



T. Boone Pickens Media Coverage 12.10.09

Total of 9 Placements

- Print: 4
- Blog/Online: 3
- Broadcast: 2

Coverage Summary:

Pickens will be the keynote speaker during Texas State University's commencement ceremonies on December 19th. A *Texas State News Service* piece previewing the speech was picked up by two papers in San Marcos.

Business Lexington ran a piece on Pickens' book "The First Billion is the Hardest," highlighting the Pickens Plan and several of his "Booneisms." The piece calls Pickens an outstanding individual who has shown characteristic perseverance.

Congressman Larson issued a press release announcing the House's passage of legislation to extend a tax credit on natural gas. Pickens is mentioned in the release for his push to transition more of America's energy consumption to natural gas.

Highlighted Placements (Full Articles Below)

- **Oilman Pickens to Keynote Texas State Ceremony** – *Texas State News Service* – 12/9/09
 - *San Marcos Mercury*
 - *San Marcos Daily Record*
- **Pickens Speaks Bluntly on Experience, Energy** – *Business Lexington* – 12/10/09
- **House Approves Larson's Natural Gas** – *Press Release* – 12/9/09

Print Placements (Full Articles Below)

- **GE Gets \$1.4B Pact to Supply Wind Farm Turbines** – *Associated Press* – 12/10/09

Blog/Online Placements (Full Articles Below)

- **GE Building Largest Wind Farm In U.S.** – *Earth2Tech* – 12/10/09

HIGHLIGHTED COVERAGE

Oilman Pickens to Keynote Texas State Ceremony – *Texas State News Service* – 12/9/09

By Mark Hendricks

Oil businessman T. Boone Pickens will be the keynote speaker at one of four commencement ceremonies to be held at Texas State University Dec. 18 and 19 in Strahan Coliseum.

Pickens will speak during the 10 a.m. ceremony on Saturday, Dec. 19. Degree candidates from the College of Liberal Arts and the University College will attend the Saturday ceremony.

Degree candidates from College of Applied Arts and the College of Fine Arts and Communication will attend the 10 a.m. ceremony on Friday, Dec. 18.

Candidates from the College of Science and the McCoy College of Business Administration will attend the 2 p.m. ceremony on Friday, Dec. 18.

Candidates from College of Education and the College of Health Professions will attend the 6 p.m. ceremony on Friday, Dec. 18.

Pickens is founder and chairman of BP Capital Management, which manages one of the nation's most successful energy oriented investment funds. Last year, he launched a grassroots effort to reduce the nation's dependence on foreign oil. He pursues a wide range of business interests, including water resources, wind power and a company named Clean Energy, a transportation fuels company he founded and took public last year. He pursues a wide range of philanthropic interests and is consistently ranked by the Chronicle of Philanthropy as among the nation's most generous donors. This year, Time magazine listed him as among the 100 most influential people in the world.

The university will award honorary doctoral degrees to Bruce and Gloria Ingram of New Braunfels during the 2 p.m. ceremony on Friday. The Ingrams are among Texas State's most generous benefactors, having donated \$7 million in support of programs and scholarships in the Ingram School of Engineering at Texas State. Bruce Ingram is the founder of Ingram Readymix, a manufacturer of concrete that operates 26 plants in 22 Texas cities. Both are active community volunteers. They are co-chairs of the Texas State Pride in Action Campaign Academic Excellence pillar.

There are 2,681 Texas State students who are candidates for bachelor's, master's or doctoral degrees this fall at Texas State.

Pickens Speaks Bluntly on Experience, Energy – *Business Lexington* – 12/10/09

By Paul Sanders

Lexington, KY - A book by a billionaire on how to make your first billion may seem like an absurd reading choice as the United States continues to saunter through recession, high unemployment and a weakening dollar. But if that billionaire is T. Boone Pickens, and the account is not just a story of one man's past but the country's possible future, the choice can be both smart and inspired.

Pickens, now 81 years old, ranks among the world's richest men. As the force behind BP Capital, he heads one of the most successful energy companies in the United States. In the May 2009 issue of TIME, no less than Ted Turner explained why Pickens ranks second in the "Builders and Titans" category of the world's most influential people.

The First Billion is the Hardest is several books in one. It tells the remarkable story of how a child of the depression from Oklahoma grew up to be a famed oilman and daring entrepreneur. Pickens credits learning risk-taking from his father and the value of hard work from his mother. He used both to create strategies that took him in a meteoric rise from rags to riches. His determination, grit and ability to exceed expectations are all admirable.

Pickens also seeks to inspire the millions of Americans that are "entering the fourth quarter." He challenges them to play the last period of life as hard as a freshman in his first game. Work is important, he argues, as well as fun. This book shares his insights on work, leadership and management, gleaned from 80 years of experience.

Finally, the audacious oilman also wants to convey a message about energy.

"Our country is facing a crisis," he writes. "I fear we have some very dark days ahead."

"I love this country too much to remain silent about the way America's political leadership has failed to tackle what I believe is one of the greatest threats ever to face this nation: Our crippling dependence on foreign oil," he adds.

In this book, Pickens seeks not just to identify the problems, but offer solutions. To illustrate his insights, he gives a list of "Booneisms," or lessons that his own experiences have proven. These are presented bluntly, with no lack of flair. Among his Booneisms:

- Chief executives who themselves own few shares of their companies have no more feeling for the stockholders than they do for baboons in Africa.
- Far too many executives are more concerned with the four Ps — pay, perks, power and prestige — than with making profits for shareholders.
- If you're on the right side of the issue, just keep driving until you hear glass breaking. Don't quit.
- If you're going to run with the big dogs, you have to get out from under the porch.
- Action leads to more action.
- A fool with a plan can outsmart a genius with no plan any day.
- Show up early. Work hard. Stay late. Work eight hours and sleep eight hours, and make sure that they are not the same eight hours.

Pickens gives an impressive history of triumphs, telling of a life that is both singular and impressive. His late-in-life comeback from bankruptcy and depression inspires those of us facing our own demons in the current recession.

His career is perhaps the best argument for listening to him. He essentially got rich by being one of the best in the world at predicting the prices of fossil fuels.

This is why after reading the first 12 chapters, we're anxious to hear what Pickens has to say about the future. This is where he outlines "The Big Idea: An Energy Plan for America." This is the basis for what has come to be known as The Pickens Plan, a campaign to convince America to reduce its dependence on foreign oil and develop its own energy plan.

Starting in July 2008, Pickens has spent \$58 million in national advertising to promote the plan. He believes we need to develop multiple sources, including solar, nuclear, shale oil, liquefied coal and particularly wind.

If this seems audacious for an oilman, it is. After reading his book and developing an understanding of this outstanding individual, it comes as less of a surprise. Pickens shows his characteristic perseverance in the closing lines:

"This country deserves an energy plan, and by God I'm going to stay in there until we get one."

Knowing his history and his character, it would be difficult to doubt him.

House Approves Larson's Natural Gas – Press Release – 12/9/09

WASHINGTON, Dec. 9 -- Rep. John B. Larson, D-Conn. (1st CD), issued the following news release:

Today, the House of Representatives passed legislation that will encourage America's businesses to make the transition to clean American energy. The legislation, proposed by Congressman John B. Larson, (CT-01), Chairman of the House Democratic Caucus, will extend a tax credit on natural gas.

Congressman Larson said, "natural gas is a vital part of our transition to cleaner American energy. By encouraging businesses to spend their money on a fuel found in abundance here in America, we are making our economy and our homeland more secure and reducing our reliance on foreign energy."

The legislation is part of a broader plan by businessman T. Boone Pickens to transition more of America's energy consumption to our own natural gas. Natural gas is an abundant energy in the United States, with 98% of the natural gas we consume being produced in North America. We have more than 100 years of natural gas reserves in the United States. Natural gas is also twice as clean as coal, so it offers significant environmental benefits.

The boost to the natural gas industry this legislation provides could also create thousands of good-paying jobs that cannot be outsourced overseas. More than 1 million Americans are already employed by natural gas companies and the entire U.S. natural gas industry supports nearly 3 million jobs.

"Creating jobs is my top priority right now. With every piece of legislation we vote on, we must consider what impact it will have on the jobs market. That is why I am so proud to support this legislation that will create green jobs immediately and help transition us off of foreign energy in the long run," said Larson.

PRINT COVERAGE

GE Gets \$1.4B Pact to Supply Wind Farm Turbines – *Associated Press* – 12/10/09

NEW YORK — General Electric Co. on Thursday said it has received a \$1.4 billion contract to supply wind turbines and related services for a wind farm project that is expected to be the largest ever.

The company says the order from independent power producer Caithness Energy is its largest for its 2.5xl wind turbines. It will install 338 of the turbines, which are already in use in Europe and Asia, between 2011 and 2012.

The 845-megawatt Shepherds Flat project, located in Oregon, has received most of the government permits it needs to run.

Caithness Energy estimates that the project will inject \$16 million of direct economic benefits into Oregon on an annual basis, and will employ 400 workers during construction and 35 during operation. Construction will start next year and is expected to be finished in 2012.

GE will also supply 10 years of operational and maintenance services.

Under three 20-year power purchase agreements, the Shepherds Flat wind farm will supply renewable energy to Southern California Edison, an Edison International company. Using U.S. Environmental Protection Agency methodology, the companies estimate that the project will provide enough clean energy to power about 235,000 average California households, avoiding more than 1.5 million tons of greenhouse gas emissions per year.

General Electric has 10,000 worldwide wind turbine installations comprising more than 15,000 megawatts of capacity, according to the company's Web site. The company has wind manufacturing and assembly facilities in Germany, Spain, China, Canada and the United States.

BLOG/ONLINE COVERAGE

GE Building Largest Wind Farm In U.S. – *Earth2Tech* – 12/10/09

By Katie Fehrenbacher

There's small wind — backyard-style DIY wind projects like this report detailed this week — and there's big wind, the multi-megawatt utility-scale kind. And then there's very big wind. On Thursday morning GE said it has signed a \$1.4 billion deal to deliver more than 300 wind turbines for a 845 MW wind farm that will be built across 30 square miles in north-central Oregon, creating what it says will be the largest wind farm in the U.S. when built.

Independent power producer Caithness Energy will develop the wind farm, called Shepherds Flat, and under three power purchase agreements will provide clean power for utility Southern California Edison (meeting one-tenth of SCE's state renewable portfolio standard). Caithness Energy says the entire project will cost \$2 billion, will create 435 local jobs and is ready to be built now.

The wind industry is pretty much the most mature clean power sector in the U.S. and is being driven in California partly by the state renewable portfolio standard, which says utilities must have 20 percent of their electricity come from clean power by 2010. The American Wind Energy Association (AWEA) said that in the third quarter the U.S. wind energy industry installed 1.6 GW of new power generating capacity, bringing the year-to-date total by the end of the third quarter to 5.8 GW.

But the economy of the past year and half has also caused some wind power projects to stall, and the AWEA says wind turbine manufacturing is still below the levels of 2008. The highest profile wind farm to face the credit crunch toward the end of 2008 was a T. Boone Pickens project in Texas. It was supposed to be the world's largest wind farm, but now it has been put on hold and will likely be scaled back.

BROADCAST COVERAGE

1. The O'Reilly Factor

Fox News Channel (---) National

12/09/2009 08:00 PM - 09:00 PM

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

DMA: N/A

Spot Cost: \$26,837

Est. Audience: 2,603,722

00:12:18 TZ; Climate Feud: Sarah Palin had an op-ed in the Washington Post calling for a boycott of the climate conference in Copenhagen. GR; Quote, source; Sarah Palin in Washington Post Op-Ed. I; Al Gore talking about climate change and CO2 trapping heat, source; MSNBC. GR; Quote, source; Dr. William Gray of Climatedepot.com. SI; Leslie Marshall, Liberal Radio Talk Show Host, talking about global warming and what is going to happen with scientists. Leslie Marshall talks about scientific evidence for things that happen with the evidence and here is the problem with an industrialized nation. V; Sarah Palin. **T. Boone Pickens** is said to want **windmills** according to Bill O'Reilly. 00:18:17

2. The O'Reilly Factor (Rebroadcast)

Fox News Channel (---) National

12/09/2009 11:00 PM - 12:00 AM

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

DMA: N/A

Spot Cost: \$9,777

Est. Audience: 875,811

[CC] 00:17:43 Bill: India, if they had the **windmills**' that **T. Boone Pickens** wants , they would not have to do the dirty stuff. If the **energy** was as cheap as the dirty coal, they would use the **windmills**, but they don't have it yet. I want it . I'm praying for it. It is not there. Thank you very much. Are you? Bill: go ahead. Are you happy and comfortable with the president promising a 17% reduction? I think it is a fair amount. Bill: am I happy with the president promising? Have I heard president's promise stuff before? I am skeptical. I want a clean planet, but I want the stuff to work. 00:18:37