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Expires January 31, 2012

Winfrey Fights for Success

OWN network begins second year

(AP) — Oprah Winfrey earned the rare opportunity to convert her media charisma into a monogramed TV channel. Now she's the one tasked with rescuing OWN, the Oprah Winfrey Network, after a disappointing first year.

It's a high-stakes, potentially egoshattering challenge that could make the strongest woman or man flinch. But win or lose, Winfrey says she relishes the fight to turn OWN's fortunes around.

"Yes, some mistakes were made. Who hasn't made mistakes? The real beauty is you can say, 'I learned



Oprah Winfrey admits mistakes were made during the first year of running her own TV network, but relishes the fight to turn OWN into a success.

from that," Winfrey said. "I don't OWN's ultimate fate. Or hers. worry about failure. I worry about, 'Did I do all I could do?'"

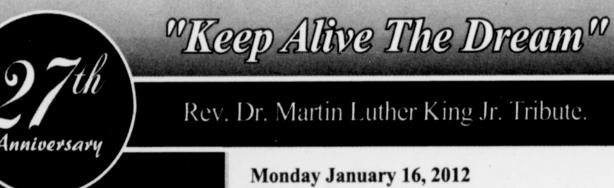
Viewers snubbed the lineup that skimped on programming and, surprisingly, what should have been OWN's unique weapon of choice: Winfrey herself, whose limited onair presence will be boosted with a new weekly series, "Oprah's Next Chapter."

OWN has failed to improve on, or in some instances even match, the modest ratings and small audience not filled by original shows, com-

Winfrey, 57, ruled as the queen of daytime TV until she ended her talk show after 25 years and turned her attention to the channel.

"I am a determined and committed woman. I don't give up. I'm just getting started," she said in a recent interview.

Winfrey attributes the channel's rough start to a more basic error: The lack of a "library" of programming for the many hours of airtime



11:00 A.M. - 6:00 P.M.

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

"Keep Alive the Dream" offers a renewal of appreciation for the life and work of one of the world's most renown citizens.

"The function of education is to teach one to think intensively and to think critically... Intelligence plus character - that is the goal of true education.

A man of substance, faith, compassion, and action, we revere what he revered: Peace and Human Rights.

"The Tribute's 27th consecutive year will be simulcast in Greater Metro Portland on television and radio: Live on PCM Channel 11, tape-delay on Portland Public Schools' Channel 28; live on KBOO radio - 90.7 FM; and streamed across the globe on the web."

Featuring: Local/regional/international Civic and Social Speakers, Performances by Cultural and Contemporary Performing Artists from various schools; Gospel and Jazz performances.

Artist Displays, "Dreamers Village" Vendor's Bazaar, Food Court, & Freedom Riders "50th Anniversary" exhibit.

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African American Chamber of Commerce KBOO Radio 90.7 Portland Community Media, Channel 11 **Television Service, Channel 28**

earned by the low-profile Discovery Health channel it replaced.

"I would absolutely say it is and was not where I want it to be erything I've got. I've spent more for year one," Winfrey said. "My focus up until (last) May was doing what I do best, which is 'The Oprah Winfrey Show,' and likely sounding Plan B if the channel giving that my full attention" until falls short. its conclusion.

year's performance will determine Maui. And I'm not kidding."

pounded by overconfidence about her market value in general.

She said she's giving OWN "evenergy doing this than anything I've ever done in my whole life."

Winfrey claims to have an un-

"If this doesn't work out, I'm go-She rejects the idea that a single ing to go into organic farming in

