



T. Boone Pickens Media Coverage 9.4.09

Total of 28 Placements

- Print: 3
- Blog/Online: 5
- Broadcast: 20

Coverage Summary:

Bloomberg previewed Pickens appearance on *Bloomberg TV* today to discuss natural gas.

Dow Jones reported on comments U.S. Environmental Protection Agency Administrator Lisa Jackson made during an appearance on NPR's Diane Rehm Show. Jackson said a delay in the Senate on energy and climate legislation is understandable given the need to focus on health care. Jackson also said that greater use of natural gas as a fuel is probably not a long-term strategy. Pickens is mentioned in the piece for his proposal to encourage greater use of natural-gas vehicles.

The majority of the broadcast coverage centers around the re-dedication of Boone Pickens Stadium at Oklahoma State University.

Highlighted Placements (Full Articles Below)

- **Washington Day Ahead: Obama May Need Crisis to Revive His Plan** – *Bloomberg* – 9/4/09
- **EPA to Soon Decide on Mountaintop-Mining Permits** – *Dow Jones* – 9/3/09
 - *WSJ.com*
 - *NASDAQ*
 - *EasyBourse.com*
 - *MorningStar.com*

Print Placements (Full Articles Below)

- **SWANA Taps T. Boone Pickens for WASTECON Address** – *Environmental Protection News* – 9/4/09

Blog/Online Placements (Full Articles Below)

- **Berkshire Hathaway Could Benefit from Natural Gas Network** – *Warren Buffett Examiner* – 9/3/09

HIGHLIGHTED COVERAGE

Washington Day Ahead: Obama May Need Crisis to Revive His Plan – Bloomberg – 9/4/09

President Barack Obama may need a sense of urgency for health care; health care cooperatives may not work nationwide; Teamsters President James Hoffa says a public option isn't vital.

TOP GOVERNMENT STORIES

Obama May Need Sense of Crisis to Revive Health-Care Overhaul

President Barack Obama returns to Washington next week in search of one thing that can revive his health-care overhaul: a sense of crisis.

Health Co-Ops' Allure Could Prove Unrealistic on National Scale

Art Wineman has spent most of his 29-year career practicing medicine at Minnesota-based HealthPartners Inc. He's turned down more lucrative offers and is there to stay.

Public Option Not Vital to Health Reform, Teamsters' Hoffa Says

Teamsters President James Hoffa said dropping the so-called public option wouldn't be a "deal killer" for health-care legislation, signaling a split among leaders of unions that are a core constituency of President Barack Obama.

Obama Back-to-School Speech Plan Sparks Republican Protests

President Barack Obama's plan to give a televised speech to U.S. students next week has sparked complaints by Republicans that he may use the event to promote his political agenda.

Foes of Campaign Finance Rules Urge Court to Overturn Precedent

Justice Antonin Scalia minced no words in a 2007 campaign spending case when he accused colleagues John Roberts and Samuel Alito of lacking candor by overruling a U.S. Supreme Court precedent without saying so.

TODAY ON BLOOMBERG TV: Christina Romer, chairman of the White House Council of Economic Advisers, appears at 9:50 a.m. to discuss unemployment; BP Capital Chairman T. Boone Pickens appears at 11:30 a.m. to talk about natural gas; Roger Kubarych of the Council on Foreign Relations appears at 1 p.m. to discuss the G-20 meeting; and Amy Myers Jaffe of the Baker Institute for Public Policy appears at 3:30 p.m. to talk about energy issues.

REPORTS

The Labor Department reports on unemployment at 8:30 a.m. in Washington.

HIGHLIGHTS FROM U.S. NEWSPAPERS

U.S. States Close Offices a Day at a Time to Save Cash, WSJ Says

U.S. states are closing offices a day at a time and furloughing workers in order to save cash as budget deficits grow, the Wall Street Journal reported, citing analysts.

EPA to Soon Decide on Mountaintop-Mining Permits – Dow Jones – 9/3/09

By Siobhan Hughes

WASHINGTON -- The top U.S. environmental regulator on Thursday said her agency would decide "in the next few weeks" whether to approve dozens of applications from mountaintop-mining companies to dispose of rock and other debris in valleys.

U.S. Environmental Protection Agency Administrator Lisa Jackson made her comments in a wide-ranging interview on National Public Radio's Diane Rehm Show. She said the EPA is reviewing about 84 such permits, deciding whether to block the permits from being issued. The U.S. Army Corps of Engineers issues the permits, though the EPA has veto power.

Mountaintop mining involves using explosives to blast off the tops off mountains in order to get at coal seams under the surface. The technique has become increasingly common -- surface mining operations in central Appalachia account for about 10% of U.S. coal production. But the EPA says that streams have been contaminated in the process and some forest lands have been destroyed.

Separately, Ms. Jackson said a delay in the U.S. Senate in acting on energy and climate legislation is "understandable" because lawmakers "needed to focus" on health care. Earlier this week, Senate leaders announced that it would take longer to write and consider legislation than previously estimated.

On natural gas, Ms. Jackson said that greater use of the gas a fuel is "probably not a long-term strategy," sounding a cautionary note as Congress considers whether to remake U.S. energy and climate policy. She said that turning to natural gas as a fuel source would mean "giving up the ability" to use gas for products such as chemicals.

Natural gas is the cleanest fossil fuel, producing less carbon dioxide than coal, the most common source of fuel for electricity. U.S. Senate Majority Leader Harry Reid (D., Nev.), hopes to pass legislation to encourage greater use of natural-gas vehicles, as proposed by energy investor T. Boone Pickens.

PRINT COVERAGE

SWANA Taps T. Boone Pickens for WASTECON Address – *Environmental Protection News* – 9/4/09

The Solid Waste Association of North America (SWANA) welcomes T. Boone Pickens as the 2009 WASTECON presidential keynote speaker on Sept. 23 at the Long Beach Convention Center in Long Beach, Calif.

Pickens will share his vision for reducing America's dependence on foreign oil with strategies that include renewable energy sources from solid waste. The session will be moderated by SWANA's incoming International President John Hadfield.

"Mr. Pickens is an internationally acclaimed visionary in the quest for alternative renewable energy supplies," said John H. Skinner, Ph.D., SWANA executive director and CEO. "I am sure his presentation will inspire and motivate WASTECON attendees."

Pickens is the architect of the Pickens Plan, a solution to America's increasing dependence on foreign oil that he believes is the greatest threat to America's national, economic and environmental security. His campaign, launched in July 2008, has developed a following of more than 1.6 million Americans who support an expanded use of domestic fuel alternatives —chiefly natural gas — to replace foreign oil/diesel/gasoline. Pickens also has called for the increased use of clean, renewable energy — solar and wind — for power generation purposes, as well as an expanded use of nuclear.

BLOG/ONLINE COVERAGE

Berkshire Hathaway Could Benefit from Natural Gas Network – *Warren Buffett Examiner* – 9/3/09

By William Freehling

Warren Buffett's Berkshire Hathaway could benefit should Congress encourage the growth of a natural gas-powered transportation system.

An article in this week's edition of Barron's discusses the possibility of a Congressional plan to offer tax credits worth up to \$12,500 on the purchase of new cars or trucks that run on clean-burning natural gas. That's part of T. Boone Pickens' plan to reduce the country's dependence on foreign oil.

Berkshire's MidAmerican Energy Holdings Co. owns two natural gas pipelines that run through the midwest and west -- Northern Natural Gas and Kern River Gas Transmission Co. Berkshire also owns a multi-billion dollar stake in ConocoPhillips, which has a big natural gas component (Berkshire has been trimming its Conoco stake, partly for tax purposes).

For now natural gas prices are languishing in the face of slack manufacturing demand, mild temperatures and improved technology that makes extracting the fuel easier than in the past. Few natural gas-powered vehicles are available on the mass market, and there wouldn't be many places to gas them up even if there were.

But natural gas prices could rally if the economy picks back up, and especially if Washington starts passing incentives aimed at getting people to buy natural gas-powered vehicles and encouraging the buildout of a national network of stations to fuel them.

Given the huge domestic supply of natural gas and the Obama administration's desire to eliminate gas-guzzling clunkers from the road, it seems a good bet that natural gas will make a comeback at some point in the future.

If that does happen, Berkshire will stand to profit.

BROADCAST COVERAGE

1. Extra	DMA: N/A
Syndicated TV (---) National	Spot Cost: \$25,469
09/03/2009	07:00 PM - 07:30 PM
	Est. Audience: 2,415,000

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:23:53 The renovated **Boone Pickens** Stadium will be re-dedicated on Saturday. Most of the money is coming from a \$165 million gift from **T. Boone Pickens**. Welcome back to the UGA preview. Let's go live to Stillwater and to Gil. You talked about **T. Boone Pickens** and his presence hovers over this Oklahoma State University campus here in Stillwater. They have not seen the hype for a season opening event in these parts ever. This game could be the defining moment in Oklahoma State football...That's what they hope to do in front of a crowd of 65,000 in the newly renovated \$300 million **Boone Pickens** Stadium. When that stadium gets rocking, it is unbelievably loud. And the Cowboys are fully aware of what awaits in UGA. "I think Georgia is a very good football team. I think they have a lot of talent. I think they're very strong and physical, but very beatable." And should that occur, this would, indeed, be the biggest opening game victory in OK State football history. And in that stadium over my shoulder, the impact of **T. Boone Pickens** on this program coming up tomorrow night. 00:25:12

2. Your Weather Today	DMA: N/A
Weather Channel (---) National	Spot Cost: \$3,096
09/04/2009	07:00 AM - 10:00 AM
	Est. Audience: 440,612

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:41:41 Current temperature in South Bend, 52. Georgia and Oklahoma State, number 13 Georgia at Oklahoma State. Number nine in the country. Huge early-season match-up. The Cowboys this is their highest pre-season ranking in school history. Let's take to you Stillwater. Opportunities for storms. Temperature around 77 for kickoff. 32% Humidity, **winds** out of the northeast currently in still water, temperature at 68 degrees at **Boone Pickens** Stadium. 00:42:51

[CC] 02:42:25 And we have football. It is back at Notre Dame. We have high hopes this year. Let's talk about the game. Nevada at Notre Dame, 60 degrees right now at Notre Dame stadium. The two schools have never met. Can you believe that. Huge early season game for you here. And Notre Dame is going to set the table for the rest of the season. 77 Degrees, and Notre Dame, east-northeast **wind**. 4 Miles an hour. And this is a big game, Georgia versus Oklahoma state. S.E.C. Versus big 12. **Boone Pickens** Stadium currently 67 degrees. And 2:30 local time kickoff. And northeast **wind** at 7 miles an hour....
02:43:34

3. First Outlook	DMA: N/A
Weather Channel (---) National	Spot Cost: \$2,225
09/04/2009	05:00 AM - 07:00 AM
	Est. Audience: 359,441

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:14:23 Let's check out some of the big games this will be an evening game up there. LSU, the Bengal Tigers traveling to the Washington huskies. The weather there should be showery. 61 Degrees, coolish. Maybe LSU not quite used to that weather this time of year the bulldogs, Georgia Bulldogs

traveling over to Oklahoma. That's a little unusual. They don't usually travel out of the state of Georgia, but the weather should be fine. They are at **Boone Pickens** Stadium. Fall weather, college football weather. That goes together like a horse and carriage. 00:15:55

4. Fox Sports Southwest Schedule
Fox Sports Southwest (---) Dallas/Fort Worth
09/03/2009 03:30 PM - 04:00 PM

DMA: 5

[CC] 00:28:22 Okay, let's move to our next ball game -- Georgia and Oklahoma State. I like Oklahoma State. **T. Boone Pickens** didn't donate all that money and build that new facility to watch them lose their first game there. They're just too talented, I think... 00:29:48

5. Buck And Kincade
WCNN-AM 680 (ESPN RADIO) Atlanta
09/03/2009 05:00 PM - 06:00 PM

DMA: 8
Spot Cost: \$123
Est. Audience: 11,600

00:16:00 Back to big stories here --Virginia Tech and Alabama : Georgia and Oklahoma State ...knocking up on Saturday ... and they will not shake hands in Stillwater at **Boone Pickens** Stadium prior to the game ... Oklahoma State, they emailed Georgia earlier today and it said Cowboys would not ask Georgia to meet at midfield to shake hands prior to the game 00:17:59

6. Buck And Kincade
WCNN-AM 680 (ESPN RADIO) Atlanta
09/03/2009 03:00 PM - 04:00 PM

DMA: 8
Spot Cost: \$123
Est. Audience: 11,600

00:04:00 A few years back when Oklahoma State showed up at Stanford Stadium and **T. Boone Pickens** was in tow. You should've seen the diamond on the wife of his. The diamond she was sporting was the most unbelievable thing I had ever seen. She's on **T. Boone Pickens'** left, and then on his right, there were two PGA Tour golfers... 00:05:59

7. The Rude Awakening
WCNN-AM 680 (ESPN RADIO) Atlanta
09/03/2009 08:00 AM - 09:00 AM

DMA: 8
Spot Cost: \$76
Est. Audience: 7,700

00:14:00 There's much more pressure on Oklahoma State to validate the pre-season ranking, which is the highest it's ever been. You know how much money **T. Boone Pickens** just gave that school to renovate? He gave almost \$300 million dollars of his own money...He's one of the richest guys in the world. I think Forbes lists him as worth \$3 billion dollars. But he gave the school \$300 million dollars because he expects to win... 00:15:59

8. CBS 46 News At 11:00
WGCL-TV CH 46 (CBS) Atlanta
09/03/2009 11:00 PM - 11:35 PM

DMA: 8
Spot Cost: \$642
Est. Audience: 63,448

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

00:28:19 Sports/Mark Harmon: > TZ; Braves. V; MLB highlights from SportSouth. > Georgia. Play Oklahoma State on Saturday. GR; Georgia logo. V; **T. Boone Pickens** Stadium. PC; Mike Gundy, Oklahoma State coach, discusses Georgia. V; NCAA highlights. Gil Tyree reporting. > Falcons. V; NFL highlights from WXIX. PC; Mike Smith, Falcons coach, discusses final cuts. > US Open. Melly Odan and John Isner won today. 00:30:19

9. CBS 46 News At 6:00
WGCL-TV CH 46 (CBS) Atlanta
09/03/2009 06:00 PM - 06:30 PM

DMA: 8
Spot Cost: \$235
Est. Audience: 32,918

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:19:22 . We welcome you to early sports. Thanks for the hand off. We bring you greetings from Stillwater, Oklahoma. Over my shoulder, **T. Boone Pickens** Stadium, site of the season opener for U.G.A. against Oklahoma State and how about them OK. State Cowboys? They hope to put a defensive letdown on the Dogs wide receiver A.J. Greene. It's very clear now that the Cowboys' defensive coordinator Bill Young has reminded his players everything starts with number eight. But it's not all about him. You have to focus on this, not just one guy, he's huge in the offense... 00:20:43

10. NewsChannel 4 At 5
KFOR-TV CH 4 (NBC) Oklahoma City
09/03/2009 05:00 PM - 05:30 PM

DMA: 45
Spot Cost: \$359
Est. Audience: 56,236

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:25:00 The O-S-U Cowboys kick off their season with one of the biggest openers in the nation. The ninth ranked pokes host 13th ranked Georgia Saturday at 2:30 at the newly renovated **Boone Pickens** Stadium on national T-V. And O-S-U is hoping this is indeed a different deal than the season opener in 2007 when the Bulldogs bit the Cowboys 35-14 in Georgia. 00:25:56

11. Fox 25 Morning News
KOKH-TV CH 25 (FOX) Oklahoma City
09/04/2009 07:00 AM - 08:00 AM

DMA: 45
Spot Cost: \$73
Est. Audience: 15,766

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:03:21 ... But with reports coming down with swine flu on the campus of O.S.U. , should fans worry more about catching something other than a football? Fox 25's katie delaune joins us live in the newsroom with more. Guys, good morning. 60,000 Fans will pack **Boone Pickens** Stadium tomorrow. There will be hundreds tailgating and hanging out at campus bars. Should fans worry about their safety with the h1n1 virus making its way through dorms? School officials say no, the college is not planning to take extra steps for game day.... 00:04:26

12. Fox 25 Morning News
KOKH-TV CH 25 (FOX) Oklahoma City
09/04/2009 06:00 AM - 07:00 AM

DMA: 45
Spot Cost: \$41
Est. Audience: 8,920

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:33:37 First on Fox this morning, we're one day away from the kickoff to Oklahoma's college football season. But with reports of students coming down with the swine flu on the campus of O.S.U. , Should fans worry more about catching something other than a football? Katie Delaune joins us live in the newsroom with more on this. Katie? Guys, good morning. 60,000 Fans will pack **Boone Pickens** Stadium tomorrow and hundreds will be tailgating and hanging out at campus bars. Should fans worry about their safety with the h1n1 virus making its way through the dorms? School officials say no. ... 00:34:46

13. News 9 This Morning
KWTV-TV CH 9 (CBS) Oklahoma City
09/04/2009 06:00 AM - 07:00 AM

DMA: 45
Spot Cost: \$267
Est. Audience: 57,394

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:07:29 Heisman trophy winner Sam Bradford and the Sooners look for a strong start after losing the national title game last season while O-S-U quarterback Zac Robinson, receiver Dez Bryant and teammates will host the season opener in the new **Boone Pickens** Stadium. Your complete game day preview is next. 00:09:06

[CC] 00:15:08 Football fans, the wait is almost over, O-U And O-S-U Season openers are tomorrow! Number 3 Oklahoma will meet number 20 B-Y-U On Saturday at 6 P-M At the new Cowboys stadium in Arlington. The last sooner-Cougar meeting was in 19-94 at the Copper Bowl. B-Y-u beat the sooners 31-6. New defensive coordinator Bill Young says he'll be coaching from the field when number 9 Oklahoma State faces 13th-ranked Georgia tomorrow. Kick off is at 2:30 at **Boone Pickens** Stadium in Stillwater. The bulldogs were ranked number 1 going into their first game a year ago and squashed OSU two years ago, 35-14. There are still tickets available for both of those games, fan-snap dot com, says tickets to the O-S-U/ Georgia game will cost you an average of 191 dollars, while tickets to the O-U B-Y-U Game will cost you an average of 330 dollars, and we're told parking around the new Cowboys stadium is already sold out. ... 00:17:51

[CC] 00:57:54 The football mania begins, the sooners and Cowboys kick off this weekend! For the first time, Oklahoma State begins the season ranked in the top 10. The Bulldogs were ranked number 1 going into their first game a year ago and squashed O-S-U two years ago, 35-14. So a win would be huge for O-S-U and really now's their chance to set the stage among other big 12 teams. The Cowboys face 13th-ranked Georgia tomorrow at 2:30 at **Boone Pickens** Stadium in Stillwater. Heisman trophy winner Sam Bradford and the Sooners also looking for a strong start,.. 00:59:31

14. News 9 At 4:00 PM

KWTV-TV CH 9 (CBS) Oklahoma City
09/03/2009 04:00 PM - 05:00 PM

DMA: 45
Spot Cost: \$215
Est. Audience: 34,467

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:01:39 What are you expecting from the Cowboys? ... Okay, it is prediction time. -OSU is favored by 5 or 6...I am going to throw out some points...31-24-OSU over Georgia chad, thanks for joining us, no doubt it will be an exciting weekend w hen OSU football fans file into **Boone Pickens** Stadium Saturday afternoon, they'll hear a new song blaring from the speakers. A spirit tune called Cowboys Forever. Have you heard it? 00:08:00

15. News 9 At Noon

KWTV-TV CH 9 (CBS) Oklahoma City
09/03/2009 12:00 PM - 12:30 PM

DMA: 45
Spot Cost: \$258
Est. Audience: 50,898

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:06:58 Game day starts early Saturday in Stillwater for the Cowboys faithful, **Boone Pickens** Stadium will be re-dedicated before the game the Cowboys will also have a new against Georgia. Spirit tune before the game called Cowboys Forever. We're told it will be played during pregame festivities. If you haven't heard it, take a minute, click on news9 dot com and go to the sports page. You can also tell us what you think of the song by voting in a poll and/or leaving a comment. ... 00:08:21

16. News 9 This Morning

KWTV-TV CH 9 (CBS) Oklahoma City
09/03/2009 06:00 AM - 07:00 AM

DMA: 45
Spot Cost: \$267
Est. Audience: 57,394

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:28:00 For the Cowboy faithful --The game day starts early in Stillwater, with the re-dedication of **Boone Pickens** Stadium on Saturday. The Cowboys will also showcase a new tune before the game, new tune before the game, Cowboys Forever. We're told it will be played during pregame festivities. If you haven't heard it, take a minute, click on news9 dot com, you'll be talking about this at the office today, tell us what you think about it, and throughout the morning we'll be reading your comments live on the air.... 00:30:33

[CC] 00:59:13 For the Cowboy faithful --The game day starts early in Stillwater, with the re-dedication of **Boone Pickens** Stadium on Saturday. The Cowboys will also showcase a new tune before the game, Cowboys Forever. We're told it will be played during pregame festivities. If you haven't heard it, take a minute, click on news9 dot com, 00:59:44

17. News 9 This Morning
KWTV-TV CH 9 (CBS) Oklahoma City
09/03/2009 05:30 AM - 06:00 AM

DMA: 45
Spot Cost: \$81
Est. Audience: 33,491

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:12:45 For the Cowboy faithful --The game day starts early in Stillwater, with the re-dedication of **Boone Pickens** Stadium on Saturday. The Cowboys will also showcase a new tune before the game, Cowboys Forever. We're told it will be played during pregame festivities. If you haven't heard it, take a minute, click on news9 dot com, 00:14:00

18. News 9 This Morning
KWTV-TV CH 9 (CBS) Oklahoma City
09/03/2009 05:00 AM - 05:30 AM

DMA: 45
Spot Cost: \$69
Est. Audience: 28,106

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:22:29 The game day starts early in Stillwater, with the re-dedication of **Boone Pickens** Stadium on Saturday. The Cowboys will also showcase a new tune before the game, Cowboys Forever. We're told it will be played during pregame festivities. If you haven't heard it, take a minute, click on news9 dot com, you'll be talking about this at the office today, tell us what you think about it, and throughout the morning we'll be reading your comments live on the air. ... 00:24:19

19. The Early Birds
WKRD-AM 790 (FSR) Louisville
09/04/2009 08:00 AM - 09:00 AM

DMA: 50
Spot Cost: \$10
Est. Audience: 900

00:16:00 I do not know what was going through Mark Rick's mind when he scheduled this one..it is going to be huge game out in Stillwater..this is the first game in that multi multimillion dollar **Boone Pickens** Stadium and they are saying that Oklahoma State could have its best offensive team in a while..that will be a tough opener 00:17:59

20. Fox Sports South Schedule
Fox Sports South (---) Dothan
09/03/2009 06:30 PM - 07:00 PM

DMA: 172
Spot Cost: \$325
Est. Audience: 20,460

[CC] 00:27:57 Okay, let's move to our next ball game -- Georgia and Oklahoma State. I like Oklahoma State. **T. Boone Pickens** didn't donate all that money and build that new facility to watch them lose their first game there. They're just too talented, I think... 00:29:11

