

PickensPlan

T. Boone Pickens Media Coverage 8.6.10

Total of 67 Placements

- Print: 3
- Blog/Online: 6
- Broadcast: 58

Coverage Summary:

The Street has a piece that looks at the failure to move forward with energy legislation, discussing the political implications associated with this.

Coverage continues to focus on the list of billionaires pledging to donate half their wealth to charity, highlighting Pickens for the charitable contributions he's made over the years.

Highlighted Placements (Full Articles Below)

- **Today's Outrage: Senate Punts, Kicks Clean Tech in the Head** – *The Street* – 8/5/10

Print Placements (Full Articles Below)

- **The Giving Pledge: 'We Have More Money Than Our Family Will Ever Need'** – *New York Observer* – 8/5/10
- **The Wall Street Billionaire Philanthropists** – *Financial News* – 8/5/10
- **No Philanthropy Call From Buffett For SAS Co-Founders Goodnight, Sall** – *The News & Observer* – 8/6/10

Blog/Online Placements (Full Articles Below)

- **Billionaire Portfolios: What Are They Holding?** – *Investopedia* – 8/5/10
- **Chesapeake Energy: Making All The Right Moves** – *Seeking Alpha* – 8/5/10
- **China Surpasses U.S. as The World's Fastest-Growing Wind Energy Market** – *Popular Science* – 8/5/10
- **Daily Buzz: 40 Billionaires Sign Pledge to Donate Half of Their Fortunes** – *Women's Day Blog* – 8/5/10
- **Rich Americans To Set Up A Fund** – *The Voice of Russia* – 8/5/10

HIGHLIGHTED COVERAGE

Today's Outrage: Senate Punts, Kicks Clean Tech in the Head – *The Street* – 8/5/10

By Eric Rosenbaum

NEW YORK (TheStreet) -- The Senate "punted" on energy legislation in the political parlance, but in doing so -- and in dirty fighting language -- it gave a kick in the head to backers of alternative energy.

Take Andrew Littlefair, CEO of natural gas vehicle company Clean Energy Fuels (CLNE) -- which counts among its board members T. Boone Pickens. Littlefair had been a key natural gas transportation player in the lobbying effort to get energy legislation passed that included federal support for a natural gas vehicle market. TheStreet reached out to Littlefair this week, after Senate Majority Leader Harry Reid (D-Nev.) decided to pull the energy legislation just introduced, but Littlefair was out of the country. One can't blame him from getting as far away from Washington as possible after the latest failure to pass an already eviscerated version of energy reform.

It's a given that a legislative effort as broad as energy reform is not going to see easy passage. Even with the contentious carbon cap-and-trade proposal eliminated, renewable portfolio standards jettisoned, and the energy bill that was finally introduced -- at least introduced for a day or two -- focusing on the popular Main Street issue of the oil spill, the House only got the energy bill approved because enough representatives were absent from voting. In the Senate, Harry Reid took one look at the Grand Canyon-sized gap of common ground between Democrats like Bernie Sanders of Vermont and Mary Landrieu of oil-state Louisiana, and decided to wave the white flag.

The problem with the latest failure in the near-dysfunctional Senate is that the quick hit oil spill bill was not even a genuine effort to enact energy reform. Senate Majority Leader Reid had the white flag in his pocket all along. He was just using the bill as a pre-mid-term elections stunt to try and pin the energy reform failure on Republicans.

Energy reform as political pawn is bad enough, but even worse, it can be argued that Reid failed to score the minor political points he had hoped to gain when he set up the alternative energy industry for the cheap kick to the head. In announcing that the Senate would pass on energy reform until at least September, Reid spun his words about obstructionist Republicans -- but political analysts saw through the rhetoric to the divisions within Reid's own party. The rhetorical flourishes obscured the fact that the Senate punt showed the strength of the pro-oil, pro-drilling bloc.

One political analyst for the energy sector who has been on the Hill for the past several weeks as the events unfolded, said after the Senate punt that all along his understanding was that the bill introduced would never pass, and Reid thought he would be able to paint the Republicans as standing in the way of that effort.

"It looks like they lost as many as five Democratic Senators, and in that event, the whole point of saying that the Republican were standing up for Big Oil fails," the analyst said. Still worse, the Senate Majority Leader realized that the cheap political stunt could turn on the Democrats, and led to a Republican substitute bill being introduced that could garner even more votes.

One energy analyst was categorical in his view of the Senate punt, saying, "This was not an attempt at passage, and while Reid can keep saying it was the Republicans, he didn't have the votes from his own party." That's the really scary part for investors hoping that the alternative energy markets will benefit from energy reform. Though at the same time, it's clearly good for

the medium-sized oil producers in the Gulf that expected to be squeezed by an unlimited oil spill liability cap.

It's not that energy isn't at the forefront of the Democratic Party agenda, but the fact that the Senate couldn't bridge differences over the oil spill bill before the recess could be an indication of the unmanageable nature of the interests within the Democratic Party. It seems to some that progressives would rather take nothing over something at this point, and use attempts like the Reid oil spill quick hit bill to at least try and salvage some cheap political points.

Before the Senate punt, there seemed universal agreement that some oil spill-related provision would pass this year. That's still the opinion of many and the stated intention of the government. Yet after the Senate punt on energy reform, there was a sense that it might now be going too far to state categorically that some version of energy legislation would pass before the end of the year. If the Democrats lose big in the upcoming elections, there would be little incentive for senators from drilling states to compromise in a hurry, as any deal they could get in December they could wait on until 2011.

For all the talk of an American public ready for energy reform, the country doesn't seem to be there. All the progress made during the past two years on alternative energy have been a subset of the fiscal stimulus package or within the rhetoric of creating manufacturing job growth in the U.S.

The cheap points that Senate Majority Leader Reid tried to score aren't good for investors who are betting on the federal government stepping up and supporting alternative energy on its own merits.

-- Written by Eric Rosenbaum from New York.

PRINT COVERAGE

The Giving Pledge: 'We Have More Money Than Our Family Will Ever Need' – *New York Observer* – 8/5/10

By William Alden

"I've long stated that I enjoy making money, and I enjoy giving it away," T. Boone Pickens said in his letter pledging to give roughly \$200 million to charity. "I like making money more, but giving it away is a close second."

He is one of 40 super-rich people and families who, after peer pressure from Warren Buffett and Bill and Melinda Gates, recently pledged to give away more than half of their wealth to charity. The Journal says that many of these Mr. and Mrs. Moneybags (mostly Mr.), whose ranks include Michael Bloomberg and George Lucas, would have likely donated that sum away anyway, following their past giving trends, and that the Giving Pledge only makes their generosity public.

But Mr. Buffet pointed out the value of high-profile giving.

"If Carnegie and Rockefeller hadn't done what they'd done, there'd be less philanthropy in the United States today," he said.

Here's how the modern-day Rockefellers explain their generosity:

- "Our view is fairly simple," eBay founder Pierre Omidyar said. "We have more money than our family will ever need."

•"We want to leave our kids a different kind of inheritance, an example of at least trying to lead a worthy life," investor Tom Steyer said.

•"I believe the philanthropic contributions I'm now making are as much gifts to my children as they are to the recipient organizations," said Mr. Bloomberg, who has pledged "nearly all of my net worth."

•"When I was in high school, I felt like I was in a vacuum, biding time. I was curious, but bored," said Mr. Lucas, who has pledged "the majority of my wealth to improving education."

•"I don't measure success in numbers, but I consider my contributions of more than 1.3 billion dollars to various causes over the years to be one of my proudest accomplishments and the best investment I've ever made," Ted Turner said.

•"I know the meaning of enough," Blackstone co-founder Peter Peterson said, quoting Joseph Heller.

•Oracle CEO Larry Ellison blames Mr. Buffett. "Warren Buffett personally asked me to write this letter because he said I would be 'setting an example' and 'influencing others' to give," Mr. Ellison said. "I hope he's right."

The Wall Street Billionaire Philanthropists – *Financial News* – 8/5/10

By Shanny Basar

Wall Streeters have had a slight image problem of late. So what better way to get in the public's good books than handing over billions of dollars to good causes? Yesterday, 40 billionaires signed up to the "Giving Pledge", a drive by Warren Buffett and Bill and Melinda Gate to get billionaires to donate the majority of their wealth to charity. Among the list are 10 financiers. Here Financial News profiles them.

The full list of "The Giving Pledge" - which includes Oracle chief executive Larry Ellison and Star Wars director George Lucas - can be seen at <http://givingpledge.org/#enter>

- Laura and John Arnold, hedge fund founder

John is the founder of hedge fund Centaurus Advisors and was included in last year in Fortune's list of 40 financial young guns after 40. The magazine said he started on the natural gas desk at Enron and emerged from that disaster to start his own fund in 2002 at age 28. Since launch his fund has returned at least 80% every year.

- Michael Bloomberg, Mayor of New York, former trader and founder of his information empire

He said in his letter: "One of the senior managers at my company, Bloomberg, recently told me that part of his new hires recruiting pitch is to ask, "What other company can you work for where the owner gives nearly all the profits to charity?" Nothing has ever made me prouder of my company than that one story."

- Ann and John Doerr, venture capitalist

John is one of the most famous venture capitalists. He joined Kleiner Perkins Caufield & Byers in 1980 and his investments include both Google and Amazon.

- T Boone Pickens, hedge funds

T Boone Pickens, who chairs the hedge fund BP Capital Management, wrote in his letter that philanthropy was his second favourite thing: "I've long stated that I enjoy making money, and I enjoy giving it away. I like making money more, but giving it away is a close second."

- Peter Peterson, private equity

The co-founder of Blackstone said in his letter: "The great novelist, Kurt Vonnegut, once told a story that seemed to capture my situation perfectly. He and Joseph Heller [author of Catch-22] were at a party given by a wealthy hedge fund manager at his majestic beach house in the Hamptons. During the course of the party, Kurt looked around at the surroundings and asked Heller: "Joe, doesn't it bother you that this guy makes more in a day than you ever made from the worldwide sales of Catch-22?" Joe thought for a moment and then said, "No, not really. I have something that he doesn't have." "What could you possibly have that he doesn't have?" Kurt asked. "I know the meaning of enough." "

- Julian Robertson, hedge funds

Investment guru who founded Tiger Management, one of the biggest and most successful hedge funds in the world. It spawned a generation of spinoffs, known as Tiger Cubs, who have also gone on to earn billions.

- David Rubenstein, private equity

The co-founder of The Carlyle Group said in an interview on the Charlie Rose TV show last week that private equity firms have still not overcome their image problem. By signing up to the Giving Pledge, alongside rival Blackstone's Peterson, he may be helping to alleviate that.

- Jim and Marylin Simons, hedge funds

Jim is known as the pioneer of computer-driven investing since founding hedge fund Renaissance Technologies in 1982. Acquired almost legendary status in the industry as Renaissance's flagship Medallion fund made 35% a year after fees after launching in 1988 to 2005, when Renaissance staff bought out the last external investor. His \$2.5bn pay packet in 2008 topped Alpha Magazine's list of best-paid hedge fund managers.

- Tom Steyer and Kat Taylor

Tom founded Farallon Capital Management, once known as the "McKinsey of hedge funds" due to its credit bets and risk arbitrage strategies although it ran into trouble in the financial crisis.

- Sandy and Joan Weill;

Former chairman and chief executive of Citigroup has made the pledge despite dropping off last year's Forbes 400 list of the richest Americans due the plunge in the bank's share price.

No Philanthropy Call From Buffett For SAS Co-Founders Goodnight, Sall – *The News & Observer* – 8/6/10

By Alan Wolf

Jim Goodnight and John Sall, the Triangle's two richest men, apparently haven't gotten a call from Warren Buffett, yet.

The billionaire investor this week released a list of 40 ultra-rich people who have joined his pledge to give more than half their wealth to charity. Buffett noted that he's contacted 70 to 80

people on the Forbes magazine list of the richest people and plans to keep pushing others to sign on.

“We don’t give up on them,” Buffett said. “Every saint has a past, every sinner has a future, so we’ll keep working.”

SAS co-founders Goodnight, above left, and Sall, right, haven't been contacted, said Beverly Brown, a spokeswoman for the Cary software company.

Goodnight held the No. 33 spot on the last Forbes list of the 400 richest Americans, with an estimated net worth of \$6.8 billion. Sall had the No. 91 spot with \$3.4 billion.

Brown declined to comment on whether the two men are considering joining Buffett's pledge. "They are making a significant impact through donations of technology to schools and the Goodnight Educational Foundation," she wrote in an e-mail.

Goodnight and Sall met at N.C. State and started SAS in 1976. The company sells software that allows banks, retailers, government agencies and other customers analyze vast amounts of data to spot trends and hone strategy. Last year, the company had \$2.31 billion in revenue.

Buffett started his "Giving Pledge" effort to coax the world's wealthiest people to commit more money to charity. The chairman of Berkshire Hathaway has promised to donate more than 99 percent of his fortune, which Forbes estimates is worth \$47 billion.

Some of the others who have joined him include Bill and Melinda Gates, Larry Ellison, George Lucas, Michael Bloomberg, David Rockefeller, T. Boone Pickens, Ted Turner and Paul Allen.

North Carolina native Julian H. Robertson Jr. also signed on, describing his parents as "very philanthropic" in a letter posted on the Giving Pledge Web site . "One very fortunate thing is that

I did not get nearly as enthusiastic about philanthropy early on as I am now," he wrote. "If I had there would be very little to give away."

Robertson, a Salisbury native and 1955 UNC Chapel Hill alumnus, in 2000 started the Robertson Scholars program for Duke and UNC students with his late wife Josie. They also started a foundation designed to address issues in medicine, education, spirituality and the environment.

Earlier this year, they gave a Pablo Picasso portrait and three other paintings to the N.C. Museum of Art. In March, the Robertson Foundation gave \$10.5 million to Duke University to study new cerebral palsy treatments using stem cells.

BLOG/ONLINE COVERAGE

Billionaire Portfolios: What Are They Holding? – *Investopedia* – 8/5/10

By Jonas Elmerraji

There is a handful of investors who belong to a very exclusive group: the billionaire's club. While there are nearly 1,000 billionaires in the world as of March 2010, the number of people who made those riches through their investing skills is significantly smaller. These prescient market participants turned their initial stakes into enormous fortunes - and it's no surprise that investors clamor to follow their leads.

While professional investors' moves were once mysterious to Main Street, the internet has substantially closed the information gap. Plus, in 1975, Congress passed section 13(f) of the Securities Exchange Act, mandating that any institutional investment manager with assets under management (AUM) of \$100 million or more would have to disclose certain holdings to the public to increase transparency. Since the passage of the act, 13F Forms have provided a quarterly glimpse at how institutional dollars are managed. What this means is that the holdings of some of the best investors are freely accessible to the public online.

Coattail Investing

13F forms have also provided plenty of fodder for so-called "coattail investors", who try to replicate the portfolios of renowned professional investors, and thus ride their coattails to riches of their own.

Here's a look at key buying and selling activity for a few billionaire-managed portfolios in the first quarter of 2010.

1. Warren Buffett

It's impossible to talk about billionaire investors without bringing up Warren Buffett. Known as the "Oracle of Omaha," Buffett is considered by many to be the world's best investor. Forbes ranks him as the second-wealthiest man in the U.S. (after Microsoft founder Bill Gates), and the richest investor with a fortune valued at \$47 billion in 2010.

Through his storied firm Berkshire Hathaway (NYSE:BRK.A, BRK.B), Buffett has made some major moves in the last year, most notably the acquisition of Burlington Northern, which ceased trading earlier in 2010. But the railroad giant isn't the only big purchase Buffett has under his belt.

While Buffett didn't initiate any new positions in Berkshire's portfolio in Q1, he did up the stakes in a few of the company's portfolio positions, including waste management firm Republic Services (NYSE:RSG), document management company Iron Mountain (NYSE:IRM) and medical supply giant Becton, Dickinson (NYSE:BDX).

Berkshire Hathaway also closed positions in a handful of companies, including WellPoint (NYSE:WLP) and UnitedHealth Group (NYSE:UNH), two major health insurers.

2. George Soros

Hungarian-born George Soros is famous for co-founding the Quantum Fund, a private hedge fund responsible for the bulk of Soros' \$14 billion fortune. The fund, which was launched in 1970, was notorious for focusing on overseas investments - particularly major bets on currencies and emerging market stocks.

Some of the new positions taken on by Soros Fund Management last quarter include an \$81 million stake in Cobalt Energy (NYSE:CIE), a \$54.2 million stake in PNC Financial Services (NYSE:PNC) and a \$33.1 million bet on Telecom Argentina (NYSE:TEO).

Those buys were offset in part by large position closures, including a \$66.4 million stake in food processing firm Bunge Limited (NYSE:BG) and a \$22.4 million stake in Coach (NYSE:COH). (To learn more about this high-stakes investor, see [George Soros: The Philosophy Of An Elite Investor](#).)

3. Carl Icahn

Noted shareholder activist (and blogger) Carl Icahn is known for taking a hands-on approach to the companies he and his funds invest in, battling for board seats and taking an active role in company management. Icahn's investment style has paid off over the years, yielding a \$10.5 billion fortune and the honor of being America's wealthiest shareholder activist.

Icahn's firm only took on one new position last quarter, a \$136 million stake in Genzyme (Nasdaq:GENZ), a biotechnology company that focuses on rare genetic disorder services and products.

His firm did close more than a couple of old positions, however, selling off shares of beleaguered corporate lender CIT Group (NYSE:CIT) and troubled video service Blockbuster (OTC:BLOKA). (For more on this investor's style, see [Can You Invest Like Carl Icahn?](#))

4. T. Boone Pickens

Texas oil barron T. Boone Pickens wasn't always a professional investor. Before launching his self-named BP Capital hedge fund in the late 1990s, Pickens headed up Mesa Petroleum, one of the largest independent oil companies in the world. But in the years since, he's become a major proponent of alternative energy sources, and continued to steer his fund toward potentially lucrative energy players. Pickens has an estimated \$1.1 billion fortune in 2010.

New positions in BP Capital's portfolio include an \$8.1 million stake in Halliburton (NYSE:HAL), a \$7.9 million stake in small-cap oil service firm Dawson Geophysical Company (Nasdaq:DWSN), and a \$5.5 million position in Baker Hughes (NYSE:BHI).

Pickens sold off positions in Cabot Oil & Gas (NYSE:COG) and Devon Energy (NYSE:DVN) last quarter.

Taking Stock of Other Billionaire Portfolios

Following 13Fs each quarter can give Main Street investors important insights into how some of Wall Street's biggest names are aligning themselves. But you can't read too much into the positions you see; because only certain types of investments need to be disclosed under current laws, the 13F doesn't give a full picture of how an institutional investor is positioned. That's especially true of hedge funds, which sometimes undertake complex investment strategies to generate gains.

Stick with investors whose investment philosophies are well known and you should make out better in the end. You can find current 13F filings on the SEC website.

Chesapeake Energy: Making All The Right Moves – *Seeking Alpha* – 8/5/10

By David White

Chesapeake Energy (CHK) beat earnings Aug. 3. Excluding one time charges, Chesapeake earned \$.75, which beat estimates of \$.69. It was nearly double year ago earnings of \$.39. It had \$1.1B in free cash flow in Q2. Taking advantage of this, it announced that it was tendering offers for \$1.5M in senior debt with interest rates of 6.25% to 7.00% (retiring debt). It boosted its production outlook. It now expects its natural gas production to rise 13% this year. This is up

from its May forecast of between 8% to 10%. Chesapeake said its average daily production for Q2 was 2.79Bcfe, which was an increase of 14% year over year. This was an 8% increase from Q1 2010. Chesapeake is now projecting FY2010 production growth of 13%, and it is projecting FY2011 production growth of 18%.

This all sounds well and good. Still, wasn't the CEO the guy who bet not only the company's future, but his own personal fortune on natural gas a few years ago only to have prices plummet? Isn't the credit rating of this company below investment grade? Aren't natural gas prices still very low? If all this is true, why invest?

First CEOs who keep making the same mistake are CEOs you want to avoid when investing. However, even smart guys make mistakes. Some learn from them. Chesapeake's CEO, McClendon, appears to be one who learns. He announced that Chesapeake will shift \$400M of its drilling budget from natural gas development to liquids development for 2010 because the margins on oil (and other liquids) development are much better currently. This is not its first such move. It grew its liquids revenue 41% from Q2 2009 to Q2 2010. It grew its percentage realized production revenue from liquids to 17% in Q2 2010 from 14% in Q2 2009. McClendon is learning to be judicious. CHK increased its proved reserves by 8% in 1H 2010 (and yet it's retiring debt). Chesapeake plans to retire enough debt to raise CHK's debt rating to investment grade within a few years (by 2012 sometime hopefully). CHK has also hedged a good percentage of its natural gas sales at much higher than current prices.

CHK hasn't given up on growth. It has huge projects planned. However, McClendon is now planning to have CHK do the original acquisitions and early development. He then plans to take on partners to recoup all the initial costs for these projects. Yet CHK will still own substantial interests. In other, words he seems to be managing "free growth of reserves." And these are big projects.

Chesapeake's strategy is outlined below:

"Reduce drilling of natural gas wells except for those required to hold by production (HBP) leasehold or to use a drilling carry provided by a joint venture partner until such time as natural gas prices rise above \$6.00 per mcf;

Lease and develop substantial new liquids-rich plays in which the company can acquire very large leasehold positions of 250,000-750,000 net acres;

Within one year of acquisition, sell a minority interest in a new play, recovering all or virtually all of the cost to acquire the leasehold in the play, and to fund a significant portion of Chesapeake's future drilling costs in the play;

Accelerate drilling of liquids-rich plays until year-end 2012 when the company's drilling capital expenditures are balanced approximately 50/50 between natural gas plays and liquids-rich plays;

Continue adding proved reserves, net of monetizations and divestitures, of approximately 2.5 - 3.0 tcf (415 - 500 mmboe) annually; and

Accomplish these goals without the issuance of additional equity and with a reduction of debt levels such that the company becomes investment grade within the next few years. “
(BusinessWire)

This sounds fantastic to me, and the “big projects” plan is not just a plan. CHK plans to announce the details of a joint venture in the Eagle Ford Shale in Q3. In fact CHK is expecting to garner \$3B - \$3.5B from these “asset monetizations” in 2H 2010 and \$2.5B - \$3.0B in 2011. This should help CHK reduce its debt substantially, and the monies will help pay for accelerated drilling on liquids plays. Total debt / Total capital is nearly 50%, but the Price/Book ratio is still only 1.21. If you consider that BP (BP) recently sold APA assets at prices 2+ times what the assets were on its books for (and the buy by APA was considered a great deal for APA), one might think that CHK is likely a huge bargain. Some have estimated it is selling for approx. 0.65 times its assets' value -- a huge bargain when you are talking about oil and gas. A final point is that 1 barrel of oil (as of this writing) is selling for 17.3 times the price of 1MMBTU of natural gas. The historical ratio is 6 to 12 as 1 barrel of oil is equivalent to 5.8MMBTU. Seemingly natural gas prices have to go up.

This all sounds great, but what makes it greater is that Congress intends to help the natural gas industry. An approx. \$15B bill in the Senate provides for grants for the development of natural

gas fueling stations. It provides big subsidies for the conversion of cars and trucks to natural gas use, which is cheaper, “greener,” and does not have to be imported.

This sounds like the plan T. Boone Pickens has been touting for trucking. It is workable. Trucks refuel at a much smaller number of “big” refueling stations along highways. Many of these could be partially converted to support natural gas refueling. This is a workable plan that will help to make the US more energy independent and greener. Its time has come. It is fully in keeping with Obama’s vision. Natural gas companies are going to get major help in expanding their businesses from the federal government. The natural gas prices will likely at least double in 2-4 years (oil will be going up too). Now is likely an excellent time to make a long term natural gas investment. CHK is an excellent choice.

China Surpasses U.S. as The World's Fastest-Growing Wind Energy Market – *Popular Science* – 8/5/10

By Clay Dillow

The DOE released its 2009 Wind Technologies Market Report yesterday, and the results are a mixed bag of highs and lows for the U.S. Americans added 10 gigawatts of wind capacity last year, 40% more than in 2009. But alas, the U.S. is the world's wind power leader no more; China outpaced the U.S. in new wind capacity, stealing away a mantle America had owned for four years.

Last year, the U.S. captured 26% of the world’s new additions in wind capacity, a full 10% less than China. But that’s really no reason for America to get down on its renewable energy ambitions. The U.S. still owns the most cumulative wind capacity, and our lead in that category is substantial at 35,000 megawatts. China has 25,853 cumulative megawatts of wind capacity in service, just edging out Germany’s 25,813 megawatts.

Further, wind power accounted for 39% of all new power generating capacity in the U.S. last year. That's down a bit from 2008, but far exceeds the amount of wind American states added in 2004 through 2007 (in 2008 wind energy made up 44% of new energy capacity, but the financial crisis took a bit out our sails on the new investment front in 2009). Texas led the way, installing 2,292 megawatts alone.

The point is, wind power installation is trending ever-upward even as the financial crisis cut investment in some new energy ventures in 2009. Both the U.S. and China are exploring offshore wind options – the U.S. recently approved it's first offshore wind farm – which could rapidly expand both nation's capacities to install new wind infrastructure. As for China's overtaking the States in new installations, that's nothing to lose face over. As two of the world's largest producers of greenhouse gasses and the two global powers the world is looking to for energy guidance in the new century, America and China should be fostering healthy competition when it comes to going green. We'll get 'em next year.

Daily Buzz: 40 Billionaires Sign Pledge to Donate Half of Their Fortunes – *Women's Day* Blog – 8/5/10

By Brynn Mannino

I know today isn't "Good-News Wednesday" or anything—yep, I've been doing daily themes, which I'm *sure* hasn't gone unnoticed—but this spread-the-wealth-stuff is too good to not blog about.

Forty of our nations roughly 400 billionaires have signed the Giving Pledge, a charitable initiative spearheaded by Warren Buffett and Bill and Melinda Gates (oh, Gates), which asked each philanthropist to pen a promise to donate at least half of their fortunes to charity.

The list of billionaires, released yesterday, includes Michael Bloomberg, Ted Turner, T. Boone Pickens and more. [Check it out here.](#)

Though Americans already donate \$300 billion to charity each year, the pledge could ensure a \$500 billion dollar increase in the future. Nicholas Spangler wrote in *amNewYork* that "this is the strongest call to action since steel baron Andrew Carnegie warned readers in his book, 'The Gospel of Wealth,' in 1889 that to die rich was to die disgraced.

But billionaires aren't the only people who can give. If you're interested in learning about the causes people are fighting for currently, check out [Change.org](#). I happen to love that site, specifically their annual Obama-backed [Ideas for Change in America initiative](#).

[WomansDay.com](#) also has [an entire topic page dedicated to charity](#), on which you can find fun ways to give back and read inspiring stories about people who already are.

Rich Americans To Set Up A Fund – *The Voice of Russia* – 8/5/10

Forty U.S. billionaires have decided to share their money with the poor. The founding father of the Microsoft Company Bill Gates and investor Warren Buffett have launched an appeal, urging rich people to give 50 per cent of their capital for charity needs.

Among those who have supported this initiative are the New York Mayor Michael Bloomberg, oil magnate Thomas Boone Pickens, media magnate Ted Turner, the founding father of the Oracle Company Larry Ellison, and film maker George Lucas. The initiator of this idea - Bill Gates - said in June that he planned to give half of his fortune to charity, adding that he is hopeful that many people will follow his example. One promise is not enough here – the donator should confirm his intentions in public and give a written commitment.

Approximate estimates show that the total sum may reach 200 billion dollars. And should all American billionaires get involved in the drive, the sum may grow to reach 600 billion dollars. The secretary of the Union of Journalists of Russia Mikhail Fedotov says: In America all money that goes to charity is tax deductible. That is why it is beneficial for an entrepreneur. He gives money to charity and enjoys partial tax exemption as a result. He does not lose much.

And the richest person in the world - Carlos Slim from Mexico – has come out against this idea. He believes that it is necessary to donate for definite purposes. By the way, this is how many people in the world do. The charity tradition in Russia also has a long history. Not making loud statements, many rich people in this country give money to the funds, which supervise the treatment of cancer and other diseases, or transfer sums to the accounts of definite people.

BROADCAST COVERAGE

1. Squawk Box

CNBC, National | DMA: 0

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

[CC] 00:42:49 Forty of the richest people pledged to leave half their fortunes to charity. It's the giving pledge expected to raise upwards of \$150 billion for charity. You're going to recognize a lot of the names involved. 40 Individuals, many of them are regular "Squawk" guests. Of the 40, 10 of these are people who we regularly talk to. Billionaires giving at least 50% of their wealth and holdings. Some of the names on the list. We mentioned Warren Buffet and Bill Gates, Michael Bloomberg on the show last week. Barry Diller on about two weeks ago. Pete Peterson, Tom Steyer, **TBoone Pickens** ...00:43:53

Audience: 376,288 Spot Cost: \$2,937

2. American Morning

CNN, National | DMA: 0

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

[CC] 00:09:06 Peer pressure among the billionaires. A whole new group of billionaires taking that pledge to give away half of their worth to charity. Either during their lifetime or after they die. A challenge started by Warren Buffett and Bill Gates called "The Giving Pledge" includes New York Mayor Michael Bloomberg as well as Director George Lucas, **T.BoonePickens**, CNN founder Ted Turner.00:09:27

Audience: 600,987 Spot Cost: \$4,538

3. Morning Express With Robin Meade

CNN Headline News, National | DMA: 0

08/05/2010, 09:00 AM - 09:30 AM

[CC] 00:12:23 Warren Buffett was able to talk 40 of the richest families in America into giving away the bulk of their money. That is some powerful speaking apparently. If somebody came up

to you, half of your money, come on, give it away. Really? Where's your gun? Warren Buffett, one of the world's richest men and he made every dollar there. Wasn't coming down from his daddy or something. He and Bill Gates had already promised to give away most of their own money to help other people in the world. Then they went out asking other billionaires to do the same thing. It turns out 40 people have said yes. They would give half of their money during their lifetimes or at their death. He's a little bit of that list. You see Mike Bloomberg, I don't want to leave this kind of money to my kids, it could ruin their lives. Ted Turner and **T.BoonePickens** as well. He'll ask other people from other countries to do the same thing as well.00:13:22

Audience: 305,878 **Spot Cost:** \$2,282

4. Morning Express With Robin Meade

CNN Headline News, National | DMA: 0

08/05/2010, 07:00 AM - 07:30 AM

[EC] 00:13:14 K; Billionaires pledge money: Warren Buffett, The Oracle of Omaha; stock market; Bill Gates from Microsoft; philanthropy; Mayor; Chinese and Indian business people V; Charitable billionaires: Larry Ellison, Mike Bloomberg, George Lucas, Ted Turner, **T. BoonePickens**, Forbes; S; 00:14:24

Keywords:Billionaires pledge money: Warren Buffett, The Oracle of Omaha; stock market; Bill Gates from Microsoft; philanthropy; Mayor; Chinese and Indian business people

Visuals:Charitable billionaires: Larry Ellison, Mike Bloomberg, George Lucas, Ted Turner, **T. BoonePickens**, Forbes;

Audience: 366,070 **Spot Cost:** \$2,531

5. Fox 11 Morning News At 10

KTTV-TV (FOX) CH 11, Los Angeles | DMA: 2

08/05/2010, 10:00 AM - 10:30 AM

[CC] 00:17:37 Billionaires Bill and Melinda Gates and Warren Buffet and a few others believe me they are are in the a lot of people with billions of dollars, convinced 40 billionaires in all to give at least half of their fortunes to charity among the new pledges New York City Mayor Michael bloomberg and investor **T BoonePickens** and CNN founder Ted Turner. They estimate

the billionaires will give back as much as \$600 billion to charities over a period of time. That's impressive. 40 billionaires.00:18:02

Audience: 65,574 **Spot Cost:** \$830

6. Fox 11 Morning News At 5:00

KTTV-TV (FOX) CH 11, Los Angeles | DMA: 2

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

[EC] 00:46:40 K; TZ; Money: V; Bill Gates and Melinda Gates; Warren Buffett; NYC Mayor Michael Bloomberg; **T. BoonePickens**, investor; Ted Turner, CNN founder; S; 00:47:25

Keywords:TZ; Money:

Visuals:Bill Gates and Melinda Gates; Warren Buffett; NYC Mayor Michael Bloomberg; **T. BoonePickens**, investor; Ted Turner, CNN founder;

Audience: 50,720 **Spot Cost:** \$250

7. Fox 11 Morning News At 4:30 AM

KTTV-TV (FOX) CH 11, Los Angeles | DMA: 2

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

[CC] 00:16:00 And extremely generous and unselfish act of charity from dozens of the richest individuals and families. Billionaires Bill and Melinda Gates, Warren Buffet and few others convinced 40 other billionaires to give to charity and among the new pledges New York City Mayor Michael Bloomberg, investor **T BoonePickens** and CNN founder Ted Turner. The campaign estimates the billionaires will give back as much as \$600 billion dollars to charity.00:16:28

Audience: 22,511 **Spot Cost:** \$97

8. Good Day

KDFW-TV (FOX) CH 4, Dallas/Fort Worth | DMA: 5

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

[CC] 00:26:34 Some of the nation's wealthiest families and individuals are ready to give away their fortune. Can you imagine being one of their kids now when your dad says I'm going to give it all away and the kids are going excuse me. No, that was my trust fund. An effort started by Bill Gates and Warren Buffet have all pledged to give at least half and in some cases every penny to charity. Also on list of folks making that promise Texas investor **T BoonePickens**. If they could donate a little to me that would be super.00:27:10

Audience: 129,964 **Spot Cost:** \$1,092

9. NBC 5 Today

KXAS-TV (NBC) CH 5, Dallas/Fort Worth | DMA: 5

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

[CC] 00:54:53 Two Texans are on the list of billionaires pledging to donate half their wealth to charity. **T.Boone** he looks forward to reaching the billion john arnold grew up in Dallas and lives in Houston. I was looking at the picture of John Arnold saying he looks barely out of college. He's had some success00:56:11

Audience: 57,408 **Spot Cost:** \$254

10. NBC Five News

KXAS-TV (NBC) CH 5, Dallas/Fort Worth | DMA: 5

08/05/2010, 10:00 PM - 10:35 PM

[CC] 00:14:42 Two Texans are on the list of 40 billionaires pledging to donate half of their worth to charity. The "Giving Pledge" was created by Bill Gates and qWarren buffett. Dallas oilman**T.BoonePickens** signed on. He says he's given away \$800 million so far in his life and looks forward to reaching the billion-dollar mark.00:14:55

Audience: 198,227 **Spot Cost:** \$1,837

11. ABC 7 Morning News

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

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

[EC] 00:56:16 K; Fortunes: Larry Ellison, Oracle CEO; George Lucas, Lucasfilm Ltd; John Doerr, Venture Capitalist; Pierre Omidyar, Founder and Chairperson of eBay; Jeff Skroll, eBay; Mayor Michael Bloomberg, NYC; **T. BoonePickens, Oilman**; Ted Turner, Media Mogul; Warren Buffett, CEO of Berkshire Hathaway; Bill Gates, Microsoft Founder; V; S; 00:56:56

Keywords:Fortunes: Larry Ellison, Oracle CEO; George Lucas, Lucasfilm Ltd; John Doerr, Venture Capitalist; Pierre Omidyar, Founder and Chairperson of eBay; Jeff Skroll, eBay; Mayor Michael Bloomberg, NYC; **T. BoonePickens, Oilman**; Ted Turner, Media Mogul; Warren Buffett, CEO of Berkshire Hathaway; Bill Gates, Microsoft Founder;

Audience: 23,825 **Spot Cost:** \$135

12. Good Day Atlanta

WAGA-TV (FOX) CH 5, Atlanta | DMA: 8

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

[EC] 00:57:05 Some of the nation's wealthiest are opening up their pocketbooks in a major act of generosity to the underprivileged. Bill gates, warren buffett and 40 others have pledged 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. New york city mayor michael bloomberg, investor **t.Boonepickens**, and cnn fnder ted turner are also taking part. Gates and buffett believe the campaign could give a grand total of 600 billion in charitable donations. All right. Time now for something a little xtra. Let's head over to jeff and mark. Hi guys. Hi, lisa. 00:57:38

Keywords:TZ; Giving back:

Visuals:Warren Buffett and Bill Gates; Michael Bloomberg; **TBonePickens**; CNN Founder Ted Turner; Website showing Bill and Melinda Gates;

Audience: 73,106 **Spot Cost:** \$394

13. Fox 26 Morning News

KRIV-TV (FOX) CH 26, Houston | DMA: 10

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

[CC] 00:53:28 Meanwhile, across our area a heat advisory posted again. We've been telling you this all morning. We had it yesterday. Again for today, the same type of set up with the humidity inching up a little bit more each and every hour, so we're looking at our heat index around 108 for this afternoon. Again, temperatures already warm in the 80s for Bush Airport. 78 in Sugar Land. Good morning to you. 81 in Conroe. So we really are already running a bit of a heat index at this early hour. It feels like it's 91 at Bush Airport. It feels like 94 degrees out on the island. That just goes to show you how hot it's going to be. You have to find ways to beat the heat, whether it's indoors in the A.C., maybe heading out to the beach. Enjoy the nice, I guess should we call it cool water? It's 90 degrees. The water temperature. I don't know if that's really cool, but at least find ways to beat the heat. A lot of breaks if you're going to be outside for any length of time. Certainly find the shade. In the sun you can add another 10 or 15 degrees to that actual temperature. 00:54:28

[EC] 00:54:04 Humidity trying to slide our direction. We've seen this the last couple of days. We're slowly moistening the atmosphere up. That's good news in the long term because eventually we're going to see our atmosphere moist enough to support showers. Until then, the humidity continues to inch those heat indexes up as we. Most of the showers for today stay off to the east. If you're in Liberty County, you may get clipped by a shower or two. Don't look for a whole lot of the rainfall. You can see most of the green here stays just off to our east. Again, hot weather continuing for us, so not a big change in our forecast for today. We sit and we bake in the heat. High of 97 here in Houston with a heat index between 104 and 109. Again, probably a good day for the movies. Definitely find something indoors to do. 97, kind of the magic number here for the next few days as we head into the weekend. Better chances of rain coming up as we head toward Sunday and early next week. We only go up to like a 20% chance, so again, kind of a hot, dry pattern continuing for the next seven days. 00:54:36

Keywords: Billionaire Giveaway; Billionaire Giveaway Pledge; New York City Mayor Michael Bloomberg; **T. Boone Pickens**; CNN; Ted Turner;

Visuals: Microsoft Founder Bill Gates; Bill and Melinda Gates; Warren Buffett;

Audience: 17,634 **Spot Cost:** \$87

14. Fox 10 News @ 6 AM

KSAZ-TV (FOX) CH 10, Phoenix | DMA: 12

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

[EC] 00:52:51 That alone with these 40 who signed up so far equals 600 billion dollars. Others taking part are New York mayor michael bloomberg the **boone pickens** and ted turner. Will help with causes from health and education to science and the arts. I think I hear jayme king over there hustling up the traffic report. Good morning everyone. Let's take you out to the 202 and the 101. 202 Fine thank goodness for hov lane that just went in. Flow of traffic looking great until you get to the 101 merger north and south with the 101. Slow and go. Me with the 60 as you work westbound towards the i-10 interchange. Next map shows us what do we have. Here it is. Here comes --Yeah, the 202 out to the east valley we go. Approaching the salt river and it's green cars a the y in towards the metro passing the 87. Toward the interchange of the 101 and 2026789 i-17 south of glen road not too terribly bad. We like to see this. Nice traffic off to the north and south and continues southbound towards grant street working into the metro. That's a live look at your traffic. Guys back to you. All right jayme. Thank you. 00:53:30

Keywords:TZ; Richest People: Microsoft; Bill Gates; Warren Buffett; CNN;

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

Audience: 66,462 **Spot Cost:** \$556

15. Fox 9 News: Morning Buzz

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

08/05/2010, 09:00 AM - 10:00 AM

[CC] 00:25:32 First up, call it the billionaire's club. Bill Gates and Warren Buffett are bringing together the wealthiest people in the world pledging to give half the wealth to charities. And other members include Michael Bloomberg and **T.BoonePickens** and Ted Turner. Gates and Buffett believe the campaign could give a grand total of \$800 billion in charitable giving...00:26:10

Audience: 28,629 **Spot Cost:** \$173

16. Fox 9 Morning News At 6 AM

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

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

[CC] 00:44:30 Bill Gates and Warren Buffett are bringing together some of the wealthiest people in a generous and giant act. They are all pledging to give at least half of their wealth to charity. Some of the big names include New York City Mayor Michael Bloomberg and investor **T.BoonePickens** and CNN founder Ted Turner. They believe the campaign could give a grand total of \$600 billion in charitable giving.00:44:50

Audience: 42,953 **Spot Cost:** \$298

17. Good Day Colorado

KDVR-TV (FOX) CH 31, Denver | DMA: 16

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

[EC] 00:48:01 Welcome back to 15 minutes before the hour. Rtd is one step closer to a light-rail line from downtown Denver to dia. Yesterday R-T-D And union pacific rebels said in river was sent immigrants which finalizes the purchase of railroad property. The and he and his necessary for faster tracks to expand at the 22. 8-Mile corridor is scheduled to be completed in the year 2015. If you ever have to spend the night at an airport, and hope it is not impressed with tickled to cycle begun tickled to cut the cut is an effort named charles de gaulle,. I'mso shaul. They say it is the worst to spend the night and it is followed by moscow and new delhi. The worst they were city of. Since 1996, the website has been classifying the world's airports in which to spend a night for those people who are on a tight budget. It is not good to cost a little bit more to visit the happiest place on earth that waldisney world has announced it's raising ticket prices across the board. Now the price of a one-day one park adult ticket will go from \$79 to \$82, 50% decrease. The first \$180 to \$291, a 3. 9 Increase. The news is getting mixed reaction. A pinkish have lowered them, not raised them. He had a big family it is get to save the expense of. Everyone has to have expensive. The new prices kick in today. Forty of the world's richest people are making a pact with microsoft. Cofounder bill gates and investor warren buffett are pledging to give give at least half of their alth to charity. New york city mayor michael bloomberg investor **boone pickens** and cnn ted turner are justa few of the names taking part in this. 00:48:26

Keywords:tz; Fortunes: **Ted Turner**, New York Mayor Michael Bloomberg, **T. BonePickens**, pledging to giveaway half their wealth;

Visuals:Warren Buffett, Berkshire Hathaway, Microsoft CEO Bill Gates,

Audience: 7,779 **Spot Cost:** \$41

18. Daybreak

KWGN-TV (CW) CH 2, Denver | DMA: 16

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

[EC] 00:18:38 3 3 Forty of the 3 world's richest people are making a pact with microsoft co-founder bill gates and investor warren buffet. They're 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 give a grand total of six-hundred billion in charitable giving. 3 R-T-D Is one stop closer to building a lightrail line from downtown Denver to D-I-A. Yesterday R-T-D And union pacific railroad signed an agreement which finalizes R-T-D's purchase of railroad property. The land is necessary for fastracks to expand. The 22-point-8t mile corridor is scheduled to be completed in 20-15. 3 3 A popular restaurant in Jefferson county, where former president bill clinton has dined is the source of a recent salmonella outbreak. Health officials say nearly 30 people became ill after eating meals at "the fort", between July 10th and the 16th. At least two had to be hospitalized, it is suspected the outbreak came from undercooked eggs in the restaurants "rattlesnake cake" the restaurant released an apologetic statement and has removed the item from the menu. 3 Critics of the rocky flats are saying the site is unsafe to open as wildlife refuge. State representative wes mckinley says soil sample on the site contain breathable plutonium which could be potentially deadly. He wants state and federal officials to delay the opening of a wildlife refuge until more testing is done. 00:19:06

Keywords:Billionaires Make Charity Pledge: Mayor Michael Bloomberg; **T BoonePickins**; Ted Turner;

Visuals:Warren Buffett; Bill Gates

Audience: 17,054 **Spot Cost:** \$176

19. 7 News At 5:30

WSVN-TV (FOX) CH 7, Miami/Ft. Lauderdale | DMA: 17

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

[CC] 00:21:03 Some of the richest people in the nation deciding to spread the wealth. Forty billionaires will be joining Microsoft founder Bill Gates and investor Warren Buffet pledging to give at least half of of their wealth to charity. Some big names on this board include New York City Mayor Michael Bloomberg, investor **T BoonePickens** and CNN founder Ted Turner room...00:21:53

Audience: 72,582 **Spot Cost:** \$971

20. Fox 8 News At 5 PM

WJW-TV (FOX) CH 8, Cleveland/Akron | DMA: 18

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

[EC] 00:13:28 Watch a slide over any 3g or wi-fi network. 00:14:08

Keywords:Tease : Track Down; Hail; Midwest; Billionaires; WiFi; 3G;

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

[EC] 00:17:26 A fast-moving thunderstorms start of high winds and damaging hail. Large ice bells crashed through windows and not on tree branches and they want to show the insurance investigators firsthand what happened. Government or what time we ha save it and it melted. Right now we are still watching the tropics. We we'll had down there. So far it has in a quiet season. It was anticipated to be a very active season. That has not yet occurred. However you have to bear in mind the tropics season, most active month is the month of September. We are not there yet. We have what used to be tropical storm colin. At any rate it is moving in this direction and should have had up to bermuda. There is a chance this can be strengthened into a tropical storm. The rest of the tropics is all right. Aside from that so far not on what it has been a quiet season. Let's hope it stays that way. Like one or 76 west wind. Not stop us. We are seeing a change here. The wave height three --5 feet. That is like a sma craft advisory is in effect.
00:17:48

Keywords:TZ; Billionaires :

Visuals:Bill Gates; Melinda Gates; Warren Buffett; **T BoonePickens**; Mayor Michael Bloomberg, NYC; Ted Turner;

Audience: 101,183 **Spot Cost:** \$497

21. The Charlie Brennan Show

KMOX-AM (CBS) Freq. 1120, St. Louis | DMA: 21

08/05/2010, 09:00 AM - 10:00 AM

00:12:00 everybody's been talking about all these billionaires who have gotten together and they decided to make a pledge ..40 wealthy families and individuals in the United States have joined Microsoft's Bill Gates and billionaire investor Warren Buffett to pledge that at some point they will give away t half their money... it's great I noticed that **T BoonePickens** has joined the crowd... 00:13:59

Audience: 37,250 **Spot Cost:** \$184

22. Local 8 At 6:00 AM

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

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

[CC] 00:25:56 40-Billionaires in the country are promising to give at least half of their fortunes to charity during their lifetimes or after death. The offerings came at the request of microsoft co-founder Bill Gates and investor Warren Buffet. For months, they convinced the nation's richest people to take the so-called "giving pledge." their list includes George Lucas of Star Wars fame, New York City Mayor Michael Bloomberg, Oracle Co-founder Larry Ellison and **energy** tycoon **"T" Boone Pickens**.00:27:09

Audience: 18,162 **Spot Cost:** \$188

23. Local 8 At 5:30 AM

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

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

[EC] 00:04:54 We opened the hatch and there was smoke coming out." the finnerty's didn't waste any time and jumped into the river, with only the clothing on their backs. Their boat was moments later, they were **picked** engulfed in flames. Up by an it took two hours approaching boat. For the boat to drift close enough to shore so firefighters could douse the flames. Its unclear what caused the fire. 40-Billionaires are promising to give at least half of their wealth to charity during their lifetime or after death. The offerings came at the request of microsoft co-Founder bill gates and investor warren buffet. For months, they convinced the nation's richest people to take the so-called "giving pledge." their list includes george lucas New York city mayor michael bloomberg, larry ellison and **energy** tycoon **"t" boone pickens**. Former New York city mayor rudy giuliani's daughter is accused of shoplifting from sephora 20-year-old caroline giuliani was arrested Wednesday. This is video of her leaving a police precinct, where she was booked on a misdemeanor charge of petty larceny. New york police say the harvard student was seen on video, putting makeup in her pocket. Rudy giuliani is asking for privacy, for his daughter. Now

for a look at wallstreet, local stocks are mixed qualcomm down 3-cents yesterday, opening this morning at 38-43 illumina up a dollar-12 at 46-04 S-A-I-C Remains unchanged, at 17-02 alexis christoforou has your money watch from New York barnes a shot up 19 noble stock investors percent after rushed to buy on reports that the 00:05:22

Keywords:Charity; Microsoft; George Lucas; **T BoonePickens**; Gary Ellison

Visuals:Bill Gates; Warren Buffett; The Giving Pledge website; NY City Mayor Michael Bloomberg

Audience: 16,940 **Spot Cost:** \$90

24. 10 News This Morning

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

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

[CC] 00:18:12 Some local billionaires are among a group of the richest people in America pledging to give away at least half of their wealth. These 40 Americans are collectively worth \$249 billion. Among them, Qualcomm Ceo, Irwin Jacobs. **Oil** man, **T-BoonePickens** and his wife have a home in Del Mar. His wife owns the Del Mar Country Club. To find the complete list of billionaires go to 10news. Com and click on the red TV button.00:19:34

Audience: 18,635 **Spot Cost:** \$193

25. Newscenter At Noon

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

08/05/2010, 12:00 PM - 01:00 PM

[CC] 00:23:24 Billionaires like Ted Turner and **T.BoonePickens** are giving away billions. Coming up the influential people who convinced them to give away half of their fortunes.00:23:31

[CC] 00:27:57 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**, and C-N-N founder Ted Turner00:28:40

Audience: 36,835 **Spot Cost:** \$192

26. Good Day Columbus

WTTE-TV (FOX) CH 28, Columbus, OH | DMA: 34

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

[CC] 00:52:00 billionaires making a pact. 40 Wealthy families are joining Bill Gates and Warren Buffett in an extremely generous act, they're pledging to give at least half of their fortunes to charity. The campaign, launched six weeks ago, aims to get other billionaires to donate most of their fortunes. 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 give a grand total of six-hundred billion in charitable giving.00:53:13

Audience: 28,357 **Spot Cost:** \$140

27. Morning News At 8

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

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

[CC] 00:23:55 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 joining 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.00:25:03

Audience: 18,690 **Spot Cost:** \$58

28. News 12 At Noon

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

08/05/2010, 12:00 PM - 12:30 PM

[CC] 00:05:02 40-U-s billionaires have now pledged to give away a least half of their wealth to charity. To give away at least half of their wealth to charity. (Vo) 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 in the effort, New York mayor michael bloomberg and **energy** tycoon **T-BoonePickens** and filmmaker George Lucas.00:07:17

Audience: 42,415 **Spot Cost:** \$194

29. Live In Las Vegas

KVVU-TV (FOX) CH 5, Las Vegas | DMA: 42

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

[CC] 00:54:42 . Some of the richest people in the world are helping those who are less fortunate, investor Warren Buffet says he, bill and melinda gates, and others made about eighty calls to some of the wealthiest Americans. More than forty wealthy individuals and families are pledging to give at least half of their wealth to charity. New York City Mayor Michael Bloomberg, Texan "**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 a grand total of six-hundred billion dollars-In charitable giving.00:56:14

Audience: 42,281 **Spot Cost:** \$405

30. Fox 5 News This Morning

KVVU-TV (FOX) CH 5, Las Vegas | DMA: 42

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

[CC] 00:47:32 Some of the world's richest people are helping those in need. More than forty wealthy individuals and families are pledging to give at least half of their wealth to charity. Investor Warren Buffet says he, Bill and Melinda Gates, and others made about eighty calls to some of the wealthiest Americans. New York City Mayor Michael Bloomberg, Texan "**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 a grand total of six-hundred billion dollars-In charitable giving.00:49:01

Audience: 20,478 **Spot Cost:** \$104

31. NewsChannel 4 At Noon

KFOR-TV (NBC) CH 4, Oklahoma City | DMA: 45

08/05/2010, 12:00 PM - 01:00 PM

[CC] 00:00:18 Our top story this noon hour several wealthy Oklahomans are among the 40 billionaire families who've signed the edgeo give away a big chunk of their alth. Oklahoma-born billionaires **T.BoonePickens** and George B. kaiser are joining the project and promising to donate large sums of their wealth. The giving pledge was started by Warren Buffett and bill and melinda gates. Those who sign the pledge, promise to donate a majority of their wealth to philanthropic and charitable causes. **Pickens** is a Texas **oil** tycoon now, the O-S-U Graduate is originally from Holdenville, Oklahoma. Kaiser is chairman of tulsa-based B-O-K Financial corporation, and primary owner of kaiser-Francis **oil**.00:01:45

Audience: 53,310 Spot Cost: \$275

32. Eyewitness News 5

KOCO-TV (ABC) CH 5, Oklahoma City | DMA: 45

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

[CC] 00:36:39 . Plus and Oklahoma tycoon wants to give away part of his fortune. Find out why **T-BoonePickens** is dishing out his precious dollars.00:37:17

[CC] 00:40:45 . An Oklahoma **oil** tycoon is giving up part of his fortune. **T-BoonePickens** joins dozens of other American billionaires in giving up half of their fortune for charity. **Pickens** says hes already donated more than 800-million dollars over the years. And he looks forward to the day he hits the one billion dollar mark.00:42:04

Audience: 26,456 Spot Cost: \$132

33. Eyewitness News 5

KOCO-TV (ABC) CH 5, Oklahoma City | DMA: 45

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

[CC] 00:37:10 Plus and Oklahoma tycoon wants to give awayart of his fortune. Find out why **T-BoonePickens** is dishing out his precious dollars.00:37:38

[CC] 00:40:52 An Oklahoma **oil** tycoon is giving up part of his fortune. **T-BoonePickens** joins dozens of other American billionaires in giving up half of their fortune for charity. **Pickens** says hes already donated more than 800-million dollars over the years. And he looks forward to the day he hits the one-Billion dollar mark.00:42:23

Audience: 12,935 **Spot Cost:** \$34

34. Eyewitness News 5

KOCO-TV (ABC) CH 5, Oklahoma City | DMA: 45

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

[CC] 00:10:37 Tonight two Oklahoma billionaires are promising to doante at least half their fortunes to charity! The richest men in America Bill Gates and Warren Buffet --Started the giving pledge. Holdenville **oilman** and osu alum **T-BoonePickens** is on board, Along with george kaiser, owner of kaiser-francis oil and chairman of B-O-K. Both are already big donors to several organizations.00:12:17

Audience: 78,399 **Spot Cost:** \$513

35. News 9 At 10 PM

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

08/05/2010, 10:00 PM - 10:35 PM

[CC] 00:14:44 Take oprah's net worth, double it, and that's how much money an Oklahoma man is pledging to give to charity. We told you last night george kaiser and fellow billionaire philanthropist **T BoonePickens** are promising to share their wealth. New tonight ashli simms explains why this shouldn't really come as a surprise. "I don't want to be on this earth exclusively to accumulate resources but to make something happen that otherwise would not have happened that helps the lives of somebody else." spoken by a man with a heart truly bigger than his ten-billion dollar bank account. And that's just what the two richest men in the nation, Bill Gates and Warren Buffett, were counting on. They started **t** giving pledge which asks the nation's billionaires to publicly state they will donate at least half of their fortunes to charity. Kaiser, the 24th richest man in the country, signed on. Not surprising from a man who business week ranked one of the country's top three philanthropists. Kaiseras donated more than three billion to the family foundation that ars his name. The foundation spends 25 million dollars every year on projects like educare, which provides educational opportunities for Oklahoma's low-income babies and tolers. In 2008, the kaiser foundation gave 50 million to the university of Oklahoma to create the school of community medicine. And when O-S-U Medical center was teetering on

the brink of bankruptcy, the kaiser foundation stepped in with \$11. 6 Million to help save it. Another billionaire with ties to Oklahoma is also taking the pledge. L baron **T-BoonePickens** is also committing to giving away half of his one-Point-one billion. "We're not winning as much as I'd like to see in the big 12, 165 million to O-S-U In 2005, another 100 million just six months ago. **Pickens** has lavished his alma mater with gifts. His website says he's contributed about half a billion total to the school, split evenly between athletics and academics. In his giving pledge, **Pickens** says he enjoys making money but giving it away is a close second. The George Kaiser Family Foundation awards between 50 to 100 million dollars in grants every year.00:17:20

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

36. Fox 8 Noon News

WGHP-TV (FOX) CH 8, Greensboro/Winston-Salem | DMA: 46

08/05/2010, 12:00 PM - 12:30 PM

[CC] 00:11:03 They are some of the wealthiest men in America. And they are teaming up, for a good cause. Bill Gates, Warren Buffett, **T.BoonePickens**, New York Mayor Michael Bloomberg. Those are just a few of the band of billionaires, who agreed to give up *half*heir fortunes for charity. It's estimated their donations will generate 600-billion dollars. And they don't know how their money will be used, only that it will be a quote, "charitable donation."00:13:01

Audience: 27,095 **Spot Cost:** \$74

37. Fox 7 News In The Morning

KTBC-TV (FOX) CH 7, Austin | DMA: 48

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

[CC] 00:37:55 40 Wealthy individuals and families are pledging to give at least half of their money to charity. The campaign was started six weeks ago by microsoft co-founder bill gas and billionaire investor Warren Buffett. New york city mayor michael bloomberg, **oilmanT-BoonePickens** and c-N-n founder ted turner are just a few of the people participating. Gateand Buffett believe the campaign could lead to about 600-Billion in charitable giving.00:40:09

Audience: 15,482 **Spot Cost:** \$121

38. Fox News At 4

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

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

[CC] 00:25:13 Some people are finding they have more money than they know what to do with and they are parting with half of their fortunes and giving it to charity. Others are getting on board. Buffet says he and Gates made over 70 calls to some of the richest people in the United States. Some of the people taking part are investor **T BoonePickens**, cnn founder ted turner and michael bloomberg. You can't spend it if you have it over a certain amount and if you really care about your family, I always thought the best thing to do is make the world better. This campaign could raise \$600 billion for charities.00:25:44

Audience: 38,376 Spot Cost: \$209

39. Channel 2 News Today

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

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

[CC] 00:40:33 From millionaires, to billionaires, some of the nation's wealthiest people pledge to give half of their money 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.00:41:55

Audience: 26,518 Spot Cost: \$101

40. Fox 23 News At Noon

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

08/05/2010, 12:00 PM - 01:00 PM

[CC] 00:20:36 40 wealthy individuals 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 was launched 6 weeks ago, the goal is --To get other billionaires to donate most of their fortunes. **T.BoonePickens** New York city mayor michael bloomberg and C-N-N

Founder ted turner are just a few of the names taking part. Gates and Buffett believe the campaign could bring in 6-hundred billion .00:21:15

Audience: 12,471 **Spot Cost:** \$45

41. Fox23 News Daybreak

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

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

[CC] 00:45:50 40 wealthy individuals 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 was launched 6 weeks ago, the goal is --To get other billionaires to donate most of their fortunes. **T.BoonePickens** "New York city mayor michael bloomberg and C-N Founder ted turner are just a few of the names taking part. Gates and Buffett believe the campaign could bring in 6-hundred billion dollars .00:47:04

Audience: 15,044 **Spot Cost:** \$57

42. Six In The Morning

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

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

[CC] 00:04:48 Take Oprah's net worth, double it, and that's how much money a tulsa man is pledging to give to charity. George kaiser and fellow billionaire philanthropist **T BoonePickens** have both promised to share their wealth. News on six reporter ashli sims has new details on why this shouldn't really come as a surprise. George kaiser: "i don't want to accumulate resources but to make something happen that otherwise would not have happened that helps the lives of somebody else." spoken by a man with a heart truly bigger than his ten-Billion dollar bank account. And that's just what the two richest men in the nation, Bill Gates and Warren Buffett, were counting on. They started the giving pledge which asks the nation's billionaires to publicly state they will donate at least half of their fortunes to charity. Kaiser, the 24th richest man in the country, signed on. Not surprising from a man who business week ranked one of the country's top three philanthropists. Kaiser has donated more than three billion to the family foundation that bears his name. The foundation spends 25 million dollars every year on projects like educare, which provides educational opportunities for Oklahoma's low-income babies and toddlers. In 2008, the kaiser foundation gave 50 million to the university of Oklahoma to create the school of community medicine. And when O-S-U Medical center was teetering on the brink of bankruptcy, the kaiser foundation stepped in with \$11. 6 Million to help save it. Another billionaire with ties

to Oklahoma is also taking the pledge. **Oil baron T-BoonePickens** is also committing to giving away half of his one-point-one billion. **T BoonePickens**, university donor: "we're not winning as much as I'd like to see in the big 12, 165 million to O-S-U In 2005, Another 100 million just six months ago. **Pickens** has lavished his alma mater with gifts. His website says he's contributed about half a billion total to the school, split evenly between athletics and academics. In his giving pledge, **Pickens** says he enjoys making money but giving it away is a close second. Some are asking, what about the children and their inheritance? George Kaiser says in his pledge that his family is "very well provided for" and they join him in his devotion to charity. Even he gives away half, he's still a multi-billionaire.00:08:47

Audience: 41,030 **Spot Cost:** \$156

43. Six In The Morning

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

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

[CC] 00:42:04 And we told you yesterday about a big donation from Oklahoma's **T-BoonePickens**, he's giving away half his fortune to charity! We'll hear more from him on his decision to donate,00:42:17

Audience: 39,623 **Spot Cost:** \$150

44. The News On 6 At 10:00 Update

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

08/05/2010, 10:00 PM - 10:35 PM

[CC] 00:05:17 Take Oprah's net worth, double it, and that's how much money a Tulsa man is pledging to give to charity. George Kaiser and fellow billionaire philanthropist **T BoonePickens** have both promised to share their wealth. News on six reporter Ashley Sims has new details on why this shouldn't really come as a surprise. George Kaiser: "I don't want to be on this earth exclusively to accumulate resources but to make something happen that otherwise would not have happened that helps the lives of somebody else." spoken by a man with a heart truly bigger than his ten-billion dollar bank account. And that's just what the two richest men in the nation, Bill Gates and Warren Buffett, were counting on. They started the giving pledge which asks the nation's billionaires to publicly state they will donate at least half of their fortunes to charity. Kaiser, the 24th richest man in the country, signed on. Not surprising from a man who Business Week ranked one of the country's top three philanthropists. Kaiser has donated more than three billion to the family foundation that bears his name. The foundation spends 25 million dollars

every year on projects like educare, which provides educational opportunities for Oklahoma's low-income babies and to foundation gave 50 million to the university of Oklahoma to create the school of community medicine. And when O-S-U Medical center was ttering on the brink of bankruptcy, the kaiser foundation stepped in with \$11. 6 Million to help save it. Another billionaire with ties to Oklahoma is also taking the pledge. **Oil** baron **T-BoonePickens** is also committing to giving away half of his one-point-one billion. **T BoonePickens**, university donor: "we're not winning as much as I'd like to see in the big 12, 165 million to O-S-U In 2005, another 100 million just six months ago. **Pickens** has lavished his alma mater with gifts. His website says he's contributed about half a billion total to the school, split evenly between athletics and academics. In his giving pledge, **Pickens** says he enjoys making money but giving it away is a close second. Some say, what about the children and their inheritance, george kaiser says in his pledge that his family is "very well provided for" and they join him in his devotion to charity. Of course scott, even if he gives away half, he's still a multi-billionaire.00:08:19

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

45. Six In The Morning

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

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

[CC] 00:49:45 But first, billionaire **T-BoonePickens** is giving away half his fortune! Where it's going, and the motivation to write the check.00:50:00

[CC] 00:54:04 Two of Oklahoma's richest men, promise to share the wealth. Billionaires george kaiser and **T-Boone Pickens** are pledging 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. 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 asking the rich to take their "giving pledge." 40 American billionaires who have taken the pledge so far.00:54:48

Audience: 39,623 **Spot Cost:** \$150

46. News Channel 8 At 5

KTUL-TV (ABC) CH 8, Tulsa | DMA: 61

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

[CC] 00:23:48 Billionaires are promising to donate the majority of their wealth to charity. **T. BoonePickens** and George Kaiser are among 40 people who have signed "the giving pledge", which was started by Warren Buffett and Bill Gates. **Pickens** is a native of Holdenville, Oklahoma, graduated from Oklahoma State, and has since donated hundreds of millions of dollars to the school. George Kaiser is the chairman of Tulsa-based BOK Financial, and primary owner of Kaiser-Francis **oil**. His family's foundation has given millions to causes around the state. In all, nearly 250-billion dollars has now been pledged through the program00:25:03

Audience: 36,478 **Spot Cost:** \$200

47. Fox 4 Rising

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

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

[CC] 00:48:56 And 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, 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.00:50:11

Audience: 7,453 **Spot Cost:** \$77

48. The Morning Show

WCFN-TV (My Network TV) CH 49, Champaign/Springfield | DMA: 84

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

[CC] 00:56:28 . 34 U-s billionaires pledged yesterday to give away at least half of the money to charity. It's part of a campaign by investor Warren Buffett and Microsoft founder Bill Gates. The "giving pledge" is aimed at convincing billionaires to give away most of their fortune during their lifetime or after their death. Some of those billionaires joining the campaign are New York Mayor Michael Bloomberg, **energy** tycoon **T. BoonePickens**, media mogul Ted Turner, and David Rockefeller.00:58:12

Audience: 3,153 **Spot Cost:** \$21

49. Fox 21 Morning News At 6

KXRM-TV (FOX) CH 21, Colorado Springs/Pueblo | DMA: 92

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

[CC] 00:23:43 Meanwhile, 40 wealthy individuals and families are joining billionaires microsoft co-founder Bill Gates and investor Warren Buffet, in an extremely generous act. They're pledging to give at least half of their wealth to charity. The campaign, launch 6-weeks ago, aims to get other billionaires to donate most of their fortunes. Buffet says, he, bl and melinda gates, d a couple of others made about 70 to 80 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.00:24:57

Audience: 1,487 Spot Cost: \$21

50. 5 News At 5 PM

KFSM-TV (CBS) CH 5, Fort Smith/Fayetteville/Springdale/Rogers | DMA: 100

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

[CC] 00:22:02 Still ahead, two Oklahoma natives join an elite group. They are among the billionaires who pledge to give away the bulk of their fortune..... Philanthropists Oklahoma-born billionaires, **T.BoonePickens** and george 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. All those who sign promise to donate a majority of their wealth to philanthropic and charitable causes.00:26:08

Audience: 57,052 Spot Cost: \$461

51. 5 News At Noon

KFSM-TV (CBS) CH 5, Fort Smith/Fayetteville/Springdale/Rogers | DMA: 100

08/05/2010, 12:00 PM - 12:30 PM

[CC] 00:06:48 And making news in the sooner state, Oklahoma-born billionaires, **T.BoonePickens** and george b. Kaiser are joining a project in which they promise to donate large sums of their alth. They're among 40 wealthy families who have signed, the giving pledge started

by Warren Buffett and Bill and Melinda Gates. All those who sign promise to donate a majority of their wealth to philanthropic and charitable causes.00:08:30

Audience: 25,603 **Spot Cost:** \$189

52. KFDA News At Noon

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

08/05/2010, 12:00 PM - 12:30 PM

[CC] 00:15:33 . Oklahoma billionaire **T. Boone Pickens** is promising to donate a large portion of his wealth. He is among 40 wealthy families who have signed the giving pledge started by Warren Buffett and Bill Gates. Those signing promise to donate a majority of their wealth to philanthropic and charitable causes. **Pickens** is now a Texas **oilman** and longtime donor to O-S-U, educational, youth entrepreneurial and wildlife projects.00:17:38

Audience: 11,380 **Spot Cost:** \$91

53. News Channel 3 In The Morning

KESQ-TV (ABC) CH 42, Palm Springs/Palm Desert | DMA: 142

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

[CC] 00:23:17 Some of America's richest entrepreneurs --Are promising to use their money --To help others coming up --Why they're pledging billions of dollars to charity. T... microsoft co-Founder ---Bill Gates --And investor Warren Buffett --Are getting some help from 40-other wealthy individuals and families, they're all pledging to donate at least half their fortunes to charity, Buffet says they made more than 70-calls ---To some of the nation's wealthiest people --Over the past six-weeks, New York city mayor --Michael bloomberg , investor **T Boone Pickens** --And C-N-N Founder ted turner are just founder ---Bill Gates --And investor Warren Buffett --Are getting some help from 40-other wealthy individuals and families, they're all pledging to donate at least half their fortunes to charity, Buffet says they made more than 70-calls ---To some of the nation's wealthiest people --Over the past six-weeks, New York city mayor --Michael bloomberg --Investor **T.BoonePickens** --And C-N-N Founder ted turner are just a few of the big names taking part,...00:26:42

Audience: 10,788 **Spot Cost:** \$155

54. News Channel 3 In The Morning

KESQ-TV (ABC) CH 42, Palm Springs/Palm Desert | DMA: 142

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

[CC] 00:21:26 . Microsoft co-Founder ---Bill Gates --And investor Warren Buffett --Are getting some help from 40-other wealthy 40-wealthy individuals and families, they're all pledging to donate at least half their wealth, the six week-old campaign --Aims to see billionaires donating most of their fortunes to charity, Buffet says they made more than 70-calls ---To some of the nation's wealthiest people, New York city mayor michael bloomberg --Investor **T.BoonePickens** --And C-N-N Founder ted turner are just a few of the big names taking part, gates and Buffett say the campaign could award up to 600-Billion dollars in charitable giving,00:22:43

Audience: 3,653 Spot Cost: \$28

55. Good Morning West Texas

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

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

[CC] 00:39:53 Also ts morning there's good news, and bad news ... industry. The good news is that, a new study predicts the use of **natural gas** is likely to double over the next several decades. The bad news, is that according to that study, the long-term outlook for **natural gas** usage is looking fairly grim. Here's this week's big 2 **energy** report, with mycah glover M-I-T Recently released their results of a two year **energy** study. One part of that study focused on **natural gas**. According to their results, **natural gas** usage is likely to double from twenty percent to forty percent over the next several decades. Something Texas **oilmanT-BoonePickens** has been promoting. "We have plenty of American **natural gas** to power our trucks and and fleets. It's cheaper clner abundant and it's ours." **Pickens** says we spent 500-billion dollars on imported **oil** last year alone. "What we have to do is get on our own resources and that's **natural gas**." But the study goes on to say that in the long term, the future of **natural gas** could look a lot dimmer if stricter regulations are put in place to cut greenhouse gas emissions by 80 percent by the year 2050. **Pickens** says the report focused too much on the usage of **natural gas** for electricity and not enough for the transportation sector. "this thing is a movement going on around the world. You now have 12 million vehicles in the world that run on **natural gas**. In the U.S. , We have 130-thousand. It's nuts" the study also noted that **natural gas** vehicles emit about three-quarters as much carbon dioxide per mile than gasoline powered cars. The only **natural gas** car currently sold by a major car company in the US Is the honda G-X. It costs an extra 55-hundred dollars more than the gasoline powered version.00:42:18

Audience: 2,645 Spot Cost: \$24

56. Good Morning West Texas

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

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

[CC] 00:09:04 . Also this morning there's good America's **natural gas** industry. News, and bad news for the good news is that, a new study predicts the use of **natural gas** is likely to double over the next several decades. The bad news, is that long-term outlook for natural according to that study, the grim. Here's this week's big 2 gas usage is looking fairly **energy** report, with mycah glover M-I-T Recently released their results of a two year **energy** study. One part of that study focused on **natural gas**. **Natural gas** usage is likely to according to their results, double from twenty percent to forty percent over the next **oilmanT-BoonePickens** has been several decades. Something Texas promoting. "We have plenty of American **natural gas** to power our trucks and and fleets. It's cheaper cleaner abundant and it's ours." **Pickens** says we spent 500-billion dollars on imported **oil** last year alone. "What we have to do is get on our own resources and that's on to say that in the long **natural gas**." but the study goes term, the future of **natural gas** could look a lot dimmer if stricter regulations are put in place to cut greenhouse gas emissions by 80 percent by the year 2050. **Pickens** says the report focused too much on the usage of **natural gas** for electricity and not enough for the transportation sector. "this thing is a movement going on around the world. You now have 12 million vehicles in the world that run on **natural gas**. In the U.S. , We have 130-thousand. It's nuts" the study also noted that **natural gas** vehicles emit about three-Quarters as much carbon dioxide per mile than gasoline powered cars. The only **natural gas** car currently sold by a major car company in the US Is the honda G-X. It costs an extra 55-hundred dollars more than the gasoline powered version.00:11:52

Audience: 648 **Spot Cost:** \$20

57. KMID ABC2 News At 10

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

08/05/2010, 10:00 PM - 10:35 PM

[CC] 00:17:41 There's good news and bad news for America's **natural gas** industry. The good news is that a new study predicts the use of **natural gas** is likely to double over the next several decades. The bad news, is that according to that study, the long-term outlook for **natural gas** usage is looking fairly grim. Here's this week's big 2 **energy** report. M-I-T Recently released their results of a two year **energy** study. One part of that study focused on **natural gas**. According to their results, **natural gas** usage is likely to double from twenty percent to forty percent over the next several decades. Something Texas **oilmanT-BoonePickens** has been promoting. "We have plenty of American **natural gas** to power our trucks and and fleets. It's cheaper cleaner abundant

and it's ours." **Pickens** says we spent 500-billion dollars on imported **oil** last year alone. "What we have to do is get on our own resources and that's **natural gas**." but the study goes on to say that in the long term, the future of **natural gas** could look a lot dimmer if stricter regulations are put in place to cut greenhouse gas emissions by 80 percent by the year 2050. **Pickens** says the report focused too much on the usage of **natural gas** for electricity and not enough for the transportation sector. 18:20 To 18:31 "this thing is a vement going on around the world. You now have 12 million vehicles in the world that run on **natural gas**. In the U.S. , We have 130-thousand. It's nuts" the study also noted that **natural gas** vehicles emit about three-Quarters as much carbon dioxide per mile than gasoline powered cars. The only **natural gas** car currently sold by a major car company in the US Is the honda G-X. It costs an extra 55-hundred dollars more than the gasoline powered version.00:21:36

Audience: 5,196 **Spot Cost:** \$73

58. KMID ABC2 News At 5

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

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

[CC] 00:05:38 . A lot of **energy** leaders including Texas **oil** tycoon **T.BoonePickens** been endorsing **natural gas** for months. Now, the results of a new study released by M-I-T Suggests that we'll definitely see an increase in usage over the next several decades. But that's only part of the story. Coming up in tonight's big 2 **energy** report, we'll give you more details from that study. We'll also hear from **T-BoonePickens** to get his thoughts on the study and on his push for **natural gas**. That's coming up tonight at ten.00:08:59

Audience: 4,921 **Spot Cost:** \$55