



# 2008 ASPO-USA Peak Oil Conference

Proceedings



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# *The Wall Street Journal . . .*



*The Wall Street Journal* is read by the people who run the country.



# *The Washington Post . . .*



*The Washington Post* is read by people who think they run the country.



*The New York Times . . .*



*The New York Times* is read by people who think they should run the country . . .



*The New York Times* is read by people who think they should run the country and who are very good at crosswords.



*The USA Today . . .*



*The USA Today* is read by people who think they ought to run the country but don't really understand the *Washington Post* . . .



*The USA Today* is read by people who think they ought to run the country but don't really understand the *Washington Post*, they do, however, like their statistics shown in pie charts.



# *The Los Angeles Times . . .*



*The Los Angeles Times* is read by people who wouldn't mind running the country, if they had the time . . .



*The Los Angeles Times* is read by people who wouldn't mind running the country, if they had the time, and if they didn't have to leave California to do it.



*The Boston Globe . . .*



*The Boston Globe* is read by people whose parents used to run the country . . .



*The Boston Globe* is read by people whose parents used to run the country and they did a very good job of it, thank you very much.



*The New York Post . . .*



*The New York Post* is read by people who don't care who's running the country. . .



*The New York Post* is read by people who don't care who's running the country, as long as they do something really scandalous, preferably while intoxicated.



*The New York Daily News . . .*



*The New York Daily News* is read by people who aren't too sure who's running the country . . .



*The New York Daily News* is read by people who aren't too sure who's running the country, and don't really care as long as they can get a seat on the train.



# *The San Francisco Chronicle . . .*



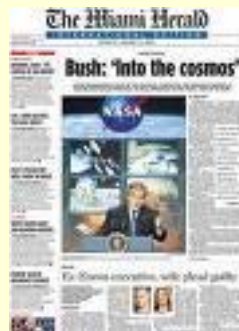
*The San Francisco Chronicle* is read by people who aren't sure there is a country or that anyone is running it; but whoever it is, they oppose all that they stand for . . .



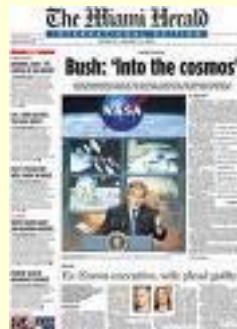
*The San Francisco Chronicle* is read by people who aren't sure there is a country or that anyone is running it; but whoever it is, they oppose all that they stand for. There are occasional exceptions if the leaders are Democrats.



*The Miami Herald. . .*



*The Miami Herald* is read by people who are running another country but need the baseball scores.



*The National Enquirer . . .*



*The National Enquirer* is read by people trapped in line at the grocery store.



# *The Falls Church (VA) News-Press . . .*



*The Falls Church (VA) News-Press* is read by people who understand Peak Oil.



# *The Sacramento Bee . . .*



*The Sacramento Bee* is read by people who know California politics . . .



*The Sacramento Bee* is read by people who know California politics, hate the Lakers, and want Southern Californians to stop thieving their water.





# Welcome To ASPO-USA Sacramento 2008

## ***Reporting the Oil Story, Part 1***

Bart Anderson, *Energy Bulletin*

Erica Etelson, *San Francisco Chronicle*

Neil King, Jr., *Wall Street Journal*

## ***Reporting the Oil Story - Part 2***

Rob Collier, University of California, Berkeley

Lisa Margonelli New America Foundation

Tom Whipple *ASPO Peak Oil Daily News, Peak Oil Review*

Moderator: John Theobald, University of California, Davis