

PickensPlan

T. Boone Pickens Media Coverage 10.22.10

Total of 9 Placements

 Print: 1

 Blog/Online: 3

 Broadcast: 5

Coverage Summary:

The Tampa Tribune wrote a positive editorial outlining the Pickens Plan, which Pickens presented to a group of editorial writers a couple of weeks ago. The editorial agrees with Pickens that “If you don't have a plan, your plan is to use more foreign oil. And that's a plan the nation cannot afford.”

Highlighted Placements (Full Articles Below)

 **How To Use Less Foreign Oil** – *Tampa Tribune* – 10/22/10

Blog/Online Placements (Full Articles Below)

 **Pickens: 'I Know What The People Want'** – *Mother Nature Network* – 10/21/10

 **Pickens' Biggest Mistake** – *CNBC* – 10/22/10

 **Beating OPEC Oil** – *Bisnow.com* – 10/21/10

HIGHLIGHTED COVERAGE

How To Use Less Foreign Oil – *Tampa Tribune* – 10/22/10

See if you can describe in 20 words or less this country's energy policy. A good try would be: "Buy as much foreign oil as needed to meet domestic demand, from anyone at any price."

It's not much of a plan, and it's not even as market-driven as it appears, because most of the world's oil is controlled by state-run oil companies.

Texas oil and gas tycoon T. Boone Pickens has a better idea than to keep sending dollars to companies classified as something less than our friends. He wants to immediately begin using more domestically produced natural gas. To do this, he wants the federal government to subsidize the conversion of big trucks to natural gas, which burns cleaner and promises to be less expensive than diesel fuel.

His basic plan has appeared in several bills, and one that is expected to be debated before Christmas would pay for the conversion — \$64,000 per tractor truck — by adding a tax to imported oil.

Pickens estimates that running most of the nation's trucks on natural gas would allow the United States to cut in half its imports from the Organization of Petroleum Exporting Countries. Now, OPEC supplies about 41 percent of U.S. oil imports.

"Our State Department recommends we don't visit (some of) those countries," Pickens says. "Must be something wrong with them."

Pickens' plan has much to commend it.

Spending more energy dollars at home would create jobs, improve the nation's balance of payments and weaken some of our nation's adversaries.

Providing an incentive to retrofit trucks would create a market for natural-gas refueling and give service stations an incentive to add the needed tanks, which would benefit other vehicles converted to run on the abundant gas.

Reducing the demand for crude oil might even lower the price of gasoline and diesel.

Pickens says that natural gas reserves in the United States contain three times the energy as all oil reserves in Saudi Arabia.

He concedes that companies he owns stock in would benefit from selling more natural gas, but also points out that he's 82 years old, has given away much of his wealth and is not in it for the money.

"If you have a plan that's better," he told a group of editorial writers at a recent convention in Dallas, "I'll throw in with you."

Former President Richard Nixon predicted in 1974 that the country would be energy independent by 1980.

When it was clear that deadline would be missed, former President Jimmy Carter called for the nation to cut oil imports in half in 10 years.

Many other presidents, including Barack Obama, have also promised to cut dependence on foreign oil.

But now, we Americans are using about 19.5 million barrels a day and producing only 6.73 million.

Cutting oil consumption without increasing shipping costs while helping the economy is a smarter strategy than doing nothing.

If you don't have a plan, Pickens says, your plan is to use more foreign oil. And that's a plan the nation cannot afford.

BLOG/ONLINE COVERAGE

Pickens: 'I Know What The People Want' – *Mother Nature Network* – 10/21/10

T. Boone Pickens, the founder of BP Capital Management, joins the Morning Joe gang to discuss the town hall meetings he's been holding across the country on the environment, and the way forward for the nation.

<http://www.mnn.com/earth-matters/energy/videos/pickens-i-know-what-the-people-want>

Pickens' Biggest Mistake – *CNBC* – 10/22/10

Boone Pickens shares his biggest business mistake with CNBC's Becky Quick.

<http://www.cnbc.com/id/15840232/?video=1621864220&play=1>

Beating OPEC Oil – *Bisnow.com* – 10/21/10

With the Rangers in the Bronx, our DFW reporter had time to stop by the 2010 Sunbelt Builders Show last week at the Gaylord Texan in Dallas. There, she snapped BP Capital founder T. Boone Pickens, who says he's close to having the 60 votes he needs in the US Senate to pass his energy plan in a Nov. 17 vote—and he's spending \$82M of his own money on the plan. Boone (or should we call him T. Boone?) says promoting America's energy independence is his life's mission; he's already gotten 20M subscribers on his aptly named Pickens Plan website. His plan? An executive order by the President mandating that all federal vehicles purchased from here on out (about 200k annually) operate solely on domestic fuel. He didn't even specify what kind: battery, ethanol, natural gas. It doesn't matter, T. Boone says, "I would take anything to beat OPEC oil."

BROADCAST COVERAGE

1. Squawk Box

CNBC, National | DMA: 0

10/22/2010, 06:00 AM - 07:00 AM

[CC] 00:16:40 ... Education, our country used to be the most educated in the world and we're now 17th. So country like Singapore have a large per centage of their gdp they spend to educate their children. We don't do that. So there's oppportunity there is. There's oppportunities in **energy**. We can't keep using foreign **oil**. **Boone Pickens** says this all the time. We have to do something about having domestic supplies. In Pennsylvania, you have **energy** that's shale **oil**, shale gas -- Shale **oil**, I guess. And what happens here is that we have gas in this country that is now one-fifth the cost per mcf or btu as oil, one-fiftd, and yet we're importing 1 million barrels a day. It's crazy. So we have to figure out batteries, cars will all be battery cars. In ten years I think you'll have 20% of the cars will be battery cars and I think if you go out and look 20 year, every single car in America will be a battery car. If you want to think about something to invest in, think about battery cars...00:19:45

Audience: 214,174 **Spot Cost:** \$1,652

2. Power Lunch

CNBC, National | DMA: 0

10/21/2010, 01:00 PM - 02:00 PM

[EC] 00:23:20 . We'll be back here tomorrow with **Boone Pickens**, the legendary **oil** investor and **energy** investor, we'll talk about his worst trade. When he asked him what it was, he said he had plenty to choose from. Who was it yesterday? Larry Fink. The daye before was Bill Gross, then Warren Buffett. 00:29:13

Keywords:TZ; Steve Schwarzman: Tooth Fairy; Larry Fink; Bill Gross; Warren Buffett.

Visuals:Boone Pickens.

Speakers:Steve Schwarzman, Chairman and CEO, Blackstone Group.

Audience: 314,617 **Spot Cost:** \$2,613

3. Squawk Box

CNBC, National | DMA: 0

10/21/2010, 08:00 AM - 09:00 AM

[EC] 00:51:27 And tomorrow here on Squawk, we'll have the final installment in the worst trade, and **Boone Pickens** on his biggest misjudgment. 00:51:46

Keywords:Preview: Power Lunch; Squak Box; Steven Schwarzman, Blackstone

Visuals:Boone Pickens, Chairpman of BP Capital Management

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

4. Morning Joe

MSNBC, National | DMA: 0

10/22/2010, 07:00 AM - 08:00 AM

[CC] 00:13:09 ...There has been a misperception of people who watch this show that I was against the stimulus program. I said at the time five ear talking about a stimulus program that will do more than get people back intimals, a stimulus program that will build America's infrastructure, prepare us for the 21 century. Let's say, for instance, we had the vision to talk about high-speed rail like the Chinese were doing, converting **energy** or doing the things that **Boone Pickens** was talking about yesterday, making America **energy** dependent for a new generation, I would have said, okay, how much do you need? Show me. Do you need a trillion. If you need a trillion to transform America's economy, that's worth the investment. Will it get people back in the malls in six months? No, it won't. Will it help America prepare for this next century?00:14:47

Audience: 529,553 **Spot Cost:** \$3,707

5. CTN Schedule

CT-N, Hartford/New Haven | DMA: 30

10/21/2010, 02:00 PM - 04:00 PM

[CC] 00:04:31 ...Waterbury is is not a safe city. But is it the same thing about east Hartford, but I was arguing you turn on the 6:00 news you hear every shooting in the Waterbury or east Hartford? The larger cities seem to be more on safe. Iike Hartford, New Haven and Bridgeport. Those of the countries that we try to market in Waterbury, and I would proclaim the those of the same types of things you can market here in the east Hartford region. Sticking to your knitting what else you have? Good because, one institution! I think we're competing with **T.BoonePickens** this morning, I heard John Larson on 1080 KTIC....00:08:05

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