



T. Boone Pickens Media Coverage 3.10.10

Total of 13 Placements

 Print: 4
 Blog/Online: 5
 Broadcast: 4

Coverage Summary:

Newsweek ran a web exclusive on Pickens' meeting with John Kerry discussing how the meeting came to be and what the two hope to accomplish. Jay Rosser is quoted in the piece saying it was a productive meeting that focused on the serious energy issues facing America. The piece says even though Kerry's motive is environmental protection and Pickens is driven by energy security, the two could work effectively together on a broad energy bill.

Energy Secretary Steven Chu discussed the potential of natural gas to serve as a bridge fuel during his keynote speech at CERA Week. A *Financial Times* blog says Chu noted that while natural gas still produces emissions, it is less than other fossil fuels. He also said natural gas is a key enabler of renewable energy by providing a power source when solar and wind are not available.

A *Fort Worth Star-Telegram* article picks up on some of the contrasts between Chu and ConocoPhillips CEO Jim Mulva's speech. Mulva believes natural gas is more than a bridge fuel and said the US government has yet to exploit its potential, discussing how new technology and expertise has led to a 100 year supply. In this article, Chu is quoted as saying oil is still the ideal transportation fuel, with the piece noting his desire to see electric cars further developed.

Dow Jones also reported on the natural gas discussions at CERAWEEK, highlighting Mulva's points that natural gas has the potential to cut emissions, create jobs and provide a low-cost energy source to consumers.

The *Washington Post* printed a letter to the editor by Representative Ed Markey that discusses the Waxman-Markey bill and uses language directly from the Pickens Plan to highlight our nation's dependence on foreign oil.

Highlighted Placements (Full Articles Below)

 **The Odd Couple** – *Newsweek.com* – 3/9/10

Notable Natural Gas Coverage (Full Articles Below)

 **Chu Tells Oil And Gas Industry What It Wants To Hear** – *Financial Times Blog* – 3/10/10

 **Future Role Of Natural Gas Discussed At Houston Energy Conference** – *Fort Worth Star-Telegram* – 3/9/10

 **CERA WEEK: Executives Tout Bright Outlook For Shale Gas** – *Dow Jones* – 3/9/10
o *WSJ.com*

 **Letter to the Editor: Rep. Markey's Approach To Achieving Oil Independence** – *The Washington Post* – 3/10/10

Print Placements (Full Articles Below)

 **Council To Vote On Boost For CNG Cabs** – *Dallas Morning News* – 3/10/10

Blog/Online Placements (Full Articles Below)

 **Natural Gas Taxis May Get To Jump The Cab Line At Love Field** – *Dallas Morning News City Hall Blog* – 3/9/10

 **Ballot Measures Draw Special Interest Cash** – *National Journal's Under the Influence* – 3/9/10

HIGHLIGHTED COVERAGE

The Odd Couple – *Newsweek.com* – 3/9/10

John Kerry and T. Boone Pickens, once fierce foes, have found a way to work together on energy legislation.

By Daniel Stone

The phrase "strange bedfellows" doesn't even begin to describe the relationship between Sen. John Kerry and T. Boone Pickens. The former is an avowed environmentalist and a Massachusetts Democrat who campaigned for president in 2004. The other is a Texas conservative whose ventures in oil have yielded him billions—a chunk of which he used to underwrite the infamous "Swift Boat" ads that fatally wounded that very same campaign.

Letting bygones be bygones may also be an inadequate way to characterize how the two have reconciled with the past. Both men have always shared the broad goal of transitioning to a clean and secure energy future. But earlier this month reporters were surprised by the revelation that the two men hadn't just met cordially, but they appeared to be forming an alliance of sorts to push an energy bill through the Senate this year.

The person bearing the onus to forgive has been Kerry, who was faced with a \$2 million ad campaign funded substantially by Pickens that questioned his patriotism and military service just weeks before the 2004 election. But late last month, against the advice of aides, the senator called up Pickens at his home in Texas and invited him to Washington to talk about how they could "work together," according to a source familiar with the discussion, who asked not to be identified speaking about a personal conversation. "He told [Pickens] that he wanted to put the past behind them and figure out a way to work together," the source says. The meeting included aides of both men, as well as Sen. Joe Lieberman, who has been working to cosponsor an energy bill with Kerry. (Despite a report by Politico claiming that Sen. Lindsey Graham was also present, Graham's office tells NEWSWEEK that he did not attend.) "It was a productive meeting in which the two...[talked] about the serious energy issues facing America," says Jay Rosser, a Pickens spokesman.

When it comes down to specifics, the approaches of both men are strikingly different. Kerry has been the main driver of energy and climate legislation in the Senate, pushing several cap-and-trade measures to reduce carbon emissions and spur innovation in renewable sources. Pickens has spent much of the past two years hosting town halls and editorial-board meetings to push his Pickens Plan, aimed at reducing oil imports for national-security purposes by building technology for natural gas and blanketing the middle of the country with wind turbines. But both have met significant resistance. Senate Republicans remain opposed to any climate legislation that will constrain industry, which any of the current proposals inevitably would. Pickens's plan, meanwhile, hit speed bumps last year when corridors for transmission lines to transport power from the proposed wind farms, which the plan depended on government mandates to provide, were slow to materialize.

Yet even though Kerry's motive is environmental protection and Pickens is driven by energy security, the two may well work most effectively in tandem. Both see the best outcome for their causes to be a broad energy bill that includes almost everything: nuclear subsidies, carbon-sequestration research grants, wind and solar incentives, and natural-gas expansion efforts. Such a bill would not aggressively confront climate change with emissions-reduction mandates, but the Obama administration has already suggested that climate legislation by itself would be difficult to pass this year. Kerry's environmental credentials and the 1.6 million online supporters of Pickens's plan could go a long way toward forging a legislative compromise.

Sources close to both men say that at the end of the meeting, Kerry asked Pickens to take a look at his cap-and-trade plan, to which Pickens replied that he was still "very skeptical" of such a proposal. But the two did agree on the ambitious goal of trying to get a bill to the president's desk by Memorial Day. "They

know that working together will get them a lot further than if they go after their goals individually," says a Democratic aide not authorized to speak on the record, who was as surprised as anyone to see Pickens leave the office of a man sometimes described as his "archenemy". And here we thought bipartisanship was dead.

NOTABLE NATURAL GAS COVERAGE

Chu Tells Oil And Gas Industry What It Wants To Hear – *Financial Times Blog* – 3/10/10

By Shelia McNulty

US Energy Secretary Steven Chu was in the lion's den, so to speak, when he gave a keynote speech at the IHS CERA energy conference in Houston this week attended by thousands of oil, gas and power generation executives. And several noted that he finally gave them what they have been looking for - a signal that the Obama administration recognises the importance of domestic natural gas to the US' energy future.

Chu said that he requested in September a study from the National Petroleum Council entitled Prudent Development of North American Natural Gas and Oil Resources. Groundwork, he said, is underway to initiate the study this spring. He noted that while natural gas still produces emissions, it is less than other fossil fuels. And he said that natural gas is a key enabler of renewable energy, by providing a power source when solar and wind are not available.

These are all things the industry has been trying to get Congress and the Obama administration to recognise but have felt their message was falling on deaf ears, given that the US government has proposed higher taxes on the natural gas industry, and is tightening resource access.

Indeed, Jim Mulva, chief executive of ConocoPhillips, the third biggest US oil and gas company, told the CERAWEEK conference after Mr Chu was done that the US government has yet to exploit its natural gas potential. New technology and expertise has enabled the industry to extract natural gas from shale rock, which has led to estimates of US onshore supply rise from 30 years' worth, at current usage rates, to 100 years' worth, in just the past few years.

Mulva said the US government holds 2.4bn acres of mineral estate - larger than the land area of any of the world's countries, except Russia and Canada. And yet just 3 per cent of this has been leased for energy development. He said:

The shale gas revolution here occurred on private and state land, not federal land. Think of the economic development and job creation potential if more land was opened. And if less red tape tied up the acreage that is leased.

He pointed to China, which supports renewable energy but does not oppose fossil fuels:

They will soon begin assessing their shale gas potential. With assistance, I might add, from the same US government that has ignored the shale potential here. US energy policy brings to mind a famous Winston Churchill quote - A riddle wrapped in a mystery inside an enigma.

Chu's comments indicated that he, for one, believes natural gas could be a part of the clean energy movement - and a number of people in the audience took heart at that.

Future Role Of Natural Gas Discussed At Houston Energy Conference – *Fort Worth Star-Telegram* – 3/9/10

By Jack Z. Smith

HOUSTON -- U.S. Energy Secretary Steven Chu and ConocoPhillips CEO James Mulva made clear Tuesday that they have sharply contrasting views on the role of natural gas in helping meet the world's long-term energy needs.

In an address at the CERA Week 2010 energy conference, Chu, a Nobel Prize-winning physicist, characterized natural gas as a significant "bridge" or "transition" fuel in coming decades as the world shifts toward renewable energy and a lower-carbon environment less reliant on fossil fuels.

Mulva, in a subsequent speech, scoffed at such a limited view of the potential of natural gas, which he said will be a prime energy source in 2050, when the world's population is projected to reach 9.2 billion people, or roughly one-third more than today, putting continued upward pressure on energy demand.

"Natural gas is more than a bridge fuel. It is part of the long-term energy solution," said Mulva, whose Houston-based company has interests in the Barnett Shale of North Texas. In 2008, the Barnett surpassed the San Juan Basin of New Mexico and Colorado as the leading gas-producing area in the nation.

The issue of natural gas' future is significant in Tarrant County, the leading gas producer among Texas' 254 counties, and in neighboring Johnson County, which ranks No. 2.

Renewable energy sources, such as wind and solar energy, "just cannot ramp up fast enough" to replace carbon-based fossil fuels -- oil, natural gas and coal -- in the foreseeable future, Mulva said.

"Let's consider what gas can mean for the future -- the real future, not the pipe dreams of the hydrocarbon deniers," he said. "These are the well-intentioned people who support renewables at any cost and oppose hydrocarbons at any consequence."

Mulva said an explosion in U.S. "unconventional" drilling, including the use of horizontal drilling and hydraulic fracturing to greatly increase well production in shale gas fields such as the Barnett, has relieved long-term concerns about ample natural gas supplies and reduced future risks of exceptional price volatility. There is now the potential for the world to develop "multiple centuries of supply" of gas, he said. Natural gas increasingly could be used in electric power generation as a much cleaner alternative to coal, Mulva said. In addition, he forecast it will continue to be used extensively as a heating fuel and in industrial applications far into the future

Chu said America should lead the world "in a new industrial revolution" that reduces U.S. reliance on foreign oil and moves toward a lower-carbon environment that reduces emissions of carbon dioxide and other greenhouse gases. Many leading scientists say that rising CO ₂ emissions are causing human-induced global warming, with potentially disastrous environmental and economic consequences.

Chu said oil "is an ideal transportation fuel" that will continue to be heavily used in coming decades. "But we still have this climate change, so oil eventually will be an incremental fuel," said Chu, who said he wants to see development of electric cars that can go 100 miles without charging, as well as advances in biofuels.

Natural gas can provide a cleaner source for power generation than coal currently does, and can be a "key enabler of renewable energy" such as wind and solar by providing a backstop source of power when the wind isn't blowing or the sun isn't shining, said Chu, who nevertheless characterized it as only a bridge fuel to a greatly changed energy future.

CERA WEEK: Executives Tout Bright Outlook For Shale Gas – Dow Jones – 3/9/10

By Jason Womack

HOUSTON(Dow Jones)--Energy executives, who were slow to recognize the potential of natural-gas supplies from shale rocks, are heralding these resources as playing a larger role in meeting energy demand.

Much of the first day of the IHS Cambridge Energy Research Associates conference in Houston, which was intended to discuss trends in oil development, was dominated by talk of these new gas supplies, underscoring a brighter outlook for global gas production.

Natural gas has "never matched oil in importance. But look at gas today--the world's third-leading energy source, with room to grow," Jim Mulva, chief executive of ConocoPhillips (COP), said during his keynote address to CERA Week attendees. Mulva spent the bulk of his speech discussing natural gas and the potential the fuel has to cut emissions, create jobs and provide a low-cost energy source to consumers.

Andy Inglis, head of Exploration and Production at BP PLC (BP, BP.LN, BP.U-T), said during a panel discussion that the industry underestimated the potential of these new supplies, noting that the rapid development of shales could represent "one of the largest shifts we will see in our careers."

Oil and gas companies, armed with innovative drilling and well-completion techniques, pioneered production from these rocks in places like the Barnett Shale in Texas, the Fayetteville Shale in Arkansas and the Haynesville Shale, which underlies parts of Louisiana and Texas. These rocks have led to a glut in gas supplies and helped drive down natural gas prices--which is good news for consumers who use the fuel in manufacturing and to heat their homes and businesses.

Now, major oil companies such as BP PLC (BP) and Exxon Mobil Corp. (XOM), which have been hard pressed to find new oil and gas supplies overseas, are charging into U.S. shale fields to boost reserves and develop the expertise to find similar resources abroad. Exxon Mobil, in a move widely viewed as the biggest endorsement of shale gas production, made a \$31 billion, all-stock bid for Fort Worth, Texas-based XTO Energy Inc. (XTO), a leading producer of natural gas from so-called "unconventional" sources such as shale.

European oil major BP has also invested heavily in shale, striking deals with Chesapeake Energy Corp (CHK) for shale assets in Oklahoma and Arkansas. It also bought a stake in the Eagle Ford Shale, an emerging shale formation in South Texas.

However, the fuel has yet to receive widespread acceptance by lawmakers, creating some uncertainty about the future of natural-gas demand.

Mulva said that the U.S. government favors renewables and proposes taxing the natural-gas industry and tightening access to natural-gas reservoirs, which would stymie development.

"If you tax something, you get less of it. Less supply security, fewer jobs and lower reinvestment," Mulva said.

Letter to the Editor: Rep. Markey's Approach To Achieving Oil Independence – *The Washington Post* – 3/10/10

The Post's editorial board seems to think that we must punish consumers to cut America's oil dependence and carbon pollution ["\$7 a gallon?," editorial, March 5]. I fundamentally disagree.

America's oil dependence already punishes us enough, whether through volatile gas prices or the political and environmental volatility that results from buying and burning oil. Last year, America sent \$250 billion overseas to buy oil, much of it to countries that do not like us very much. That is nearly half of our trade deficit. The editorial said that the Waxman-Markey bill "wouldn't do all that much to slash American oil consumption in the near future." But according to the Energy Information Agency, the bill would cut

projected U.S. oil use by more than 600,000 barrels per day by 2020 (about the same as our current combined imports from Russia and Libya) and more than 1.2 million barrels per day by 2030 (nearly all of our current imports from Venezuela).

Congressional Democrats believe that the solution to our oil dependence and carbon pollution should be comprehensive. Increased fuel efficiency, cleaner renewable fuels and a new clean-energy policy established by the Waxman-Markey bill could enable America to finally tell Middle Eastern oil suppliers that we don't need their oil any more than we need their sand.

Edward J. Markey, Washington

The writer, a Democrat from Massachusetts, is chairman of the House Select Committee on Energy Independence and Global Warming.

PRINT COVERAGE

Council To Vote On Boost For CNG Cabs – *Dallas Morning News* – 3/10/10

By Rudolph Bush

The Dallas City Council is poised today to let cabs that run on compressed natural gas jump to the front of the taxi line at Love Field.

The goal: get company owners to shift their fleets to CNG cars in hopes of lowering emissions.

Last year, energy magnate T. Boone Pickens rolled up to City Hall in a CNG Honda to help push the plan.

"Anytime we can use alternative fuels like natural gas, it's a positive," Mayor Tom Leppert said then, citing the city's troubles with air quality.

San Francisco and Boston have similar programs.

BLOG/ONLINE COVERAGE

Natural Gas Taxis May Get To Jump The Cab Line At Love Field – *Dallas Morning News City Hall Blog* – 3/9/10

By Rudolph Bush

Tomorrow, the City Council will vote to let cabs that run on compressed natural gas jump to the front of the taxi line at Love Field.

The incentive program is aimed at convincing cab company owners to shift their fleets to CNG cars in hopes of lowering emissions in the city.

Last year, energy magnate T. Boone Pickens rolled up to City Hall in a CNG Honda to give the plan his personal thumbs up.

Expecting this one to pass easily.

Ballot Measures Draw Special Interest Cash – *National Journal's Under the Influence* – 3/9/10

By Jim Barnes

They may not have caught up to congressional candidates yet when it comes to raking in the bucks, but statewide ballot measure campaigns saw another increase in contributions in 2008, most of them from businesses or other special interests, according to a new study by the National Institute on Money in State Politics.

Overall, ballot measure committees (for and against) took in \$813.7 million. (Congressional candidates raised \$1.42 billion in 2007 and 2008. In the off-election year of 2007, ballot measures attracted \$55.4 million.)

The top six givers in 2008 ballot measures contributed to influence gambling measures in California, Maryland and Ohio, lead by the Pechanga Band of Luiseno Mission Indians which wrote checks totaling \$41.3 million.

Overall, campaigns related to California propositions 94-97 which all dealt with Indian gaming, scooped up \$171 million (eat your heart out Jack Abramoff). Not surprisingly, efforts in the Golden State, which has made a habit of ballot-box governing, drew \$471.6 million in contributions related to ballot measures.

Companies affiliated with oil tycoon T. Boone Pickens, who has been promoting energy independence nationally, spent \$21.6 million to pass a bond measure in California that would have provided rebates for the purchase of vehicles that ran on alternative fuels. The measure failed.

Labor unions opened up their wallets to the tune of \$88.6 million on a variety of measures. After California gambling, the biggest ballot measure draw was California's Proposition 8 which banned gay marriage in the state. Those campaigns, both for and against, attracted \$105.8 million.

BROADCAST COVERAGE

1. The Call

CNBC, National | DMA: 0

03/09/2010, 11:00 AM - 12:00 PM

[EC] 00:14:49 What's your point? What they're talking about here. Go ahead, Sharon. What they're talking about here is the incremental increase in gas prices, but also in oil prices and that's what Addison is talking about. A lot of what we've seen in the wholesale gasoline run-up has happened even earlier than we usually have for this time of year and now we're looking at oil prices with the supply/demand fundamentals and it doesn't really make much sense for oil to be at \$80 a barrel and whatever we see in terms of the rise from here, a lot of folks say it will have to depend on geopolitical events as well as money flow. Melissa Francis, the OPEC queen, that is your view. You do not believe this big rally is coming. Let me come back to you having established Melissa's forecast position. We heard from **Boone Pickens**, I believe on Friday, \$90 to \$100 a barrel. Addison, I don't see how you get there without another plunge in the dollar and guess what, as you know all too well, surprise, surprise, the dollar's had a heck of a nice run up 10% and looks strong. How can oil surge with the dollar rising? I'm with you, Larry. It will take an event like the dollar plunging or, you know, you'll have to see something exogenous politically like in Iran or Nigeria, and I don't think that's in the cards either. This goes on what I'm saying about the difficulty with oil holding on to \$80. We can't break out. The bids disappear. There's no follow through conviction from the bulls and there's no retail momentum coming into this market. 00:21:25

Keywords:Commodities: TZ: Saudi Aramco CEO Ali al-Naimi; **Energy** Secretary Chu; China; Conoco Phillips; Wall Street Journal; Ahead of the Take Column; OPEC; **Boone Pickens**; Iran; Nigeria

Visuals:Houston scene live, Sierra Conference

Speakers:Addison Armstrong, Tradition **Energy**

Audience: 376,417 **Spot Cost:** \$3,239

2. Fox Business Bulls & Bears

Fox Business Network, National | DMA: 0

03/09/2010, 04:00 PM - 05:00 PM

[CC] 00:59:08 Tobin, what do we need to know?? I need to get the tease from Gary. 2-0 This week. I like Clean **Energy**, CLNE. **Boone Pickens** is biggest investor. There are mandates taking trucks to **naturalgas**. These guys are in driver's seat. Pardon the pun. Liz: I think you are right. If they do mandate this then everybody has to switch over. They need companies like that. Absolutely. Toby has a good **pick** here. Liz: thank you, gang.00:59:58

Audience: N/A **Spot Cost:** N/A

3. CBS 11 News This Morning

KTVT-TV (CBS) CH 11, Dallas/Fort Worth | DMA: 5

03/09/2010, 05:00 AM - 06:00 AM

[EC] 00:23:44 (the host of KLUV radio discusses his upcoming show)...And at 7:00.**T. Boone Pickens** will join us on the radio. And party that is going to happen to save the quails. Save the quail in the state of Texas and other things like **wind energy**. I was going to ask you if you talk about the big wind mills and Oklahoma State Cowboys... 00:26:54

Keywords:Morning talk: NBA; jury duty; parking violations; 12 Angry Men; Nokia Theater; BJ Thomas; Glen Campbell; Beach Boys; **TBoonePickens**; Save the Quail; **windenergy**; NCAA; selection Sunday;

Visuals:KLUV studio; Gexa **Energy** backdrop;

Speakers:KLUV deejays;

Audience: 40,760 **Spot Cost:** \$181

4. George Sampson

KLIV-AM Freq. 1590, San Francisco | DMA: 6

03/09/2010, 09:00 AM - 10:00 AM

00:08:01 **T. Boone Pickens** is putting together deals to develop five hundred megawatts of **wind** power with General Electric turbines . He tells reporters at aWall Street Journal conference the announcement will come in thirty days ... **Pickens** had once hoped to generate a thousand megawatts with turbines in Texas.The new turbine locations are not being discussed. 00:11:01

Audience: 9,700 **Spot Cost:** \$143