



## T. Boone Pickens Media Coverage 1.14.10

### Total of 38 Placements

- Print: 8
- Blog/Online: 19
- Broadcast: 11

### Coverage Summary:

An article on Pickens and his new ad campaign appeared on the front page of the *New York Times* business section along with a photo of Pickens. Several additional photos were published with the piece, including scenes from the new TV ad. The article describes the Pickens Plan, saying "Pickens is turning up the volume, and changing his pitch with some extra alarm bells." It goes on to say that the hope is a stronger message focused on national security will be more effective after recent terrorist actions. *NY Times' Green Inc.* posted the video of the ad with its summary of the *NY Times* article.

A *National Journal* article discusses Pickens' hope that alternative energy reform will take center stage as the health care debates wind down. The piece describes the NAT GAS Act and the new advertising campaign.

*The Oklahoman* and *Tulsa World* articles focus on natural gas legislation, pointing out that two Oklahoma representatives are co-authors of the bill.

*Greenwire* highlighted the new ad campaign and its goal to shift lawmakers' attention to energy issues after finishing the healthcare bill. John Podesta mentions that natural gas legislation could be moved into broader jobs, energy or climate bills, but he goes on to say "the most important thing is to get this thing done."

*NGI's Daily Gas Price Index* also reported on the new ad campaign and the urgency to address the energy situation.

*Clean Skies* used audio from the teleconference in its afternoon edition of the Energy Report. In the piece, Pickens talks about the amount of money the U.S. is spending on imported oil, the abundant supply of natural gas and the NAT GAS Act. A link to the audio can be found here: <http://www.cleanskies.com/videos/the-energy-report-11310-afternoon-edition>. It starts around the 9:50 mark.

### Highlighted Placements (Full Articles Below)

- **Forget Wind. Pickens Turns Focus to Gas.** – *New York Times* – 1/14/10
  - *NYTimes' DealBook*
  - *CNBC.com*
  - *Energy Tribune*
  - *NewsMax.com*
- **Pickens Ad Focuses on Energy Security** – *NY Times' Green Inc.* – 1/14/10
- **Pickens Powers Up Natural Gas Campaign** – *National Journal* – 1/14/10
- **Pickens to Push Natural Gas** – *The Oklahoman* – 1/14/10
  - *iStockAnalyst*
- **CNG Car Bill Action Foreseen** – *Tulsa World* – 1/14/10
  - *iStockAnalyst*
- **OIL AND GAS: T. Boone Pickens Pumps Domestic Natural Gas in TV Ad** – *Greenwire/E&E* - 1/13/10
- **Pickens Renews Push for Gas-Friendly Legislation** – *NGI's Daily Gas Price Index* – 1/14/10

**Print Placements** (Full Articles Below)

- **T. Boone Pickens Paying for TV Ad Campaign Promoting Natural Gas** – *Dallas Morning News* – 1/14/10
  - *Denton Record Chronicle*
- **Ill Wind Buffets GE Energy Unit** – *Albany Times-Union* – 1/14/10
  - *iStockAnalyst*
- **Not in Anyone's Backyard** – *Newsweek* – 1/13/10

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

- **Smelling Change in the Wind, T. Boone Pickens's Latest Ad is One Hot Spot** – *Dallas Observer* – 1/14/10
- **T. Boone's New Natural Gas Media Campaign Takes 'Talking One's Book' To A Whole New Level** – *Business Insider* – 1/14/10
- **T. Boone Pickens Officially Gives Up on Texas Wind Power** – *Fast Company Blog* – 1/14/10
- **Pickens Plan for Wind Full of Hot Air?** – *United Press International* – 1/14/10
- **Pickens Says to Heck With Texas Wind Power** – *Environmental Leader* – 1/14/10
- **T. Boone Pickens Shuttters Wind Project (GE, CLNE)** – *24/7 Wall Street* – 1/13/10
- **Green Ink: Magical Climate Thinking, Offshore Wind, and Chinese Coal** – *WSJ Blog* – 1/14/10
- **Wednesday ETF Wrap-Up: JJC, UNG Surge** – *Seeking Alpha* – 1/14/10
- **Pickens' Folly** – *American Thinker Blog* – 1/14/10

## HIGHLIGHTED COVERAGE

**Forget Wind. Pickens Turns Focus to Gas.** – *New York Times* – 1/14/10

<http://dealbook.blogs.nytimes.com/2010/01/14/forget-wind-pickens-turns-focus-to-gas/>

By Clifford Krauss

Arabic script is about to appear on television sets across the country, with the Texas oilman T. Boone Pickens helpfully reading an English translation.

“Go back to sleep, America; the oil crisis is over,” Mr. Pickens intones, deadpan, in the new video. Seductive Middle Eastern music plays in the background.

But suddenly, the picture switches to American troops on a desert battlefield as flames leap skyward, and Mr. Pickens declares, “I don’t think so!”

What, exactly, is he up to now?

The Texas billionaire spent much of the last two years, and \$62 million of his fortune, on an advertising and public relations offensive in which he tried to persuade Americans to embrace his Pickens plan. It called for a vast expansion of wind energy to displace natural gas, freeing the natural gas for use in vehicles, thus displacing foreign oil.

No American with a television set could escape Mr. Pickens’s argument last year. But somehow, a mass conversion to natural gas cars failed to ensue.

So now Mr. Pickens is turning up the volume, and changing his pitch with some extra alarm bells. He is opening his wallet to spend millions more on a new campaign, with the first advertisements scheduled to be broadcast Thursday on cable stations across the country.

His aides hope that a stronger message, focused on national security, will be effective after the attempted Christmas Day airliner bombing and other terrorist actions. They say they discussed whether using the Arabic lettering might be viewed as incendiary or offensive, but concluded that any added attention would be good for the cause.

“We’re infidels with most of these people and they have no use for us,” the 81-year-old oilman said in an interview on the way to a speech here recently. “We’re getting more and more dependent on the wrong people.”

The Pickens campaign has been suspended since October, when Mr. Pickens decided that health care was drowning out the energy debate. But he says he thinks the energy policy will soon move back to the top of Washington’s agenda.

This time, he has tweaked the Pickens plan in a way that just happens to conform with his changing business interests.

The man who made much of his fortune on oil, then in recent years turned to wind power, is now underplaying wind as a possible solution, while continuing to promote natural gas. Some of his stakes in companies would be more valuable if natural gas consumption were to rise.

Natural gas is the cleanest fossil fuel, emitting fewer greenhouse gases than coal or oil. Many experts say they think it is underused as a power and transportation fuel, especially after new technologies recently unlocked huge reserves in shale gas fields across the country.

Proponents of natural gas took a back seat when the House of Representatives passed a climate bill last year, as lawmakers from coal-producing states dug in to keep coal as the nation’s principal fuel for

electricity production. Natural gas may get a warmer hearing in the Senate, but its prospects there are also in doubt.

Skeptics say putting in the infrastructure for natural gas vehicles would be too expensive, and battery-powered electric cars and hybrids are a better alternative. And worries are growing that the techniques used to blast through shale rock to release gas could pollute drinking water.

"It's very hard to move mountains on energy policy, and Pickens has not yet even moved a hill," said Amy Myers Jaffe, an energy expert at Rice University in Houston. "The problem that Pickens faces is that in this country if you are from the oil industry, people are naturally suspicious of what you say on energy policy."

Since Mr. Pickens began his campaign in 2008, he has been on the road for 178 days, visiting 37 states and 80 cities. He has amassed 1.6 million signatures on a Web site.

For the new effort, he has developed three television commercials with a toughened emphasis on national security. He is preparing to tour the country again to inspire his "army" of citizens to lobby Congress for tax incentives. He will not disclose how much he expects to spend on the effort this time.

In the old version of the plan, Mr. Pickens called on the country to build thousands of wind turbines from Texas to Canada and install transmission lines to deliver the new power to cities across the country. Now, he is playing down wind because he says it has become almost impossible to finance a wind project, largely because cheap gas has made wind power less competitive. His focus is now almost entirely on gas.

He wants the president to convert the entire federal automobile fleet to natural gas. Then he wants Congress to give large tax credits to companies that use natural gas vehicles, and filling stations that install the necessary equipment. By Mr. Pickens's estimate, just fueling a small percentage of the country's trucks and buses with gas could displace as much as 8 percent of oil imports within seven years.

"All you need to do is get the oar in the water," he said. "Then you are on your way to get off OPEC oil."

Mr. Pickens has not been winning many battles lately. His natural gas fueling company spent an estimated \$3 million on an unsuccessful 2008 California ballot initiative that would have authorized the state to borrow \$5 billion to invest in natural gas and alternative energy. Then his multibillion-dollar wind project in the Texas panhandle fizzled because of the credit crisis, regulatory issues and other problems. He was forced to put the project on the back burner last year.

Mr. Pickens made his fortune as a buyout artist and raider, jostling the industry when he set his sights on companies like Gulf Oil and Unocal. He lost about \$2 billion when oil prices tanked in 2008, but is still worth an estimated \$1.2 billion.

Mr. Pickens drew ire on the left when he helped finance attacks on Senator John Kerry's war record during the 2004 presidential campaign. But these days, some Democrats and environmentalists have made peace with Mr. Pickens. "It's been valuable to have Boone as part of the team," said Carl Pope, executive director of the Sierra Club. This week Mr. Pickens held a news briefing with John Podesta, a former Clinton White House chief of staff, to promote natural gas legislation.

Mr. Pickens talks on the stump about eating cheeseburgers with former Vice President Al Gore and, while he stands by the attacks on Mr. Kerry, he said he was now willing to work with the senator.

"That's a long time ago," he said. "When you're old, you can't remember that far back."

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**Pickens Ad Focuses on Energy Security – NYTimes' Green Inc. – 1/14/10**

<http://greeninc.blogs.nytimes.com/2010/01/14/pickens-ad-focuses-on-energy-security/>

As Cliff Krauss reports in today's New York Times, T. Boone Pickens, the Texas billionaire who spent tens of millions over the last two years in an attempt to get Americans behind wind power, is "turning up the volume, and changing his pitch with some extra alarm bells."

Above, the latest television ad for the so-called "Pickens Plan," which has been re-tooled a bit to focus more heavily on natural gas as a cleaner alternative to coal and oil.

His message has also been tweaked — as the video above suggests — to hammer hard on the issue of energy security. Your thoughts?

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**Pickens Powers Up Natural Gas Campaign – National Journal – 1/14/10**

By Tom Risen

Billionaire energy investor T. Boone Pickens is launching a new TV ad in the hope that alternative energy reform will take center stage as health care debates wind down.

The ad, which debuts today, touts the NAT GAS Act of 2009, which would create tax credits to encourage alternative fuel use and require government fleets to begin switching to natural gas vehicles. The ad, sponsored by the Pickens Plan advocacy group, will run for 10 days nationwide and for three weeks in Washington.

"We believe this is the number one post-health care issue," Pickens said in a conference call Wednesday. "This is an election year, and members need a positive pro-American bill they can tell their constituencies about. This will create green jobs in many of the areas that badly need it.... This year is a singular political opportunity, and this move that in particular in supporting fuel for heavy duty trucks has bipartisan support in both houses of Congress."

The bill is inspired by a program initiated by the ports of Long Beach and Los Angeles that offered cash rebates to trucking companies for replacing their diesel-burning 18-wheelers with natural-gas trucks. Pickens said that should be a model for reform.

"Lighter trucks will take more time," said Pickens. "I'd just as soon see lighter truck fleets go to [green batteries] eventually."

John Podesta, president of the liberal Center for American Progress, noted that America imports approximately \$1 billion worth of oil every day.

"With respect to using natural gas, the engine and the technology already exist," said Podesta. "I believe you could cut [reliance on] OPEC in half if you focused on the heavy duty trucks."

Pickens and Podesta also discussed what's ahead for energy if it gets the next big reform push after health care, as Pickens hopes. One of the more contentious parts of the debate is whether the EPA would step in to regulate greenhouse gas emissions under the Clean Air Act if Congress doesn't agree on a plan; Sen. Lisa Murkowski, R-Alaska, is considering legislative options for curbing the EPA's ability to do that.

"At this point I see no chance of [a Murkowksi amendment] becoming law," Podesta said. "It's being raised at this time as a political distraction. It's time we got some bipartisan solutions going to get away from dependence on foreign oil."

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**Pickens to Push Natural Gas** – *The Oklahoman* – 1/14/10

*New national media campaign is aimed at reducing foreign oil imports*

By Chris Casteel

WASHINGTON — T. Boone Pickens is launching a media campaign to promote American natural gas and predicted Wednesday that Congress will approve legislation by Memorial Day to spur federal investment in shifting heavy-duty vehicles to the fuel.

Pickens, the Texas energy executive who has invested more than \$60 million in a national campaign to wean the United States off imported oil, told reporters that energy should be the top legislative priority after Congress completes work on health care reform.

A House bill co-authored by U.S. Reps. Dan Boren, D-Muskogee, and John Sullivan, R-Tulsa, now has 127 co-sponsors from both parties, Pickens said. That bill would give federal tax incentives for making and buying natural gas vehicles; tax breaks would also be available for service stations to add natural gas pumps. A similar bill is being sponsored in the Senate by Majority Leader Harry Reid, D-Nev.

A new Pickens television commercial framing the nation's oil imports as a national security threat and urging people to contact Congress in support of the bills will begin running nationwide on cable channels this week. Then the ad will run for about three weeks only in the Washington area.

Millions spent

Pickens on Wednesday declined to say what he was paying for the new media push, but said he had spent more than \$60 million so far promoting the Pickens Plan, which was launched in 2008. He said he wants the focus of natural gas use for vehicles to be on the 8 million heavy-duty trucks and buses in the United States, saying conversion could be done quickly and have a huge effect on reducing foreign oil imports.

After bruising fights in Congress over health care and other issues, Pickens said, "members need a positive, nonpartisan, pro-America program" to support.

The natural gas legislation would provide that, he said, and create jobs while addressing an issue long ignored in the nation: reducing the United States' dependence on imported oil.

"I haven't run into anybody who criticizes what we're trying to accomplish," he said.

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**CNG Car Bill Action Foreseen** – *Tulsa World* – 1/14/10

By Rod Walton

Congressional leaders should be ready to move soon on legislation that encourages greater use of compressed natural gas in heavy-duty fleet vehicles, T. Boone Pickens predicted Wednesday.

Pickens and John Podesta, the CEO of the Center for American Progress Action Fund and a former chief of staff for President Bill Clinton, updated reporters in a conference call on the "Pickens Plan" and the progress of bipartisan natural gas bills that are bottled up in congressional committees.

The plan stresses the need for alternatives — such as natural gas, wind and nuclear power — to imported oil as a matter of national security.

Both men hope that the bills, introduced last year, will get a full hearing once the health care debate ends. The legislation would offer incentives for automakers to produce CNG vehicles.

"There's a lot on America's plate," Pickens said. "We believe this is the No. 1. post-health care issue."

The Pickens Plan also will show its latest TV advertisement on cable stations Thursday. The ad plays oil-rich countries that foment anti-U.S. hatred against the use of natural gas to reduce U.S. energy dependence.

The plan proposes to convert millions of fleet trucks to cleaner-burning and domestically produced natural gas within seven years.

Pickens said the U.S. imported more than 4.3 billion barrels of oil last year, much of it from hostile countries. Reports put the average cost at \$1 billion per day.

"It's insane for us to do that," he said. "At least half of that money can be retained right here in the U.S."

The continental U.S. holds more than 100 years' worth of natural gas, he said, adding that the fuel already is high in octane and would not need to be refined. It's also about \$1 cheaper per gallon equivalent than diesel fuel, he said.

Podesta noted that a report released Wednesday by his group indicates that 20 percent of U.S. oil imports comes from countries listed as dangerous or unstable by the State Department.

The list does not include Venezuela, a major oil exporter that has seized assets of some U.S. energy companies such as Tulsa's Williams Cos. Inc.

He said the security risk posed by oil-rich countries "requires immediate attention."

Pickens, a native Oklahoman who moved to Texas, made his fortune in oil, but he's joined the Tulsa oilman George Kaiser and others in seeking alternate sources of energy.

U.S. Rep. Dan Boren, D-Okla., is a co-sponsor of House Bill 1835 — the New Alternative Transportation to Give Americans Solutions Act, or NAT GAS. Its 87 co-sponsors include Oklahoma's four other House members.

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## **OIL AND GAS: T. Boone Pickens Pumps Domestic Natural Gas in TV Ad – *Greenwire/E&E* - 1/13/10**

By Michael Burnham

Energy investor T. Boone Pickens will launch a national television advertisement tomorrow aimed at weaning the United States off foreign oil by boosting demand for domestic natural gas.

The 30-second spot, which will make an initial 10-day run on cable stations, charges that the U.S. economy is "bleeding" billions of dollars a year on foreign oil -- much of it from "countries that don't like us."

"We have plenty of American natural gas to power our trucks and bus fleets," Pickens continues in the ad's voice-over. "It's cheaper, cleaner, abundant, and it's ours."

The TV spot is aimed at shifting House and Senate lawmakers' attention to energy issues after they hammer out a compromise health-care bill, said Pickens, who joined Center for American Progress Action Fund President and CEO John Podesta in a conference call with reporters today. "We believe this is the No. 1 post-health care issue now," Pickens said.

Pickens, the founder of BP Capital Management LLC, launched the "Pickens Plan" in 2008 to slash U.S. oil imports by more than a third over 10 years. The plan calls for the United States to boost production of domestic natural gas, as well as electricity from wind farms and solar arrays, to power a new generation of alternative-fuel vehicles.

Pickens remains bullish on natural gas wells but less so about wind farms.

Citing a drop in natural gas prices, Pickens said yesterday that he will order just 300 General Electric Co. wind turbines for projects in Canada and Minnesota. Two years ago, when oil and natural gas prices were much higher, Pickens said he would order 687 GE turbines to build a Texas wind farm.

Still blustery for wind

The United States imports more than 60 percent of its oil today but has about 245 trillion cubic feet of proved natural gas reserves, according to the Energy Information Administration. Continental U.S. natural gas reserves alone could meet the country's needs for a century, Pickens claimed.

"We have the resource literally under our feet here in the United States to remove this energy security threat," added Pickens, who said he has spent roughly \$60 million to promote his plan. The ad urges support for House and Senate bills (H.R. 1835, S. 1408) that would allow excise and income tax credits for natural gas fuels and vehicles that run on them, respectively.

The legislation would also require 50 percent of all new vehicles purchased or placed in service by the federal government by the end of 2014 to be capable of operating on compressed or liquefied natural gas. The bills would also authorize the Energy Department to make grants to manufacturers of light- and heavy-duty natural gas vehicles.

Podesta said supporters of the legislation would consider moving it as part of broader jobs, energy or climate bills that lawmakers are considering.

"The most important thing is to get this thing done," Podesta said.

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### **Pickens Renews Push for Gas-Friendly Legislation – *NGI's Daily Gas Price Index* – 1/14/10**

A pair of bills that would help to jump start the economy and employment, improve national security and promote one of the nation's most important and plentiful resources -- natural gas -- are "ready for action" when Congress reconvenes next week, according to independent oil billionaire T. Boone Pickens.

"There's a lot on America's plate, but the health care debate is nearly over and it's time now to go back and look at the energy situation," Pickens said during a conference call with reporters Wednesday. Pickens will unveil on Thursday a new advertising campaign designed to drum up support for natural gas legislation.

In 2008 Pickens unveiled an energy plan that he said could reduce America's dependence on foreign oil by more than one-third within 10 years by shifting the national energy mix toward domestic renewable sources and using more natural gas as a transportation fuel (see Daily GPI, July 9, 2008). Pickens said he would fund an aggressive advertising and Internet education campaign to advance the Pickens Plan,

which he said could save the country more than \$230 billion a year. On Wednesday Pickens said more than \$60 million has been spent on the campaign so far.

Pickens supports the NAT GAS Act (HR 1835), which seeks to establish a sustained market for natural gas vehicles (NGV) and rein in gas market volatility, and S 1408, which seeks to extend and expand federal tax credits for NGV and refueling infrastructure (see Daily GPI, July 9, 2009). The NAT GAS Act may become part of a comprehensive jobs package, according to Rep. Dan Boren (D-OK), co-chair of the House Natural Gas Caucus (see Daily GPI, Nov. 20, 2009).

According to Pickens, gas-friendly legislation that could create jobs and bolster the United States' economy should appeal to politicians in an election year.

"Members need a positive, non-partisan, pro-American program they can vote for and tell their constituents about," Pickens said.

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## PRINT COVERAGE

### **T. Boone Pickens Paying for TV Ad Campaign Promoting Natural Gas** – *Dallas Morning News* – 1/14/10

By Elizabeth Souter and Dave Michaels

Dallas energy investor T. Boone Pickens is launching an advertising campaign to press Congress to pass legislation that would help pay to convert U.S. trucks to run on natural gas.

Pickens has already spent \$62 million on his campaign, which underscores his belief that relying on petroleum imports from the Middle East is dangerous. His new ad, which begins running today on cable networks, shows images of soldiers near what appears to be a fiery oil field and features Pickens talking over Middle Eastern-sounding music.

Pickens declined to say how much the ads will cost. The cable ads will be followed by a three-week run on stations in Washington, D.C., he said.

The ad is timed to coincide with what Pickens hopes will be a renewed focus on energy legislation in Congress. Pickens favors a bill that would provide tax credits to buy natural gas vehicles and would require that 50 percent of federal vehicles run on natural gas, which is plentiful in the U.S.

Pickens has key Democratic supporters for his legislation, including Senate Majority Leader Harry Reid and John Podesta, president of the Center for American Progress, a liberal think tank. Most energy legislation has sputtered over the past year, but Pickens and Podesta argue that lawmakers could pass the natural-gas incentives within an energy bill or broader legislation that seeks to create jobs.

"I will speculate that we will get something passed by the Memorial Day recess," Pickens said. "They'll put it wherever they can move it."

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### **III Wind Buffets GE Energy Unit** – *Albany Times-Union* – 1/14/10

By Larry Rulison

SCHENECTADY -- GE Energy in Schenectady was handed two pieces of bad news recently related to its wind energy businesses.

A company owned by energy mogul T. Boone Pickens decided to cut a wind turbine order in half, and federal regulators ruled that Japanese competitor Mitsubishi Heavy Industries Ltd. did not violate General Electric Co. patents on wind turbines, opening the door for Mitsubishi to compete with GE on wind farm projects.

The patent decision was made by the U.S. International Trade Commission, which ended an investigation into whether Mitsubishi has infringed on GE patents for wind turbine technology. The commission had the power to bar the import of the Mitsubishi turbines.

Although GE assembles its wind turbines in other areas of the country, its wind business is based at its Schenectady campus, where it has a turbine monitoring and service center.

GE Energy spokeswoman Chris Horne said the company will "explore all of its legal options" as it continues to defend its intellectual property such as patents.

"We are extremely disappointed by last week's International Trade Commission decision, which reverses an earlier ruling that our company's patent rights for certain wind turbine technologies have been violated by (Mitsubishi)," Horne said. "GE believes that protecting intellectual property rights is essential to the

health and development of clean energy technology. Strong intellectual property rights promote investment, foster innovation and encourage commercial deployment of technology."

Mesa Power Group LLC, a renewable energy company owned by Pickens, had ordered 667 wind turbines from GE for a 1,000 megawatt wind farm in Texas, but the project has since been put on hold due to issues with transmission lines.

Horne said that Mesa and GE mutually agreed to renegotiate the terms of the deal, which was cut to 333 turbines for shipment in 2011 and 2012 that Pickens will use on other projects.

"GE Energy values its strong relationship with Mesa Power and continues to support their power generation needs," Horne said.

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### **Not in Anyone's Backyard** – *Newsweek* – 1/13/10

By Daniel Stone

You can't blame California for not being ambitious. In 2008, Gov. Arnold Schwarzenegger set the bold goal that by 2020, a third of the state's power would come from renewable sources. Not bad for the nation's most populous state and among the world's top 10 largest economies. At the time, it was a target miles ahead of any other state, and a fairly risky one at the beginning of a would-be global recession that would drive the Golden State deep into the red.

It's easy to see why Schwarzenegger thought it was possible. Earlier that year, oilman T. Boone Pickens characterized the Southwest U.S. as the Saudi Arabia of solar power, offering the choicest elevation and sun strength in the world for optimal power generation. On that, everyone agreed. Where to put the solar panels continues to be a different story. Everyone's for renewable energy, just not when solar or wind farms block their view or drive down property values.

California Sen. Dianne Feinstein revived the debate last month with a wilderness designation bill intended to rope off more than half a million acres of Southern California land between Joshua Tree National Park and the Mojave National Preserve, restricting the area to both solar developers and off-road vehicles. Such prime desert land shouldn't be touched, she has argued, and the accentuated effects of global warming will make that territory increasingly valuable to desert wildlife.

That kind of reasoning, though, has some energy developers accusing Feinstein of pulling the NIMBY card—wanting renewable energy at any cost, but hollering "not in my backyard" when looking at the map. A valid criticism, perhaps, considering all of the protected land would be in the California, even though the Mojave's prized ecosystem extends into parts of Nevada, Arizona, and Utah.

Feinstein cites two reasons why her proposed area is different. One is that the public land in question was donated to the government by conservation groups in 2003 under the condition that it be protected. The other reason is loftier. The western Mojave houses several endangered species, a stretch of the historic Route 66, sweeping desert vistas, lava flows and the ancient Amboy volcanic crater. A blanket of solar panels could threaten it all. Feinstein's staff would not respond on the record to criticism of the bill, but directed a reporter to the senator's public statements. In December, she said that there were many places in the California desert "essential and appropriate" for renewable energy, "but there are also places that future generations will thank us for setting aside."

California has other lands, both federally and state owned, on which solar producers could relocate their projects. But no place is perfect; the sun doesn't shine as brightly in California's Central Valley and the desolate areas of Arizona or Utah are either too mountainous or too far from consumption centers to make transmission viable. Get too close to populated areas like San Bernardino and people complain that the infrastructure ruins the landscape. "There's a compelling case that any land in the Southwest is too

environmentally rich to develop on; but the fact is, if we want renewable energy, they have to go somewhere," says Jim Baak, director of utility-scale policy with California advocacy group Vote Solar. Speaking at Yale in 2008, Schwarzenegger was more blunt: "They say that we want renewable energy, but we don't want you to put it anywhere. I mean, if we cannot put solar power plants in the Mojave Desert, I don't know where the hell we can put them."

Despite the disagreement, the measure already has considerable support, especially after Feinstein redrew the boundaries of the land to accommodate developers who were unhappy with the original draft. Nearly a dozen influential conservation and wilderness groups have signed on to Feinstein's bill.

More notable, however, is the parties who disagree, many of them solar associations and power companies. Far from searing and critical opposition, the reaction has been more of a grumble. Of 130 applications for solar projects currently under review by the California Energy Commission, just over a dozen fall within Feinstein's proposed area. With federal subsidies and incentives to move elsewhere, none have complained too loudly. As environmentalists, they also realize that debating renewable energy vs. environmental protection, they're arguing amongst friends.

Some of the bills backers on the Hill say it's too early to gauge senate support of her bill, although it won't hit the same legislative roadblock as other contentious issues like health care or cap and trade. If it does pass, however, less available land makes the NIMBY issue even more difficult to address. If it can be addressed at all. The newer acronym cheekily floated by frustrated renewable energy developers is "BANANA." Build absolutely nothing anywhere near anyone.

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## **BLOG/ONLINE COVERAGE**

**Smelling Change in the Wind, T. Boone Pickens's Latest Ad is One Hot Spot** – *Dallas Observer* – 1/14/10

By Robert Wilonsky

T. Boone Pickens's latest ad for his Pickens Plan begins airing today; that's it above. A story on the front page of today's The New York Times's business section wonders what the Dallas billionaire's up to with the spot, in which he underscores national security concerns in an effort to scare Americans into switching to natural gas:

[Pickens and his aides] say they discussed whether using the Arabic lettering might be viewed as incendiary or offensive, but concluded that any added attention would be good for the cause.

"We're infidels with most of these people and they have no use for us," the 81-year-old oilman said in an interview on the way to a speech [in Dallas] recently. "We're getting more and more dependent on the wrong people."

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**T. Boone's New Natural Gas Media Campaign Takes 'Talking One's Book' To A Whole New Level** – *Business Insider* – 1/14/10

By Vincent Fernando

T. Boone Pickens is employing one of the less admirable forms of investment strategy -- twist politics to benefit one's investments.

Nevertheless, natural gas investors can at least find solace in the fact that for the time being his efforts are on their side.

He's rolling out a huge pro-natural gas media campaign:

NewsOK: A House bill co-authored by U.S. Reps. Dan Boren, D-Muskogee, and John Sullivan, R-Tulsa, now has 127 co-sponsors from both parties, Pickens said. That bill would give federal tax incentives for making and buying natural gas vehicles; tax breaks would also be available for service stations to add natural gas pumps. A similar bill is being sponsored in the Senate by Majority Leader Harry Reid, D-Nev.

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Millions spent

Pickens on Wednesday declined to say what he was paying for the new media push, but said he had spent more than \$60 million so far promoting the Pickens Plan, which was launched in 2008. He said he wants the focus of natural gas use for vehicles to be on the 8 million heavy-duty trucks and buses in the United States, saying conversion could be done quickly and have a huge effect on reducing foreign oil imports.

After bruising fights in Congress over health care and other issues, Pickens said, "members need a positive, nonpartisan, pro-America program" to support.

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## **T. Boone Pickens Officially Gives Up on Texas Wind Power – *Fast Company Blog* – 1/14/10**

By Ariel Schwartz

We already sort of knew that former All-American oil tycoon T. Boone Pickens gave up on his plan to build the world's biggest wind farm in the Texas panhandle. Pickens said as much this past July, citing difficulties with financing and a lack of wind energy transmission lines. Instead, Pickens claimed that he would scatter smaller wind farms across the Midwest, possibly in Wisconsin, Oklahoma, Kansas, and Texas. Now Pickens appears to be giving up on that idea as well, halving his original order of wind turbines to just 300 GE-branded turbines. None of the turbines will go to Texas--instead, they will be installed in Minnesota and Canada, of all places.

Apparently, Pickens' interest in wind power has dropped off even further because of a decrease in natural gas prices. The mogul believes that dirt-cheap natural gas will displace demand for other type of power plants. Pickens has long championed natural gas--recently, he's been evangelizing about natural gas-powered vehicles.

T. Boone's interest in natural gas is understandable, albeit shortsighted. Natural gas isn't a renewable resource, plentiful though it may be, and alternative energy isn't about to disappear anytime soon--thanks in part to billions in funding from the U.S. government. Not everyone has given up on Texas wind power, either. A \$1.5 billion Chinese bank-funded project will see 240 turbines installed in Texas. The venture will provide enough power for 180,000 homes.

[Via Dallas Morning News]

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## **Pickens Plan for Wind Full of Hot Air? – *United Press International* – 1/14/10**

DALLAS, Jan. 14 (UPI) -- The declining price of natural gas has prompted energy mogul T. Boone Pickens to put his plans for a north Texas wind farm on hold.

Pickens in 2008 announced plans for the Pampa Wind Farm in north Texas. He told reporters, however, that he slashed his order for a popular GE wind turbine from 687 to 300, adding he would use them for projects in Minnesota and Canada instead.

Pickens added, however, that the Pampas project was still in the works, but his focus has moved to natural gas because of declining prices.

In November, Pickens noted there is enough natural gas in the United States to supply the country with its energy needs for the next century.

"America is the Saudi Arabia of natural gas," he said.

He noted appropriate exploitation of domestic natural gas could "immediately" reduce dependence on foreign oil while creating a buffer for fuel cells and other technologies to make gains.

Pickens, meanwhile, said he would launch an advertising campaign in a bid to pressure U.S. lawmakers to pass legislation making it easier to convert fleet trucks to run on natural gas.

According to the Dallas Morning News, he already spent \$62 million on the advertising campaign.

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## **Pickens Says to Heck With Texas Wind Power – *Environmental Leader* – 1/14/10**

What was to be the largest wind project in the world is to be no more, as energy tycoon T. Boone Pickens has put on hold plans to build a massive Texas panhandle wind farm.

Ready availability of cheap natural gas, a dearth of credit and a lack of transmission lines are too many hurdles for the wind farm to get past, reports the Wall Street Journal.

On Jan. 13 Pickens cut in half his \$2 billion wind-turbine order with GE, from 667 units to 333. What units he decided to keep he's sending to wind projects in Minnesota and Canada, according to WSJ.

If Texas invests in transmission lines, he said the deal may be back on the table.

The recent move stands in contrast to Pickens' message over the past couple years — that America should go whole hog for wind energy in a bid to displace natural gas, reports the New York Times.

Despite the fact Pickens has massive natural gas holdings, he has spent up to \$62 million recently on advertising and public relations of the so-called "Pickens Plan" to convince America that wind was the way to go.

He had put forth bold proclamations that Texas would become the "Saudi Arabia of wind."

Yet Pickens never really gave up on natural gas. Just last year he was part of a tour to promote the use of natural-gas powered taxis.

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## **T. Boone Pickens Shuttters Wind Project (GE, CLNE) – *24/7 Wall Street* – 1/13/10**

By Jon C. Ogg

This has already been delayed and rumored, but it appears that oil magnate T. Boone Pickens has given up on his northern Texas Pampa Wind Farm power project. The economics do not work. The deal had already been postponed as cheap natural gas makes the project inequitable and as credit conditions are still tight. Some discussions over the holidays with traders in the energy patch had led us to believe this would be killed, despite some hope that it would still be viable. The lack of energy transmission lines is a huge part of the issue in this equation, perhaps even more than just the cost of natural gas today. This is a blow for General Electric Co. (NYSE: GE) for its wind turbine business, as this project's total value was supposed to be somewhere in the vicinity of \$2 billion before terms were renegotiated.

There was a report yesterday in the Dallas Morning News that Pickens had cut his wind turbine order in half, and the follow-on reports confirm this. The turbine order was cut in half to more than 300 turbines which will be used to power wind projects in Minnesota and in Canada.

Pickens is not ditching the "Pickens Plan." Yesterday came word of a larger ad campaign to address the cost of importing foreign oil. More importantly, Pickens is still pushing to use natural gas for trucking transportation, and this ties into his company Clean Energy Fuels Corp. (NASDAQ: CLNE) for a nationwide or route-wide series of stations that fill up trucks with compressed natural gas rather than gasoline or diesel.

It was not even two-years ago that the largest wind project by Megawatts was announced. It seems that even breaking wind projects is bigger in Texas. Better luck next time. This was the right idea. It didn't even seem like the wrong time. Just the wrong relative price.

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## **Green Ink: Magical Climate Thinking, Offshore Wind, and Chinese Coal – *WSJ Blog* – 1/14/10**

By Keith Johnson

Crude oil futures hovered around \$80 a barrel amid renewed confidence in the economic recovery. “Sentiment is such that dips below \$80 are seen as buying opportunities,” an analyst tells Bloomberg.

The U.S. CFTC will outline today limits on positions energy traders can hold, the belated response to worries speculators were behind big price spikes in 2008, in the WSJ.

Iran will start winding down fuel subsidies, which eat up 30% of its budget, AP reports in the WSJ.

If North Sea oil and gas production was already reeling, the recession kicked the industry while it was down and lowered investment in the region, in the FT.

Want to know why President Obama’s clean-energy dreams have failed to materialize? Because it’s the same “magical thinking” that has prevailed since the Carter years, argue Nordhaus and Shellenberger in Foreign Policy. What’s needed instead is hard-headed investment in energy technology, they argue.

Now that the health-care fight is over, T. Boone Pickens is back on his natural-gas powered soap box, in the NYT.

Interior Secretary Ken Salazar says a decision on the Cape Wind offshore wind farm is due before April, a sign the decade-long scrum between clean energy and clean vistas is drawing to a close, in the NYT.

The U.K. is going full hog on offshore wind, but that doesn’t mean the strategy is without its risks, in Green Inc. Offshore wind makes more sense for the U.K. than the U.S., but America still needs to do something big when it comes to clean energy, argues Geoff Styles. Because “small wind” sure isn’t doing the trick, in the WSJ.

U.S. utilities are struggling to plan major infrastructure investments after two years of declining demand for electricity, throwing the sector into turmoil, in the WSJ. Utilities in California won’t meet their 2010 targets for renewable energy despite a heroic last-minute push, at Earth2Tech.

Germany’s done too much—but the country is close to reaching an agreement to cut generous subsidies for solar power, hoping to avoid a Spain-style implosion, in Reuters.

Finally, could China lose its appetite for coal? It could if reliance on coal starts to hurt, rather than enhance, energy security, at the FT’s Energy Source.

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## **Wednesday ETF Wrap-Up: JJC, UNG Surge – *Seeking Alpha* – 1/14/10**

By Michael Johnson

While the fallout from the massive earthquake in Haiti dominated the headlines on Wednesday, there was plenty of action on Wall Street as well for investors to digest. Heads of major financial institutions testified before Congress, admitting mistakes that caused and exacerbated the financial crisis while defending the pay policies that have sparked outrage across the country. Google’s threat to pull out of China hurt local markets, while a positive report from the Fed’s beige book gave domestic markets a boost.

The ETFdb 60 Index, a benchmark measuring the performance of asset classes available through exchange-traded products, added 6.00 points, or 0.6%, to close at 1,053.57.

The day's biggest gainer was the iPath Dow Jones-UBS Copper Total Return ETN (JJC), which jumped 3.2% for the day. Copper rebounded from two week lows following an unexpected overture towards monetary tightening from China on Tuesday. This move was interpreted to represent strong growth prospects for copper from the world's top consumer of the material. Copper prices rallied throughout 2008 as emerging markets resumed growth and developed economies showed signs of a recovery as well. JJC has more than doubled since the start of last year.

Also gaining ground on Wednesday was the United States Natural Gas Fund (UNG), which added 2.6% on expectations that last week's frigid weather will result in a major drawdown of inventories. The government is set to release the latest round of natural gas storage data on Thursday. Also on Wednesday, former White House chief of staff John Podesta and billionaire financier T. Boone Pickens held a joint press briefing to discuss legislation that would provide tax breaks for fleets of heavy trucks that switch from diesel fuel to natural gas. Both have been active in their support of natural gas as a key to lessening dependence on foreign oil.

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### **Pickens' Folly** – *American Thinker Blog* – 1/14/10

By Ralph Alter

Nesting comfortably atop a fortune estimated at \$3 billion enhanced by the corporate raiding and greenmailing that characterized the Gordon Gekko, T. Boone Pickens hasn't lost the desire to flip the next marker in the lucrative field of energy investment.

Just last year, Pickens' rangy visage filled the television networks as he touted his giant Texas windmill farm as the solution to America's energy problems. Now it appears that his Texas farm is off the table, and Pickens' folly has been exposed:

"Natural-gas prices have fallen sharply since the summer of 2008, when Mr. Pickens announced the big wind farm (and)...Cheaper natural gas hurts wind farms, because cheaper gas makes gas-fired power plants a more attractive option for electricity generation. "You can't finance wind farms very well when natural gas is under \$6" per million British thermal units, Mr. Pickens said. Natural-gas futures settled at \$5.733 Wednesday afternoon on the New York Mercantile Exchange.

The effects of the credit crunch and the economic slowdown also slowed growth in the wider U.S. wind-power industry in 2009, after a record year for wind-power installations in 2008."

Pickens quietly halved his wind turbine order with GE and will divert the remaining turbines to Canada and Minnesota.

While Americans patiently listened to the billionaire's lectures about the necessity of freeing ourselves of dependence on foreign energy, it seems the natural gas industry actually did something about it :

"It's almost divine intervention," said Aubrey McClendon, chairman and chief executive of Chesapeake Energy, a major natural gas producer in the United States. "Right at the time oil prices are skyrocketing, we're struggling with the economy, we're concerned about global warming, and national security threats remain intense. We wake up and we've got this abundance of natural gas around us.

Gas production in the United States is up about 9 percent this year, a rate of increase not seen since a one-year jump in 1984 and matching rises more typical of the 1950s when gas drilling was booming. Most of that gain is coming from shale, particularly the Barnett Shale around Fort Worth, Texas, which has been under development for several years. The increase in gas production stands in sharp contrast to the trend in domestic oil production, which has been declining in fits and starts since 1970."

Despite Mr. Pickens' suggestion that Americans can't drill our way out of our need for foreign sources of oil, many conservatives feel that the Republican party platform for 2010 and 2012 should include a plank insisting that we Drill Here and Drill Now. There is just as much new technology in the oil industry as in the demonstrably successful natural gas industry. We need only streamline American access to our own resources by enacting tort reform to prevent the tree-humpers from derailing our drilling efforts with environmentally based nuisance suits.

How about we take a lesson from Pickens' Folly and wake up to the natural abundance of oil around us?

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## BROADCAST COVERAGE

### 1. NBC Five News

**KXAS-TV CH 5 (NBC) Dallas/Fort Worth**  
01/13/2010 10:00 PM - 10:35 PM

**DMA: 5**  
**Spot Cost: \$1,738**  
**Est. Audience: 176,777**

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

00:09:32 Stocks: Dow Jones, NASDAQ, and SandP 500 are all up. GR; Dow Jones, NASDAQ, and SandP 500 are given. **Pickens** is scaling back his investment in wind energy. V; Footage of **Pickens**. GR; **Pickens** Plan, plans to purchase 300 turbines from GE. 00:10:14

### 2. NBC Five News

**KXAS-TV CH 5 (NBC) Dallas/Fort Worth**  
01/13/2010 06:00 PM - 06:30 PM

**DMA: 5**  
**Spot Cost: \$1,168**  
**Est. Audience: 123,560**

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

[CC] 00:07:55 T. **Boone Pickens** makes a major decision about his north Texas wind farm project. 00:07:55

[CC] 00:15:22 T. **Boone Pickens'** plans for clean, natural energy are changing. The new **Pickens** Plan when we come back. 00:15:22

[CC] 00:18:15 T. **Boone Pickens** shelled his massive wind power project in Texas and stepping up his promotion of natural gas. That means the Pampa wind farm which was already postponed until the year 2013 will not happen at all under these current conditions. **Pickens** says if Texas makes more investments in transmission lines to carry that power from the remote wind farm to towns and cities he will be back. 00:18:32

### 3. NBC Five News

**KXAS-TV CH 5 (NBC) Dallas/Fort Worth**  
01/13/2010 05:00 PM - 05:30 PM

**DMA: 5**  
**Spot Cost: \$1,182**  
**Est. Audience: 121,544**

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

[CC] 00:24:25 Tonight at 6:00 on NBC 5... Then T. **Boone Pickens** scrapping plans for a west Texas wind farm. Where he wants to put the windmills now in 30 minutes. 00:24:37

### 4. Midday With Gary Eichten

**KNOW-FM 91.1 (NPR) Minneapolis/St. Paul**  
01/13/2010 12:00 PM - 01:00 PM

**DMA: 15**

00:30:00 T **Boone Pickens** says he's buying about three hundred turbines for wind farms in Minnesota and Canada . Over the summer the billionaire oilman backed off plans for a massive wind farm in Texas that called for nearly seven hundred turbines. 00:31:59

### 5. Non-Stop News At Nine

**NEWS 8 (---) Austin**  
01/13/2010 09:00 PM - 10:00 PM

**DMA: 48**

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

[CC] 00:42:16 Oil tycoon **T. Boone Pickens** says transmission power is behind his recent decision to divert wind turbines planned for Texas to Canada and Minnesota. He says there aren't enough transmission lines in the panhandle to support the turbines --But he will build a wind farm there once transmission is built. In 2008, **Pickens** announced a plan to build the world's largest wind farm by bringing 687 turbines to the Texas panhandle. He's now decided to order only 300, which will be sent to Canada and Minnesota instead. **Pickens** also said Tuesday that his immediate interest in wind power has gone down, along with natural gas prices. He says lower prices mean natural gas-powered plants are doing just fine for the time being. For years, **Pickens** has urged Americans to use natural gas, in order to decrease dependency on Middle East oil. 00:43:56

**6. News 8 Austin This Evening**

**DMA: 48**

**NEWS 8 (---) Austin**

**01/13/2010 08:00 PM - 09:00 PM**

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

[CC] 00:52:01 Oil tycoon **T. Boone Pickens** says transmission power is behind his recent decision to divert wind turbines planned for Texas to Canada and Minnesota. He says there aren't enough transmission lines in the panhandle to support the turbines --But he will build a wind farm there once transmission is built. In 2008, **Pickens** announced a plan to build the world's largest wind farm by bringing 687 turbines to the Texas panhandle. He's now decided to order only 300, which will be sent to Canada and Minnesota instead. **Pickens** also said Tuesday that his immediate interest in wind power has gone down, along with natural gas prices. He says lower prices mean natural gas-powered plants are doing just fine for the time being. For years, **Pickens** has urged Americans to use natural gas, in order to decrease dependency on Middle East oil. 00:53:46

**7. News 8 Austin**

**DMA: 48**

**NEWS 8 (---) Austin**

**01/13/2010 06:00 PM - 08:00 PM**

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

[CC] 01:51:34 Oil tycoon **T. Boone Pickens** says transmission power is behind his recent decision to divert wind turbines planned for Texas to Canada and Minnesota. He says there aren't enough transmission lines in the panhandle to support the turbines --But he will build a wind farm there once transmission is built. In 2008, **Pickens** announced a plan to build the world's largest wind farm by bringing 687 turbines to the Texas panhandle. He's now decided to order only 300, which will be sent to Canada and Minnesota instead. **Pickens** also said Tuesday that his immediate interest in wind power has gone down, along with natural gas prices. He says lower prices mean natural gas-powered plants are doing just fine for the time being. For years, **Pickens** has urged Americans to use natural gas, in order to decrease dependency on Middle East oil. 01:53:18

**8. News Channel 25 Nightbeat**

**DMA: 89**

**KXXV-TV CH 25 (ABC) Waco/Temple**

**Spot Cost: \$249**

**01/13/2010 10:00 PM - 10:35 PM**

**Est. Audience: 22,914**

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

[CC] 00:21:17 The planned construction of the world's largest wind farm in west Texas isn't going to happen after all. But that won't affect a large scale plan to run Oncor high tension power lines through central Texas. Billionaire oilman **T. Boone Pickens** is buying only about three hundred wind turbines, less than half of what he originally planned. Oncor says other groups are interested in using the planned lines through Coryell and Bell Counties to provide green energy. Currently Texas is the nation's leading producer of wind energy. 00:22:48

**9. News Channel 25 At 5:00**  
**KXXV-TV CH 25 (ABC) Waco/ Temple**  
**01/13/2010 05:00 PM - 05:30 PM**

**DMA: 89**  
**Spot Cost: \$149**  
**Est. Audience: 19,334**

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

[CC] 00:06:28 The planned construction of the world's largest wind farm in west Texas is not going to happen after all. Billionaire oilman **T. Boone Pickens** is buying only about three hundred wind turbines, less than half of what he originally planned. And those three hundred won't even make it to Texas. They will go to Canada and Minnesota. Texas still remains the nation's leading producer of wind energy.  
00:07:51

**10. NBC 4 News At 10**  
**KAMR-TV CH 4 (NBC) Amarillo**  
**01/13/2010 10:00 PM - 10:35 PM**

**DMA: 131**  
**Spot Cost: \$108**  
**Est. Audience: 10,238**

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

[CC] 00:06:28 **T. Boone Pickens** said he had big plans for wind energy in the panhandle. So why hasn't anything been done? We've got the answer and your full weather after the break. 00:08:03

[CC] 00:08:12 **T. Boone Pickens** is putting the brakes on the panhandle **wind** energy push. 00:08:12

[CC] 00:15:09 That's according to officials at Mesa Wind. They say there are a number of reasons why **Pickens'** plans for a large wind farm in the panhandle keeps getting delayed. The main reason is lack of transmission in the region. They say **Pickens** believes the projects will get back on track once the transmission problem is fixed and the natural gas market improves. 00:15:41

**11. Fox 14 News At 9**  
**KCIT-TV CH 14 (FOX) Amarillo**  
**01/13/2010 09:00 PM - 10:05 PM**

**DMA: 131**  
**Spot Cost: \$221**  
**Est. Audience: 12,517**

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

[CC] 00:15:38 **T Boone Pickens** is putting the brakes on the panhandle wind energy push. According to officials as Mesa Wind, there are a number of reasons why Boone's plans for an large wind farm in the panhandle keeps getting delayed. They say the main reason, lack of transmission in the region. They say **Pickens** believes the projects will get back on track once the transmission problem is fixed and the natural gas market improves. 00:17:46