clean energy, among other initiatives.

According to Kaiser's pledge letter, those will continue to be his focus.

"No child is responsible for the circumstances of her birth and should not be punished for it in this life," he states. "I have therefore developed my charitable focus around the concept of providing the greatest opportunity for self fulfillment for each child, focusing on those who arrive in the least advantaged circumstances."

Ken Levit, executive director for the George Kaiser Family Foundation, said Kaiser has donated some \$3 billion to the foundation alone. Levit added that Tulsa would continue to be central to Kaiser's charitable work.

"This community represents his main focus," Levit said.

Jay Rosser, spokesman for the T. Boone Pickens Foundation, said Pickens has had a long history of philanthropy, as well. He's given nearly \$500 million to OSU, more than \$100 million to health and medical services and more than \$7 million to the American Red Cross.

"Boone was an easy (target)," Rosser said. "For several years he's ranked as one of the top philanthropists in the U.S."

Buffett said he, Gates and a few others contacted between 70 and 80 of the country's wealthiest people, with 40 signing the pledge. Of the 40, all pledged to donate at least 50 percent of their wealth, and some pledged to donate more than 95 percent.

Buffett declined to give a total dollar amount pledged so far. He said the organization would contact new possible members as well as continue conversations with those who had initially declined to sign on.

"We're hoping that America, which is already the most generous society on Earth, becomes even more generous over time," Buffett said.

Buffett said donors will choose when and how to spend their fortunes. Michael Bloomberg, billionaire and mayor of New York City, said two of his focuses are anti-smoking campaigns and road safety.

He said the wonderful aspect about private philanthropy is that money can be used to experiment with new initiatives that governments might not be willing to try.

"It's not an organization that is getting together to promote money going to specific causes," Buffett said. "The one thing we stand unified on is more and smarter philanthropy in this county is a good thing, and we will do our best."

Some notable donations and their uses

Notable donations by the George Kaiser Family Foundation

- More than \$12 million to transform the trail along Riverside Drive into a landscaped, dual-trail system for pedestrians and cyclists between 11th and 71st streets.
- \$25 million spread among Tulsa's state higher education campuses, including Tulsa Community College, Oklahoma State University and the University of Oklahoma.
- \$50 million to create the nation's first School of Community Medicine at the University of Oklahoma.
- \$2.5 million to upgrade the hardscaping and landscaping around the BOK Center.
- Millions to the Tulsa Educare project, an early childhood center that provides education and care for 200 children.
- Millions to Women in Recovery, a Tulsa-based treatment program for women in the criminal justice system and at risk to reoffend. Notable donations by T. Boone Pickens
- \$500 million to Oklahoma State University

- \$50 million each to two Texas medical institutions
- \$7 million to the American Red Cross
- \$5 million to renovate the downtown Dallas YMCA

PRINT COVERAGE

Factbox - List Of U.S. Billionaires Making Charity Pledge – Reuters – 8/4/10

Wednesday's commitments bring to 40 the number of billionaires giving away half their wealth. Many of those listed have already been engaged in significant philanthropic efforts. Below are details on how much they are worth, based on data from Forbes magazine, and how they made their fortune.

Bill and Melinda Gates -- founder of software giant Microsoft and the Bill and Melinda Gates Foundation; worth \$53.5 billion (33.7 billion pounds).

Warren Buffett -- famed investor who made his fortune through his Berkshire Hathaway firm, which buys companies he sees as undervalued; worth \$47 billion

Eli Broad -- the real estate and construction billionaire founded home builder Kaufman & Broad, worth \$5.7 billion; has already given more than \$2 billion to The Broad Foundations; worth \$5.9 billion.

John Doerr -- venture capitalist with Kleiner Perkins Caufield & Byers who made millions with early bets on Amazon, Netscape and Sun Microsystems and became a billionaire with Google; worth \$1.7 billion.

Gerry Lenfest -- the media entrepreneur has already given away more than \$800 million, or about 65 percent of his fortune, a spokeswoman said.

John Morgridge -- Former Cisco Systems chairman now focuses on philanthropy; worth \$1.6 billion.

Paul Allen -- Founded software giant Microsoft with Gates; worth \$13.5 billion.

Laura and John Arnold -- John Arnold worked as a high-flying trader at Enron and then founded hedge fund Centaurus Energy; worth \$4 billion.

Michael Bloomberg -- the mayor of New York City made his fortune by founding the news and information company which bears his name, Bloomberg LP; worth \$18 billion.

Michele Chan and Patrick Soon-Shiong -- Patrick is the son of a village doctor in China who made his fortune on cancer treatments and generic drugs; worth \$5 billion.

Barry Diller and Diane von Furstenberg -- Diller made his fortune on the Home Shopping Network while wife von Furstenberg is a renowned fashion designer; worth \$1.2 billion.

Larry Ellison -- founder of database giant Oracle; worth \$28 billion.

Barron Hilton -- Son of hotel legend Conrad Hilton who built his father's hotel empire; worth \$2.5 billion.

Jon and Karen Huntsman -- Jon is worth \$1 billion, made by turning Huntsman Corp from a fast-food container supplier into America's largest private chemical company.

Joan and Irwin Jacobs -- Founded Qualcomm, which commercialized CDMA digital wireless technology; worth \$1.2 billion.

George Kaiser -- His Kaiser-Francis Oil is among the world's biggest private energy producers and owns \$2 billion stake in Bank of Oklahoma; worth \$10 billion.

Elaine and Ken Langone -- Ken is an investment banker who took Ross Perot's Electronic Data Systems public in 1968 and was an early investor in Home Depot; worth \$1 billion.

Lorry Lokey -- Founded Business Wire, which disseminates press releases and was bought by Berkshire Hathaway, freeing Lokey to focus on philanthropy.

George Lucas -- the "Star Wars" movie maker and owner of famed Hollywood special effects company; worth \$3 billion.

Alfred Mann -- made \$1.4 billion in medical devices.

Bernie and Billi Marcus -- Bernie started Home Depot after getting fired by the now defunct Handy Dan; worth \$1.5 billion.

Thomas Monaghan -- founded Domino's Pizza and one-time owner of the Detroit Tigers, sold Domino's in 1998 and has since worked on philanthropy.

Pierre and Pam Omidyar -- Pierre made his fortune launching online auction company eBay; worth \$5.2 billion.

Bernard and Barbro Osher -- Bernard was a founding director of World Savings, which merged with the Wachovia Corp and bought auction house Butterfield & Butterfield, which he sold to eBay. Has been a long-time philanthropist.

Ronald Perelman -- made his fortune in leveraged buyouts of companies such as Revlon; worth \$11 billion.

Peter Peterson -- co-founded private equity outfit Blackstone Group and the Peter G. Peterson Foundation; worth \$2 billion.

T. Boone Pickens -- made his \$1.1 billion in oil and gas investments.

Julian Robertson Jr. -- made \$2.2 billion in hedge funds.

David Rockefeller Sr. -- Philanthropist grandson of oil baron John D. Rockefeller; worth \$2.2 billion.

David Rubenstein -- co-founded private equity giant Carlyle Group; worth \$2.5 billion.

Herb and Marion Sandler -- the couple were co-CEOs of thrift Golden West, which was sold to Wachovia in 2006. The couple owned a 10 percent stake in the company and gave \$1.3 billion away to their Sandler Foundation.

Vicki and Roger Sant -- Roger co-founded global energy company AES and the couple have long been Washington philanthropists, known for bringing Chinese pandas to the National Zoo, among other high-profile donations.

Walter Scott Jr. -- Made his \$1.9 billion in construction and telecoms.

Jim and Marilyn Simons -- Jim founded quantitative hedge fund Renaissance Technologies; worth \$8.5 billion.

Jeff Skoll -- eBay's first president and full-time employee; worth \$2.4 billion.

Tom Steyer and Kat Taylor -- worth \$1.2 billion in 2008, the asset manager and his wife founded OneCalifornia Bank, a community development bank, and have given for research on sustainable and renewable energy.

Jim and Virginia Stowers -- Jim is the mutual fund tycoon who started what became the American Century fund family. The couple have given \$1.9 billion to the Stowers Institute for Medical Research which performs genetic research.

Ted Turner -- Founded CNN cable news channel and is worth \$1.8 billion after already giving \$1.5 billion to charity.

Sanford and Joan Weill -- Sanford is the former chief executive of Citigroup; the couple have given more than \$250 million to Cornell's medical school, now known as the Weill Cornell Medical College.

Shelby White -- New York philanthropist and widow of late billionaire investor Leon Levy.

Billionaires T. Boone Pickens, George B. Kaiser Join Charity Pledge – *The Oklahoman* – 8/5/10

By Jay Marks

Aug. 05--Two Oklahoma-born billionaires have committed to continue giving away large chunks of their fortunes.

T. Boone Pickens and George B. Kaiser are among 40 of wealthiest families and people in the United States who have signed the Giving Pledge, a project started by Warren Buffett and Bill and Melinda Gates. The group, which includes New York Mayor Michael Bloomberg and filmmaker George Lucas, has promised to donate the majority of their wealth to philanthropic and charitable causes.

"We've really just started, but already we've had a terrific response," Buffett said Wednesday in a news release. "At its core, the Giving Pledge is about asking wealthy families to have important conversations about their wealth and how it will be used.

"We're delighted that so many people are doing just that, and that so many have decided to not only take this pledge but also to commit to sums far greater than the 50 percent minimum level."

Pickens and Kaiser already are well-known as philanthropists.

Holdenville's Pickens is a frequent donor to his alma mater, Oklahoma State University. He also has given money for educational programs, medical research, athletics and corporate wellness, at-risk youths, the entrepreneurial process and conservation and wildlife initiatives.

"To date, I've given away nearly \$800 million to a wide range of charitable organizations, and I look forward to the day I hit the \$1 billion mark," Pickens said.

Kaiser, who grew up in Tulsa, created the George Kaiser Family Foundation, which is dedicated to breaking the cycle of poverty by investing in early-childhood education, community health, social services and civic enhancement.

"I had the advantage of both genetics (winning the 'ovarian lottery') and upbringing," Kaiser wrote to Giving Pledge. "As I looked around at those who did not have these advantages, it became clear to me that I had a moral obligation to direct my resources to help right that balance."

Kaiser is chairman of Tulsa-based BOK Financial Corp. and primary owner of Kaiser-Francis Oil Co.

2 Billionaires Promise Large Donations To Causes – *Associated Press* – 8/5/10

Oklahoma-born billionaires T. Boone Pickens and George B. Kaiser are joining a project in which they promise to donate large sums of their wealth.

They're among 40 wealthy families who have signed The Giving Pledge started by Warren Buffett and Bill and Melinda Gates. Those signing promise to donate a majority of their wealth to philanthropic and charitable causes.

Pickens is a Holdenville native and now a Texas oilman. He graduated from Oklahoma State and is a longtime donor to OSU and to educational, medical, youth, entrepreneurial and wildlife projects.

Kaiser is chairman of Tulsa-based BOK Financial Corp. and primary owner of Kaiser-Francis Oil. Co. His past donations have included childhood education, community health and social services.

Billionaires Accept Charitable Challenge – *Globe and Mail* – 8/5/10

By Joanna Slater

When Warren and Bill and Melinda call, billionaires listen.

Nearly 40 ultrawealthy individuals and families pledged Wednesday to give away half or more of their fortunes to charity, answering a challenge issued in June by famed investor Warren Buffett, Microsoft founder Bill Gates, and his wife Melinda.

The first group of people to commit to the initiative includes technology titans and media moguls, financiers and tycoons, new money and old. Star Wars creator George Lucas is on the list, as is Larry Ellison, the founder of software giant Oracle Corp., and Montreal-born Jeff Skoll, past president of eBay.

People who sign on to the effort, called the “Giving Pledge,” make a public promise to donate the majority of their wealth to charity within their lifetimes or after their deaths. As fundraising efforts go, it’s a doozy: If all of the 400-odd billionaires in the United States made the same vow, more than \$600-billion (U.S.) would be directed to good works.

“We’ve really just started, but already we’ve had a terrific response,” Mr. Buffett said. He called the initial approach a “very soft sell” and said it involved appeals to as many as 80 billionaires on the Forbes magazine list of the world’s richest people. For now, the initiative is focused on wealthy people in the United States, but there are plans to expand.

The program fits into broader changes that are transforming the way philanthropy operates, experts say. Unlike in past generations, many of the people on the list are middle-aged, marking a shift from a previous pattern where giving took place near the end of a person’s life, or through someone’s will. Many of those involved also want to achieve specific goals, not just write a cheque, and are actively including their children and grandchildren in their charitable efforts.

Born out of a series of dinners between Mr. Buffett, Mr. Gates, Ms. Gates and others over the course of about a year, the effort has electrified a subject that was largely restricted to private conversations among wealthy people: how much to give away, when, and why.

“What the pledge has done is taken it out of the cocktail party and put it online,” says Eric Kessler, founder of Arabella Philanthropic Investment Advisors, which counsels individuals and organizations on how to achieve their charitable aims. “By making it so public, they’re making it more acceptable.”

Mr. Kessler says that the announcement of the initiative in June sparked dozens of conversations with clients who were “intrigued and engaged” by the pledge, particularly the notion of having a specific number – more than half their fortune – attached to their giving. “Having a clear benchmark certainly has moved the needle,” he says.

The trio behind Giving Pledge idea has big plans. Mr. Buffett told The Wall Street Journal that he and Mr. Gates would meet with people in China and India in the coming months to talk about the pledge and potentially add more names.

“Ultimately, the plan is to take it [international] and to start to think about a real global culture of philanthropy among the world’s wealthiest,” says Melissa Berman, president of Rockefeller Philanthropic Advisors, which has provided advice on the initiative.

The public nature of the commitment will not appeal to all mega-rich people, experts say. A number of those involved, like Mr. Buffett, Mr. Gates, New York Mayor Michael Bloomberg, and oil tycoon T. Boone Pickens, had long said they would give away the vast majority of their fortunes to charity. However, some of them, like Oracle’s Mr. Ellison, had not made that intention public.

In a letter posted on the group’s website (givingpledge.org), Mr. Ellison said that many years ago he put nearly all of his assets into a trust so that, over time, he could give away 95 per cent of his wealth, estimated at \$28-billion by Forbes.

“Until now, I have done this giving quietly – because I have long believed that charitable giving is a personal and private matter,” he wrote. He went public, he said, because Mr. Buffett personally asked him to do so, saying it would be “setting an example” and “influencing others” to give. “I hope he’s right,” Mr. Ellison wrote in conclusion.

The idea appears to have tapped into what some describe as a baby boomer approach to philanthropy, with giving starting relatively early in life and being highly attuned to final outcomes.

Such givers are often reluctant to make their heirs too comfortable. "People are more aware of what can go wrong with too much money than they were at one time," says Marvi Ricker, who heads philanthropic services at BMO Harris Private Bank in Toronto. She says she has a number of clients who have said they'd only like to leave a small portion – say 5 per cent– of their wealth to their families.

Ms. Ricker predicts that wealthy Canadians will sign on to the Giving Pledge effort if there's a push to recruit them. "I'm sure they would love to be in the same company as Bill Gates and Warren Buffett."

American Billionaires Pledge Fortunes To Charity – *Telegraph* – 8/5/10

By Tom Leonard

The film director George Lucas, hotel heir Barron Hilton and New York mayor Michael Bloomberg are among those to have signed up to the "giving pledge", an initiative launched six weeks ago to encourage philanthropy among America's richest people.

Others who have added their names include the CNN founder Ted Turner, and the businessmen David Rockefeller, T Boone Pickens and Ronald Perelman.

Mr Buffett has promised to donate more than 99 per cent of his estimated \$47 billion (£30 billion) fortune and is giving most of it in annual instalments to the Bill & Melinda Gates Foundation.

"We're hoping that America, which is the most generous society on Earth, becomes even more generous over time," said Mr Buffett.

"We hope that not only will that norm move toward even greater philanthropic contributions but toward smarter ones."

Mr Buffett said he had contacted around 70 of America's 80 richest individuals to ask them to get involved in the programme, which is not legally binding and does not specify what charities should benefit.

He said he had not put any pressure on them, adding: "It was a very soft sell."

US Super-Rich Agree To Give 50 Per Cent Of Their Cash To Charity – *The Independent* – 8/5/10

More than 30 US billionaires pledged yesterday to give away at least 50 per cent of their wealth to charity as part of a campaign by Warren Buffett, the investor, and Bill Gates, the founder of Microsoft.

Among billionaires joining the campaign are New York Mayor Michael Bloomberg, entertainment executive Barry Diller, Oracle co-founder Larry Ellison, energy tycoon T Boone Pickens, media mogul Ted Turner, David Rockefeller and investor Ronald Perelman, according to The Giving Pledge campaign.

The Giving Pledge was started in June by Gates, whose \$53bn (£33bn) fortune places him second on the Forbes magazine list of the world's richest people, and Buffett, who ranks third.

They wanted to persuade hundreds of US billionaires to give away most of their fortune during their lifetime or after their death and to publicly state their intention. "We've really just started but we've had a terrific response," Buffett said. "The Giving Pledge is about asking wealthy families to have important conversations about their wealth and how it will be used.

"We're delighted that so many people are doing just that – and that so many have decided to commit to sums far greater than the 50 per cent minimum level," he said.

Billionaires Urged To Make 'Giving Pledge' – *Kansas City Star* – 8/4/10

By Steve Rosen

Kansas Citians Jim and Virginia Stowers have already taken steps to give most of their wealth to charity.

Now they are among 40 wealthy families and individuals in the U.S. who have joined Microsoft's Bill Gates and billionaire investor Warren Buffett to encourage others to give at least half of their wealth to philanthropic causes.

Six weeks after launching a campaign to get other billionaires to donate most of their fortunes, Buffett on Wednesday released the first list of people who have signed what he and Gates called the "giving pledge."

Jim Stowers, the American Century Investments mutual fund founder, and his wife in 1994 created and endowed the Stowers Institute for Medical Research in Kansas City.

“Virginia and I wanted to give back something more valuable than money to the millions of people who made our success possible with American Century Investments,” the Stowerses said in a letter supporting their pledge.

The Stowerses are the only representatives from Missouri and Kansas on the pledge list.

Buffett, chairman of Omaha, Neb.-based Berkshire Hathaway, decided in 2006 to give 99 percent of his fortune to charity. He was then worth about \$44 billion. After five years of investment returns while making annual gifts to five foundations, Buffett’s fortune totals nearly \$46 billion.

Buffett said he, Bill and Melinda Gates, and a few others have made 70 to 80 calls to some of the nation’s wealthiest individuals. Those who agreed to the pledge were from 13 states, with most of them in California and New York.

Among those who have not signed the pledge, some preferred to keep their philanthropy anonymous, some were not available to talk, and others were not interested, Buffett said.

Buffett said he and Bill Gates would meet with groups of wealthy people in China and India within the next six months to talk philanthropy.

The group has no plans for combined giving, and no philanthropists will be told how or when to give their money.

Others who have signed the pledge include New York City Mayor Michael Bloomberg, filmmaker George Lucas, media mogul Ted Turner, Microsoft co-founder Paul Allen, and oilman T. Boone Pickens.

BLOG/ONLINE COVERAGE

40 U.S. Billionaires Pledge Half Of Wealth To Charity – NPR – 8/5/10

Forty U.S. billionaires pledged Wednesday to give at least half of their wealth to charity — either during their lifetimes or after death.

That could be a big boost to nonprofits, which have suffered from the recent economic downturn.

The list of those taking the pledge includes some of the nation's wealthiest individuals: Bill and Melinda Gates, Warren Buffett, T. Boone Pickens, Michael Bloomberg and George Lucas of Star Wars fame.

It also includes some not-so-well-known billionaires, such as California hedge fund founder Tom Steyer and his wife Kat Taylor.

Buffett says the purpose of the public pledge isn't just to increase how much these people give — many had already planned to give a lot — but to inspire others to give as well.

"So it will be more philanthropy, and smarter philanthropy in the future is the goal," he says.

The pledge idea came about in a series of private meetings that Gates, Buffett and other philanthropists had over the past year on the future of charitable giving. Bloomberg, like several others on the list, said he made the pledge because he has more money than he could ever use himself.

"And if you really care about your family, I've always thought that the best thing to do is to make the world better for your kids and your grandkids rather than just give them some money," he says.

Bloomberg says his giving, as it has in the past, will support public health, the arts, education and the environment. Steyer and Taylor say they're interested in renewable energy and sustainable agriculture. It's up to each billionaire to decide what causes they want to support, and when. It could be decades before some of the actual donations — which involve hundreds of billions of dollars — are made. That has some people concerned.

"Everybody's focused on all that money, but nobody's talked about the quality of giving," says Pablo Eisenberg, with the public policy institute at Georgetown University. "Who will it go to? Will it go to those who are in most need in our society?"

Eisenberg says the very rich tend to donate to wealthier institutions, such as universities, hospitals and the arts, rather than to smaller non-profits that help the poor and disadvantaged.

Tom Tierney, head of The Bridgespan Group, which advises non-profits, says it will be some time before the impact of these pledges on specific charities is known.

"But there's no question that 40 wealthy, prominent individuals and families stepping forward in this way is an extraordinary event," he says. "And it begins to force people to wrestle with the question: 'Well, should I do that?'"

And if the answer is yes — and they do start giving more — that will mean a lot, he says.

Billionaires To Pool Money For Charity – *The Hill Blog* – 8/5/10

Forty of the nation's wealthiest American families and individuals have agreed to give away at least half of their fortunes to charity, providing the potential for billions of dollars to be pumped into charitable organizations," The Hill's Vicki Needham writes. "In June, Warren Buffett and Bill and Melinda Gates invited American billionaires to pledge their fortunes within their lifetimes or after their deaths." <http://bit.ly/9iGEkR>

Also pledged: hotel mogul Barron Hilton, New York Mayor Michael Bloomberg, entertainment executive Barry Diller, Oracle co-founder Larry Ellison, energy tycoon T. Boone Pickens, Ted Turner, David Rockefeller, film director George Lucas and investor Ronald Perelman.

Full list: <http://givingpledge.org/#enter>

Pickens, Kaiser Pledge To Give Much Of Their Wealth To Charity – KOTV – 8/4/10

TULSA, OK -- Two of Oklahoma's wealthiest individuals have committed to giving much of their wealth to charitable causes by taking the Giving Pledge.

George B. Kaiser and T. Boone Pickens were among 40 individuals and families to make the commitment Wednesday.

Investor and philanthropist Warren Buffett made the announcement Wednesday six weeks after kicking off the long-term charitable project with Bill and Melinda Gates.

Kaiser says he has a moral obligation to make the pledge.

"I had the advantage of both genetics (winning the "ovarian lottery") and upbringing. As I looked around at those who did not have these advantages, it became clear to me that I had a moral obligation to direct my resources to help right that balance," said George B. Kaiser.

Kaiser is the chairman of BOK Financial Corporation.

T. Boone Pickens has also committed to the Pledge. The Oklahoma oil man said he enjoys making money and enjoys giving it away.

"To date, I've given away nearly \$800 million to a wide-range of charitable organizations, and I look forward to the day I hit the \$1 billion mark," he said. "I'm not a big fan of inherited wealth. It generally does more harm than good.

"I want to thank my friends Bill and Warren for their leadership – I am pleased to join them."

Launched in June 2010, the Giving Pledge is an effort to invite the wealthiest individuals and families in America to commit to giving the majority of their wealth to philanthropy.

More information is available online at givingpledge.org.

40 Billionaires Agree To Give Half Of Their Wealth To Charity – All Headline News –
8/4/10

Washington, D.C., United States (AHN) - The givingpledge.org on Wednesday published an initial list of donors nearly two months after investment guru Warren Buffett and Microsoft founder Bill Gates started a rare campaign to convince American billionaires to pledge half of their wealth to charity.

Some 40 philanthropists, including CNN founder Ted Turner, its Entertainment Executive Barry Diller and New York Mayor Michael Bloomberg have already agreed to sign the Giving Pledge.

Gates and Buffett started their campaign in June to persuade U.S. billionaires to give away 50% of their wealth either during their lifetimes or after death. However, the pledge will remain a moral commitment only.

"We've really just started but already we've had a terrific response," Buffett said in a statement.

He further said that the wealthy families would be asked about their wealth and how they want it to be used. If they want to give away their money to charitable organizations or for philanthropic causes, the donors will be asked to publicly state their intention in writing.

Hollywood director George Lucas, philanthropist David Rockefeller, oil investor T Boone Pickens and Oracle co-founder Larry Ellison are some of the other billionaires, who promised to give large sums of their fortunes.

In the Giving Pledge letter, Lucas wrote that he dedicates majority of his wealth to improve education, which he considers key to the survival of the human race.

Investment firm Berkshire Hathaway's Chief Executive Buffett, whose estimated wealth is around \$47 billion, pledged 99% of his money to the Bill & Melinda Gates Foundation and family charities. Bill Gates, the second wealthiest person of the world according to Forbes Magazine, has also pledged \$28 billion to his foundation.

Out of 40, 11 are Jews like Lorry Lokey, Bernie Marcus and Sanford Weill, who had previously given thousands of dollars for Jewish causes.

A Forbes report said that there were more than 400 billionaires living in the U.S.

BROADCAST COVERAGE

1. ABC News Now Schedule

ABC News Now, National | DMA: 0

08/04/2010, 04:00 PM - 04:30 PM

00:05:15 thirty four US billionaires have pledged to give at least half their wealth to charity ... The pledge came about after a campaign by investor Warren Buffett and Microsoft founder Bill Gates ... Among the billionaires who signed up for New York Mayor Michael Bloomberg ... media mogul Ted Turner and **energy** tycoon **T BoonePickens** 00:07:19

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

2. Power Lunch

CNBC, National | DMA: 0

08/04/2010, 01:00 PM - 02:00 PM

[EC] 00:00:57 Let's get right to our grid reporters for the latest development and the top stories they're working on right now. Hampton pearson, we're going to start with you. Just off a conference call with Warren Buffett and a group of otr billionaires. What did they have to say? The conference call still going on right now, sue. Warren Buffett and Bill Gates getting lots of their fellow billionaires to take the pledge to give more than half their wealth to charitable causes. Buffett announcing today 38 new of the wealthiest families and individuals have commitTed to their giving pledge just six weeks after Buffett and Gates announced the charitable project. New york major Michael Bloomberg adding his name to the list. He joined Warren Buffett on the conference call. In addition to Mayor Bloomberg, other millionaires making the plaej. Ted Turner, Larry Elson, David Rockefeller, Barren Hilton, Diane Vonn Fursenburg. **T. BoonePickens** literally just to name a few. A contract or a pledge? It is a pledge, not a legal contract. Again, you have pledge letters from these folks today committing to giving at least 50%. It also doesn't involve a pooling of money or supporting particular causes or organizations. The donors themselves decide what organizations or causes benefit. Philanthropy a great tradition here in the UniTed States. Much more so than almost any part in the world. 00:02:10

Keywords:Billionaires and Charity: Warren Buffett; Bill Gates; New York Mayor Michael Bloomberg; Ted Turner; Oracle CEO Larry Ellison; David Rockefeller; Barron Hilton; Diane Von Furstenberg; **T. BoonePickens**.

Audience: 314,617 **Spot Cost:** \$2,613

3. American Morning

CNN, National | DMA: 0

08/05/2010, 06:00 AM - 07:00 AM

[EC] 00:19:29 And some peer pressure among billionaires to do some good in the world this morning. A whole new group of billionaires are taking a pledge to give away half of their worth to charity during their lifetime or after they die. It's a challenge started by Warren Buffett and Bill Gates called the giving pledge. Director George Lucas. **T. BoonePickens** and CNN founder Ted Turner. 00:20:02

Keywords:Billionaires giving back; Warren Buffett; Bill Gates; the Giving Pledge;

Visuals:NY Mayor Michael Bloomberg; Director George Lucas; **T. BoonePickens;** CNN founder Ted Turner;

Audience: 449,835 **Spot Cost:** \$3,204

4. Countdown To The Closing Bell

Fox Business Network, National | DMA: 0

08/04/2010, 03:00 PM - 04:00 PM

[CC] 00:09:07 There are some billionaires out there we go back to the tax issue the Obama administration said letting the tax cuts expire for the wealthiest Americans but today in a move inspired by billionaire Warren Buffett and Bill Gates, 40 of the richest people in America announced they will pledge of majority or a least half of the wealth and to charity. The billionaires' to make a statement include sandy weill who has given at 10 to New York hospitals, **energy** tycoon **t.BoonePickens**, Paul Allen, Michael Bloomberg, Ted Turner and George Lucas. Could taxing the rich hold back more philanthropy? We break it down with it seems to mike clearly the charitable donations would be in jeopardy as a result of not extending the bush tax cuts but bottom-line come the best editorial I read was comparing fell luxury tax of a higher and items when that was put into place all the wealthy stopped buying yachts and as a result those people who made in those boats are serviced those boats were out of jobs for at the end of the day it will cause more harm than help....00:10:55

Audience: N/A Spot Cost: N/A

5. Fox Business

Fox Business Network, National | DMA: 0

08/04/2010, 02:00 PM - 03:00 PM

[CC] 00:58:54 .. pledging to give away half of their wealth to charity as part of a campaign by investor Warren Buffett and Microsoft founder Bill Gates. New York Mayor Bloomberg, Microsoft co-founder Paul Allen and also **T. Boone Pickens**.00:59:57

Audience: N/A Spot Cost: N/A

6. Fox Business

Fox Business Network, National | DMA: 0

08/04/2010, 01:00 PM - 02:00 PM

[CC] 00:09:27 . Nearly three dozen billionaires pledged to donate half of their wealth to charity as part of a movement started by Warren Buffett and Bill Gates. The new billionaires on board. Citigroup and **t.Boone Pickens**, Paul Allen, and George Lucas. They are choosing not to give their money to the government in the form of estate taxes.00:10:20

Audience: N/A Spot Cost: N/A

7. Fox Business

Fox Business Network, National | DMA: 0

08/04/2010, 12:00 PM - 01:00 PM

[CC] 00:40:58 Speaking about the top earners come of 40 people at least 30 billionaires have just signed on to the giving pledge to give away half of their fortune. That includes Sandy Weill **T. Boone Pickens**, Michael Bloomberg, Paul Allen, Ted Turner, and George Lucas, is this an argument against raising taxes? Obviously Sandy Weill is a horrible horrible man now what can they say? I will pledge right now when I make my billion I will give half.00:44:34

Audience: N/A Spot Cost: N/A

8. Fox Business

Fox Business Network, National | DMA: 0

08/04/2010, 11:00 AM - 12:00 PM

[CC] 00:00:54 34 billionaires pledging to give half of their wealth to charity as part of a campaign by investor Warren Buffett and Microsoft founder Bill Gates. Among the names on the list, New York Mayor Michael Bloomberg, entertainment executive, Barry Diller, Larry Ellison and energy tycoon, **Boone Pickens**.00:02:41

Audience: N/A Spot Cost: N/A

9. Varney & Company

Fox Business Network, National | DMA: 0

08/04/2010, 10:00 AM - 11:00 AM

[CC] 00:01:56 Breaking news possibly the greatest news in the history of charity 34 U.S. billionaires have pledged to give away at least half of their fortunes to charity. Here are some of the names Bloomberg, **T. Boone Pickens** coming Ted Turner, Rockefeller, they're all on the list. I think this is profoundly American and it could stop. Warren Buffett has never ever made it a secret that he would give most of his fortune back to society but because to build a business in this great country you owe a great deal back..00:04:04

Audience: N/A Spot Cost: N/A

10. Fox Report

Fox News Channel, National | DMA: 0

08/04/2010, 07:00 PM - 08:00 PM

[EC] 00:53:15 Dozens of millionaires tonight are promising to give away much of their wealth to charity. The world's richest investor Warren Buffet teamed up with Microsoft founder Bill Gates. They got all these guys together. They tell us they called a number of wealthy friends. Got 40 of them to agree to what they call the giving pledge. The list of people have agreed to donate at least half of their total wealth, including mighty famous names, the New York city Mayor

Michael Bloomberg, the film maker George Lucas. Buffet says for the most part 99% of his fortune will go to charity when he dies. 00:53:50

Keywords:TZ; Billionaires: The Giving Pledge;

Visuals:Warren Buffett; Bill Gates; Michael Bloomberg; Melinda Gates; Ted Turner; **T BoonePickens**; George Lucas;

Audience: 2,810,425 **Spot Cost:** \$30,969

11. Happening Now

Fox News Channel, National | DMA: 0

08/04/2010, 12:00 PM - 01:00 PM

[EC] 00:36:32 Reporter: it's a pledge, it doesn't mean they are legally bound to do it. It's a good thing. I'm glad they are pledging. Some of the skeptics have said being rich ain't that cool any more after the big recession we've had. 4 This is a good thing, they are going to pledge away to give at least half of their Bill yans --billions. Jenna: over a time span. Reporter: if you want to give it now they'll take it, if you want to give it when you die they'll take it. George Lucas from film. **T. BoonePickens**and David Rockefeller from **oil**. It spans all the industries. Billionaires are giving away their money. Jenna: half of your money will go there. Reporter: half of my money will go there. Jon over to you. Jon: a lot of agencies with their hands out I'm sure. 00:38:06

Keywords:Charity; Baron Hilton; George Lucas; David Rockefeller

Visuals:Bill Gates; Warren Buffett; **T BoonePickens**

Audience: 1,119,580 **Spot Cost:** \$8,802

12. MSNBC News Live

MSNBC, National | DMA: 0

08/04/2010, 12:00 PM - 01:00 PM

[EC] 00:25:42 Wouldn't it be nice if we were all billionaires and could spread the wealth. More than 30 American billionaires are pledging to give away 50% of their fortune to charity, part of the campaign calling, the giving pledge, started by Warren Buffett and Bill Gates. Some taking part, Mayor Bloomberg, **T. Boone Pickens**. The U.S. is home to 302 billionaires. We have, in fact, the most in the world. Very good for charity. 00:26:08

Keywords:Spreading The Wealth: U.S. Billionaires; Charity; The Giving Pledge, campaign;

Visuals:Photos of Warren Buffett, Bill Gates, Michael Bloomberg, Barry Diller, **T. Boone Pickens**, David Rockefeller, and Pearlman;

Audience: 280,467 **Spot Cost:** \$2,333

13. NBC Nightly News

NBC, National | DMA: 0

08/04/2010, 06:30 PM - 07:00 PM

[EC] 00:22:55 What would you do with your money if you were a billionaire? Tonight 40 U.S. billionaires have pledged to give half their wealth to charity. They have joined Warren Buffett and Bill Gates in a campaign to give their wealth away. Among the donors, Michael Bloomberg, **T Boone** Pickens and media bigwig Ted Turner. 00:23:16

Keywords:TZ; Billionaire's Story: 40 U.S. billionaires; Charity donation pledge; Warren Buffet; Bill Gates; NYC Mayor Michael Bloomberg; **T. Boone Pickens**; Ted Turner.

Audience: 8,140,250 **Spot Cost:** \$60,319

14. Morning Edition

NPR, National | DMA: 0

08/05/2010, 05:00 AM - 05:50 AM

00:08:00 forty of the nation's wealthiest individuals and families say they plan to donate at least half of their wealth to charity ... either during their lifetimes or after their deaths...the billionaires made the pledge at the prodding of Bill Gates and Warren Buffett who's already decided to give

most of their money to charity ... the list also includes **T Boone Pickens** Michael Bloomberg Ted Turner George Lucas and some lesser known billionaires ... 00:09:59

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

15. All Things Considered

NPR, National | DMA: 0

08/04/2010, 05:00 PM - 06:00 PM

00:16:00 ... the list of those taking the pledge include some of the nation's wealthiest individuals ...Bill and Melinda Gates Warren Buffett , T Boone ... **Pickens** Michael Bloomberg and George Lucas of Star Wars fame ... it also includes some not so well known billionaires... 00:17:59

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

16. PBS NewsHour

PBS, National | DMA: 0

08/04/2010, 07:00 PM - 08:00 PM

[CC] 00:13:48 Democratic representative carolyn cheeks kilpatrick of Michigan was beaten Tuesday in a primary. Her son is former Detroit Mayor kwame kilpatrick. He's now serving prison time, related to obstruction of justice. Also Tuesday, Missouri voters approved a ban on making people buy health insurance. That directly conflicts with part of federal health reform that takes effect in 2014. On wall street, stocks were up modestly, on word of improved business hiring and service sector activity. The DOW jones industrial average gained 44 points to close at 10,680. The NASDAQ rose 20 points to close at 2,303. There were conflicting reports out of iran today about a possible attempt to kill president mahmoud adhmadinejad. We have a report narrated by karl dinnen of "independent television news." reporter: something made them jump, but what do these photographs show? Smoke can be seen to the left of screen behind the motorcade, but did mahmoud ahmadinejad survive a grenade attack or a celebratory firecracker? As had clear from these pictures filmed shortly after the incident, presidential security is minimal. Initially, sources from the president's office said a homemade grenade had exploded about 100 meters from the president's car and a man had been arrested. Later reports claimed there had been no attack, atrebtng the bang and smoke it a homemade firecracker thrown as a sign of joy by a man excited to see the president. It was actually a firekrarker, and as you know, it's quite customary in that region to use firecrackers in welcoming ceremonies. Reporter: mr. Ahmadinejad went home to make his scheduled speech, and he didn't mention the incident. Holman: widespread protests erupted in iran last year, after ahmadinejad's disputed re-Election.

And earlier this week, he claimed israel had hired mercenaries to try to kill him. The fires burning across russia shrouded moscow today in the heaviest smog yet and the death toll grew to 48.00:15:53

[EC] 00:16:29 40 of America's wealthiest people pledged today to give away at least half of their wealth. They signed "the giving pledge started in June by investor Warren Buffet and Microsoft co-Founder Bill Gates. The new additions to the list include New York City Mayor Michael Bloomberg, C.N. Founder Ted Turner, energy tycoon **T.BoonePickens** and "star wars" creator George Lucas. They've agreed to donate 50% or more of their billions, either during their lifetimes or after death. Those are some of the day's major stories. 00:17:01

Keywords:The Giving Pledge; Star Wars; CNN;

Visuals:Bill Gates, Billionaire; Warren Buffett; Mayor Michael Bloomberg, R NYC; George Lucas; **T BoonePickens**; Ted Turner;

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

17. Nightly Business Report

PBS, National | DMA: 0

08/04/2010, 06:30 PM - 07:00 PM

[EC] 00:22:26 And finally tonight, oracle's larry ellison is on board, so is movie director George Lucas. While they're not heading to some fabulous retreat or movie opening, they are joining a pretty exclusive club. They're answering a call by Warren Buffett And Bill and Melinda Gates to pledge the majority of their fortunes to charity. Far, 40 billionaires have taken "the giving pledge." Ellison's at \$28 billion. He was already giving millions to charity privately. I bet a lot of people would like to make that same pledge. **T.Boone Pickens**said I like making money more, but giving it away is a close second. 00:23:19

Keywords:The Giving Pledge; Oracle CEO Larry Ellison; George Lucas; Warren Buffett; Bill and Melinda Gates; **T. BoonePickens**.

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

18. Andrew Wilkow

Sirius Patriot (SIRIUS RADIO) Freq. 144, National | DMA: 0

08/04/2010, 02:00 PM - 03:00 PM

00:42:00 More billionaires pledge fortune to charity it was the story of Bill Gates and Warren Buffett encouraging billionaires to give away ninety percent of their wealth .. more than thirty US billionaires pledged on Wednesday to give away at least fifty percent of their wealth to charity is part of a campaign by investor Warren Buffett and Microsoft founder Bill Gates. Among the billionaire joining the campaign are NYC Mayor Michael Bloomberg European executive Barry Diller horrible co-founder Larry Ellison , energy tycoon **T BoonePickens** and the mogul Ted Turner ... 00:43:59

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

19. Joan Hamburg Program

WOR-AM (ABC) Freq. 710, New York | DMA: 1

08/04/2010, 01:00 PM - 02:00 PM

00:52:00 I will tell you who these people are---. Mayor Bloomberg ... Barry Diller ... Oracle founder Larry Ellison ... **energy tycoon T BoonePickens** .George Lucas investor Ronald Perelman .. 00:53:59

Audience: 62,325 **Spot Cost:** \$683

20. KCAL 9 News At 2:00 PM

KCAL-TV (IND) CH 9, Los Angeles | DMA: 2

08/04/2010, 02:00 PM - 03:00 PM

[EC] 00:16:34 Dozens of the world's richest people agree to give half their money to charity now or whether they die, part of a plan launched about 6 weeks ago by Bill Gates and Warren Buffett. They are calling it the giving pledge. They say 40 families and individuals or board, they include **Pickens**, and Bloomberg, and Barry Diller, and Ted Turner and David Rockefeller, they could generate \$600 billion for charity. 00:17:11

Keywords:The Giving Pledge : **T. BoonePickens**; Mayor Michael Bloomberg; Barry Diller; Ted Turner; David Rockefeller;

Visuals:Warren Buffett; Bill Gates;

Audience: 100,046 **Spot Cost:** \$1,270

21. KNX 1070 Newsradio

KNX-AM (CBS) Freq. 1070, Los Angeles | DMA: 2

08/04/2010, 08:00 AM - 09:00 AM

00:02:00 more than 34 billionaires agreed to give at least fifty percent of their fortunes to charity ... taking up a challenge from Bill Gates and Warren Buffett ...Ted Turner and **T BoonePickens** are among those pledging 00:03:59

Audience: 65,100 **Spot Cost:** \$624

22. Newsradio 780

WBBM-AM (CBS) Freq. 780, Chicago | DMA: 3

08/04/2010, 10:00 AM - 11:00 AM

00:02:00 more than 34 billionaires agreed to give at least fifty percent of their fortunes to charity ... taking up a challenge from Bill Gates and Warren Buffett ...Ted Turner and **T BoonePickens** are among those pledging ... 00:03:59

Audience: 50,875 **Spot Cost:** \$344

23. Fox News Chicago

WFLD-TV (FOX) CH 32, Chicago | DMA: 3

08/04/2010, 09:00 PM - 10:00 PM

[EC] 00:43:02 A charity drive started by two economic titans is tough a strong start. Microsoft founder Bill Gates and investor Warren Buffett trying to get others to pledge half their wealth to charity we learned today. 40 Of the people said yes in include New York Mayor Michael Bloomberg. Also **T-BonePickens**, Ted Turner, George Lucas an Microsoft co-founder Paul Allen. 00:43:25

Keywords:Charity Pledges:

Visuals:Bill Gates with Warren Buffett; Melinda Gates; Michael Bloomberg; **T.BoonePickens**; Ted Turner

Audience: 138,035 **Spot Cost:** \$4,027

24. Gregg Jarrett

WGN-AM (IND) Freq. 720, Chicago | DMA: 3

08/05/2010, 05:00 AM - 06:00 AM

00:52:00 The billionaires club has stated they are giving up half their money for charity following a call from Warren Buffett and Bill and Melinda Gates pledged to give the majority of their richest to charity... .. the billionaires on the list include Michael Bloomberg the Mayor of New York ... and oil tycoon **T BoonePickens** and others 00:53:59

Audience: 61,833 **Spot Cost:** \$443

25. Ernie And Jay Mid-Day

KRLD-AM (CBS) Freq. 1080, Dallas/Fort Worth | DMA: 5

08/04/2010, 10:00 AM - 11:00 AM

00:02:00 34 billionaires have now agreed to give at least fifty percent of their fortunes to charity after they die taking up a challenge from Bill Gates Warren Buffett ..Caroline Preston of the Chronicle of Philanthropy says Ted Turner and **T BoonePickens** are among those pledging 00:03:59

Audience: 12,450 **Spot Cost:** \$83

26. KCBS News

KCBS-AM (CBS) Freq. 740, San Francisco | DMA: 6

08/04/2010, 10:00 AM - 11:00 AM

00:02:00 34 billionaires have now agreed to give at least fifty percent of their fortunes to charity after they die taking up a challenge from Bill Gates Warren Buffett ..Caroline Preston of the Chronicle of Philanthropy says Ted Turner and **T BoonePickens** are among those pledging
00:03:59

Audience: 42,525 **Spot Cost:** \$463

27. Morning Drive Time

KCBS-AM (CBS) Freq. 740, San Francisco | DMA: 6

08/04/2010, 08:00 AM - 09:00 AM

00:02:00 34 billionaires have now agreed to give at least fifty percent of their fortunes to charity after they die taking up a challenge from Bill Gates Warren Buffett ..Caroline Preston of the Chronicle of Philanthropy says Ted Turner and **T BoonePickens** are among those pledging
00:03:59

Audience: 80,125 **Spot Cost:** \$998

28. ABC 7 News At 6:00

KGO-TV (ABC) CH 7, San Francisco | DMA: 6

08/04/2010, 06:00 PM - 07:00 PM

[EC] 00:38:13 And there is 40 of the country's wealthiest people pledging to give half of their fortunes to charity. Many are from the bay area including Larry Ellison Of Oracle, venture capitalist John Dorr, and also on the list is John Morgrich, and and the founder of "business wire" and co-fnder of world savings bank and San Francisco investment banker Tom Sayer, New York Mayor Michael Bloomberg and oil magnate **T Boone Pickens**and Ted Turner are on the list. . 00:39:03

Keywords:Pledges; Warren Buffett; Bill Gates; Larry Ellison; Oracle; George Lucas; John Doerr; Pierre Dmidyar; Ebay; Jeff Skroll; John Morgridge; Cisco Systems; Lorry Lokey; Business Wire; Bernard Osher; World Savings; Herb Sandler; Tom Steyer; Mayor Michael Bloomberg; **T. BoonePickens**; Ted Turner;

Audience: 129,238 **Spot Cost:** \$1,923

29. KRON 4 Morning News

KRON-TV (My Network TV) CH 4, San Francisco | DMA: 6

08/04/2010, 08:00 AM - 09:00 AM

[CC] 00:46:17 Billionaire Oracle Ceo co will join director George Lucas and 38 other billionaires' for pledging to to give a majority of their wealth to charity. Today Bill and Gates will announce to their giving their money too. An initiative from Buffet and Gates asking them to publicly commitTed to giving away half of their wealth to charity was in their lifetimes. Or right after their point of death. Mayor Michael Blumberg and **oil tycoon T. BoonePickens**.00:46:53

Audience: 31,431 **Spot Cost:** \$336

30. NECN Tonight

NECN, Boston | DMA: 7

08/04/2010, 10:00 PM - 11:00 PM

[CC] 00:43:46 Some of America's wealthiest people have heeded the calls of Bill Gates and Warren Buffett. Forty of them have agreed to donate at least half their money to charity. Gates and Buffett have been campaigning to get others to give up their billions of dollars. Among those donating are filmmaker George Lucas, New York Vity Mayor Michael Bloomberg, **oil baron T- BoonePickens**, and media mogul Ted Turner. Gates and Buffet are also asking the wealthy to pledge to give wisely and learn from their peers.00:44:35

Audience: 11,548 **Spot Cost:** \$120

31. NECN Tonight

NECN, Boston | DMA: 7

08/04/2010, 09:00 PM - 10:00 PM

[EC] 00:43:50 Some of America's wealthiest people have heeded the calls of Bill Gates and Warren Buffett. Forty of them have agreed to donate at least half their money to charity. Gates and Buffett have been campaigning to get others to give up their billions of dollars. Among those donating are filmmaker George Lucas, New York city Mayor Michael Bloomberg, **oil baron T.**

BoonePickens, and media mogul Ted Turner. Gates and Buffet are also asking the wealthy to pledge to give wisely and learn from their peers 00:44:20

Keywords:TZ; Donations; George Lucas; Mayor Michael Bloomberg; **T BoonePickens;** Ted Turner;

Visuals:Bill Gates; Warren Buffett;

Audience: 14,974 **Spot Cost:** \$156

32. Business Day

NECN, Boston | DMA: 7

08/04/2010, 08:30 PM - 09:00 PM

[CC] 00:11:16 Some of America's wealthiest people have heeded the calls of Bill Gates and Warren Buffett. Forty of them have agreed to donate at least half their money to charity. Gates and Buffett have been campaigning to get others to give up their billions of dollars. Among those donating are filmmaker George Lucas, New York city Mayor Michael Bloomberg, **oil** baron T. **BoonePickens**, and media mogul Ted Turner. Gates and Buffet are also asking the wealthy to pledge to give wisely and learn from their peers.00:12:48

Audience: 6,625 **Spot Cost:** \$68

33. NECN Business

NECN, Boston | DMA: 7

08/04/2010, 06:30 PM - 07:00 PM

[EC] 00:12:18 Some of America's wealthiest people have heeded the calls of Bill Gates and Warren Buffett. Forty of them have agreed to donate at least half their money to charity. Gates and Buffett have been campaigning to get others to give up their billions of dollars. Among those donating are filmmaker George Lucas, New York city Mayor Michael Bloomberg, **oil** baron T. **BoonePickens**, and media mogul Ted Turner. Gates and Buffet are also asking the wealthy to pledge to give wisely and learn from their peers. 00:12:47

Keywords:Bill Gates and Warren Buffett : Charity;

Visuals:Pledge List, George Lucas; Mayor Michael Bloomberg.; **T BoonePickens;** Ted Turner; Bill Gates; Warren Buffett;

Audience: 9,311 **Spot Cost:** \$73

34. News

WTOP-FM (CBS) Freq. 103.5, Washington, DC | DMA: 9

08/04/2010, 12:00 PM - 01:00 PM

00:42:00 . the thirty billionaires are part of a new project kicked off by ultra big philanthropist Bill Gates and Warren Buffett ... it's called the giving pledge ---its goal is to turn the world's biggest earners into the biggest givers ... some of the thirty billionaires who joined the pledge include New York Mayor Michael Bloomberg , **energy** tycoon **T BoonePickens** and media mogul Ted Turner ... 00:43:59

Audience: 46,575 **Spot Cost:** \$471

35. 11 News At Ten

KHOU-TV (CBS) CH 11, Houston | DMA: 10

08/04/2010, 10:00 PM - 10:35 PM

[EC] 00:25:07 they are some of the richest people in the world . Bill Gates and Warren Buffet launched this campagin calling the giving pledge ..on the list-- Houston couple John and Laura Arnold and T Boone Pcikens 00:25:38

Keywords:TZ; Donations; Warren Buffett; Bill Gates; The Giving Pledge; John and Laura Arnold; **T BoonePickens;** George Lucas; Ted Turner; Mayor Michael Bloomberg, NYC;

Audience: 182,225 **Spot Cost:** \$2,046

36. Local 4 News At 5 PM

WDIV-TV (NBC) CH 4, Detroit | DMA: 11

08/04/2010, 05:00 PM - 06:00 PM

[EC] 00:26:32 And some of the richest men in the world have agreed to follow the leaders in charitable giving. Devin: they're two of the wealthiest in the world, Warren Buffett and Bill Gates invited billionaires to give away half or more of their fortunes to charity. Michael Bloomberg has come on board and **T. Boone Pickens** Ted Turner and George Lucas. And one plans to give 90% of his money to charity. 00:27:11

Keywords:Giving: Warren Buffet; Microsoft; Bill Gates; New York; Oracle Corporation; Larry Ellison;

Visuals:Bill Gates; Warren Buffett; Michael Bloomberg; **T. Boone Pickens**; Ted Turner; George Lucas;

Audience: 161,527 **Spot Cost:** \$1,068

37. Serious Money

KFNN-AM (CNN) Freq. 1510, Phoenix | DMA: 12

08/04/2010, 09:00 AM - 10:00 AM

00:00:00 More than thirty Americans billionaires are promising to get at least half their money to charities ... media mogul Ted Turner and **energy** tycoon **T Boone Pickens** are among the latest to join the campaign started by Warren Buffet and Bill Gates .. 00:01:59

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

38. CBS 5 News At Noon

KPHO-TV (CBS) CH 5, Phoenix | DMA: 12

08/04/2010, 12:00 PM - 12:30 PM

[EC] 00:16:10 34 American billionaires have pledged to give away at least half their wealth to charity. It's part of a campaign by Warren Buffett and Bill Gates. Among those joining, Michael Bloomberg, Larry Ellison, **T.Boone Pickens**, Ted Turner, David Rockefeller and Investor Ronald Perlman. That's an awesome story. 00:16:38

Keywords:Billionaire Giveway; Billionaire Giveway Campaign; Microsoft Founder Bill Gates; Warren Buffett; Mayor Michael Bloomberg; Barry Diller; Larry Ellison; **T. BoonePickens**; Ted Turner; David Rockefeller; Ronald Perelman;

Visuals:Giveway information;

Audience: 42,507 **Spot Cost:** \$488

39. Dave Ross

KIRO-FM Freq. 97.3, Seattle/Tacoma | DMA: 13

08/04/2010, 10:00 AM - 11:00 AM

00:02:00 .. Bill Gates and Warren Buffett asked fellow billionaires to join them pledge fifty percent or more of their wealth to charity after they died ... Caroline Preston of The Chronicle of philanthropy says Ted Turner and **T BoonePickens** and more than thirty others signed on
00:03:59

Audience: 11,600 **Spot Cost:** \$83

40. Seattle's Morning News

KIRO-FM Freq. 97.3, Seattle/Tacoma | DMA: 13

08/04/2010, 08:00 AM - 09:00 AM

00:02:00 34 billionaires have now agreed to give at least fifty percent of their fortunes to charity after they die taking up a challenge from Bill Gates Warren Buffett ..Caroline Preston of the Chronicle of Philanthropy says Ted Turner and **T BoonePickens** are among those pledging
00:03:59

Audience: 13,600 **Spot Cost:** \$99

41. Good Day Tampa Bay

WTVT-TV (FOX) CH 13, Tampa/St. Petersburg | DMA: 14

08/05/2010, 04:30 AM - 05:00 AM

[CC] 00:13:34 Here's an idea, looks like some of America's richest people and families, are willing to share the bounty. They're joining billionaires Bill Gates and Warren Buffett in an extremely generous act. They're pledging to give at least *half of their wealth to charity! The campaign was launched six-weeks ago, and it aims to get other billionaires to donate most of their fortunes. New York City Mayor Michael Bloomberg, investor **T.BoonePickens** and CNN Founder, Ted Turner, are just a few of the people who agreed to take part. Gates and Buffett think: they could get about 600-billion dollars in donations, before they're done!00:14:38

Audience: 16,038 **Spot Cost:** \$47

42. Fox 9 Morning News At 5 AM

KMSP-TV (FOX) CH 9, Minneapolis/St. Paul | DMA: 15

08/05/2010, 05:00 AM - 06:00 AM

[CC] 00:46:02 Here are the this hour --Headlines Bill Gates and are bringing Warren Buffet of the together some people in a wealthiest generous act. They're all give at least pledging to weal to half their some of the big charity. Names include Mayor Michael Blomberg, **Boone Pickens** CNN founder Ted Turner....00:47:12

Audience: 23,615 **Spot Cost:** \$79

43. WCCO Radio Noon News Hour

WCCO-AM (CBS) Freq. 830, Minneapolis/St. Paul | DMA: 15

08/04/2010, 12:00 PM - 01:00 PM

00:02:00 34 billionaires have now agreed to give at least fifty percent of their fortunes to charity after they die taking up a challenge from Bill Gates Warren Buffett ..Caroline Preston of the Chronicle of Philanthropy says Ted Turner and **T BoonePickens** are among those pledging ..
00:03:59

Audience: 18,400 **Spot Cost:** \$131

44. Colleen And The Boys

WFMP-FM Freq. 107.1, Minneapolis/St. Paul | DMA: 15

08/04/2010, 10:00 AM - 11:00 AM

00:00:00 ... thirty four American billionaires have agreed to share their wealth in response to a challenge from Microsoft's Bill Gates and investor Warren Buffett ...include Ted Turner **T BoonePickens** and New York City Mayor Mike Bloomberg 00:01:59

Audience: 8,525 Spot Cost: \$57

45. 9 News

KUSA-TV (NBC) CH 9, Denver | DMA: 16

08/04/2010, 12:00 PM - 12:30 PM

[EC] 00:21:46 Billionaires Bill Gates and Warren Buffet bothdecidedd years ago to eventually give away most of their combined wealth of nearly 100 million now they've convinced 38 other dollars to charity. Wealthy people to do the same thing. All 40 have signed a pledge to give away half their money either while they are living orr among those signing the pledge, shortly after their deaths. New york city Mayor Michael Bloomberg, **oil tycoon T.BoonePickens**, media mogul Ted Turner, hotel mogul Barron Hilton, and film director George Lucas. 00:22:21

Keywords:Charity Pledge; Warren Buffett; Bill Gates, Billionaire; Mayor Michael Bloomberg, R NYC; Ted Turner; **T BoonePickens**; Baron Hilton; George Lucas;

Audience: 56,192 Spot Cost: \$564

46. WESH 2 News @ 4 PM

WESH-TV (NBC) CH 2, Orlando | DMA: 19

08/04/2010, 04:00 PM - 05:00 PM

[CC] 00:17:23 They are among the richest men in the world and now pledging to spread the wealth. Today 34 U.S. billionaires pledged to give away 50 percent of their wealth to charity. Its part of the giving pledge campaign launched in June by investor Warren Buffet and Microsoft founder Bill Gates. Includes Mayor Bloomberg, Ted Turner and **Boone Pickens**.00:17:42

Audience: 65,494 Spot Cost: \$479

47. News 4 At 5

KMOV-TV (CBS) CH 4, St. Louis | DMA: 21

08/04/2010, 05:00 PM - 05:30 PM

[EC] 00:15:25 All right. Billionaires are willing to give away 50% of their money and maybe more. The charity campaign started by microsoft founder bill gates and investor warren buffett. Some of the others, Michael Bloomberg, and Ted Turner Barry Diller and T Boone Pickens ,David Rockefeller and Larry Ellison. Gates and Buffett launching the giving pledge with the goal of convincing hundreds of billionaires to give most of their fortunates to charity. 00:16:14

Keywords:TZ; Billionaires: Warren Buffett; Oracle;

Visuals:Bill Gates, Microsoft founder; Info on Billionaires Pledge, Mayor Michael Bloomberg Mayor of New York City, Barry Diller, Ted Turner, **T. Boone Pickens**, David Rockefeller, Larry Ellison;

Audience: 88,099 **Spot Cost:** \$506

48. Fox News Rising 5:30

WCCB-TV (FOX) CH 18, Charlotte | DMA: 24

08/05/2010, 05:30 AM - 06:00 AM

[CC] 00:06:03 . In a showing of extreme generosity, 40 of the world's richest families have agreed to give it away. What? This is a store we know you'll have a lot to say about. Join in on the conversation on facebook, twitter or E-Ml. They are pledging to leave at least half or even all of it to charity. This is insane. Bill gates and warren buffett started this campaign some six weeks ago. New york city Mayor Michael Bloomberg, investor **T. Boone Pickens** and Ted Turner just a handful of the names taking part. Gates and Buffett believe the campaign could give a grand total of \$600 billion in charitable giving. This is unbelievable. Now, there is no contracts that are saying you have to give all this money, but just even thinking that the people that have somewhat made our world and have made all of this money off of all of us consumers is going to be giving back to the places that truly need it, I mean, that's incredible. The way I like to look at it, you can't take it with yo when you die, you're dead. So you can't take it with you, go ahead and give it away. Plus, you know, I really think the idea of giving whatever you can give...00:08:25

Audience: 7,693 **Spot Cost:** \$25

49. Fox 59 Morning News

WXIN-TV (FOX) CH 59, Indianapolis | DMA: 25

08/05/2010, 06:00 AM - 07:00 AM

[CC] 00:54:27 Billionaires bil Gates and Warren Buffet in an extremely generous act. They're pledging to give at least half of their wealth to charity. New york City Mayor Michael blomberg, investor **T.BoonePickens** and C-N-N Founder Ted Turner are j a few of the names taking part. Gates and Buffett believe the campaign could give \$600 billion in charitable giving.00:55:30

Audience: 33,058 **Spot Cost:** \$145

50. Local 8 At Five

KFMB-TV (CBS) CH 8, San Diego | DMA: 28

08/04/2010, 05:00 PM - 06:00 PM

[EC] 00:30:20 40 billionaires in the country are promising to gi at least half their fortunes to charity during their life times or after ath. The offerings came after the request of Bill Gates and Warren Buffett. Their list includes George Lucas of Star Wars fame. New york city Mayor Michael Bloomberg, oracle co-founder and **T.Boone Pickens...** 00:30:47

Keywords:TZ; Money Giveaway: George Lucas; Star Wars; Oracle Co-Founder Larry Ellison

Visuals:image of Microsoft Co-Founder Bill Gates; image of investor Warren Buffett; The Giving Pledge; image of New York City Mayor Michael Bloomberg; image of **T. BoonePickens**

Audience: 72,903 **Spot Cost:** \$896

51. 10 News Nightcast

KGTV-TV (ABC) CH 10, San Diego | DMA: 28

08/04/2010, 11:00 PM - 11:35 PM

[CC] 00:14:31 Tonight we've learned some San Diego philanthropists are among a group of the richest, most powerful people in America giving away much of their fortunes to help change countless lives for the better. They were spurred on by two of the best-known billionaires. \$249 billion-The equivalent of almost \$1,000 for every American is how much these 40 Americans are worth collectively, and they're pledging to give a least half of their wealth-Away. "We probably called somewhere between 70 and 80 people on the forbes list and it was a very soft sell." Warren Buffett, togetr with Bill Gates personally called their fellow billionaires, even hosted private dinners, in hopes of convincing them to donate to any charity of their choosing. Rember, rich guys usually aren't the guys that look really good in dire economic times so it's really good pr to align yourself with Buffet and Gates right now. Among the donors-San diegans irwin and joan jacobs, he's the ceo of qualcomm and forbes magazine estimates their net worth at one point nine billion dollars. **T-BoonePickens** is also on the list of donors, he's a Texas **oil** man turned financier. He and his wife have a home in Del Mar and she owns the Del Mar Country club, their net worth is around three billion dollars. But not all billionaires are as eager to take the pledge. "Some billionaires are saying, you know what, I don't really need to be called out publically because I've creaTed 10's of thousands of jobs." so who will hold all these billionaires to their word? Will we see a pledge watch? "Oh yeah, you'll definitely see a pledge watch." we've posTed the complete list of billionaires making the pledge on 10news dot com,00:16:11

Audience: 44,319 **Spot Cost:** \$659

52. Fox 61 News At 11

WTIC-TV (FOX) CH 61, Hartford/New Haven | DMA: 30

08/04/2010, 11:00 PM - 11:35 PM

[CC] 00:29:45 40 Of the country's richest people and families are joining billionaire Bill Gates and Warren Buffet in an extremely generous act. They are pledging to give at least half their welt away to charity. The campaign launched six weeks ago aims to get other billionaires to donate most of their fortunes. Buffet says he, Bill and Melinda Gates and others made about 70 to 80 calls to some of the weltiest in the nation. It new rk city Mayor, Michael Bloomberg, **T Boone Pickens** and Ted Turner are some of the names taking part. The campaign could give a grand total of 600 billion in charitable giving.00:30:19

Audience: 37,045 **Spot Cost:** \$584

53. KCTV5 News At 5

KCTV-TV (CBS) CH 5, Kansas City | DMA: 32

08/04/2010, 05:00 PM - 05:30 PM

[CC] 00:21:17 Forty wealthy milies and individuals have now pledged to join Microsoft co-founder Bill Gates and investor Warren Buffett --In a pledge to gi at least half their wealth to charity. Among them: Mayor Michael Bloomberg, **energy** tycoon **T BoonePickens** and media mogul Ted Turner. So far --Buffett has given away over 20-billion dollars.00:22:17

Audience: 62,348 **Spot Cost:** \$412

54. Local 12 News At 5:30

WKRC-TV (CBS) CH 12, Cincinnati | DMA: 33

08/04/2010, 05:30 PM - 06:00 PM

[CC] 00:02:38 Thirty-four US billionaires pledged today to give away at least 50 percent of their wealth to charity. It's part of a campaign by investor warren buffett and Microsoft founder Bill Gates. Among the billionaires joining the campaign are New York Mayor Michael Bloomberg, **energy** tycoon **T.BoonePickens** and media mogul Ted Turner. "The giving pledge" asks US billionaires to give away most of their fortune during their lifetime or after their death and to publicly state their intention with a letter of explanation.00:05:17

Audience: 83,251 **Spot Cost:** \$470

55. 10TV Eyewitness News At 5 PM

WBNS-TV (CBS) CH 10, Columbus, OH | DMA: 34

08/04/2010, 05:00 PM - 06:00 PM

[CC] 00:57:05 Call it, "paying forward." about 34 billionaires are joining investor Warren Buffet and Microsoft founder Bill Gates in a pledge to give away at least 50 percent of fortune to charity. Buffet and Gates launched what they call the giving pledge in June. It's to convince successful business people to give away half their wealth during their lifetime or after. Among some of the billionaires joining the campaign, New York Mayor Michael Bloomberg, media mogul Ted Turner and **energy** tycoon **T-BoonePickens**.00:58:27

Audience: 106,792 **Spot Cost:** \$816

56. Newscenter 6 AM

WSYX-TV (ABC) CH 6, Columbus, OH | DMA: 34

08/05/2010, 06:00 AM - 07:00 AM

[CC] 00:17:37 More powerful people in America --And now they're pledging to give away half of wealth. 40 billionaires have their wealth. Agreed to join fellow billionaires Bill Gates and Warren Buffet, all promising their earnings to charity. To donate at least half of Gates and Buffett actually called more than 70 billionaires personally, asking them to take the pledge. Joining the list are, New York city Mayor Michael Bloomberg, investor **T.BoonePickens**, and C-N-N Founder Ted Turner.00:18:00

Audience: 22,626 **Spot Cost:** \$112

57. Newscenter 5 AM

WSYX-TV (ABC) CH 6, Columbus, OH | DMA: 34

08/05/2010, 05:00 AM - 06:00 AM

[CC] 00:16:30 They are some of the richest, more powerful people in America --And now they're pledging to give away half of their wealth. Wealth. 40 billionaires have agreed to join fellow billionaires Bill Gates and Warren Buffet, all promising to donate at least half of their earnings to charity. Gates and Buffett actually called more than 70 billionaires personally, asking them to take the pledge. Joining the list are, New York city Mayor Michael Bloomberg, investor **T.BoonePickens**,00:16:53

Audience: 11,046 **Spot Cost:** \$29

58. Fox 6 Wake Up News

WITI-TV (FOX) CH 6, Milwaukee | DMA: 35

08/05/2010, 06:00 AM - 07:00 AM

[CC] 00:26:00 One way to raise *billions of dollars for charities --Ask the people who have that kind of money. Wealthy families are joining billionaires Bill Gates and Warren Buffett in pledging to give at least half of their wealth to charity. New York city Mayor Michael Bloomberg, investor **T.BoonePickens**, and C-N Founder Ted Turner are also donating. Gates and Buffett believe the campaign could give a grand total of six-hundred billion in charitable giving.00:26:38

Audience: 34,499 **Spot Cost:** \$143

59. Morning News At 6

WHNS-TV (FOX) CH 21, Greenville-Spartanburg SC/Asheville NC | DMA: 36

08/05/2010, 06:00 AM - 07:00 AM

[CC] 00:53:19 A group of people who get taxed a whole lot are giving more of their money away! 40 Wealty individuals and their families are joing Bill Gates and investor Warren Buffett in pledging to give at least half of their wealth to charity. New york city Mayor Michael Bloomberg, investor **T.BoonePickens**, and C-N-N Founder Ted Turner are just a few of the names taking part. Gates and Buffett believe the campaign could result in 600-billion-dollars in charitable donations.00:55:10

Audience: 14,746 **Spot Cost:** \$46

60. Morning News At 5

WHNS-TV (FOX) CH 21, Greenville-Spartanburg SC/Asheville NC | DMA: 36

08/05/2010, 05:00 AM - 06:00 AM

[CC] 00:54:45 A group of people who get taxed a whole lot are giving more of their money away! Away. 40 wealthy individuals and their families are joing Bill Gates and investor Warren Buffett in pledging to give at let half of their wealth to charity. New yo city Mayor Michael Bloomberg, investor **T.BoonePickens**, and C-N Founder Ted Turner are just a few of the names taking part. Gates anBuffett believe the campaign could result in 600-billion-dollars in charitable donations.00:55:10

Audience: 8,781 **Spot Cost:** \$21

61. Ten O'Clock News

WFLX-TV (FOX) CH 29, West Palm Beach/Fort Pierce | DMA: 38

08/04/2010, 10:00 PM - 11:00 PM

[CC] 00:38:38 Billionaires pledged to give half their wealth to charity. This is called the giving pledge it encourages America's wealthiest people to give away most of their fortune to the charity of their choice. New york Mayor Michael Bloomberg and **energy tycoon Pickens** and filmmaker George Lucas have pledged.00:38:59

Audience: 62,287 **Spot Cost:** \$937

62. News 12 At 11:00

WPEC-TV (CBS) CH 12, West Palm Beach/Fort Pierce | DMA: 38

08/04/2010, 11:00 PM - 11:35 PM

[CC] 00:10:32 40 U.S. billionaires now pledged to give away at least half their wealth to charity. Warren Buffett and Bill Gates sparked the campaign called the giving pledge. It encourages America's wealthiest people to give away most of their fortune to the charity of their choice. Among the billionaires joining the effort, New York Mayor Michael Bloomberg and **energy** tycoon **T.BoonePickens** and filmmaker George Lucas....00:11:01

Audience: 61,071 Spot Cost: \$548

63. News 12 At 7:00

WPEC-TV (CBS) CH 12, West Palm Beach/Fort Pierce | DMA: 38

08/04/2010, 07:00 PM - 07:30 PM

[CC] 00:06:56 Thirty-four US billionaires are giving away at least wealth, and it's all half of their going to charity. (Vo) investor Warren Buffett and Microsoft founder Bill Gates sparked the campaign. Among the in the effort, new billionaires joining york Mayor Michael Bloomberg and **energy** tycoon **T-BoonePickens**. Gates and Buffett launched "the giving pledge" in June to convince hundreds of US billionaires to give away most of their fortune during their lifetime or after their death and to publicly state their intention with a letter of explanation.00:08:12

Audience: 29,707 Spot Cost: \$229

64. News 12 At 6:00

WPEC-TV (CBS) CH 12, West Palm Beach/Fort Pierce | DMA: 38

08/04/2010, 06:00 PM - 06:30 PM

[CC] 00:13:35giving away at least half of their wealth, and it's all going to charity. investor Warren Buffett and Microsoft founder Bill Gates sparked the campaign. Among the billionaires joining in the effort, New York Mayor Michael Bloomberg and **energy** tycoon **T-BoonePickens**. Gates and Buffett launched "the giving pledge" in June to convince hundreds of US billionaires to give away most of their fortune during their lifetime or after their death and to publicly state

their intention with a letter of explanation. Making that list are three couples with ties to palm beach county. You see them right there on your screen --Gerry and Marguerite Lenfest, Elaine And Ken Langone, And Bernie and Billi marcus all own property in our area.00:15:03

Audience: 49,275 **Spot Cost:** \$271

65. WHP CBS 21 News At 5:30 PM

WHP-TV (CBS) CH 21, Harrisburg/Lancaster/Lebanon/York | DMA: 39

08/04/2010, 05:30 PM - 06:00 PM

[CC] 00:10:01 34 American billionaires are pledging to give away at least 50-percent of their fortunes to charity. The campaign is part of "the giving pledge" --A movemen creaTed by Warren Buffet and Bill Gates. New york Mayor Michael Bloomberg, **energy** tycoon **T.BoonePickens** and media mogul Ted Turner are some of the billionaires joining the campaign.00:11:26

Audience: 12,338 **Spot Cost:** \$101

66. ABC 33/40 News At 5:00

WJSU-TV (ABC) CH 40, Birmingham/Anniston | DMA: 40

08/04/2010, 05:00 PM - 05:30 PM

[CC] 00:17:13 Forty wealthy families and individuals have pledged to give at least half of their wealth to charity. It's called "the giving pledge." six weeks ago --Microsoft co-founder Bill Gates and billionaire investor Warren beffett asked fellow billionaires to take part in the philanthropic effort. Some of those who've signed the pledge are **T. Boone Pickens**, New York Mayor Michael Bloomberg and Ted Turner. Gates and Buffett came up with the "giving pledge" after philanthropy experienced its deepest decline ever recorded for the last two years.00:18:01

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

67. Fox 17 Morning News

WXMI-TV (FOX) CH 17, Grand Rapids/Kalamazoo/Battle Creek | DMA: 41

08/05/2010, 05:00 AM - 06:00 AM

[CC] 00:16:36 Microsoft co-Founder bil Gates has brought together 40 wealthy individuals and families for an extremely generous act. They're pledging to give at least half of their money to charity. Gates and Warren Buffet launched the campaign 6-weeks ago by cold calling rich people. New York City Mayor Michael Bloomberg, investor **T.BoonePickens**, and C-N-N Founder Ted Turner are just a few of the names taking part. Gates and Buffet believe the campaign could net a total of 600-billion dollars for charity.00:18:11

Audience: 2,611 **Spot Cost:** \$20

68. Eyewitness News At 6 PM

KLAS-TV (CBS) CH 8, Las Vegas | DMA: 42

08/04/2010, 06:00 PM - 06:30 PM

[CC] 00:10:13 Senator Harry Reid is preparing for a green energy conference. I got the chance to talk with him about it today. And the senator says it will be focused primarily on jobs: we have a good range of people coming, we'll have some workshops, we'll have Thomas Nahue head of the chamber of commerce, that's a big deal. We have **TBoonePickens** who has decided he will spend the rest of his life doing things about renewable energy. This will be the third clean energy conference....00:11:40

Audience: 39,715 **Spot Cost:** \$502

69. Eyewitness News At Noon

KLAS-TV (CBS) CH 8, Las Vegas | DMA: 42

08/04/2010, 12:00 PM - 12:30 PM

[CC] 00:11:44 It's part of a campaign by investor Warren Buffett and Microsoft founder Bill Gates called "the giving pledge." it simply asks billionaires to give away their fortune and publicly state their intentions for their money. Among those joining the campaign are New York Mayor Michael Bloomberg, **energy** tycoon **T-Boone Pickens** and media mogul Ted Turner. Buffet himself has pledged to give away 99 percent of his money. He's worth 47 billion dollars00:12:27

Audience: 33,022 **Spot Cost:** \$422

70. News 13 On Fox 2

KASA-TV (FOX) CH 2, Albuquerque/Santa Fe | DMA: 44

08/04/2010, 09:00 PM - 10:00 PM

[CC] 00:10:08 . Forty very wealthy individuals are joining billionaires, Microsoft co-Founder Bill Gates and investor Warren Buffett in an extremely generous act. They're pledging to give at least half of their wealth to charity. Gates and Buffet launched the campaign six weeks ago. Aims to get other billionaires to donate most of their fortunes. New York City Mayor, Michael Bloomberg, investor **T. Boone Pickens**, and CNN Founder Ted Turner are just a few of the people taking part.00:11:29

Audience: 44,358 **Spot Cost:** \$709

71. KRQE News 13 At 4:00

KRQE-TV (CBS) CH 13, Albuquerque/Santa Fe | DMA: 44

08/04/2010, 04:00 PM - 04:30 PM

[CC] 00:09:48 Thirty-four billionaires are joining investor Warren Buffet and Microsoft founder Bill Gates in a pledge to give away at least 50 percent of their wealth to charity, either in life or after. Buffet and Gates launched "the giving pledge" in June. Among those signing on New York Mayor Michael Bloomberg, **energy** tycoon **T. Boone Pickens**, media mogul Ted Turner, and David Rockefeller.00:11:11

Audience: 39,732 **Spot Cost:** \$299

72. News 9 This Morning

KWTW-TV (CBS) CH 9, Oklahoma City | DMA: 45

08/05/2010, 05:30 AM - 06:00 AM

[CC] 00:19:05 They've got more money than they can spend, so many wealthy people around the country, including Oklahomans, are joining Bill Gates and Warren Buffett in giving half their wealth to charity. New York City Mayor Michael Bloomberg opened his wallet to donate to the Alvin Ailey American Dance Theater. It promotes black culture through modern American dance. "You can't spend it if you have over a certain amount. Care about your family, I've always thought that the best thing to do is to make the world better." Two of Oklahoma's wealthiest men have also promised to share the wealth. Billionaire **T. Boone Pickens** says he's given away 800 million. And B-O-K Chairman George Kaiser is also making big donations....00:20:44

Audience: 26,504 **Spot Cost:** \$70

73. News 9 At 10 PM

KWTV-TV (CBS) CH 9, Oklahoma City | DMA: 45

08/04/2010, 10:00 PM - 10:35 PM

[CC] 00:09:14 Two of Oklahoma's richest men, promise to share the wealth. billionaires George Kaiser And **T-BoonePickens** are pledging to give away at least half their fortunes. **Oil** tycoon **T-BoonePickens** is worth just over one-billion dollars. He says he's already given away 800 million the self-made man says he'll keep giving his fortune away because he's quote "not a big fan of inherited wealth." forbes magazine says kaiser is worth 10-billion dollars. He's the chairman of B-O-K Financial. He says his commitment to philanthropy is due mostly to guilt. This all started with bill gates and warren buffett. The two are using their financial muscle to strong arm other billionaires including filmmaker George Lucas and media mogul ted turner to take the same pledge.00:11:26

Audience: 123,409 **Spot Cost:** \$687

74. News 9 At 5:00 PM

KWTV-TV (CBS) CH 9, Oklahoma City | DMA: 45

08/04/2010, 05:00 PM - 05:30 PM

[CC] 00:16:01 And talk about the giving spirit today 34 US billionaires are pledging to give away 50 percent of their wealth to charity, and among the billionaires is one from right here in Oklahoma. **Energy** tycoon **T.BoonePickens** is joining the campaign started by money mogul Warren Buffett and Microsoft founder Bill Gates. Its called the "giving pledge." do they suffer from a guilty conscience? (Cs) Warren says in his pledge thaguilt is not part of his thinking at all instead it's gratitude (09) a few other famous names are joing including Ted Turner Michael Bloomberg and david rockefeller.00:17:19

Audience: 41,634 **Spot Cost:** \$252

75. News 9 At 4:00 PM

KWTV-TV (CBS) CH 9, Oklahoma City | DMA: 45

08/04/2010, 04:00 PM - 05:00 PM

[CC] 00:03:40 In other news across the nation, 40 billionaires are joining investor Warren Buffet and Microsoft founder Bill Gates in a pledge to give away at least 50-percent of their wealth to charity, including Tulsa native George Kaiser and OSU alum **T.BoonePickens**. The duo launched a campaign six weeks ago to convince successful business people to give away, half of their fortunes during their lifetime or after. Buffett's personal pledge however, is a little different. He decided in 2006 to give 99-percent of his roughly \$46-billion fortune to charity.00:05:07

[CC] 00:29:56 40 billionaires are joining investor Warren Buffet and Microsoft founder Bill Gates in a pledge to give away at least 50-percent of their wealth to charity, including Tulsa native George Kaiser and OSU alum **T.BoonePickens**. The duo launched a campaign six weeks ago to convince successful business owners to give away, half of their fortunes during their lifetime or after. Buffett's personal pledge however, is a little different. He decided in 2006 to give 99-percent of his roughly \$46-billion fortune to charity.00:32:37

Audience: 29,151 **Spot Cost:** \$176

76. K-EYE News At Ten

KEYE-TV (CBS) CH 42, Austin | DMA: 48

08/04/2010, 10:00 PM - 10:35 PM

[CC] 00:20:23 Some of the richest people in America are giving their money away. Warren Buffett says he and Bill Gates have pledged from 40 of America's wealthiest individuals and families to hand over at least half their fortunes to charities of their choice either during their lifetime or after their death. The list of the 40 billionaires in a giving mood includes New York City Mayor Michael Bloomberg, media mogul Ted Turner, filmmaker George Lucas and **energy** magnate **T.BoonePickens**. You can find a complete list of the billionaires who've made the pledge at www.were.austin-dot-com. Just click on the big blue eye.00:21:20

Audience: 42,883 **Spot Cost:** \$392

77. Fox News At 10

WDRB-TV (FOX) CH 41, Louisville | DMA: 49

08/04/2010, 10:00 PM - 11:00 PM

[CC] 00:39:52 40 billionaires and their families are putting their money where their mouth is. They're pledging to give at least half of their wealth to charity. It's part of a campaign launched

six weeks ago aiming to get billionaires to donate most of their fortunes. billionaires like Microsoft co-founder Bill Gates, and investor Warren Buffett are heading up the effort. New York city Mayor Michael Bloomberg, investor **T.BoonePickens**, and C-N-N Founder Ted Turner are also taking part. Gates and Buffett hope to give a total of 600 billion dollars to charity.00:40:29

Audience: 57,215 **Spot Cost:** \$651

78. Fox 8 News At 9

WVUE-TV (FOX) CH 8, New Orleans | DMA: 51

08/04/2010, 09:00 PM - 10:00 PM

[CC] 00:57:27 Forty wealthy individuals and families are joining billionaires Bill Gates and Warren Buffett in pledging to give at least half of their wealth to charity. New York city Mayor Michael Bloomberg, investor **T.Boone Pickens**, and C-N Founder Ted Turner are just a few of the names taking part. Gates and Buffett believe the "giving pledge" campaign could give a grand total of six-hundred billion in charitable giving.00:58:57

[EC] 00:57:34 We also have a link on our website fox 8 live dot com. 00:57:58

Keywords:Bill Gates; Warren Buffett; NYC Mayor Michael Bloomberg; **T BoonePickens**; CNN founder Ted Turner; charity; Giving Pledge;

Visuals:Microsoft;

Audience: 66,259 **Spot Cost:** \$923

79. CBS6 News

WRGB-TV (CBS) CH 6, Albany/Schenectady/Troy | DMA: 57

08/05/2010, 06:00 AM - 07:00 AM

[CC] 00:45:15 With most Americans penny-pinching these days, some of this country's wealthiest individuals have announced --They're pledging 50-percent of their fortunes --To charity, 40 couples and individuals have signed "the giving pledge." started by Microsoft co-founder, Bill Gates --And billionaire investor, Warren Buffett --The hope is through this pledge, "600-billion dollars" will be donated, and then used to help the less fortunate around the world.

These individuals can either donate the money during the lifetime or at the time of their death, names you might know on this "list" --New York Mayor, Michael Bloomberg, heir to the Rockefeller fortune --David Rockefeller. And **oil tycoon --T. Boone Pickens**,00:45:51

Audience: 31,392 **Spot Cost:** \$200

80. CBS6 News

WRGB-TV (CBS) CH 6, Albany/Schenectady/Troy | DMA: 57

08/04/2010, 05:30 PM - 06:00 PM

[CC] 00:17:07 Thirty two billionaires in this country have agreed to give away at least 50 percent of their wealth to charity, it's all part of a campaign by investor Warren Buffet and Microsoft founder Bill Gates. Among the billionaires joining the campaign are New York Mayor Michael Bloomberg, media mogul Ted Turner and **energy tycoon T. Boone Pickens**. Gates and Buffet launched "the giving pledge" in June to convince successful business people to give away most of their fortune during their lifetime or after death.00:18:18

Audience: 43,928 **Spot Cost:** \$304

81. News 6 At 5:30

WTVR-TV (CBS) CH 6, Richmond/Petersburg | DMA: 58

08/04/2010, 05:30 PM - 06:00 PM

[CC] 00:06:28 . Some of the world's richest people are giving away their fortunes. Warren Buffet and thirty-three other Warren Buffet and thirty-three other billionaires pledged to give away at least fifty percent of their wealth to charity. It's part of a campaign called the "giving pledge." It was launched in June by Buffet and Microsoft founder Bill Gates. They're trying to convince hundreds of U.S. billionaires to give away most of their fortune either during their lifetime or after their death. Other billionaires making **the pledge include** New York Mayor Michael Bloomberg, **energy tycoon T. Boone Pickens** and David Rockefeller...and just to prove there are some people in this world with too much money. Here's a website that helps you "rt-A-Fr00:08:58

Audience: 31,667 **Spot Cost:** \$205

82. Fox 10 Action News At 5 PM

WALA-TV (FOX) CH 10, Mobile/Pensacola | DMA: 60

08/04/2010, 05:00 PM - 05:30 PM

[CC] 00:24:56 . Six hundred billion dollars across the nation could be headed to charities
billionaire investor Warren Buffet and Microsoft co-Founder Bill Gates have been making calls
to some of the wealthiest people in the nation at least forty people are joining Buffet and Gates in
giving at least half of their wealth to charity. New York City Mayor Michael Bloomberg, investor
T. Boone Pickens, and CNN Founder Ted Turner are just a few of the names taking part.00:26:28

Audience: 51,181 Spot Cost: \$358

83. Channel 2 News Today

KJRH-TV (NBC) CH 2, Tulsa | DMA: 61

08/05/2010, 05:00 AM - 06:00 AM

[CC] 00:04:07 Some of the nation's wealthiest people pledge to give half of their billions to
charity. The list includes George Kaiser, Warren Buffett and Bill Gates. 40 Wealthy families and
individuals have signed on for the giving pledge. Gates and Buffett estimate the pledges could
generate 600 billion dollars for charities. That's double from what they raised last year. No one in
the group will be told how or when to give their money. Oklahoma native **T.BoonePickens** also
signed the pledge.00:05:43

Audience: 13,380 Spot Cost: \$27

84. 2 News 5:00

KJRH-TV (NBC) CH 2, Tulsa | DMA: 61

08/04/2010, 05:00 PM - 05:30 PM

[CC] 00:03:29 New tonight some of the nation's wealthiest people pledge to give half of their
billions to charity. The list includes George Kaiser, Warren Buffett and Bill Gates. 40 Wealthy
families and individuals have signed on for the giving pledge. Gates and Buffett estimate the
pledges could generate 600 billion dollars for charities. That's double from what they raised last
year. No one in the group will be told how or when to give their money. Former Oklahoman,
T.BoonePickens, also signed the pledge.00:06:07

Audience: 42,577 Spot Cost: \$230

85. Fox 23 News

KOKI-TV (FOX) CH 23, Tulsa | DMA: 61

08/04/2010, 09:00 PM - 10:00 PM

[CC] 00:12:03 ... billionaires, are giving away, a huge piece of their fortune! Forty of the world's richest people --Are promising to date half of their money, to charity. Among the generous moguls, Oklahoma **oil** tycoon **T-BoonePickens**, and Tulsa philanthropist, George Kaiser. They've taken "the giving pledge" --Which calls for donating "half" of their wealth to charitable causes, after death. The giving pledge, is the brainchild of Bill Gates, and Warren Buffet.00:14:00

Audience: 40,815 Spot Cost: \$392

86. Fox 23 News

KOKI-TV (FOX) CH 23, Tulsa | DMA: 61

08/04/2010, 05:00 PM - 05:30 PM

[CC] 00:17:24 Forty of America's wealthiest people, are coming together, and making a promise to give away *half* their fortunes! It's called *the giving pledge*, the creation of Bill Gates and Warren bffet, each person who takes the pledge will give away half of their wealth to philanthropic causes, either in their lifetime or after their death. Two notable Oklahomans are taking that pledge, **T.BoonePickens**, and Tulsan, George Kaiser, Both men already known for supporting numerous charitable causes. As part of the pledge, the members can support *any* causes they choose, and once a year will come together to share ideas and causes with each other, and the public. Creators say they are inspired by the millions of Americans who donate time and money every day, and they hope to encourage *everyone* to do the same. For more information on *the giving pledge*, go to fox23. Com and click on the fox box.00:18:27

Audience: 28,864 Spot Cost: \$156

87. The News On 6 Morning Update

KOTV-TV (CBS) CH 6, Tulsa | DMA: 61

08/05/2010, 05:00 AM - 06:00 AM

[CC] 00:57:09 Coming up in our next hour, two of Oklahoma's richest men, --billionaires George kaiser and **T-BoonePickens** pledge to give away at least half their fortunes --to charity!00:57:17

[CC] 00:59:34 This story and more, are still ahead on "six in the the news on six, it's "six in the morning." O-Dot crews work through the night to repair a second hole on the broken arrow expressway, an update on their progress ahead of your morning drive. And billionaire **T-BoonePickens** is giving away half of his fortune! The reason behind his generous donation. Gd morning. Welcome to "six in the mor Thursday, August 5th, I'm Thursday, August 5th,01:00:00

Audience: 18,499 **Spot Cost:** \$37

88. The News On 6 At 10:00 Update

KOTV-TV (CBS) CH 6, Tulsa | DMA: 61

08/04/2010, 10:00 PM - 10:35 PM

[CC] 00:08:07 New at 10, two of Oklahoma's richest men, promise to share the wealth. billionaires George kaiser and **T-BoonePickens** take a pledge to give away at least half their fortunes. Forbes magazine says kaiser is worth 10-billion dollars. He's the chairman of B-O-K Financial. He says his commitment to philanthropy is due mostly to guilt. Kaiser says his good fortune is a result of quote "dumb luck" and believes he's "morally bound" to help solve the problem of poverty. **Oil tycoon T-BoonePickens** is worth just over one-billion dollars. **Pickens** says to date he's already given away 800-million dollars to charity. **Pickens** says he'll keep giving because he's quote "not a big fan of inheriTed wealth." Bill Gates and Warren Buffett have been using their financial muscle to strong arm the uber-rich into taking their "giving pledge." filmmaker George Lucas, media mogul ted turner, and New York city Mayor Michael Bloomberg are among the 40 American billionaires who have taken the pledge.00:10:06

Audience: 83,116 **Spot Cost:** \$374

89. Fox 56 Morning Edition

WDKY-TV (FOX) CH 56, Lexington | DMA: 62

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

[CC] 00:15:27 Forty U.S. billionaires pledged to give away at least 50 percent of their wealth to charity. It s part of a campaign launched six weeks ago by Microsoft co-founder bil Gates and investor Warren bufett. New york city Mayor Michael Bloomberg, investor **T. BoonePickens**,

and C-N-N Founder Ted Turner are just a few of the names taking part. Gates and Buffet believe the campaign could give a grand total of six-hundred billion in charitable giving.00:17:05

Audience: 7,520 **Spot Cost:** \$35

90. Fox 4 Rising

WFTX-TV (FOX) CH 36, Fort Myers/Naples | DMA: 64

08/05/2010, 06:00 AM - 07:00 AM

[CC] 00:55:08 Forty wealthy individuals and families are joining billionaires microft co-founder Bill Gates and investor Warren Buffett in an extremely generous act they're pledging to give at least half of their wealth to charity. The campaign, launched six weeks ago, aims to get other billionaires to donate most of their fortunes. Buffet says he, Bill and melinda Gates, and a couple others made about seventy to eighty calls to some of the wealthiest in the nation. New york city Mayor Michael Bloomberg, investor **T.BoonePickens**, and C-N-N Founder Ted Turner are just a few of the names taking part.00:55:31

Audience: 4,726 **Spot Cost:** \$50

91. Fox 45 In The Morning

WRGT-TV (FOX) CH 45, Dayton | DMA: 65

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

[CC] 00:25:30 They are some of the richest, more powerful people in America --And now they're pledging to give away half of their wealth. 40 billionaires have agreed to join fellow billionaires Bill Gates and Warren Buffet, all promising to donate least half of their earnings to charity. Gates and Buffett actually called more than 70 billionaires personally, asking them to take the pledge. Joining the list are, New York city Mayor Michael Bloomberg, investor **T.BoonePickens**, and C-N-N Founder Ted Turner.00:26:49

Audience: 12,296 **Spot Cost:** \$49

92. KHON2 News Hawaii At Ten

KHON-TV (FOX) CH 2, Honolulu | DMA: 71

08/04/2010, 10:00 PM - 10:35 PM

[CC] 00:17:03 Forty wealthy individuals and families are joining billionaires Microsoft co-Founder Bill Gates and investor Warren Buffett in an extremely generous act. They're pledging to give at least half of their wealth to charity. The campaign aims to get other billionaires to donate half of their fortunes. Buffet says he, Bill and melinda Gates, and a couple others made about seventy to eighty calls to some of the wealthiest people in the nation. Honolu entrepreneur pierre omidyar, New York Mayor Michael Bloomberg, investor **T.BoonePickens**, film-maker George Lucas, and C-N Founder Ted Turner are just a few of the people taking part. Gates and Buffett believe the campaign could result in a grand total of six-Hundred billion dollars in charitable giving.00:18:37

Audience: 55,282 Spot Cost: \$717

93. Wake Up 2Day

KHON-TV (FOX) CH 2, Honolulu | DMA: 71

08/04/2010, 07:00 AM - 08:00 AM

[CC] 00:08:57 ...wealthiest individuals and families have joined Bill Gates and Warren Buffett in agreeing to give away at least half their fortunes to charity. The announcement was made this morning by the giving pledge, an effort officially launched by Gates and Buffett earlier this year to persuade the richest people in America to commit to giving the majority of their wealth to the philanthropic causes and charitable organizations of their choice. In addition to Buffett and Gates 38 other billionaires are taking the give-it-Away pledge. They include New York Mayor Michael Bloomberg, entertainment executive barry diller, oracle co-Founder larry ellison, **energy** tycoon **T.BoonePickens**, media mogul Ted Turner, david rockefeller, film director George Lucas and investor Ronald Perelman.00:10:25

Audience: 24,055 Spot Cost: \$159

94. First At 10

WUPW-TV (FOX) CH 36, Toledo | DMA: 73

08/04/2010, 10:00 PM - 11:00 PM

[CC] 00:20:52 Speaking of getting help, 40 of the wealthiest people in the world are making some large donations to charity. The effort, which was starteby bill gates and warren buffett, encourages the rich to give at least half of their wealth to charity. New york Mayor Michael Bloomberg, investor **T.BoonePickens** and C-N-N Founder Ted Turner are just a few of the

names who have signed on. Gates and Buffett believe the campaign could give a grand total of 600-billion dollars to charity.00:22:32

Audience: 23,930 **Spot Cost:** \$292

95. KOLR 10 News

KOLR-TV (CBS) CH 10, Springfield, MO | DMA: 74

08/04/2010, 10:00 PM - 10:35 PM

[CC] 00:33:54 Forty wealthy individuals and families are joining billionaires Microsoft co-founder Bill Gates and investor Warren Buffett in an extremely generous act. They're pledging to give at least half of their wealth to charity. The campaign launched six weeks ago and aims to get other billionaires to donate most of their fortunes. Buffett says he, Bill and Melinda Gates, and a couple others made about seventy to eighty calls to some of the wealthiest in the nation. New York City Mayor Michael Bloomberg, investor **T. Boone Pickens**, and C-N Founder Ted Turner are just a few of the names taking part. Gates and Buffett believe the campaign could give a grand total of six-hundred billion in charitable giving.00:34:28

Audience: 40,024 **Spot Cost:** \$395

96. 9 O'Clock News

KPTM-TV (FOX) CH 42, Omaha | DMA: 76

08/04/2010, 09:00 PM - 10:00 PM

[CC] 00:30:29 40 Wealthy individuals and families are joining billionaires, Bill Gates and investor Warren Buffett in an extremely generous act. They're pledging to give at least half of their wealth to charity. The campaign launched six weeks ago and aims to get other billionaires to donate most of their fortunes. They've made over 70 calls to some of the wealthiest in the nation. New York City Mayor Michael Bloomberg, investor **T. Boone Pickens**, and C-N Founder Ted Turner are just a few of the names taking part. Buffett believes the campaign could give a grand total of 600 billion in charitable giving.00:31:47

Audience: 26,378 **Spot Cost:** \$518

97. WGME News 13 Daybreak

WGME-TV (CBS) CH 13, Portland/Auburn, ME | DMA: 77

08/05/2010, 06:00 AM - 07:00 AM

[CC] 00:20:01 . Forty wealthy individuals and families are joining Billionaires Microsoft co-Founder Bill Gates and investor Warren Buffett in an extremely generous act, they're pledging to give at least half of their wealth to charity. Charity. The campaign, launched six weeks ago, aims to get other billionaires to donate most of their fortunes. Buffet says he, Bill and melinda Gates, and a couple others made about seventy to eighty calls to some of the wealthiest in the nation. New York city Mayor Michael Bloomberg, investor **T. Boone Pickens**, and C-N-N Founder Ted Turner are just a few of the names taking part. Gates and Buffett believe the campaign could give a grand total of six-hundred billion in charitable giving.00:22:54

Audience: 12,453 Spot Cost: \$74

98. WGME News 13 Daybreak

WGME-TV (CBS) CH 13, Portland/Auburn, ME | DMA: 77

08/05/2010, 05:00 AM - 06:00 AM

[CC] 00:24:53 Forty wealthy individuals and families are joining billionaires Microsoft co-founder Bill Gates and investor Warren Buffett in an extremely generous act, they're pledging to give at least half of their wealth to charity. Charity. The campaign, launched six weeks ago, aims to get other billionaires to donate most of their fortunes. Buffet says he, Bill and melinda Gates, and a couple others made about seventy to eighty calls to some of the wealthiest in the nation. New York city Mayor Michael Bloomberg, investor **T. Boone Pickens**, and C-N-N Founder Ted Turner are just a few of the names taking part. Gates and Buffett believe the campaign could give a grand total of six-hundred billion in charitable giving.00:26:03

Audience: 7,858 Spot Cost: \$25

99. Fox 40 News At 9:00 PM

WDBD-TV (FOX) CH 40, Jackson, MS | DMA: 90

08/04/2010, 09:00 PM - 10:00 PM

[CC] 00:16:00 40 Wealthy individuals and families are joining billionaires Microsoft co-Founder Bill Gates and investor Warren Buffett in an extremely generous act. They're pledging to give at least half of their wealth to charity. The campaign aims to get other billionaires to donate most of

their fortunes. New York City Mayor Michael Bloomberg, investor **T. Boone Pickens**, and C-N Founder Ted Turner are just a few of the names taking part.00:17:21

Audience: 9,682 **Spot Cost:** \$164

100. Fox 24 News Edge

KFTA-TV (FOX) CH 24, Fort Smith/Fayetteville/Springdale/Rogers | DMA: 100

08/04/2010, 09:00 PM - 10:00 PM

[CC] 00:39:14 Here's a good story on your Wednesday ---40 wealthy individuals and families are joining billionaire Bill Gates and Warren Buffett in an extremely generous act, they're pledging to give at least half of their wealth to charity. New York City Mayor Michael Bloomberg, investor **T. Boone Pickens**, and C-N-N Founder Ted Turner are just a few of the names taking part. Gates and Buffett believe the campaign could give a grand total of six-hundred billion in charitable giving.00:40:55

Audience: 9,468 **Spot Cost:** \$168

101. NewsChannel 15 First News This Morning

WANE-TV (CBS) CH 15, Fort Wayne | DMA: 107

08/05/2010, 06:00 AM - 07:00 AM

[CC] 00:19:14 40 U-s billionaires have signed "the giving pledge." investor Warren Buffett and Microsoft founder Bill Gates came up with the campaign six-weeks ago. Supporters have pledged to give away at least 50-percent of their wealth to charity. Besides Buffett and Gates, the list also includes New York Mayor Michael Bloomberg, **energy** tycoon **T. Boone Pickens**, media mogul Ted Turner, and director George Lucas. "The giving pledge" could generate 600-billion dollars in charitable giving.00:20:13

[CC] 00:48:39 "Barnes and noble" is struggling, as more people turn to digital books. There's also talk that the company's founder could take it private, or combine it with its smaller rival "Borders." starting today it'll cost you more, to visit "the happiest place on earth." Disney World is raising its prices. A one-day adult ticket is now 82-dollars, up from 79. The most popular ticket option the five-day park hopper is jumping to 291-dollars, almost a four-percent hike. 40 U-s billionaires have signed "the giving pledge." investor Warren Buffett and Microsoft founder Bill Gates came up with the campaign six-weeks ago. Supporters have pledged to give away at least 50-percent of their wealth to charity. Besides Buffett and Gates, the list also includes New York Mayor Michael Bloomberg, **energy** tycoon **t. Boone Pickens**, media mogul Ted Turner, and

director George Lucas. "The giving pledge" could generate 600-billion dollars in charitable giving. It's up next, a look at this morning's top local news. Plus, our final feedback. Right now, last night's winning lottery numbers. Taking a look at the stories we're following this morning,00:49:46

Audience: 16,081 **Spot Cost:** \$79

102. NewsChannel 15 First News This Morning

WANE-TV (CBS) CH 15, Fort Wayne | DMA: 107

08/05/2010, 05:00 AM - 06:00 AM

[CC] 00:17:13 40 U-s billionaires have signed "the giving pledge." investor Warren Buffett and Microsoft founder Bill Gates came up with the campaign six-weeks ago. Supporters have pledged to give away at least 50-percent of their wealth to charity. Besides Buffett and Gates, the list also includes New York Mayor Michael Bloomberg, **energy** tycoon **T.BoonePickens**, media mogul Ted Turner, and director George Lucas. "The giving pledge" could generate 600-billion dollars in charitable giving.00:18:18

Audience: 8,726 **Spot Cost:** \$24

103. Eye At 5

KYTX-TV (CBS) CH 19, Tyler/Longview | DMA: 109

08/04/2010, 05:00 PM - 05:30 PM

[CC] 00:09:28 Thirty-four U.S. billionaires have now signed up to give away at least 50 percent of their wealth to charity. It's part of a campaign by investor Warren Buffett and Microsoft founder Bill Gates. Among the billionaires joining the campaign are New York Mayor Michael Bloomberg, entertainment executive barry diller, oracle co-founder larry ellison, **energy** tycoon **T. BoonePickens**, media mogul Ted Turner, and david rockefeller. Gates and Buffett launched "the giving pledge" in June to convince hundreds of U.S. billionaires to give away most of their fortune during their lifetime or after their death and to publicly state their intention with a letter of explanation.00:12:44

Audience: 5,590 **Spot Cost:** \$67

104. 29 Eyewitness News At Noon

KBAK-TV (CBS) CH 29, Bakersfield | DMA: 125

08/04/2010, 12:00 PM - 12:30 PM

[CC] 00:11:00 Now they're giving it away. Why Ted Turner, ... spent their lives amassing a massive fortune, **Boone Pickens** and dozens of other billionaires giving away their cash, tons of it.00:11:16

[CC] 00:13:33 Some of the richest men in America are giving away their money, seriously dozens American billionaires have pledged to give their fortunes to charity. It's all part of a campaign started by billionaire investor warren buffet and Microsoft founder bill gates. They're asking U.S. billionaires to give away at least 50 percent of their wealth either durin their life or after they die. 34 Have agreed including New York Mayor michale Bloomberg, medial mogul Ted Turner and **oil tycoon T.BoonePickens**.00:16:38

Audience: 6,330 Spot Cost: \$62

105. Live At Five

WIBW-TV (CBS) CH 13, Topeka | DMA: 136

08/04/2010, 05:00 PM - 05:30 PM

[CC] 00:13:44 Thirty-four billionaires ged to give at least half of their fortunes to charity either in their lifetime or after they die, the gifts are part of a campaign by investor Warren Buffet and microst founder Bill Gates, among those who've taken so-called the giving pledge were New York Mayor Michael Bloomberg, media mogul Ted Turner, and **energy tycoon "T" Boone Pickens**.00:14:53

Audience: 22,152 Spot Cost: \$235

106. Fox 4 Good Day

KBTV-TV (FOX) CH 4, Beaumont/Port Arthur | DMA: 141

08/05/2010, 06:00 AM - 07:00 AM

[CC] 00:09:01 Forty wealthy individuals and families are joining billionaires Microsoft co-Founder Bill tes and investor Warren Buffett in an extremely generous act, they're pledging to give at least half of their wealth to charity. The campaign, launched six weeks ago, aims to get other billionaires to donate most of their fortunes. Buffet says he, Bill and melinda Gates, and a couple others made about seventy to eighty calls to some of the wealthiest in the nation. New

york city Mayor Michael Bloomberg, investor **T.BoonePickens**, and C-N Founder Ted Turner are just a few of the names taking pt. Gates and Buffett believe the campaign could give a grand total of six-hundred billion in charitable giving.00:09:34

Audience: 898 **Spot Cost:** \$20

107. 6 News: First Cup

KFDM-TV (CBS) CH 6, Beaumont/Port Arthur | DMA: 141

08/05/2010, 05:30 AM - 06:00 AM

[CC] 00:20:52 34 U-s billionaires pledged today to give away at least 50 percent of their wealth to charity. It's all part of a campaign by investor Warren Buffet and Microsoft founder Bill Gates. Among the billionaires participating are New York Mayor'Michael Bloomberg **energy tycoon T BoonePickens'** and media mogul'Ted Turner'00:22:00

Audience: 11,841 **Spot Cost:** \$56

108. 6 News Tonight

KFDM-TV (CBS) CH 6, Beaumont/Port Arthur | DMA: 141

08/04/2010, 10:00 PM - 10:35 PM

[CC] 00:12:32 34 U-s billionaires pledged today to give away at least 50 percent of their wealth to charity. It's all part of a campaign by investor Warren Buffet and Microsoft founder Bill Gates. Among the billionaires participating are New York Mayor'Michael Bloomberg **energy tycoon'T BoonePickens'** and media mogul'Ted Turner'.00:14:17

Audience: 38,988 **Spot Cost:** \$752

109. News Channel 3 At 4PM

KIMT-TV (CBS) CH 3, Rochester/Mason City/Austin | DMA: 153

08/04/2010, 04:00 PM - 04:30 PM

[CC] 00:03:35 Here's a nice gesture from some very rich Americans. Thirty-four U.S. billionaires pledged today to give away at least 50 percent of their wealth to charity as part of a

campaign by investor Warren Buffett and Microsoft founder Bill Gates. Some of the billionaires joining the campaign are New York Mayor Michael Bloomberg, and **energy** tycoon **T. Boone Pickens**. Gates and Buffett launched "the giving pledge" in June to convince hundreds of U.S. billionaires to give away most of their fortune during their lifetime or after their death.00:05:02

Audience: 4,353 **Spot Cost:** \$33

110. Midday

KIMT-TV (CBS) CH 3, Rochester/Mason City/Austin | DMA: 153

08/04/2010, 12:00 PM - 12:30 PM

[CC] 00:21:49 And here's a nice gesture from some very rich Americans. Nice millionaires-vo-2 thirty-four U.S. billionaires pledged today to give away at least 50 percent of their wealth to charity as part of a campaign by investor Warren Buffett and Microsoft founder Bill Gates. Some of the billionaires joining the campaign are New York Mayor Michael blmberg, and **energy** tycoon **T. Boone Pickens**. Gates and Buffett launched "the giving pledge" in June to convince hundreds of U.S. billionaires to give away most of their fortune during their lifetime or after their death.00:23:51

Audience: 12,082 **Spot Cost:** \$64

111. CBS 7 News Front Page

KOSA-TV (CBS) CH 7, Odessa/Midland | DMA: 155

08/04/2010, 04:30 PM - 05:00 PM

[CC] 00:22:47 34 U.s. Blionaires have pledged to give away at least 50 percent of their wealth to charity as part of a campaign by investor Warren Microsoft Buffett and founder Bill Gates. Among the billionaires joing the campaign are New York Mayor Michael Bloomberg, entertainment executive barry diller, oracle co-Founder larry ellison, **energy** tycoon **T.Boone Pickens**, media mogul Ted Turner, David Rockefeller and investor Ronald Perelman. Gates and Buffett launched "the giving pledge" in June to convince hundreds of U.S. billionaires to give away most of their fortune during their lifetime or after their death and to publicly state their intention with a letter of explanation.00:24:12

Audience: 3,412 **Spot Cost:** \$37

112. KTAB News At 10:00

KTAB-TV (CBS) CH 32, Abilene/Sweetwater | DMA: 165

08/04/2010, 10:00 PM - 10:35 PM

[CC] 00:08:52 34 U-s billionaires are pledging to give at least half of their wealth to charity. It's part of a campaign launched in June by Microsoft co-founder Bill Gates and investor Warren Buffett. Among the billionaires joining the campaign, texan **T-BoonePickens**, media mogul Ted Turner and entertainment executive barry diller, Gates and buffeett launched what they're calling "the giving pledge" in June, it calls on billionaires to give most of their fortune away during their lifetime or after their death.00:10:21

Audience: 20,557 Spot Cost: \$297

113. KPAX News At 10

KPAX-TV (CBS) CH 8, Missoula | DMA: 166

08/04/2010, 10:00 PM - 10:35 PM

[CC] 00:18:36 Billionaires Bill Gates and Warren Buffet challenged fellow give away at billionaries to least 50 percent of their wealth to charity. 34 Of them **T-BoonePickens** agreed including and Ted Turner.00:19:53

Audience: 15,471 Spot Cost: \$363

114. CBC News Now

CBC, National Canada | DMA: 950

08/04/2010, 12:00 PM - 01:00 PM

[CC] 00:06:22 A few of the world's richest people have answered a special dare from the world's two very richest men. Jeannie Lee here to explain. Talking about money and lots of it here. But what's the dare? Jeannie: give it all up if you can, maybe give up half if you can't. That is what it boils down to, suhana. It was a challenge from Bill Gates and Warren Buffett in mid June to the billionaires of the world or really anybody to ge away at least half of their money to charity when they die or even before that. And so far, 34 billionaires have answered the call, and here are some of th names of these generous folks, New York Mayor Michael Bloomberg. Before he became Mayor, he, of course, parlayed a \$10 million severance package from wall street into an \$18 billion fortune by creating Bloombg news. Then you have **oilmanT. Boone Pickens**, his

name alone is worth some money there, but he is an **oil** man, so he's worth a lot of money, and he's also joined this pledge. Media mogul Ted Turner, he started with one U.H.F. Station in Atlanta. Those would be the station when is we used to have dials, anyone who remembers that, and turned that in to Turner broadcasting. He's worth about \$2 billion. Barry diller another media mogul on the list. Then you have david rockefeller, he's the only surviving gra grandchild of the Rockefeller. He gave away \$10 million to harvard, one single donation. Then you have George Lucas, creator of the Star Wars empire and Indiana jones, and he worth quite a lot of those, and he has pledged half his money. The others, we don't know exactly what the pledges are, but it has to be at least half or they don't get any credit. Suhana: what about buffett and gates themselves? Jeannie: they have said they would give away almost all their money. Bill gates has often said he will not give it to his children, that they don't need that kind of money, and warren buffett, same kind of attitude about giving away too much to his children, and so they wanted to get together and create this organization and drum up \$600 billion because they noted that on the 400 rich list that forbes comes up with, you have 400 names but only 17 of them made the most generous list. That was a disconnect that the figured they had to tap in to. So they came up with this giving pledge, and the bonus, of course, for the billionaires is they get to be on the record in public. Suhana: the bragging rights for giving the most.00:09:05

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

115. CBC News Today

CBOT-TV (CBC) CH 4, Ottawa | DMA: 954

08/04/2010, 12:00 PM - 01:00 PM

[CC] 00:06:18 A few of the world's richest people have answered a special dare from the world's two very richest men. Jeannie Lee here to explain. Talking about money and lots of it here. But what's the dare? Jeannie: give it all up if you can, maybe give up half if you can't. That is what it boils down to, suhana. It was a challenge from Bill Gates and Warren Buffett in mid June to the billionaires of the world or really anybody to give away at least half of their money to crity when they die or even before that. And so far, 34 billionaires have answered the call, and here are some of the names of these generous folks, New York Mayor Michael Bloomberg. Before he became Mayor, he, of course, parlayed a \$10 million severance package from wall street into an \$18 billion fortune by creating Bloomberg news. Then you have **oilman T. Boone Pickens**, his name alone is worth some money there, but he is an **oil** man, so he's worth a lot of money, and he's also joined this pledge. Media mogul Ted Turner, he started with one U.H.F. Station in Atlanta. Those would be the station when is we used to have dials, anyone who remembers at, and turned that in to Turner broadcasting. He's worth about \$2 billion. Barry diller another media mogul on the list. Then you have david rockefeller, he's the only surviving gra grandchild of the rockefeller. He gave away \$10 million to harvard, one single donation. Then you have George Lucas, creator of the star wars empire and Indiana jones, and he worth quite a lot of those, and he has pledged half his money. ...00:08:02

Audience: N/A Spot Cost: \$20

116. CTV News

CFCN-TV (CTV) CH 4, Calgary | DMA: 956

08/04/2010, 11:30 PM - 12:05 AM

[CC] 00:32:53 40 billionaires are in the giving mood. They are pledging to donate half their wealth to charity. They responded to an appeal by Microsoft co-founder Bill Gates and billionaire investor Warren Buffet. Buffet decided in 2006 to give 99% of his fortune to charity. He is worth about a cool \$46 billion. Bill and melinda Gates do most of their philanthropic giving through their foundation which has assets of 33 billion. Others who have agreed to donate include filmmaker George Lucas, media mogul Ted Turner, New York Mayor Michael Bloomberg and investor **T. BoonePickens**. Derek: that is a lot of money. And good on them. Up and know what maybe some athletes should do that ...00:33:54

Audience: N/A Spot Cost: N/A

117. CTV News

CFCN-TV (CTV) CH 4, Calgary | DMA: 956

08/04/2010, 06:00 PM - 07:00 PM

[CC] 00:38:47 40 billionaires are in the giving mood. Ian: they are pledging to donate half their wealth to charity. They responded to an appeal by Microsoft co-founder bill gates and billionaire investor warren buffet. Buffet decided in 2006 to give 99% of his fortune to charity. He is worth about 46 billion. Bill and melinda gates do most of us their philanthropic giving through their foundation which has assets of 33 billion. Others havagreed to donate at least half their wealth include filmmaker George Lucas, media mogul Ted Turner, New York Mayor Michael Bloomberg and Texas **oil man T. BoonePickens**.00:39:38

Audience: N/A Spot Cost: N/A

118. CBC News Today

CBHT-TV (CBC) CH 3, Halifax | DMA: 961

08/04/2010, 12:00 PM - 12:30 PM

[CC] 00:18:32 ... Jeannie: okay, we saw a picture of Michael Bloomberg who right now is the Mayor of New York. He only works for about a dollar a year. That's because he's worth \$18 billion. He made his first million at the age of 18 --No, he's the one who turned the \$10 million severance package from wall street into an \$18 billion empire by creating Bloomberg news. So signed on. Ted turner, we see him there, he's a media mogul, but there's another on the list. Barry diller, he's the one who created fox and he's worth more than a billion dollars. He signed on as well. And **oil man T.Boone Pickens**, he's an **oil** man. Need we say more. He's got a lot of money and signed on to this pledge. Even before this latest to add themselves to the list, there were already four including elie and edith broad. They're worth more than \$5 billion, really well known as philanthropists. They often quote Andrew Carnegie with this one: the man who dies rich dies disgraced. It's kind of an elegant form of the shrouds have no pockets, thing. Suhana: I'm glad you mentioned a woman, wife of a philanthropist. Jeannie: when I mentioned some of those names, in fact, there are others. Ron perlman, he actually has had five wives. I'm not sure which one he's on now, but anyway, I'm sure she's on there now. He's the buyout king who made his first million dollars at the age of 18. Back in the early 60s when a million meant something. Suhana: no kidding. Thank you, jeannie. ...00:21:05

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