

# PickensPlan

T. Boone Pickens Media Coverage 5.8.09

## Total of 7 Placements

- \* Print: 3
- \* Blog/Online: 3
- \* Broadcast: 1

## Coverage Summary:

Investor's Business Daily reports that oil prices have risen to a six-month high. The editorial discusses Russia's plans for drilling and exploration for oil and natural gas in Arctic areas. The piece calls natural gas environmentally friendly and one of Pickens' favorite energy sources.

Medill Reports covered Pickens' speech at the AWEA conference, focusing on Pickens' desire to use American energy sources rather than foreign oil. Results from the recent Harris poll are included. Pickens appearance was also mentioned on the CBS affiliate in Gainesville.

## Highlighted Placements (Full Articles Below)

- \* Drill, Ivan, Drill - Investor's Business Daily - 5/7/09
- \* For Pickens, It's Not Just Green, but Red, White and Blue, Too - Medill Reports - 5/7/09

## Print Placements (Full Articles Below)

- \* World & Nation in 60 Seconds The World The Nation - Chicago Daily Herald - 5/7/09
- \* Re: "Oil tycoon Pushes Renewable Energy," May 1 News Story: - Roanoke Times & World News - 5/7/09

## Blog/Online Placements (Full Articles Below)

- \* Where will your new job be? - Control Engineering Blog - 5/7/09
- \* Get Ready to Pay More - Pollution Engineering Blog - 5/7/09

#### HIGHLIGHTED COVERAGE

Drill, Ivan, Drill - Investor's Business Daily - 5/7/09

Energy Policy: Oil prices have risen to a six-month high on the prospect of economic recovery. Russia plans floating reactors to power Arctic drilling. We plan to do nothing to increase supply.

Oil prices jumped to nearly \$58 a barrel Thursday in Singapore in electronic trading on the New York Mercantile Exchange. Benchmark crude for June delivery was up \$1.31 at \$57.68 on expectations for a global economic recovery by year's end and rising demand for the fossil fuel.

As oil prices rise again, the Guardian reports that Russia is planning a fleet of floating and submersible nuclear reactors to provide power for drilling and exploration for oil and natural gas in Arctic areas that Moscow claims as its own.

There is a triple irony here. The first is that it would be the Russians obeying the law of supply and demand. Then there's their "all of the above" approach to domestic energy needs, building nuclear reactors to power oil and gas rigs, neither of which we seem willing to do.

Environmentalists, of course, are not in love with either source of power and warn of the dangers of nuclear radiation and oil leaks. Not only might polar bears be killed, but they might glow in the dark afterward.

No one considers that the nukes might be considered a "carbon offset"

for the oil rigs.

And isn't natural gas environmentally friendly and T. Boone Pickens' favorite energy source when he's not tilting at windmills?

A prototype floating nuclear power station being constructed at the SevMash shipyard in Severodvinsk is due to be completed next year. Four more 70-megawatt plants, each of which would consist of two reactors aboard giant steel platforms, are planned.

The self-propelled vessels would store their own waste and fuel and would need to be serviced only once every 12 to 14 years. Russia's stimulus program for energy includes planned submersible nuclear-powered drilling rigs that could allow eight wells to be drilled at a time.

The U.S. Geological Survey believes the Arctic holds up to 25% of the world's undiscovered oil and gas reserves, leading some experts to call the region the next Saudi Arabia. Alaska Gov. Sarah Palin underscored that point at an April 14 Interior Department field hearing in Anchorage chaired by Interior Secretary Ken Salazar.

Palin testified: "The world-class potential of Arctic Alaska was verified in the recently released Circum-Arctic Oil and Gas Assessment by the U.S. Geological Survey, which highlighted that Arctic Alaska was second only to the West Siberian Basin in total Arctic petroleum potential and the highest Arctic potential for oil."

The Russians fully intend to develop the West Siberian Basin and any other Arctic areas their technology can reach. We may someday find ourselves importing Russian oil extracted off the Alaskan coast by Gazprom instead of Exxon or Shell.

As Palin pointed out to Salazar, the USGS assessment "estimates that Arctic Alaska has mean technically recoverable resources of approximately 30 billion barrels of oil, 6 billion barrels of natural gas liquids and 221 trillion cubic feet of conventional natural gas."

Continued Arctic exploration is also necessary for the continued viability of the Trans-Alaska Pipeline. Production at Prudhoe Bay is in decline. North Slope production is one-third of its peak, and unless we are allowed to produce oil and gas from ANWR and in the Beaufort and Chukchi Seas, Palin said, reduced flow will cause the pipeline to close.

The administration's game plan is to force energy prices to "skyrocket" to make alternative sources of energy more competitive. We don't see the Russians dotting Siberia with wind turbines and solar panels. They recognize the sun doesn't always shine and the wind doesn't always blow.

Alaska's environmentally friendly natural gas, according to the Energy Information Agency in its 2009 Energy Outlook, would lower the cost to consumers by 63 cents per thousand cubic feet in 2002.

The only way we might be able to get at these resources may be to sell Alaska back to the Russians.

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For Pickens, It's Not Just Green, but Red, White and Blue, Too - Medill Reports - 5/7/09

By Chris Deaton

T. Boone Pickens wants it all.

He wants wind. He wants solar. He wants natural gas. To be absolutely certain, T. Boone Pickens wants a green future for America's energy economy; an economy that, if executed properly, he said will be the best the country has seen.

His desires, however, come with a disclaimer: He wants his green to be red, white and blue.

“People say that we ought to do everything renewable, and I say, ‘No, that’s just part of the equation,’ the Texas billionaire said Wednesday in Chicago at the WINDPOWER 2009 Conference & Exhibition. “It’s everything American that we have to do.”

Pickens, a prominent takeover operator in the 1980s, has drifted from the oil industry in recent years, citing a desire to see American solutions to American energy problems. He predicted a meteoric rise in the price of oil months before it topped at \$145 per barrel in July 2008 and has been keen on advancing a renewable agenda ever since.

“We operate like we have oil, and we almost don’t have oil,” Pickens said of the U.S.’s dwindling oil reserves and increasing imports. “We have somebody else’s oil—we’re dependent on someone else. [As a result], there comes this security issue.”

Pickens cited figures that state the country will be spending \$2 trillion per year on oil within the next decade, 75 percent of which would go overseas. Such heavy reliance on foreign countries, especially those that have frosty relationships with the U.S., has Pickens worried the nation could be defeated in an economic war.

“At that point, we’ve turned ourselves over. But we would solve two problems with that: We wouldn’t have to worry about health care or education, because we’re not going to have enough money to take care of either one of them,” he quipped.

Rather than ship money overseas for oil, Pickens would prefer to see a fleet of wind turbines stretching from Texas to Canada, which would allow natural gas otherwise used for electricity generation to fuel heavy-duty vehicles on the roadways. Pickens said that, if executed properly, the turbines could generate up to 200,000 megawatts of power.

Despite originating in the Plains, Pickens hopes to see much of that power make its way to the coasts via an updated electrical grid.

Such ideas fall under the umbrella of his recently-launched Pickens Plan, which according to a recent Harris poll is gaining traction. The poll revealed that of the 70 percent of Americans who are aware of the plan, 78 percent support it.

Pickens said that such widespread backing from the public is key to his proposal's adoption.

"One thing politicians in Washington understand is a poll," he said. "I can tell you this: If I've got millions of people with me, I'm a hell of a lot more important than just a rich guy from Texas."

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PRINT COVERAGE

World & Nation in 60 Seconds The World The Nation - Chicago Daily Herald - 5/7/09

Zuma to lead South Africa:

CAPE TOWN, South Africa South Africa's parliament elected Jacob Zuma as president Wednesday, celebrating the astonishing rise of a self-educated teenage goatherder who transformed himself into the charismatic leader of Africa's economic powerhouse. He is inaugurated Saturday.

Somali pirates seize ship:

NAIROBI, Kenya A German cargo ship carrying 11 crew members in the Gulf of Aden called for help as it was being attacked by Somali pirates, but by the time a helicopter arrived to render assistance the pirates were already in control, officials said Wednesday. High-seas bandits hold hundreds of merchant mariners hostage.

Nuke material found in Egypt:

VIENNA U.N. nuclear inspectors have found traces of highly enriched uranium in Egypt, the International Atomic Energy Agency said in a report obtained Wednesday. Highly enriched uranium can be used to make weapons, but there was no indication in the brief report the traces were linked to such efforts.

Car bombs kill 17 in Baghdad:

BAGHDAD Car bombs killed 17 people Wednesday in Baghdad, fueling concern about Iraqi capabilities less than two months before Iraq's army and police assume full responsibility for security in cities. An Iraqi military official blamed the latest blasts in part on ex-detainees released by U.S. forces.

U.S. prisoner in Peru has son:

LIMA, Peru The parents of New Yorker Lori Berenson say she has given birth to a baby boy while serving a 20-year sentence in Peru for collaborating with leftist guerrillas in the 1990s. The 39-year-old is married to ex-Tupac Amaru Revolutionary Movement member Anibal Apari, whom she met in jail.

Maine legalizes gay marriage:

AUGUSTA, Maine Maine's governor signed a bill Wednesday approving gay marriage, making it the fifth state to approve the practice and moving New England closer to allowing it throughout the region. New Hampshire legislators were also poised to send a gay marriage bill to their governor.

Pika may need protection:

SALT LAKE CITY A tiny rabbit-like mammal that can't handle warm weather could become the first animal in the lower 48 states to get Endangered Species Act protection primarily because of climate change. The U.S.

Fish and Wildlife Service said Wednesday listing the American pika may be warranted.

FEMA nominee defended:

WASHINGTON The White House says its nominee to run the Federal Emergency Management Agency deserves Senate confirmation, not "political posturing" from Republican Sen. David Vitter, who blocks the way. President Barack Obama nominated Craig Fugate two months ago.

Obama cuts back prayer day:

MADISON, Wis. The White House is planning a muted observance of Thursdays National Day of Prayer, a response that disappointed Christian conservatives and an atheist group that wants to end the tradition. In 1988, Congress set the first Thursday in May as a day for presidents to issue proclamations asking Americans to pray.

Snowmobilers sue over lynx:

CHEYENNE, Wyo. Snowmobile groups are suing to challenge a federal plan to designate 39,000 square miles of six states as critical habitat for the threatened Canada lynx. They contend the U.S. Fish and Wildlife Services proposed protection for the Canada lynx threatens to disrupt their sport.

Obama to trim \$17 billion:

WASHINGTON After a line-by-line scrub of the federal budget, President Barack Obama has signed off on a roster of 121 budget cuts totaling \$17 billion or about one-half of 1 percent of the \$3.4 trillion budget Congress has approved for next year. Budget Director Peter Orszag briefed Democratic lawmakers on the cuts Wednesday prior to their public release today.

Mandate bird strike reporting?

WASHINGTON New York Sen. Chuck Schumer said Wednesday each time a bird hits an airplane, it should be reported to the Federal Aviation Administration. The FAA recently released data showing that collisions with birds or other animals have destroyed 28 aircraft since 2000.

Specter loses his seniority:

WASHINGTON After Democrats decided not to honor the 28 years seniority Sen. Arlen Specter accumulated as a Republican before switching parties last week, he expressed confidence Wednesday that starting in 2011, "my seniority will be maintained under the arrangement I worked out with" Senate Majority Leader Harry Reid before switching.

Pickens predicts wind power:

CHICAGO Oil tycoon T. Boone Pickens believes a government mandate requiring the use of wind power could come this year. Pickens told the American Wind Energy Association conference in Chicago Wednesday the renewable energy standard the industry wants could come as soon as six months from now.

Ford invests in new Focus:

WAYNE, Mich. Ford Motor Co. stripped "truck" from the name of one its Detroit-area plants Wednesday as it announced plans to invest \$550 million to build its next-generation Focus here, including a battery-electric version Ford expects will run up to 100 miles without using gas or emitting greenhouse gas.

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Re: "Oil tycoon Pushes Renewable Energy," May 1 News Story: - Roanoke Times & World News - 5/7/09

T. Boone Pickens pushes not only for renewable energy, but also for natural gas vehicles. Natural gas may indeed be cleaner to burn; however, the largest reserves are mainly in the Middle East and Venezuela.

An interesting survey at the Energy Information Administration, released in June 2008, can be accessed online. Development of the Alaskan pipeline and other projects in the United States would be helpful for Americans, though at a great cost for our country to be self-sufficient in oil and natural gas energy. Even if accomplished, it still would be only a temporary solution.

The question still remains: How is it that we can communicate using ones and zeros, sending messages via satellites, yet still be in the Stone Age with the combustion engine? This machine needs to be retired completely in order to end the world's reliance on fossil fuels. Where are the inventors? Or better yet, where are those who see financial opportunity in retiring this old relic?

All I see are oil men and their media mouthpieces and a litany of doomsday sellers.

Ron G. Bergeron

Roanoke

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BLOG/ONLINE COVERAGE

Where will your new job be? - Control Engineering Blog - 5/7/09

By Paul Grayson

Today's stories: Everyone is concerned about their job, or should be; The Market for UGV/AGV's after DARPA

#### WILL YOUR NEW JOB BE A GREEN JOB?

Looking for what field to bet on, invest in, or find a job in, is the new game most everyone is playing. Watching what billionaires are betting on might give you some clues about where the opportunities are expected to surface. Texas oil billionaire T. Boone Pickens has created an energy independence movement that seems to be catching on. He is betting that Wind (wind jobs: \$20 to \$30/hr), Solar, and Natural Gas, things we produce here in the USA, will replace the oil companies.

While you might question his motives, while some say he is just out to make his next billion that is not necessarily a bad thing. Knowing what he is investing in and plans to make money with might be useful for us less-than-billionaires who are looking for what direction things are heading. Letting the billionaires do the scouting for us, it looks like they are thinking Green industry is where the money is.

#### WIND, SOLAR, NATURAL GAS

How big will the alternative energy market be? If it is going to replace foreign oil, then it is going to be as big as all of that. You pick, what GREEN industry would you like to be in? What part of overall job that needs to be done would you like to be doing? My neighbors are starting a bio-diesel producing plant a few blocks from the AIM workshop. They are looking for alternative ways of powering the grain milling operation once they get it rolling on electricity that is expected to jump in price 10% in July as the new energy tax is added to our electric bills. Perhaps they could start with a power factor correction to save some money. They are also looking for other energy efficiencies they can take advantage of, someone could make a living helping start ups like that get going. They are going to process the crops of my other neighbors who are growing CANOLA into diesel fuel. It seems as though everyone I talk to about other projects just happens to have around 20 acres of farmland that they are not using for anything at the moment and could be raising a fuel crop.

#### THE FUTURE OF Unmanned Ground Vehicles (UGV)

1/3 UNMANNED BY 2015 ???

Congress has ordered the US armed forces to convert 1/3 of their ground vehicles to driverless operation as soon as possible before 2015. Will this remain a priority with Congress? It appears that the USA will be involved low intensity wars overseas for the foreseeable future so the magic 8 ball says "very likely".

THE QUESTION BECOMES: What should an automatic guided robot truck be made out of and how do we get the truck to follow the California Rules Of The Road? While AIM continues to work on this question, it appears that most of the DARPA teams have left the field now that the race series has ended.

#### AN UNUSUAL APPROACH IS NEEDED

The normal channels for Research and Development (R&D) have been slowly grinding to a halt since the WWII and are today, much like the rest of government, broken. To get things moving again, AIM is working outside of normal channels to see if volunteers can do what bigger companies, because of their size, have been unable or unwilling to do.

#### SAVING LIVES

Sponsors and team members, both local and distant, are donating their Money, Manpower, and Materials, to demonstrate how the technology on an automatic guided robot truck can improve vehicle safety for both the military in war zones and for the rest of us on US roadways. Department of Transportation (DoT) believes systems like what the AIM Team is working on may save as many as 5,000 lives a month on US roads (that is 166 lives a day). As a public health issue, preventing traffic fatalities is more important than curing cancer for the age group most affected by traffic accidents, ages 0-49.

#### CREATING DEFENSE JOBS

Converting 1/3 of just the US Army's one million vehicles to driverless operation will require the building and installing of 333,333 systems. Other branches of the US armed forces have similar numbers of vehicles. These numbers represents a lot of work for the many companies that supply the parts and for the people that will work at those companies producing these systems. Much larger numbers of parts will be needed to outfit 200 million cars, busses, and trucks for use on US roadways. AIM's demonstration vehicle AGV WENDY DARLING showcases how their sponsors products can be used to create a reliable, affordable, automatic guided robot truck driverless system.

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Get Ready to Pay More - Pollution Engineering Blog - 5/7/09

By Roy Bigham

Where will our electricity come from and how much will it cost?

As the push from all sides moves us from a coal-powered energy economy to some other source, people are wondering what it will cost the consumer. A recent announcement from the NRDC about the cancellation of Mid-Michigan Energy's declaration that they were dropping its plans to build a much-needed coal-burning power plant in Midland, Mich. made me wonder.

Shannon Fisk, staff attorney for the NRDC was quoted as having said, "The announcement shows what we have said all along: conventional, dirty coal is not economically or environmentally viable in today's world. It's too expensive, too polluting, and will stand in the way of the state's progress toward a renewed economy built up with cutting-edge green jobs."

First, coal is the most abundant energy source we have in the U.S. Universities and researchers around the world are developing methods to cleanup the emissions that result from burning coal. Mixing with biomass and other techniques can be applied to reduce the CO2 emissions. More technology is on the way. In nearly every state, the cost to produce electricity with coal is less than 8 cents per kilowatt hour.

What are the costs of renewable energy?

We don't have a very large base to gather real numbers as only about 1 percent or less of our energy is currently supplied from renewable sources. This is expected to grow to 15 to 20 percent over the next 5 to 10 years. I also wonder if the number we currently use are low-balled.

For example, T. Boone Pickens has been on a roll with the help of Sen. Harry Reid in proposing natural gas and wind power. We do know what the costs using natural gas are but this is only supposed to be a temporary solution and we know it costs more than coal. September 2007, Pickens told the Wall Street Journal that his proposed project to build a wind farm would cost \$6 billion. In April 2008, he told the Guardian in Britain that the cost would be \$10 billion. That is a 67 percent increase in cost in just 8 months. By June 2008, the projected cost according to an interview with Pickens on the Living On Earth radio show, the cost increased another 20 percent to \$12 billion. My search on the Internet turned up many numbers for wind cost at anywhere from 4 to 15 cents per kWh. According to [gogreen.whatitcosts.com](http://gogreen.whatitcosts.com), residential wind turbines should supply energy at a cost of 10.7 cents per kWh. However, I also learned from other sites that unless you have a really big battery backup, a wind turbine will not supply enough energy on it own. The average home uses 10,000 kWh per year.

Solar is often touted as a sound choice. Again, you will need a large battery backup system for the night times. Cloudy skies can still allow some electrical generation. George Washington University recently held a symposium on using solar energy. The largest supplier of solar panels in the U.S. is First Solar. According to their presentation at the event, they have recently managed to get costs down to \$1 per kWh. By the time you add in installation and other costs such as a 20 percent profit margin, the total cost is \$2 per kWh.

According to Scientific American, geothermal may be less costly than coal. However, only 13 states have been identified as viable candidates to supply geothermal energy. The cost to install geothermal to supply electricity is too high for the average homeowner and can only be economically accomplished by a municipality. Also, there is some disagreement among scientists about what impact drawing heat from deep underground will have on the Earth in the long run, particularly in earthquake prone zones.

From this short study, it certainly seems to me that the better thing to do would be to continue research on getting our energy from a reliable and affordable source. Certainly research should continue and maybe one day we will be able to draw hydrogen from water or natural gas and use that in fuel cells. But that day is not today and forcing everyone to switch because it might be politically correct will bankrupt our society and drive our poor down even further. I suspect people are really going to be burned by their electrical and heating bills over the next few years.

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BROADCAST COVERAGE

1. CBS 47 News

DMA: 160

WGFL-TV CH 53 (CBS) Gainesville

Spot Cost: \$31

05/07/2009

11:00 PM - 11:35 PM

Est. Audience: 843

Available formats: QuickView, transcript

[CC] 00:01:45 Get their news someplace else. Everything is on their phones or blackberrys laptops they don't need a newspaper to get their news the ajc is cutting staff again. This time about 90 people. They'll now be half the number of newsroom employees than just 3 years ago. The key is the business model is going to have to change for journalism and they're going to have to find a way to make revenues online scott walton left the ajc in the last round of cutbacks back in the fal. After 23 years in the newspaper business. I never really conceived of the idea of not working in a newspaper it was my life I had ink in my veins so to speak now he's running his own ogon golf. Fashion and parenting. Leaving the print world behind. The technology is changing the business and that's why emory professor sisel mcCarthy thinks the print version of the ajc, won'tbe around much longer. Its evitable that its going to disappear and a morning routine. Will changeorev. That was justin gra reporting, the biggest conference on wind energy in the world continues in Chicago. Texas oil tycoon t. Boone Pickens spoke there yesterday he's supporting a major wind initiative. State leaders from around the US Are also at the conference. They want to advantage of federal stimulus money to start wind fars around the country. The hope is that wind power will create new jobs and lessen dependence on foreign oil. 00:03:23

