

PickensPlan

T. Boone Pickens Media Coverage 8.19.10

Total of 7 Placements

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

Coverage Summary:

Pickens participated in the Voices of Oklahoma oral history project with a far-reaching interview about his childhood, ups and downs of the energy business, the Pickens Plan and his alma mater Oklahoma State University. The interview can be found here:

http://www.voicesofoklahoma.com/boone_pickens.html

Highlighted Placements (Full Articles Below)

- **T. Boone Pickens – Oilman and Philanthropist** – *Voices of Oklahoma* – August 2010

Print Placements (Full Articles Below)

- **Southern California's Top Trade Shows & Conventions 2010** – *BizBash* – 8/19/10
- **Responsible Energy Is Anything But** – *The Queens Gazette* – 8/18/10

Blog/Online Placements (Full Articles Below)

- **Ted Turner And James Cameron To Speak At Renewable Energy Expo** – *Look to the Stars* – 8/19/10

- **John Paulson Most Likely To Next Sign Buffett, Gates "Giving Pledge"** – *GuruFocus* – 8/18/10

HIGHLIGHTED COVERAGE

T. Boone Pickens – Oilman and Philanthropist – *Voices of Oklahoma* – August 2010

Hard work, intuition and the nerve to take a chance describe T. Boone Pickens. A household name to the nation, Pickens is first an Oklahoman. His story ranges from earning a penny a paper as a young boy to making millions, and then billions. And then major losses. Many counted him out. But Pickens was far from out.

His modest upbringing provided the background for a work ethic that turned his remaining investment funds of \$3 million into \$8 billion in profit in just a few years. In 2008 The Pickens Plan was announced, designed to break America's dependency on foreign oil. Boone invested \$62 million to get the attention of the nation. And in 2010, America and Boone are waiting for a national energy plan. Pickens' gift to his alma mater, Oklahoma State University remains the largest donation to a university's athletic program in collegiate history. His total contributions to OSU amount to more than \$400 million. Major academic gifts have also been made to the school, particularly to the School of Geology.

PRINT COVERAGE

Southern California's Top Trade Shows & Conventions 2010 – *BizBash* – 8/19/10

By Alesandra Dubin

1. Los Angeles Auto Show

This well-established event has been on the scene for more than a century. It ran from December 4 to 13 at the Los Angeles Convention Center. During press days on December 2 and 3, automakers hosted 24 press conferences and unveiled more than 30 world and North American debuts, including a dozen concept vehicles.

2. Comic-Con International

This four-decade-old show has a rabid fan following and a growing tendency to attract mainstream Hollywood celebrities. Memberships for the 2010 show sold out in November 2009, months before the previous year's record-breaking March sellout. The 2010 show runs from July 22 through 25, with a preview night on July 21 at the San Diego Convention Center.

3. The Women's Conference

California's first lady, Maria Shriver, and Governor Arnold Schwarzenegger's Women's Conference once again drew masses of women to join a packed roster of about 70 high-level speakers and participants at the Long Beach Convention Center in 2009. The program ballooned from a single day to two full days to accommodate the increasing number of would-be attendees. The 2010 conference is set for October 25 and 26.

4. The NAMM Show

The National Association of Music Merchants puts the final registration and exhibitor numbers for the 2010 NAMM Show, the longest-running trade show in the United States, at 87,569 registrants. There were 1,373 exhibitors this year, including nearly 250 new exhibitors—a new

record for the 108-year-old event. The show ran January 14 through 17 at the Anaheim Convention Center.

5. TED Conference

Presenters ranging from Bill Gates to James Cameron gathered at the Long Beach Performing Arts Center for the 26th annual Technology, Entertainment, and Design (TED) Conference, an intellectual powwow held February 9 to 13. TED gives participating speakers, billed by the nonprofit as “the world’s most fascinating thinkers and doers,” a forum to present 18-minute talks to an invitation-only audience of more than 1,000.

6. D: All Things Digital Conference

The Wall Street Journal’s conference has been bringing big news and discussions with top names in media and technology since its debut in 2003. Creators and executive producers Walt Mossberg and Kara Swisher presented D8, the eighth annual conference, June 1 to 3. The program, which took over the Terranea Resort in Rancho Palos Verdes, had been sold out since January.

7. American Film Market

The 30th annual film market ran from November 4 to 11 in Santa Monica. The event screened 445 films, including 73 world premieres and 311 market premieres, to 8,000-plus film buyers and industry professionals from more than 70 countries. The trade association Independent Film & Television Alliance produces the market.

8. Los Angeles Boat Show

Produced by the Southern California Marine Association, the 54th annual show took to the Los Angeles Convention Center from February 18 to 21. Billing itself as the largest of its kind on the West Coast, the event occupies acres of exhibits and shows hundreds of new boats from 6 to 60 feet.

9. E3

The global computer and video game trade show, owned and operated by the Entertainment Software Association, took to the Los Angeles Convention Center June 15 through 17. The expo draws tens of thousands of industry professionals to its sprawl of high-tech exhibits.

10. California Gift Show

L.A. Mart owner MMPI announced in 2009 the acquisition of the California Gift Show from DMG World Media, and the newly integrated show ran under MMPI's ownership and management. The next show will be July 16 to 19 at the Los Angeles Convention Center, with a chance to shop early at the L.A. Mart beginning on July 13.

11. The Los Angeles Times Travel & Adventure Show

Billed as the largest travel show in the United States, this event was held February 13 and 14 at the Los Angeles Convention Center. It attracts hundreds of destination exhibitors and offers a scuba pool, cultural performances on the Global Beat Stage, and the World Culinary Stage.

12. Milken Institute's Global Conference

This annual conference ran April 26 through 28 at the Beverly Hilton Hotel. With 560 speakers on 140 panels, the event brought discussions among top-level decision makers and thinkers on topics like education, energy, finance, government, health, media, and philanthropy. T. Boone Pickens, Maria Shriver, and Eli Broad were among the participants in the program, which drew more than 3,000 attendees.

Responsible Energy Is Anything But – *The Queens Gazette* – 8/18/10

By Marita Noon

“What is responsible energy?”

The expected answer: renewables. Translation: “wind” or “solar”. These “renewable” fuels are written about in the press as if they were the saviors of America.

But is the hype justified? Are they truly the responsible alternative? Can the American fuel demand be met using these types of fuel and will they continue to make America great through energy?

The answer: No.

Wind, solar, and biofuels may be able to serve as a supplement to our current energy supplies, but there is little certainty that they can replace the hydrocarbon/ nuclear/hydro power combination that fuels America—at least not any time in the foreseeable future or with the current technology.

Famous oilman T. Boone Pickens launched a major campaign in support of wind power. His efforts were short lived, as he found the plan was overly optimistic. In reality, what his plan centered around was increasing use of natural gas—specifically in vehicles. Additionally, increasing the use of wind power would necessitate the use of more natural gas, as it is the only source fuel that can ramp up quickly when the wind dies down (or the sun isn’t shining) to get power to the grid to keep homes cool in the summer and warm in the winter; to keep computers humming and cellphones ringing; to keep foods refrigerated and safe.

Proponents of these so-called “alternatives” tout the benefits, specifically stating that they are green and free. Neither is true.

First, the fallacy that they are green: creating the equipment needed to turn the raw wind or sun into electricity utilizes nasty chemicals, large quantities of cement and, for example, wind turbines requiring two tons of rare earths—this means that approximately 2,000 tons of ore must be dug up, processed, and disposed of. There is also talk about green jobs for America, but most of the wind turbines are not made in America.

Next, free: again, the wind blowing or the sun shining is indeed free. But turning it into usable energy requires expensive equipment. Beyond the solar panels or the wind turbines, these “free” fuels use a great deal of land. For example, a nuclear power plant’s land use is minimal by comparison. The wind may be free, but the land is not.

Because of the land needed for “free” energy sources, they must be out away from residential areas where the land is relatively cheap. This requires high-voltage transmission lines be strung from the remote location of the wind or solar site to the city where the energy is needed. These lines can cost as much as \$2 million per mile and they require the purchase of additional land.

Since wind and solar are not available at any time of day, they must have backup power. A traditional power plant is needed to immediately send electricity when the wind stops or the sun sets. If the power plant nearby is coal—which is, at least, inexpensive—ramping the power output up and down is inefficient and actually produces more CO₂ than if it ran continuously. So backing up a wind farm with a coal-fired power plant actually creates more CO₂ than if the energy came from the coal plant alone.

And make no mistake: individual efforts such as solar panels are very expensive, often outside the budget of most families. Only the wealthy can afford to go the solar panel route to have “free” energy. Distributed solar supporters claim that with subsidies and tax breaks, solar power is almost truly free. How many people have to pay taxes and higher electricity bills so those who want solar panels on their roofs can have them for free?

These “alternatives” only work if they have subsidies. Even T. Boone Pickens admits that he was only interested in the wind farm approach because of the promised subsidies the federal government provided. Without subsidies, T. Boone abandoned the Pickens Plan.

For renewable energy to be responsible it needs to work in both cost and energy parity. Instead, renewables heralded as clean, green, pure, fresh, and free are anything but.

Marita Noon is executive director of the Citizens Alliance for Responsible Energy (CARE), a member-based, nonprofit organization operating from the platform of “Energy Makes America Great” and supports all domestic energy development. She can be reached at marita@responsiblenergy.org or www.responsiblenergy.org.

BLOG/ONLINE COVERAGE

Ted Turner And James Cameron To Speak At Renewable Energy Expo – *Look to the Stars*
– 8/19/10

Ted Turner and James Cameron are just two of the presenters appearing at the AREDAY Renewable Energy Expo in Aspen, starting today.

Ted Turner, T. Boone Pickens and Oscar-nominated film producer James Cameron will present their views about non-fossil fuels and bridging the gap to complete usage of clean energy at the 7th annual AREDAY (American Renewable Energy Day) in Aspen, Colorado. The four-day forum on finding solutions to the myriad environmental problems of our planet takes place August 19 through 22 at venues throughout Aspen.

A highlight of this year's AREDAY will be an armchair conversation between Ted Turner and T. Boone Pickens, addressing the United States' capability of replacing greenhouse gas-intensive coal and oil – first with natural gas, a 40 percent-cleaner-burning transition fuel, and then with clean energy sources. The pair will discuss the economic viability of moving to 100 percent clean energy, including wind, solar and geothermal, helping the United States to realize energy independence and amplified national security.

“This conversation between two of the most powerful, respected business leaders on the planet will emphasize what a good idea it is to stop giving a trillion dollars per year to foreign countries for their oil, and instead invest in America's emerging New Clean Energy Economy,” says Chip Comins, founder and director of AREDAY. Turner – the largest private land owner in the United States – will receive the AREDAY Green Leadership Award during the conference for the conservation of his land.

A major theme of this year's event is how pop culture can change the mindset of the public at large, influencing public awareness of environmental problems and solutions. An example of this idea is James Cameron's Oscar-winning 2009 film, *Avatar*, the highest-grossing film in history, seen by millions. The film was based on the inhabitants of a fictional planet fighting to save their

land from environmental destruction. Cameron will present a special edition director's-cut screening of Avatar as part of AREDAY's Environmental Film Series.

“The fact that climate change is real is permeating the public psyche through films such as Avatar, television, music and art,” says Comins. “It’s imperative to connect the science of climate change to these outlets, because popular culture has such a pervasive effect on public perception.”

Other films in the series include the 2009 Oscar-winning documentary, *The Cove*, with Director Louie Psihoyos participating; Sebastian Copeland’s *Into the Cold: A Journey Into the Soul*; and Michael Nash’s *Climate Refugees*.

Further highlights of this year’s AREDAY include talks by Department of Energy Under Secretary Dr. Kristina M. Johnson and Assistant Secretary Cathy Zoi of the Office of Energy Efficiency and Renewable Energy, as well as forums about Putting Wealth to Work; Renewable Energy Technology; Food Security; Ocean Systems; Renewable Energy Finance; *The Lungs of the Earth: The World’s Forests*; *Politics of Climate Change* and *Youth and Climate*. Also, Sunday’s lineup of events include the AREDAY Expo on the Cooper Avenue Mall, which is free and open to the public, including displays, educational presentations, live music and family activities.

This year, a limited number of Locals Appreciation Passes are available on a first-come, first-served basis. Priced at only \$300 for a full weekend pass, this represents an 80 percent discount off the full pass price. A driver’s license with a Roaring Fork Valley address is required for those purchasing Local’s Passes. Early Bird Passes are on sale now through August 2 and cost \$995. The price for a full pass goes up to \$1,295 from August 3 through 18, and to \$1,500 on the day of the event. Day passes are available for the Turner/Pickens armchair event and screening of *Climate Refugees* on August 21 for \$125. Day Passes are also available for the James Cameron talk and screening of *Avatar* on August 22 for \$300. To purchase tickets, visit www.areday.net and click Register Now. Tickets are also available through Aspen Show Tickets at the Wheeler Opera House in Aspen, 970-920-5770.

Since 2004, American Renewable Energy Day has been bringing top leaders and educators together to promote rapid deployment of renewable energy and energy efficient strategies via demonstrations, presentations, performances, film screenings and dialogue. Each year, AREDAY has hosted nationally- and-internationally-known and -respected speakers, along with

participants from all over the world, all of which has attracted thousands of guests. For more information and a complete agenda, visit www.areday.net.

John Paulson Most Likely To Next Sign Buffett, Gates "Giving Pledge" – *GuruFocus* – 8/18/10

By Bill Freehling

Hedge fund manager John Paulson is most likely to be the next billionaire who will sign Warren Buffett and Bill Gates' "Giving Pledge."

That's what the people behind the odds-making and gambling Web site Bookmaker.com determined.

Bookmaker recently ran a list of 19 billionaires, including many guru hedge fund investors tracked on this site, and allowed people to bet on which one was most likely to next sign the pledge.

The team at Bookmaker.com came up with the idea and calculated the odds for each billionaire by analyzing media reports and expert opinions being published lately on the topic, according to a spokeswoman for the site.

Paulson topped the odds list with an 11.8 percent chance of signing. He was followed by fellow billionaire investors Carl Icahn and George Soros, at 11.1 percent and 10.5 percent respectively.

Buffett and Gates have publicly challenged billionaires to give away the majority of their wealth to charity, as they themselves have done. Each person who agrees to it pledges the gift publicly and submits a letter explaining his or her decision. It's not a legal contract but is a moral commitment.

So far 40 families or individuals—including Buffett, Gates, Larry Ellison, Barron Hilton, George Lucas, Michael Bloomberg, Barry Diller, Ted Turner, T. Boone Pickens and Paul Allen—have signed on.

The information was up on the Bookmaker site for about two weeks, during which gamblers could place their bets. Their bets did not affect the odds.

The odds have now been taken down from the site, but the spokeswoman sent them to me. Here are the 19 names in order of the perceived likelihood of a massive charitable gift. We'll see if they end up being predictive.

John Paulson	11.8 Percent
Carl Icahn	11.1 Percent
George Soros	10.5 Percent
Peter Thiel	9.1 Percent
Marc Lasry	9.1 Percent
Steve Mandel Jr	8.3 Percent
Ken Griffin	8.3 Percent
Daniel Och	8.3 Percent
Phil Falcone	8 Percent
Steve Cohen	7.9 Percent
Stephen Schwarzman	7.8 Percent

Louis Bacon Jr	7.7 Percent
Alan Howard	7 Percent
Eddie Lampert	7 Percent
Robert Bass	6.75 Percent
Ray Dalio	6.5 Percent
Paul Tudor Jones II	6 Percent
David Tepper	5.9 Percent
Bruce Kovner	1 Percent

BROADCAST COVERAGE

1. 11 News At Ten

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

08/18/2010, 10:00 PM - 10:35 PM

[EC] 00:08:54 Dallas billionaire Ross Perot is giving \$20 million to the M.D. Anderson Cancer Center in Houston. The gift is one of the largest ever for the hospital In recent years **T Boone Pickens** gave MD Anderson 50 million Late Houstonian Dan Duncan gave the hospital \$35 million. 00:09:15

Keywords: Large gift: MD Anderson Cancer Center; **T Boone Pickens**; Ross Perot; Dan Duncan; Baylor College of Medicine;

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

2. After Hours

Business News Network, National Canada | DMA: 950

08/18/2010, 04:00 PM - 05:00 PM

[CC] 00:17:40 Aaron Fennell: Well, the selloff could be quite substantial. Because the true sort of low price that we saw when there was a market panic was \$40 a barrel. Somewhere between \$40 a barrel and \$75 a barrel is what I would consider the fair price or economically neutral price for crude **oil**. Michael: no pun intended but you could drive a truck between that range? Aaron Fennell: Oh, absolutely, but you don't necessarily have to have the target up front. You can know that we're overpriced now you start shorting it and you make money until basically, the thing hits the bottom and trades at a range for a little while again. Michael: on the flip side you are looking at **natural gas**. You are also looking at the weather patterns lately I can imagine El Nino has been factoring into our research quite a bit lately. Aaron Fennell: Absolutely. If you compare the price of **natural gas** to the price of crude **oil**, this relationship has been in place for quite a long time. But crude **oil** is 3. 50 to four times the price of **natural gas** in equivalent B.T.U. Terms. So and we also have a political shift towards **natural gas**-based **energy** from petroleum-based **fuel** because of environmental reasons and because of the Gulf of Mexico spill and because **Boone Pickens** is going all over the country saying we should consume **natural gas** because we have lots of it. We should stop consuming petroleum because we send the United States sends so much money to the Middle East. So that will start to put upward pressure on the **natural gas** and

put downward pressure on the petroleum price as that political shift or that incentive to consume **natural gas** causes that shift in demand. Michael: what about the environmental pressure. It's the hurricane season I'm talking about. It's the idea we haven't really had a strong one in a while. But the absence of El Nino has warmed the waters in the gulf and the Atlantic as I understand it. That actually creates more powerful hurricanes....00:21:31

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