

# PickensPlan

## T. Boone Pickens Media Coverage 9.18.10-9.20.10

### Total of 9 Placements

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

### Coverage Summary:

*Citizens Voice (PA)* ran a profile on a man who believes in the Pickens Plan and is helping spread the word about the benefits of running vehicles on natural gas.

### Highlighted Placements (Full Articles Below)

- **Genetti Supports Natural Gas-Fueled Vehicles** – *Citizens Voice* – 9/19/10

### Print Placements (Full Articles Below)

- **BP Shares Boosted By US Oil Billionaire** – *The Sunday Telegraph* – 9/19/10
- **Even After Plugging The Macondo Well, Challenges Remain For BP** – *The Telegraph* – 9/20/10

### Blog/Online Placements (Full Articles Below)

- **Ted Turner: I'd Be An Energy Entrepreneur** – *Gigaom* – 9/17/10
- **Sunday Papers: New Fears Over Break-Up Of UK's Banks - Other News** - *Citywire.co.uk* – 9/19/10

- **Shhh: Sarah Palin Quietly Stopped In St. Louis For Speaking Event – *StlToday.com* – 9/17/10**

## **HIGHLIGHTED COVERAGE**

### **Genetti Supports Natural Gas-Fueled Vehicles – *Citizens Voice* – 9/19/10**

By Denise Allabaugh

While Gus Genetti is best known for operating a Wilkes-Barre hotel, he also focuses his time and money on another cause.

Genetti, owner of Genetti Hotel & Convention Center, has spent about \$3,000 on six billboards in Luzerne and Lackawanna counties promoting natural gas vehicles to reduce dependency on foreign oil.

He is a fan of billionaire oil magnate T. Boone Pickens, who is pushing for expanding the use of natural gas-powered vehicles to reduce oil imports.

"T. Boone Pickens promoted this idea and it makes sense to me. It should make sense to everyone in this country," Genetti said. "While natural gas is still causing some pollution, it is much less than diesel and gasoline. Our environment benefits from it as well as the U.S. economy."

Genetti expressed his support for natural gas vehicles before more than 100 business leaders who attended the Greater Wilkes-Barre Chamber of Commerce's recent CEO-to-CEO networking breakfast to hear speeches from Encana Oil & Gas Vice President Don McClure and Brian Grove, senior director of corporate development for Chesapeake Energy Corp.'s Eastern Division.

Genetti said he began learning more about natural gas vehicles in the wake of natural gas drilling in the Marcellus Shale. He wanted to purchase a natural gas vehicle, but there are no natural gas fueling stations nearby where he could fill it. For now, he drives a 2009 Cadillac Escalade.

While natural gas is readily available, stations selling to fuel cars aren't. According to the U.S. Department of Energy, there are 26 compressed natural gas fueling stations in the state, but none in Northeastern Pennsylvania.

Like his hero Pickens, Genetti wants to see expanded use of natural gas vehicles and more fueling stations in Pennsylvania.

"I would like to see one available here," Genetti said. "Even if there was only one station in Wilkes-Barre, I'd be willing to use it."

Throughout the country, many public and private fleet operators are switching to natural gas vehicles, said Denise McCourt, spokeswoman for Natural Gas Vehicles for America, a national trade association dedicated to developing a growing and sustainable market for vehicles powered by natural gas.

Passenger vehicles aren't common, however. Only about 1,000 of the Civic vehicles Honda sells every year in the United States are the natural gas GX version. Most still go to corporate or government fleets and consumers can buy them only through select dealers, according to published reports. The suggested starting price for a Civic GX natural gas vehicle is \$25,490, according to Honda's Web site.

The U.S. Department of Energy lists the price of natural gas at \$1.91 a gallon while gasoline is at an average price of \$2.61 a gallon and diesel fuel is \$3.05 a gallon in the Wilkes-Barre/Scranton area, according to AAA.

With natural gas drilling under way in the Marcellus Shale now in Pennsylvania, McCourt said she believes "more folks in Pennsylvania should be thinking of using natural gas as a transportation fuel."

"Natural gas has less emissions than gasoline and diesel fuel," McCourt said. "It's a more economical and more environmental friendly product which helps reduce our dependency on foreign oil."

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## **PRINT COVERAGE**

### **BP Shares Boosted By US Oil Billionaire – *The Sunday Telegraph* – 9/19/10**

T. BOONE Pickens, the legendary American oil investor, believes BP's shares are "cheap" at current levels and argues the oil giant will spend only a fraction of the \$20bn (£12.7bn) the US government has demanded it pay for clean-up and compensation costs.

Mr Pickens, 81, a corporate raider who has amassed a \$3bn fortune, told *The Sunday Telegraph* that BP remains a "large producer of oil" in the US and therefore remains important to the country's future as it continues to set about safeguarding its energy independence.

The backing from Mr Pickens, who also runs his own energy-based hedge fund - BP Capital Management - came as the company was set to seal the Macondo well which triggered the fatal explosion that killed 11 men and led to the catastrophic environmental disaster in the Gulf of Mexico.

Mr Pickens said that he believes BP's shares - which closed at 403.05p in London on Friday - are "cheap at this price", having traded above 600p before the explosion on April 20.

T. Boone Pickens says BP will spend a fraction of the \$20bn demanded by the US to clean up the oil spill.

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### **Even After Plugging The Macondo Well, Challenges Remain For BP – *The Telegraph* – 9/20/10**

By Graham Ruddick

Questor says Hold

After 153 days of turmoil, uncertainty and upheaval, BP shares rose on Monday after the company confirmed that the Macondo well had been sealed.

With the shares still trading at 37pc below their price on April 20 – the fateful day when the Deepwater Horizon rig exploded, killing 11 workers – it is clearly tempting to pile back into the stock now that one of the worst oil disasters in history appears to be over. Indeed, speaking over the weekend, T. Boone Pickens, the legendary American oil investor, argued that BP looked "cheap" and is likely to spend only a fraction of the \$20bn (£12.8bn) the US government has demanded it set aside for clean-up and compensation costs.

However, Questor would like more clarity about the fallout from the spill and the future shape of BP before reinvesting.

This column put a hold rating on BP with the shares at 406p on July 28, the day after the company announced Tony Hayward would step down as chief executive and that it was taking a \$32.2bn charge relating to the spill.

At that point, the shares were way past their low point of 302.90p in June, but they have gone nowhere since, slipping back to 375p in August before rallying over the past few weeks.

Despite the sealing of the well, there remains questions for BP. On the oil spill, the final bill for the disaster remains unclear. The costs reached \$9.5bn yesterday but there are about 400 lawsuits pending.

BP has expressed confidence in its \$32.2bn estimate, and there are potential upside gains for BP if Transocean and Halliburton, which operated the Deepwater Horizon rig with BP, are forced to

share costs. However, Transocean's claim that its liability should be limited to \$26.7m law will not be heard in court until October 2011.

For BP itself, significant challenges and dilemmas remain. Analysts think that the dividend – cancelled to cover the costs of the clean-up – could be reinstated by the final quarter of the year. However, this is not certain, nor is the size of the payout.

Robert Dudley, the new chief executive, must also implement his plan to sell \$30bn of BP's assets over the next 18 months – which will notably reshape the company – while Questor has also noted concerns about the group's production pipeline – with the Gulf of Mexico accounting for about 25 of the 40 projects BP plans by 2015.

Questor prefers to wait and see before investing again in BP. If you like the sector, invest in Royal Dutch Shell. Hold.

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## **BLOG/ONLINE COVERAGE**

### **Ted Turner: I'd Be An Energy Entrepreneur – *Gigaom* – 9/17/10**

By Katie Fehrenbacher

Media mogul, environmentalist and so-called “Mouth of the South” Ted Turner says if he were to start over now as an entrepreneur, he’d work in clean energy. Turner, who’s been investing in solar for the past few years, made the remarks at the Google Zeitgeist event held in Phoenix, Ariz. this week in an on-stage interview with Tom Brokaw.

Turner’s explanation for his optimism in clean energy?

“Because everybody’s gotta have it and quick. That’s one of the things we’ve failed to do, at our peril. The sun shines right there waiting to be tapped; we just need to capture and distribute it and our problems are over.”

Turner doesn’t have to really start over to get into clean power, and in fact, he could already be considered a seasoned solar entrepreneur. In late 2007, Turner sold his investment, Turner Renewable Energy, to First Solar for \$34.3 million, in a combination of common stock of First Solar and cash. Earlier this year, Turner also announced that he’d partnered with power company Southern Company to collaborate on utility-scale solar projects.

At the Zeitgeist event this week, Turner said that he, with a group of partners, was backing a 250-acre, \$100 million solar array in New Mexico that could power 9,000 homes. “I’m excited to finally get into alternative energy in a major way. And I want to make a little money, too,” said Turner.

Turner also mentioned his close relationship with oil-baron-turned-wind-and-natural-gas-advocate T. Boone Pickens during the onstage conversation. “We agree on the energy situation on most points,” said Turner, in reference to Pickens.

Turner has been a long-time environmentalist and reiterated during the interview that “global climate change is greatest problem humanity has ever faced.” Turner, who founded CNN, also said that news and journalism play an important role in helping deliver accurate information to people: “We’re not going to make it through this difficult time without solid information.”

Check out the video interview below:

[http://gigaom.com/cleantech/ted-turner-if-i-was-starting-over-id-be-an-energy-entrepreneur/?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+earth2tech+%28Earth2Tech%29](http://gigaom.com/cleantech/ted-turner-if-i-was-starting-over-id-be-an-energy-entrepreneur/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+earth2tech+%28Earth2Tech%29)

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**Sunday Papers: New Fears Over Break-Up Of UK's Banks - Other News - *Citywire.co.uk* – 9/19/10**

By Dylan Lobo

The Sunday Telegraph

\* The Independent Banking Commission will reveal this week that its investigation will go much further than the issue of splitting the banks apart and look at the lack of competition in the retail sector.

\* Future generations should not expect to inherit wealth from their parents following the ravages of the worst financial crisis since the 1930s, according to a survey of consumer finances by Janus Capital Group.

\* The Government was facing fresh pressure on its policy of capping immigration after the chief executive of General Electric, one of the UK's largest employers, said that the policy was damaging its ability to do business.

\* Ireland's finance minister Brian Lenihan moved to calm markets with a rebuttal of a report that Ireland is 'perilously close' to a debt crisis.

\* T. Boone Pickens, the legendary American oil investor, believes BP's shares are "cheap" at current levels; he argues the oil giant will spend only a fraction of the \$20bn the US government has demanded it pay for clean-up and compensation costs.

#### The Observer

\* Britain will this week press the United Nations to adopt a five-year blueprint to eradicate poverty in the world's poorest countries.

\* SuperGroup and its fashion label Superdry record a 60% jump in sales over the summer – so much for gloomy market predictions.

#### The Independent on Sunday

\* EDF Energy is looking to secure high-level agreements with the UK's largest unions to remove any threat of strikes on a proposed £20bn nuclear power plant.

\* The Association for Financial Markets in Europe is scheduled on next Wednesday to publish a groundbreaking report that examines the causes of the financial crisis, as well as showing what needs to be done to reduce risks in future.

\* The long-awaited relaunch of the Tetley Tea folk will kick off tomorrow evening during ITV's Coronation Street.

Mail on Sunday

\* Pension fund deficits are soaring because of the Bank of England's £ 200 billion money-printing programme, which is putting trustees on a collision course with shareholders.

\* Payouts to Lifemark's savers will spark fury over investors.

\* British Gas owner Centrica will be forced to spend billions of pounds on new gas-fired power stations to keep the lights on if it does not secure consent for the Hinkley nuclear reactor by early 2012.

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**Shhh: Sarah Palin Quietly Stopped In St. Louis For Speaking Event – *StlToday.com* – 9/17/10**

By Jake Wagman

ST. LOUIS -- Betcha' don't know who was in town this week.

On her way to Iowa for a trip perceived as testing the presidential waters, Sarah Palin was in St. Louis on Thursday night, addressing a local business group.

"Yes, she did speak to us -- it was a non-partisan, non-political event," said Al Koller III, chairman of the St. Louis chapter of the Young Presidents' Organization.

Palin's appearance was not well-advertised -- it was not, apparently, advertised at all, beyond members of the Young Presidents' Organization, whose members include St. Louis area chief executives and other business leaders.

The former Alaska governor spoke at the group's annual kick-off dinner. In previous years, the group has recruited other high-profile speakers, including oil billionaire T. Boone Pickens and Colin Powell.

Koller, president of Koller-Craft Plastic in Fenton, declined to say where this year's dinner took place. Koller said Palin made "just general comments on the political landscape today and her background."

"She did a good job," Koller said. "I think everybody enjoyed the event."

Tonight, Palin will be the featured speaker at the Iowa Republican Party's Ronald Reagan Dinner, fueling speculation that the former GOP vice presidential nominee has her eye on being at the top of the ticket in 2012.

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## **BROADCAST COVERAGE**

### **1. Countdown To The Closing Bell**

**Fox Business Network, National | DMA: 0**

**09/17/2010, 03:00 PM - 04:00 PM**

[CC] 00:48:39 They figured out a way to turn into oil with the liquidation process and there is also natural gas to liquid also the biomass but the problem has been economic. In the late'70s the program was cancelled and that eighties mainly because of the oil glut bringing it down at \$11 per barrel making the synthetic development initiatives but it was the myopic appra because right now oil is in the mid-70s climbed up at \$140 per barrel and 1979 through the president -- President we are importing 60% of our oil versus 30%. From the standpoint of America it is a national security nightmare waiting to happen. Liz: absolutely why would we continue to be addicted to where we have to go to people who absolutely hate us and do not like us for that? **T. BoonePickens** called it the greatest transfer of wealth in history. Liz: what do we do to avoid the transfer of our wealth to the countries that have the oil? As a capitalist I cannot believe I will say that the we need a government Manhattan approach. I say that because right now the private sector is not incentivize to do this. There are certain reasons why it has to do with the fact a lot of major companies their business is to make a profit.00:49:56

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

### **2. TXCN Overnight News**

**Texas Cable News Network, Dallas/Fort Worth | DMA: 5**

**09/17/2010, 07:00 AM - 08:00 AM**

[EC] 00:09:18 A south Dallas Park is getting a facelift that is more than just cosmetic.. today the board dedicated the Walt Humann and **T BoonePickens** Community Center...the park was once crime ridden... 00:09:36

**Keywords:**Park Makeover: Walt Humann and **T BoonePickens** Community Center;

**Visuals:**Jubilee Park;

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

### **3. News 8 Update**

**WFAA-TV (ABC) CH 8, Dallas/Fort Worth | DMA: 5**

**09/16/2010, 10:00 PM - 10:35 PM**

[EC] 00:09:18 A south Dallas Park is getting a facelift that is more than just cosmetic.. today the board dedicated the Walt Humann and **T BoonePickens** Community Center...the park was once crime ridden... 00:09:37

**Keywords:**Park: Jubilee Park; Fair Park; Walt Humann and **T. BoonePickens** Communtiy Center;

**Visuals:**Community center;

**Audience:** 222,337 **Spot Cost:** \$2,115