

PickensPlan

T. Boone Pickens Media Coverage 11.19.10

Total of 8 Placements

- Print: 3
- Blog/Online: 1
- Broadcast: 4

Coverage Summary:

The National Journal article quotes Pickens from his appearance on *Morning Joe* yesterday, saying he remains optimistic legislation will pass promoting natural gas vehicles. Senator Tom Coburn told the *National Journal* they are working to find a way so that the bill doesn't cost so much.

Joe Scarborough mentioned Pickens and the Pickens plan during this morning's show, saying that starting with the federal government and having it convert vehicles to run on natural gas would make a huge difference. The clip can be viewed here:

<http://media.vmsnews.com/MonitoringReports/111910/9171747/L051034501/>

Highlighted Placements (Full Articles Below)

- **Pickens Likes His Plan's Chances in Senate** – *National Journal* – 11/18/10

Print Placements (Full Articles Below)

- **T. Boone Pickens honored by Bobby Bragan Youth Foundation** – *Fort Worth Star Telegram* – 11/18/10

- **Gordon Keith: Taylor Storch for DMN Texan of the Year** – *Dallas Morning News* – 11/18/10

Blog/Online Placements (Full Articles Below)

- **Natural Gas Prices Present New Era of Energy Investing – But U.S. Government Not Up to Speed** – *Money Morning* – 11/19/10

HIGHLIGHTED COVERAGE

Pickens Likes His Plan's Chances in Senate – *National Journal* – 11/18/10

By Olga Belogolva

If the "Pickens Plan" is the only thing that he can get passed in Washington, T. Boone Pickens will be a happy man.

But the Texas oil tycoon is pretty optimistic. "It's going to happen. I promise you. I think you've got a 50/50 chance of seeing [Senate Majority Leader Harry] Reid's bill pass in the Senate in the lame duck," he said on MSNBC's Morning Joe.

Although the Nevada senator shelved a cloture vote on Tuesday for the Promoting Natural Gas and Electric Vehicles Act, he is working on the bill with Republican Sens. Orrin Hatch of Utah and Tom Coburn of Oklahoma in order to find another way to pay for the bill and will try to pass the legislation this year.

"We are working to find a way so it doesn't cost so much," Coburn told National Journal Daily on Tuesday evening.

"I was happy with them putting the vote off," Pickens said on MSNBC this morning.

Pickens said natural gas has the potential to cut the U.S. dependence on OPEC oil in half in seven years.

"I have lobbied in Washington for good stuff. Some say how much have you ever got passed? I said nothing. Zero," Pickens said.

“It’s a lot easier to stop something than to start something.”

Pickens said that it’s important to get this effort off the ground to show that it is an effective, clean way to deal with the nation's dependence on foreign oil.

“If we end up not taking advantage of this,” he argued, “we’re going to go down as the dumbest crowd that ever showed up in town.”

PRINT COVERAGE

T. Boone Pickens honored by Bobby Bragan Youth Foundation – *Fort Worth Star Telegram*
– 11/18/10

By Paul Wessels

For the 19th year, the Bobby Bragan Youth Foundation awarded scholarships to local youth.

But for the first time, without the organization's namesake after his death in January at the age of 92.

Bragan's friends and colleagues filled Ridglea Country Club to remember his life, honor local youth and recognize the recipient of the BBYF 2010 Lifetime Achievement Award.

Renowned philanthropist and businessman T. Boone Pickens received this year's award.

"We met last August and sat down that afternoon and talked for three hours," Pickens said of his first meeting with Bragan. "I really think he sized me up after those three hours then told me about this event and asked if I would be a participant. When we talked, we said that the generations to come are the ones that are really important, not the one that I'm in."

Following Pickens' speech, he auctioned off the orange tie he was wearing for \$10,000 to go to the foundation.

Pickens also promoted his Pickens plan, which focuses on becoming more dependent on America's energy sources.

"Bobby Bragan had an energy plan," said Bobby Valentine, former Texas Rangers manager and event emcee. "That plan was to energize the youth and to give the community the energy it needs to be successful."

Along with Pickens' award, 34 DFW area high school seniors received scholarships from the foundation. The scholarships are awarded to eighth-graders, but they are given to the students their senior year of high school. Five of the award winners were from Fort Worth ISD schools.

Michael Trice, Marshall Norment and Vianet Fuentes are from Paschal. Ana Gutierrez is from Carter-Riverside and Chad Werner attends Arlington Heights.

Everyone at the foundation had fond memories of Bragan, including Rangers broadcaster Tom Grieve.

"I was terrified to get in front of groups and speak and [Bragan] knew that, but he made me do it every single time," Grieve said. "I finally got used to it and little did I know that speaking in front of people would be a huge part of my life and whatever success I have had doing it started with Bobby Bragan."

Gordon Keith: Taylor Storch for DMN Texan of the Year – *Dallas Morning News* – 11/18/10

By Gordon Keith

For me, nominating a Dallas Morning News Texan of the Year is a lot like picking my favorite child. It's surprisingly easy – the one that's not in jail and doesn't borrow money. But this year I'm running into difficulty. There are many notable Texans doing notable things in notable ways,

but none of them has grabbed me by the lapel and screamed "honor me with your non-binding nomination," while slapping me in the face with a salmon.

Look see. Texas is a state filled with difference-makers. People who inspire. People who innovate. People who are elected governor for what seems like a 17th term. But who deserves this honor this year?

Let me first eliminate some usual suspects.

George W. Bush – Our most famous Dallas resident wrote a book this year, *Decision Points*, and promoted it heavily on the Today show by repeatedly calling Kanye West "Conway." It was a funny moment, and I'm sure it's an interesting book, but is G-Dub currently changing lives? His policies and his decisions (accompanied by "points") have produced ongoing consequences, but I think his retirement from the limelight and influence is secure.

Rick Perry – Governor Hairdo won re-election, making mincemeat of heavy political opponents like Kay Bailey Hutchinson in the primary, and Bill what's-his-name in the general contest. There's no doubt the man is a well-coifed political machine, but just because he's been governor since my grandmother was a zygote doesn't mean he gets my nomination.

Cliff Lee – I would nominate the Rangers pitcher for Texan of the Year, but next year he'll be New Yorker of the Year so that kinda ruins the deal for me.

Ron Washington – Cocaine. I love Ron, but I just can't quite get over a 57-year-old leader rifling through nose candy in the middle of a season. Plus he chews sunflower seeds with the violence normally associated with a revolution.

Jason Garrett – After only one week of job performance, it would be premature to nominate Garrett as Texan of the Year. Sure "Garret Top" has pulled the premier NFL franchise off the slag heap of Wade Phillips-destroyed expectations, but let's see him finish out the season. Only then will we know if the Strawberry Hope, The Ginger Genius, has what it takes to be next year's Texan of the Year.

T. Boone Pickens – His name sounds like a blues artist, and his wallet is more open than a Denny's, but he could win it any given year. I want something special.

So now we come to my nominee.

I think Taylor Storch is Texan of the Year. Taylor won't read this column. Taylor Storch of Coppell, Texas, died in March at the age of 13. An accident on a ski slope in Colorado on the last day of a family vacation took her life. Taylor's devastated parents did an amazing thing. They shared what was left of their daughter. In accordance with Taylor's giving nature, her parents gave away her organs.

The most powerful thing I've ever seen on TV is Taylor's mother, Tara, traveling to Arizona to meet the recipient of Taylor's heart. There, the mother lowered her head to a stranger's chest, and heard her daughter's heart beat again, six months after her death.

Taylor Storch saved five lives, but her parents are determined that she save more. Tara and Todd Storch created Taylor's Gift (www.taylorsgift.org) a website on which a person can sign up to be an organ donor in 90 seconds and give hope to the 100,000 men, women and children who are awaiting life-saving transplants. It's working.

The story of these grieving parents and nominee Taylor Storch's short, happy life has won my heart. Literally.

Gordon Keith is an Emmy-winning broadcaster and writer. He can be heard weekday mornings 5:30 to 10 a.m. on Sportsradio 1310 AM "The Ticket." His e-mail address is gordon@gordonkeith.com.

BLOG/ONLINE COVERAGE

Natural Gas Prices Present New Era of Energy Investing – But U.S. Government Not Up to Speed – *Money Morning* – 11/19/10

By Kerri Shannon

Last week Money Morning Contributing Writer Jack Barnes explained how the delayed rebound in natural gas prices is offering investors a key opportunity in energy investing.

Spot prices for crude oil and liquefied natural gas, or LNG, have risen disproportionately to the low price of natural gas on the U.S. market.

"Why didn't natural gas bounce like its two other energy brethren?" Barnes asked. "That's easy. Once the United States discovered an abundant supply of natural gas in its shale basins, the fear that this country would run out of this critical source of energy basically disappeared. This new supply of natural gas is changing the way the United States views energy. In the past, we expected to have to use imports to meet our energy needs. But that may not be the case going forward."

Energy expert and Money Morning Contributing Writer Dr. Kent Moors also wrote on the subject this week, saying "the expansion in [LNG] exports may well hold the key to turning a glut into advancing profit."

While many readers applauded the insight, the following comment on Barnes' article posed a commonly asked question regarding U.S. energy policy:

Excellent article... why hasn't the current administration pushed the natural gas subject?

- Jim S.

The natural gas industry is a game-changer in the future of U.S. energy, but it has to clear hurdles like the U.S. government's indecision and lack of action to flourish. Despite proposed energy measures, no one in Washington seems to have yet agreed on the question, "What policy changes make the most sense?"

While many natural gas advocates want the government to make more energy changes, no policy proposals have been strong enough to gain much traction.

The U.S. government's lack of aggressive energy measures supporting natural gas is a growing frustration among energy experts and consumers. Government support is a key factor in developing natural gas usage in the United States, but with government spending already astronomically high and Congress in a constant state of political gridlock, making headway any time soon is unlikely.

The financially strapped government has even tried to impose fees and regulations on the natural gas industry to make money off the boom. Yesterday (Thursday) two groups representing natural gas drillers spoke out against recent permit fees proposed by a legislative subcommittee. The West Virginia Oil and Natural Gas Association and the Independent Oil and Gas Association said the fees, along with proposed drilling location restrictions, would hurt small operators and cripple the fast-growing industry. The proposals affect drilling in the Marcellus Shale gas acreage.

But the country is in the lucky position of sitting on an abundance of natural gas reserves, and until the United States begins exporting liquefied natural gas, there will be a cheap domestic supply booming from regions like Marcellus. If the United States starts shifting its main source of transportation fuel to the increasingly popular natural gas, it'll be able to reduce its dependence on foreign oil, something many industry experts have been concerned about for decades.

The "PickensPlan" for energy security, offered by U.S. financier T. Boone Pickens, highlights the importance of this shift:

"Transportation has to lead the way - it accounts for two-thirds of our oil imports. No energy strategy can be effective unless it promotes the use of domestic natural gas as a transportation-fuel-alternative to foreign oil/diesel, and the focus has to be on America's eight million heavy duty vehicles. The NAT GAS Act, a bipartisan bill proposed in both sides of Congress, would advance the use of natural gas as a transportation fuel."

The NAT GAS Act's goals include subsidizing the conversion of long-haul trucks to run on compressed natural gas. While Pickens was optimistic earlier this year that Congress could pass the NAT GAS Act by the end of this year, he announced this week at the Creativity World Forum in Oklahoma City he expects the issue to be tabled at least until next year.

But with the reasons stacking up for turning to a more natural-gas-focused transportation industry, the U.S. government will face increased pressure to start making energy policy a priority.

BROADCAST COVERAGE

1. Morning Joe

MSNBC, National | DMA: 0

11/19/2010, 07:00 AM - 08:00 AM

[CC] 00:50:38 Joining us now to continue our weeklong conversation "power in progress" the ceo of Ceratech, he's an Army veteran and his company produces ecofriendly cement, used overseas by soldiers making infrastructure repairs in Iraq and Afghanistan. **T. BoonePickens**, of course, has the **Pickens** Plan. It is transformational, and what he said is if we can just start with a federal government converting like, for instance, cars to natural gas and trucks to natural gas, in their fleet, it would make a huge difference, but the Pentagon is doing that as well already with you guys. The military has. They were our original first customer back about ten years ago. And they **picked** up the material and they used it in Iraq and Afghanistan for the war. We were a big part of the infrastructure repair process. And what you gives do, though, is you actually take pollution from coal and turn it into cement ash. ...00:52:15

Audience: 528,763 **Spot Cost:** \$3,827

2. Morning Joe

MSNBC, National | DMA: 0

11/18/2010, 08:00 AM - 09:00 AM

[CC] 00:03:10 Let me ask you Dr. Sachs, then to Senator Kerry, let me ask you about **T. Boone Pickens** coming on talking about the **Pickens** Plan. He wants to break our dependence with foreign **oil**. This idea about **natural gas** in 18-wheelers could cut our dependence by half. That's pretty good, right? Gas is part of a solution. It's a modest part, but it's a part of a solution. It actually fits in with the other kinds of **energy** source that is are also part of the solution because you put gas together with **wind**, you put gas together with solar. When those intermittent **energy** sources are down, gas kicks in. It is cleaner than coal. It's not going to be clean enough for the long term to really solve all of our problems. But it's a piece of the solution. Part of the solution. Absolutely. Like always, we need a little bit of a plan. Not just one piece. We need to lay out what we're going to do with the infrastructure. What kinds of **energy** sources. And we still don't have a plan. We don't have anyone apparently even preparing it. ... --We need to convert the 18-wheelers, but we need to do a lot more than that, build a legitimate grid in the United States of America so you can take **energy** from the southwest part of our country, solar thermal and sell it in New England or Minnesota, Wisconsin and places. We're so far behind the curve with other countries, it's embarrassing. Senator, hearing you talk, I know a lot of Americans out there,

actually, forget ideology are going, okay, this sounds pretty exciting. You take what **T.Boone Pickens** is talking about. I didn't realize we convert our 18-wheelers to **natural gas**. He said that cuts half of our dependence on opec **oil**. Let's talk about high speed rail for instance. In China, it's embarrassing how far they're ahead there. ...00:04:15

[CC] 00:24:56 We had **Boone pickens** on. From **Boone Pickens** to John Kerry, Joe Scarborough to Dr. Sachs. We all think we need to break our dependence on foreign **oil**. We need to break opec. Half of these people are there because of us. We created opec by protecting them so that Saddam Hussein and others didn't take them over a long time ago like Kuwait, now big investors in other countries outside the United States. They don't want to invest in the United States because their return isn't good enough. ...00:26:42

Audience: 501,294 **Spot Cost:** \$3,749

3. Today In Amarillo

KAMR-TV (NBC) CH 4, Amarillo | DMA: 131

11/19/2010, 06:00 AM - 07:00 AM

[CC] 00:16:09 Water on the high plains is drying up, so what's being done to keep us from being left high, and dry? In part two of the future of water, I show us what the solution is for keeping access to water for future generations.... "What we as commission and as a city need to be diligent about is continue to look for water rights...that is our number one priority with the city of Amarillo." One large source of that groundwater is owned by **T-Boone** Pickens. His company Mesa Water, says negotiations with Amarillo have stopped...00:18:14

Audience: 2,454 **Spot Cost:** \$21

4. NBC 4 News At 10

KAMR-TV (NBC) CH 4, Amarillo | DMA: 131

11/18/2010, 10:00 PM - 10:35 PM

[CC] 00:05:48 In part two of the future of water, Kamr nBC Four's Jackie Kingston shows us what the solution is, for keeping access to water for future generations.. . "What we as commission and as a city need to be diligent about is continue to look for water rights...that is our number one priority with the city of Amarillo." One large source of that groundwater is owned by **T. Boone** Pickens. His company Mesa Water, says negotiations with Amarillo have stopped...the city is also looking at other options...right now Mesa is willing to pump to the highest bidder.00:06:54

Audience: 13,923 **Spot Cost:** \$140