

Unprecedented Coverage for the Inauguration

TV Networks pull out all the stops

(AP) -- In all their planning to cover Barack Obama's inauguration as the nation's 44th president, television networks have paid particular attention to people who must spend their day in front of a computer. CBS News has built a special inauguration Web site to show its coverage on Jan. 20. CNN.com will have four live streams and will allow Facebook users to connect through its site. ABC is offering online archived speeches of past presidents. Fox News and MSNBC Web sites will both stream the inauguration live online.

"There are a lot of people who are going to be captivated by the entire day, and a lot of them are not going to be able to have a television set in the office, or have access to a television," said Sean McManus, CBS News president. The online coverage "has a much higher priority than it has in the past."

None of this means the networks are shortchanging their television plans. Like Election Night, a presidential inaugura-

tion is an event that has been in the planning for a long time and brings out the "A" team. It's even more so now, as Obama's installation as president caps a campaign that drew extraordinary interest from viewers.

"For a news division, it is the gift that keeps on giving," McManus said.

CBS' daytime coverage on Inauguration Day stretches from 10 a.m. to 5 p.m. The network had originally planned to end it earlier, but its affiliates said they'd prefer more from Washington than the usual daytime talk shows, he said.

Besides the daytime ceremonies anchored by Charles Gibson, ABC will devote its entire prime-time lineup for the first time to the inauguration. For two hours, ABC will be on site at the "Neighborhood Inaugural Ball," covering musical performances and the new president and first lady's first dance of the night. At 10 p.m. EST, ABC will track the other inaugural balls and report on the day's special significance for black Americans.

Brian Williams will anchor the daytime coverage for NBC and a live, one-hour special at 10 p.m. that visits several inaugural balls. CBS' Katie



President-elect Barack Obama and his family take the stage during last summer's Democratic National Convention in Denver.

Couric will anchor a 9 p.m. EST special on Obama's journey to the White House, then do a live Webcast reviewing the day's events on CBSNews.com and CNET.com.

The networks are preparing for an inauguration event that

may be larger than anything they've seen before, CNN's Bohrman said.

"I don't think any of us realized how big this inauguration was going to be," he said.

Coverage of the event actually begins three days earlier, when CNN's Wolf Blitzer fol-

lows Obama's Saturday train ride from Pennsylvania to Washington. Blitzer and Anderson Cooper will be CNN's lead personalities for the inauguration.

On Fox News Channel, the inauguration will be the first big political event in years not

anchored by Brit Hume, who has taken on a part-time role. Chris Wallace and Shepard Smith will be the main anchors, with Hume replacement Bret Baier getting both morning and evening duty.

Following its template from big political events last year, MSNBC will originate from an outdoor location on the National Mall, with Keith Olbermann, Chris Matthews, Rachel Maddow and Eugene Robinson. CNBC airs an all-day "CNBC Reports: President Obama & Your Money."

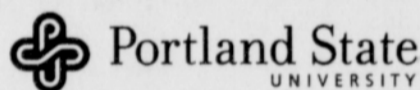
Jim Lehrer anchors PBS' inaugural coverage, with columnists David Brooks and Mark Shields among his panelists. PBS' "NewsHour" also has an extensive Web site with forums where voters can pose questions.

For those who want a realistic sense of being there, C-SPAN's four days of coverage marks major events with no narration.

The event has attracted some extraordinary TV attention, with networks like Nickelodeon, QVC, BET and TV One planning events. The night before the inauguration, The Disney Channel will air a concert honoring military families, "Kids' Inaugural: We Are the Future."

Advertise with diversity
in
The Portland Observer
Call 503-288-0033
ads@portlandobserver.com

**NEED HELP
GROWING
OR STARTING
YOUR BUSINESS?**



Business Outreach Program

Assists entrepreneurs with:

- One-on-one consulting
- Free business workshops
- Business plan development
- And more

For information
Please call 503-725-9820
or email: bop@sba.pdx.edu

Local Housing Group Honored

Portland Community Reinvestment Initiatives, Inc., a group dedicated to preserving, expanding and managing affordable rental housing in the city, has been honored by Bank of America with this year's Neighborhood Builders Award.

PCRI is a 15 year old non-profit that acquired a large inventory of single family homes after its prior owner was charged with racketeering and fraud. The rentals represent some of the last opportunities for lower income households to reside in this type of housing.

Over the next two years, Bank of America will provide PCRI with \$200,000 in grant funding and leadership training.



Bank of America Oregon President Roger Hinshaw presents a community service award to Portland Community Reinvestment Initiative, Inc. representatives Toi Hopson (from left), Pamela T. Blackwell and Maxine Fitzpatrick.

Cell Phone Ban for Autos Wanted

Safety group says use is clearly dangerous

(AP) - A national safety group is advocating a total ban on cell phone use while driving, saying the practice is clearly dangerous

and leads to fatalities. States should ban drivers from using hand-held and hands-free cell phones, and businesses

should prohibit employees from using cell phones while driving on the job, the congressionally chartered National Safety Council says, taking those positions for the first time.

The group's president and chief executive, Janet Froetscher, likened talking on cell phones to drunken driving, saying cell phone use increases the risk of a crash fourfold.

drivers.

Froetscher said the council examined more than 50 scientific studies before reaching its decision. One was a study by the Harvard Center for Risk Analysis that estimates 6 percent of vehicle crashes, causing about 2,600 deaths and 12,000 serious injuries a year, are attributable to cell phone use. Hands-free cell phones are just as risky as hand held phones, she added.

"It's not just what you're doing



Using a cell phone for dialing and text messaging is a hazard that leads to fatal car crashes, according to the National Safety Council.

"When our friends have been drinking, we take the car keys away. It's time to take the cell phone away," Froetscher said in interview.

No state currently bans all cell phone use while driving. Six states - California, Connecticut, New Jersey, New York, Utah and Washington - and the District of Columbia ban the use of hand-held cell phones behind the wheel. Also, 17 states and the district restrict or ban cell phone use by novice

with your hands - it's that your head is in the conversation and so your eyes are not on the road," Froetscher said.

John Walls, vice president of CTIA-The Wireless Association, a cell phone trade group, objected to a complete ban. He said there are many instances where the ability to make a phone call while driving helps protect safety.

"We think that you can sensibly and safely use a cell phone to make a brief call," Walls said.

24th Annual "Keep Alive The Dream"

Tribute to: Rev. Dr. Martin Luther King, Jr.

This event will feature artistic expressions of music, dance, psalm, inspirational speaking and politically motivating speeches.

**WHEN? Monday January 19, 2009
11:00 A.M. - 6:30 P.M.**

**WHERE? Highland Christian Center
7600 N.E. Glisan, Portland, Oregon 97213**

Some of this year's featured highlight performances. Performance times are estimates and subject to change.

11AM Lift Every Voice and Sing Highland Christian Church Choir Grace Memorial Church	1PM Kukatowon (Woodlawn ES) Concordia University No! Kidding! Choir Inspirational Sounds, Eugene OR	3PM Season of Love, OG & Buckman Aaron Meyer
12PM Jefferson Dancers Derrick McDuffey & Chosen Generation NE Community Fellowship Gospel Music of America	2PM U of O Gospel Choir Life Change Church PCC Voices of Soul Ensemble	4PM Boise Elementary Beyons Royalty, Seattle Washington
		5PM PO Soul Entertainment Renee Mitchell Michelle Lang & Still Water (MLSW) Linda Hornbuckle & Friends Janice Scroggins & Friends Reggie Houston



CHANGE? Yes we can! INSPIRED BY THE PURSUIT OF PROGRESS

A Production of World Arts Foundation, Inc.

A Non-Profit Organization

Visit our BLOG at <http://nlemedia.com/MLKT.wmv>

FOR MORE INFO, CONTACT: 503-816-9001

SPONSORS: Safeco Insurance Foundation | Portland Public Schools | The Oregonian | Portland Association of Teachers
McDonald's of Oregon & SW Washington | Enterprise Rent-A-Car | City of Portland | Oregon Education Association
Portland Tribune | Concordia University | Portland General Electric | African American Chamber of Commerce | KBOO Radio
PPS Television Services | Portland Community Media | and many more

Ad by Good Seed Design www.goodseeddesign.com