

PickensPlan

T. Boone Pickens Media Coverage 8.28.10-8.30.10

Total of 5 Placements

- Blog/Online: 2
- Broadcast: 3

Coverage Summary:

Minnesota Public Radio aired the AREDAY panel featuring Pickens, Ted Turner and Thomas Friedman. The discussion on how to get America off its dependence on foreign oil can be heard here: <http://minnesota.publicradio.org/display/web/2010/08/27/midday2/>

Highlighted Placements (Full Articles Below)

- **What Is The Future Of Renewable Energy In America?** – *Minnesota Public Radio* – 8/27/10

Blog/Online Placements (Full Articles Below)

- **Cramer's Stop Trading! Prepare for Mass Panic** – *Financial News USA* – 8/28/10

HIGHLIGHTED COVERAGE

What Is The Future Of Renewable Energy In America? – *Minnesota Public Radio* – 8/27/10

Ted Turner, T. Boone Pickens, and Thomas Friedman gather at the 7th annual American Renewable Energy Day conference in Aspen, Colorado to discuss how to wean America of its dependence on foreign oil.

Guests

Thomas Friedman: Foreign affairs columnist for the New York Times and the author of several best-selling books, including "Hot, Flat and Crowded: Why We Need a Green Revolution -- and How it Can Renew America."

Ted Turner: Media mogul and philanthropist. Turner created both TBS and CNN. He's become known for his philanthropic efforts, including his donations to the United Nations. He's also the largest private land owner in the United States.

T. Boone Pickens: Texas oilman and one of the richest people in America. Pickens founded the company that later became Mesa Petroleum. He's recently turned his attention to renewable energy and has spent millions of dollars on the expansion of wind energy.

BLOG/ONLINE COVERAGE

Cramer's Stop Trading! Prepare for Mass Panic – *Financial News USA* – 8/28/10

Given the general doom and gloom reaction to recent economic data, it is reasonable to expect more melodrama following the GDP numbers on Friday: I'm predicting mass panic tomorrow morning, Cramer said, market looking down 15 ticks.

The jobless reports were expected to be much worse than they were, and yet, the market still reacted as if the results were terrible. Cramer thinks the GDP number will be 0.5%, but he still expects panic if the number is around that level or even slightly better. It's very clear that we're going to have no growth, Cramer said. Why is that shocking? Jim Cramer was up 31% in 2009. Click here now to sign up for Jim's Action Alerts PLUS and trade alongside him. Special discount for Seeking Alpha users. [\[Read the full article\]](#)

Bank of America: Credit Suisse equity analyst Moshe Orenbuch reiterated an outperform rating and a \$20 price target on shares of Bank of America (BAC) on Aug. 26.

In a note, Orenbuch said he was meeting with members of senior management of the largest U.S. lender on Aug. 27 and expected them to reiterate the company's focus on streamlining its businesses and balance sheet and tightening risk management practices. We believe that there are substantial opportunities to improve capital and book value through optimizing the balance sheet, he said.

“While revenue headwinds remain, expense control and lessening credit costs will dictate the earnings dynamic over the near-term,” Orenbuch said.

The analyst said Bank of America is still the cheapest of the large-cap banks he follows, trading at about 6 times estimated 2012 earnings vs. the peer average for large-cap banks of 7 times. [\[Read the full article\]](#)

This week the final reform provisions of the Credit Card Accountability, Reform and Disclosure Act went into effect, making official the law President Barack Obama signed last year with hopes of holding credit card companies accountable to their customers. Here are four steps consumers can take to make the CARD Act work for them.

The CARD Act prohibits rate increases on existing balances unless the consumer is 60 days delinquent in making a payment. It does not restrict APR increases for future transactions, but

under the final phase of the CARD Act issuers are required to evaluate these rate increases every six months. If a customer's credit history warrants a rate decrease, the company must reduce that rate within 45 days of completing the evaluation. And there's nothing preventing customers from requesting a rate decrease. [\[Read the full article\]](#)

As another summer has rolled by, however, North America really does not seem all that much closer to the sort of natural gas-fueled future that people like T. Boone Pickens would recommend. Still, for those investors who believe in the possibility, there are a few investment plays to explore while the idea is still in its extended infancy.

Where It Comes From Is Straightforward If natural gas becomes a more prominent fuel source in the U.S. (especially compressed natural gas or liquefied natural gas for vehicles), it stands to reason that natural gas prices will move up - good news, then, for those who pump it out of the ground. That, in turn, would be positive for well-known natural gas names like Ultra Petroleum (NYSE: UPL) and Chesapeake Energy (NYSE: CHK). Moreover, moving that gas around the country should be a boon to pipeline operators like Kinder Morgan (NYSE: KMP) and Williams Partners (NYSE: WPZ). [\[Read the full article\]](#)

BROADCAST COVERAGE

1. Jerry Doyle

Syndicated Radio, National | DMA: 0

08/25/2010, 06:00 PM - 07:00 PM

00:24:00 this morning Boone **Pickens** was on CNBC ... **Boone Pickens** was talking about the reality of the cost and efficiencies of **natural gas** versus gasoline ... seven times the cost for gasoline as it is for **natural gas** to deliver to the four million buses and trucks that we have in the United States ..and they asked him the question --- why haven't we made the switch to **natural gas** ... and the answer was because some people are going to be displaced 00:25:59

Audience: N/A Spot Cost: N/A

2. Midday With Gary Eichten

KNOW-FM (NPR) Freq. 91.1, Minneapolis/St. Paul | DMA: 15

08/27/2010, 12:00 PM - 01:00 PM

00:06:00 this hour Ted Turner **T BoonePickens** and Thomas Friedman--- three of the nation's most outspoken and one of the latest advocates for renewable **energy** ... renewable **energy** has been hailed as a cure what ails the US economy as well as a major factor in improving the nation's national security but all three ... Turner **Pickens** Friedman all three say the US must be willing to make a significant investment in green **energy** if the US wants to reap the benefits ... the three who were the featured guests at a discussion held last week at the Aspen Institute in Aspen Colorado ... that was part of the Seventh Annual American renewable **energy** day conference ... Ted Turner course one of the things is often described as a media mogul... **T BoonePickens** for his part is a Texas **oilman** one of richest people in America . Among his many business ventures he founded the company and later became Mesa petroleum ... he's recently turned his attention to renewable **energy** and has spent millions promoting the expansion of **windenergy** in America .. 00:07:59

00:36:00 we want to get back now to a conversation about renewable **energy** a conversation held last week at the Aspen Institute in Aspen Colorado , part of the American renewable **energyenergy** day ... Texas **oil** tycoon **T BoonePickens** and media mogul Ted Turner both of whom have dedicated time and significant amount of money to renewable **energy** projects. They sat down to the future of **energy** . Conversation was moderated by Pulitzer Prize winning author Thomas Friedman 00:37:59

Audience: N/A Spot Cost: N/A

3. Midday With Gary Eichten

KNOW-FM (NPR) Freq. 91.1, Minneapolis/St. Paul | DMA: 15

08/27/2010, 11:00 AM - 12:00 PM

00:30:00 . and coming up over the noon hour ... lively discussion about renewable **energy, green energy** ... Ted Turner **T BoonePickens** Tom Friedman ... each and every one of the 3 lively and interesting ... 00:31:59

Audience: N/A Spot Cost: N/A

