



## T. Boone Pickens Media Coverage 11.6.09

### Total of 12 Placements

- Print: 5
- Blog/Online: 5
- Broadcast: 2

### Coverage Summary:

The *Dallas Morning News* story looks at comments Pickens made during yesterday's town hall meeting at UT Dallas. Pickens discussed the ability to use natural gas as a bridge fuel for the next 25 to 30 years until other technology emerges. The piece highlights Pickens' prediction that converting the country's nearly seven million 18-wheelers to run on natural gas could cut the amount of oil we import from OPEC in half over the next seven years.

The *Dallas Morning News* also has an article on the decision to allow natural gas-powered taxis to be first in line at the Dallas/Fort Worth International Airport. While the article does not mention Pickens, a photo of a natural gas-powered taxi from an event Pickens did at Dallas City Hall in August accompanied the story.

*The Journal Record* reported on growing momentum in Oklahoma and across the country to use natural gas as a transportation fuel. The piece quotes ANGA president Rod Lowman discussing the benefits of natural gas. It also highlights AT&T and UPS' decision to add natural-gas powered vehicles to their fleets.

Pickens was mentioned on the *Today Show* during a segment on the finalists for Today's Kid Reporter. Finalist Brodie Myers introduced Pickens at the OSU town hall meeting.

### Highlighted Placements (Full Articles Below)

- **Pickens: Natural Gas Plan is Good for About 25, 30 Years** – *Dallas Morning News* – 11/5/09
  - *Dallas Morning News Blog*
  - *WFAA*
- **Compressed Natural-Gas Cabs Now Fly 1st Class at D/FW Airport, Cutting to Front of Taxi Lines** – *Dallas Morning News* – 11/6/09
  - *WFAA*
- **Drive to Convert Vehicles to Natural Gas Makes Way to Washington** – *The Journal Record* – 11/5/09

### Print Placements (Full Articles Below)

- **Boone Pickens and Dallas Mayor Unveil Newly Renovated Downtown YMCA** – *Dallas Morning News* – 11/5/09
  - *WFAA*
- **Downtown Dallas "Y" To Be Re-Christened For Financier T. Boone Pickens** – *KRLD* – 11/5/09

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

- **EVI Exits T. Boone Territory, Gets a New Home to Keep on Plug-in Truckin'** – *Earth2Tech* – 11/5/09

## HIGHLIGHTED COVERAGE

### **Pickens: Natural Gas Plan is Good for About 25, 30 Years** – *Dallas Morning News* – 11/5/09

By Elizabeth Souder

T. Boone Pickens, who has spent the past year-and-a-half telling Americans the answer to their energy woes is natural gas, said Thursday the U.S. natural gas supply will likely dry up in about 30 years.

At that point, Americans will have to find some other technology to fuel vehicles, Pickens said during a speech on Thursday at the University of Texas at Dallas.

"Natural gas is just a bridge," he said.

"Twenty-five, 30 years is what we're going to get out of it. Then you'll have to get over to either fuel cells or battery. You'll have to be on to some other transportation fuel by then," he said.

Pickens spent \$62 million of his own money, and most of his time since July 2008, promoting the Pickens Plan to get the U.S. off of foreign oil. He suggests switching vehicles to natural gas from oil. He also wants the country to add more wind power to the electrical grid.

Pickens, a geologist who became a billionaire by operating a hedge fund, is pushing Congress to pass a law to convert the 7 million 18-wheelers to natural gas. He said the conversion would take about seven years. It could save the country from importing 2.5 million barrels of oil each day, or about half what the U.S. gets from the Organization of Petroleum Exporting Countries.

Pickens predicted that oil prices will rise to \$300 a barrel in the next ten years if the world doesn't cut demand. He said oil companies struggle just to maintain current levels of production, and he doubts they could increase supply.

And just for you blog readers, a couple of interesting bits from the speech:

-The Pickens people kicked things off with an exciting, high-production-value video. I wondered: Are they trying to sell an energy plan, or fried chicken? Because this is a lot more fun than an energy lesson.

-Pickens then told about the time he was giving a talk in Midland. A few minutes into the event, someone came up to the stage and told him no one could hear him. Pickens discovered he was sitting on his microphone.

"How it had gotten there, I don't know," he said, adding: "So you can say: 'For the first ten minutes he talked out his ass.'"

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### **Compressed Natural-Gas Cabs Now Fly 1st Class at D/FW Airport, Cutting to Front of Taxi Lines** – *Dallas Morning News* – 11/6/09

By Eric Torbenson

Natural gas-powered taxicabs will be first in line for fares at Dallas/Fort Worth International Airport after its board approved a measure designed to improve North Texas' air quality and reduce dependence on foreign oil.

The new rule was effective immediately. To nearly 80 drivers of gasoline-powered cabs who attended Thursday's board meeting, the decision was both "un-American" and unfair.

"This hurts our families – it hurts our children," said Al-fatih A. Ameen, who represented a group of drivers who said that their waits in D/FW's taxi queue would get longer, and their ability to make a living would suffer.

Ameen said taxi drivers often wait five hours or more to catch a fare at D/FW and average only two or three rides a day.

With compressed natural gas cabs now able to jump to the front of taxi lines, many drivers of traditional taxis said they feared they'd get just one fare a day at the world's third-busiest airport.

The drivers called the rule unjust and said the group might take legal action against the board.

"We have no other choice," Ameen said. "We're not looking for a bailout; we just want fairness."

D/FW has 2,100 taxis registered to pick up passengers, and about 700 make their primary business waiting at the airport, airport staff told the board.

The airport can handle a maximum of about 800 taxis at one time, and board members said some operators may have to choose whether to remain at the airport.

"It's a business decision," said board member Betty Culbreath, adding that she empathized with the economic challenges facing the drivers.

Dallas Mayor Tom Leppert, an airport board member, said the region's air quality barely meets federal standards and if the region's natural growth pushes North Texas over the limits, its federal highway and transportation money could be lost.

"The worst possible choice we could make here is to do nothing," said Leppert, who is pushing to convert Dallas' taxicabs to compressed natural gas and who endorsed the Dallas Area Rapid Transit board's recent decision to buy 600 buses powered by compressed natural gas.

Higher oil prices also endanger the financial health of D/FW's primary tenant, Fort Worth-based American Airlines Inc., which flies 85 percent of the airport's traffic, Leppert said. If just a handful of taxis at the airport use natural gas – sourced from the region's own Barnett Shale drilling – it would cut foreign oil use, he said.

The group of cabbies complained that only Yellow Cab Co. locally has taxis powered by compressed natural gas at the moment, giving Yellow an unfair advantage. New taxis with the technology cost \$38,000 or more; most of the drivers at D/FW are independent operators and say they cannot afford a new cab.

A call to Yellow Cab president Jack Bewley wasn't returned Thursday.

Airport staff said some other cab companies have expressed interest in buying the new taxis but the total number that will get to the front of the line for now is fewer than 30. The board said it would review the policy in a year and determine whether hybrid cabs and other low-emission cars should get the same status.

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**Drive to Convert Vehicles to Natural Gas Makes Way to Washington** – *The Journal Record* – 11/5/09

By M. Scott Carter

T. Boone Pickens has traveled across the country promoting the idea.

Aubrey McClendon likes it, too.

And the boys at UPS have already done their part.

With the memory of \$4-per-gallon gas still vivid and the state home to two of the country's largest natural gas producers, the drive to convert vehicles from unleaded to compressed natural gas, also known as CNG, is gaining traction - both locally and across the country.

This week that effort got a boost as congressional hearings began on energy and climate change legislation. In Washington, lawmakers studied the issue while natural gas proponents, industry leaders and environmentalists all issued calls for fleets of "greener" vehicles.

The goal, the groups said, was to change the way Americans think about transportation fuel.

"As Congress holds hearings this week on energy and climate change legislation, I am encouraged that policymakers are considering the pivotal role of the transportation sector, which is responsible for 30 percent of U.S. carbon emissions," said Rod Lowman, president of America's Natural Gas Alliance. "And natural gas vehicles are an essential part of the solution to reducing emissions."

Using natural gas to fuel vehicles, Lowman said, would present a great opportunity for Americans.

"Abundant, American natural gas is the cleanest alternative transportation fuel commercially available today," Lowman said in a media release. "It presents a great opportunity for the U.S. to curb carbon emissions in the transportation sector, while enhancing energy security, a fact supported by testimony this week in the Senate Environment and Public Works Committee and Committee on Energy and Natural Resources."

In some markets that conversion has already begun.

In March, AT&T announced it would replace its 8,000 service vans with natural-gas-powered vehicles. The \$350 million change, company officials said, was part of AT&T's half-a-billion alternative-fuel vehicle initiative.

"When the price of gas rises at the pump by a cent and you're buying about 80 million gallons of fuel a year, it gets pretty expensive," AT&T's Jerome Webber, told Business Week magazine.

Other companies have made similar changes.

In Oklahoma City, UPS recently added 100 new CNG vehicles to its fleet. Those vehicles were part of 300 new compressed natural gas vehicles and 200 hybrid vehicles the company purchased last year.

"This is something we've always been involved in," said Sara Everett, a UPS spokesman. "In the 1920s and '30s, we used electric vehicles in New York."

Everett said UPS now operates 106 CNG vehicles in Oklahoma City and 19 in Tulsa.

"We look at it as a way to reduce our impact on the environment," she said.

And while alternative vehicles do save the company money and qualify for federal and state tax credits, those vehicles, she noted, are more expensive.

"We don't normally discuss what we spend on our vehicles," Everett said. "But the CNG vehicles are more expensive."

That expense also includes fueling stations.

While UPS refuels their vehicles on site, nationwide the number of CNG fueling stations is small. In an effort to solve the problem, industry leaders say they are working to expand the number of stations. Currently, only about 1,100 of the nation's 162,000 stations sell natural gas, said the industry group Natural Gas Vehicles for America.

But those numbers are increasing. Clean Energy, a California- based company backed by Pickens, has installed 184 new natural gas stations across the country and has plans to add up to 80 more in the next two years. And in Oklahoma City, officials with Chesapeake Energy celebrated the opening of a new CNG fueling station near the Western Avenue and 63rd Street intersection - actions the industry hopes have not gone unnoticed.

"We have a whole array of alternative fuel vehicles we're looking at," Everett said. "We look at it like a rolling laboratory; we're trying to see which vehicle works best in which area."

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## **PRINT COVERAGE**

**Boone Pickens and Dallas Mayor Unveil Newly Renovated Downtown YMCA** – *Dallas Morning News*  
– 11/5/09

By David Flick

In a short, festive ceremony this morning, Dallas Mayor Tom Leppert and businessman T. Boone Pickens inaugurated a \$5 million renovation of the downtown YMCA.

The ribbon-cutting at the central staircase officially opened the facility, now renamed for Pickens, whose foundation donated money for the renovation.

The T. Boone Pickens YMCA now features an updated facade, refurbished locker rooms and new workout equipment and facilities on the third and fourth floors.

The downtown Y has been in the present facility since 1982, its seventh home since the Y opened in Dallas 124 years ago.

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**Downtown Dallas "Y" To Be Re-Christened For Financier T. Boone Pickens** – *KRLD* – 11/5/09

Dallas financier T. Boone Pickens and his foundation wrote out checks worth five-million dollars to refurbish the downtown YMCA near Akard and Ross. So, today, the Y will hold a ceremony to recognize Pickens and re-name the building in his honor. The money has paid for everything from updated locker-rooms and parking garage to new basketball and racquetball courts. Today's ribbon-cutting is part of a renaissance along the northern rim of downtown Dallas. Just in the past month, the new A-T-and-T Performing Arts Center opened, First Baptist Church announced a 130-million dollar expansion, Southwestern Cuisine pioneer Stephan Pyles opened his new restaurant and work began on the new deck park that will span Woodall Rodgers Freeway.

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## **BLOG/ONLINE COVERAGE**

**EVI Exits T. Boone Territory, Gets a New Home to Keep on Plug-in Truckin'** – *Earth2Tech* – 11/5/09

By Josie Garthwaite

Energy baron T. Boone Pickens wants to see delivery trucks and just about any other vehicle that "returns to the 'barn' each night" running on natural gas. A relative newcomer to the U.S. market, Electric Vehicles International, has just moved to Stockton, Calif., from its former Toluca, Mexico, headquarters and office in Texas (T. Boone's stomping grounds), and it has another plan: convert medium-duty delivery trucks and vans to run on electricity.

The scheme itself is not new for EVI, but the company has some new friends in California. As the *LA Times'* Up to Speed blog reports, Governor Arnold Schwarzenegger and other politicians were on hand yesterday for the unveiling of EVI's new headquarters — the latest addition to the electric vehicle manufacturing industry in which California hopes to have a growing role.

In all, EVI expects to employ some 150 people at the Stockton site and create another 300 jobs indirectly — a boon for an area that will lose more than 1,000 auto parts production jobs with the closure of the NUMMI plant in Fremont next year.

The newly transplanted company is one of California's less sexy coups compared to startup Aptera, which aims to make its electric three-wheeler in Vista, Calif., or electric sports car maker Tesla Motors. Tesla plans to build vehicles in Southern California, since Schwarzenegger wooed the business back from New Mexico with a hefty tax break and other incentives. Rather than high performance or futuristic-looking consumer vehicles, EVI plans to provide conversions at the new Stockton facility in partnership with a truck manufacturer owned by Germany's Daimler, making electric trucks, vans and light-duty fleet vehicles with standard chassis and cabs, and lithium phosphate batteries from Valence Technologies.

What EVI lacks in slickness, however, it does not lack in opportunity, as municipalities and companies increasingly invest in lower-emission fleets. But EVI is not the only company trying to cash in on that transition. And while it expects to deliver 1,000 converted trucks by year's end, EVI has yet to land a single order for the service, according to Up to Speed. Among others, EVI faces competition from Smith Electric Vehicles, a company that won a stimulus grant earlier this year and called it quits on a deal with Ford last week in order to focus on the medium-duty truck market. According to Smith CEO Byan Hansel, that's "the real sweet spot for electric commercial vehicles."

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## BROADCAST COVERAGE

<b>1. Today</b>	<b>DMA: N/A</b>
<b>NBC (---) National</b>	<b>Spot Cost: \$25,359</b>
<b>11/05/2009</b>	<b>09:00 AM - 10:00 AM</b>
	<b>Est. Audience: 3,435,000</b>

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

00:14:58 TZ; Today's Kid Reporter: Today's kid reporter finalists are shown. V; four finalists. V; finalists' video submissions. SI; Sammie, Kid Reporter Finalist, says she was congratulated by Kristin Chenoweth with a flower bouquet. She wants to be on Broadway because she loves acting. She's reading Kristin's book right now, A Little Bit Wicked. SI; Brody, Kid Reporter Finalist, says he got to introduce Mr. **T. Boone Pickens** at the **Pickens Plan** town hall meeting. V; photo of **T. Boone Pickens**. SI; Dierdra, Kid Reporter Finalist, talks about becoming a finalist. SI; Jack, Kid Reporter Finalist, tells about becoming a finalist. Tomorrow, the finalists become official Today Show reporters. They will head out to the plaza and report on a special event to benefit St. Jude's Hospital. The world's largest children's book is going to be unveiled on the plaza. 00:21:33

<b>2. Jerry Doyle</b>	<b>DMA: N/A</b>
<b>Syndicated Radio (---) National</b>	
<b>11/05/2009</b>	<b>06:00 PM - 07:00 PM</b>

00:36:00 ...These people have all positioned themselves as "capitalism is bad", but you have Pelosi lining up with **Boone Pickens**, you've got Gore lining up with venture capital firms that are getting into the business of creating businesses and expanding businesses and making money. So, capitalism is good if they're on the inside, but it's bad if they're on the outside... 00:37:59