

Arts & ENTERTAINMENT



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Winfrey Fights for Success

OWN network begins second year

(AP) — Oprah Winfrey earned the rare opportunity to convert her media charisma into a monogrammed 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 ego-shattering 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 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 on-air 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 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 for year one," Winfrey said. "My focus up until (last) May was doing what I do best, which is 'The Oprah Winfrey Show,' and giving that my full attention" until its conclusion.

She rejects the idea that a single year's performance will determine

OWN's ultimate fate. Or hers.

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 not filled by original shows, compounded by overconfidence about her market value in general.

She said she's giving OWN "everything I've got. I've spent more energy doing this than anything I've ever done in my whole life."

Winfrey claims to have an unlikely sounding Plan B if the channel falls short.

"If this doesn't work out, I'm going to go into organic farming in Maui. And I'm not kidding."

"Keep Alive The Dream"

27th Anniversary

Rev. Dr. Martin Luther King Jr. Tribute.

Monday January 16, 2012
 11:00 A.M. - 6:00 P.M.

Highland Christian Center
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"Keep Alive the Dream" offers a renewal of appreciation for the life and work of one of the world's most renown citizens. A man of substance, faith, compassion, and action, we revere what he revered: Peace and Human Rights.

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

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* Donation: \$5 or five non-perishable food items.



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