

TVweek.com

# Television Week

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## Oprah Winfrey

**Honored as NAB's 2004  
Distinguished Service  
Award Winner as She  
Celebrates 20 Years of  
Broadcasting From Chicago**

**INSIDE**  
Exclusive  
Oprah  
interview,  
biography,  
friends'  
memories



and a poem by Maya Angelou

**SPECIAL REPORT**  
**Oprah Winfrey**  
**Tribute**


**GOOD WORKS** Dr. Gloria Wilder-Brathwaite, one of Oprah's Angels, appears on "The Oprah Winfrey Show" in April 2002 to receive the Use Your Life Award for her work with the Children's Health Fund in Washington.

# Mission: Possible

## Oprah Winfrey Achieved Stardom by Being Herself

By **Lee Alan Hill**  
*Special to TelevisionWeek*

Her 20-year impact on the media is reason enough for the National Association of Broadcasters to bestow its Distinguished Service Award on Oprah Winfrey during the opening dinner of its convention April 19. But for Ms. Winfrey's vast network of champions, the reasons for the NAB to honor her are much greater than that.

The award is given to an individual who has made "a significant and lasting contribution to the American system of broadcasting," NAB guidelines state. Ms. Winfrey's reach is a wide one, extending far past the talk show that is seen by 23 million people in 107 countries. Her corporate banner, Harpo, is an empire worth more than \$1 bil-

**“She changed what we believed was possible.”**

*Terrie Williams, author and motivational speaker*

lion. Companies under its auspices produce films and TV programs such as "Dr. Phil," publish O, the Oprah Magazine, run the online service Oprah.com and own a studio in Chicago.

"People ask me all the time, 'What's she really like?'" said Terry Wood, executive VP of pro-



**SUCCESS STORIES**  
 Ms. Winfrey and her friend Phil McGraw have a winning formula.

gramming for Paramount Domestic TV, Harpo's partner in producing "Dr. Phil."

"I tell them that the woman you have grown to love, the woman you see on television every day, who gets excited about life, who loves to discover and share—that's the same woman I would see every day in the hallway when I worked for her at Harpo, and it's the same woman I partner with on 'Dr. Phil.' Success has not changed her."

Ms. Winfrey is a woman unabashedly on a mission, a talent and a producer who only involves herself in a project if it expands the understanding of the human condition. Her Oprah's Book Club has created best sellers out of wonderful books, some of which were previously obscure; her Oprah's Angel Network supports non-profits that seek to make a dif-

ference in the lives of others around the globe.

"The Oprah Winfrey Show," her TV talk show, is an institution that began exactly 20 years ago in Chicago, when Ms. Winfrey was hired by ABC station WLS-TV to host "AM Chicago." King World began distributing the show, which was renamed after its host,



**GO-GETTERS** Ms. Winfrey appears with scholarship recipients at the Harlem YMCA Black Achievers in Industry dinner in March 2003.

nationwide in 1986, and, incredibly, after all these years, its ratings are stronger than ever. According to the NSS Ranking Report, "Oprah's" household average for the February 2004 sweeps was up 16 percent over the same month last year. The 7.8 rating puts Ms. Winfrey's audience total higher than it was six years ago.

"She has the ability to reach the audience and know what it is they want to know from the guests," said Phil McGraw, who seemingly came out of nowhere when he began appearing regularly on "Oprah." After five years of guest appearances, Dr. McGraw got his own series with Ms. Winfrey's help. Dr. McGraw calls himself "a Ph.D from Oprah University."

"Oprah is the most powerful communicator I have ever seen," he said. "She is completely in the moment when she's speaking to you."

Ms. Winfrey has shared her own background without making it seem a confessional or a bid for attention. She was born in rural Mississippi and experienced hardship and abuse during her formative years.

"She changed what we believed was possible," said motivational speaker Terrie Williams, a fan and the author of the top-selling "The Personal Touch: What You Really Need to Succeed in Today's Fast-Paced Business World."

"I say that not only meaning we black women, nor only black people, but all who view the conditions from which they come as a handicap."

Ms. Winfrey's series is booked to run through the 2007-08 season, though Tim Bennett, president of Harpo Productions, said, "I think we can expect it to have a longer life."

Kate Forte, president of Harpo Films, is beginning production on "Their Eyes Were Watching God," the next "Oprah Winfrey Presents" special for ABC, which is based on the Zora Neale Hurston novel and stars Halle Berry. As with all projects from Harpo, Ms. Forte said, "It's important for Oprah to show the humanity of people."

As for "Oprah" the talk show, the past season's highlights ranged from the star's 50th birthday celebration to "Oprah goes to Costco." As for next season, the show's executive producer Ellen Rakietyen said, "We don't think that far in advance, but Oprah will just instinctively know what the audience will want. She is the viewer, and they know it." ■

## content



### \$6 In Depth With Oprah Winfrey

The TV icon bares her soul to *TVWeek* Editor Alex Ben Block.



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Oprah joins the greats of broadcasting as a recipient of NAB's highest honor.

### \$8 The Girl From Mississippi

Oprah's incredible journey from church recitations to her own talk show.

### \$18 A Breath of Fresh Air on Cable

Oprah's commitment to the Oxygen network is not only financial but also philosophical.

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## TelevisionWeek

Special Report  
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# YOUR WORK ENRICHES OUR WORLD



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# Highest Honor Goes to Oprah

## NAB's Distinguished Service Award Is Reserved for Broadcasting's Greats

By Lee Alan Hill

Special to TelevisionWeek

Oprah Winfrey's being honored by the National Association of Broadcasters with the organization's Distinguished Service Award will place her in the company of past winners who include the very founders of broadcasting, leading newscasters and station owners as well as other media personalities. While she is not the first woman so honored, nor the first African American, she is the first person recognized for service primarily in daytime television.



EDWARD FRITTS

"Oprah has revolutionized daytime television," said Edward Fritts, the NAB's president and CEO. "And [she] has brought a higher level of compassion and activism to the genre. Her contributions not only to broadcasting but to soci-

**“Oprah has revolutionized daytime television.”**

Edward Fritts, NAB president and CEO

ety at large make her a perfect fit for this award."

The Distinguished Service Award, which this year will be presented at the NAB conference's all-industry opening dinner April 19, was first presented in 1953, when Gen. David Sarnoff, the longtime head of RCA, was honored. He was followed in 1954 by his chief competitor, CBS founder William S. Paley.

Since that time NAB has recognized leaders from a wide expanse of media, including former U.S. presidents (Herbert Hoover, Ronald Reagan) figures involved in religious programming (the Rev. Billy Graham)

and the greatest of newscasting giants (Walter Cronkite, Edward R. Murrow, Chet Huntley and David Brinkley).

Bob Hope was the first person primarily known as a performer to be honored (1963). Since that time, few leaders outside of the broadcast corporate offices, the Federal Communications Commission or various news departments have been named, another exception being TV personality and producer Dick Clark in 1993.

Catherine Liggins Hughes, founder of the Radio One Network, became the first African American honored by NAB when she was recognized in 2001. Other women who have received the Distinguished Service Award are Barbara Walters (1997) and last year's recipient, Cokie Roberts.

"That Oprah Winfrey fits right into the remarkable list of Service Award winners seems



### TRIBUTE Maria Shriver

Oprah and I both worked at WJZ-TV in Baltimore and lived in the same apartment complex when we were just starting out. We were girlfriends—two people kind of the same age, colleagues, working girls, single. We were struggling with a lot of the same

issues. She was trying to find herself, in a way, through journalism, but she was already more on track than anyone I knew.

I always knew she had an incredible head on her shoulders. She had a very spiritual component even then; she'd sing at church on the weekends. She asks a tremendous amount from herself. She's a very reliable, honest person. There's no pretense there. And she has a great sense of humor. She can just wink at other women, and they all know what she means.

I'm so proud of her and happy that she's done as well as she has. She's a star in the firmament. Obviously, she'll be a role model for many generations to come. ■



**TOPS IN TALK** Ms. Winfrey won for best talk show at the Daytime Emmys in 1995.

obvious to us," said Dennis Wharton, NAB senior VP of communications.

"If she's not the most influential personality in television of the last 10 to 12 years, she's right up there in any argument about



**HUMANITARIAN** Oprah Winfrey was the recipient of the first Bob Hope Humanitarian Award, presented by the Academy of Television Arts & Sciences at the 54th Annual Primetime Emmy Awards in 2002.

who is," Mr. Wharton said. "She's had as enormous an impact on the public as anyone in broadcasting history."

Ms. Winfrey's resume boasts an array of recognition for extraordinary achievement, including the first Bob Hope Humanitarian Award, presented in 2002 at the 54th Annual Primetime Emmy Awards. Ms. Winfrey also received a Lifetime Achievement Award from the National Academy of Television Arts and Sciences at the 1998 Daytime Emmys.

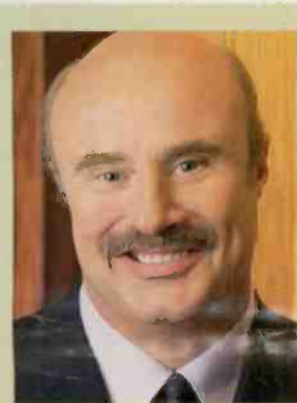
### Roots In News

While Ms. Winfrey has spent more than 20 years hosting daytime talk programs, first locally in Baltimore and Chicago and then on her national program, which premiered in 1986, she has roots in radio and news. After a short period on a Nashville radio station, she became the youngest person—at age 19—and the first African American to anchor a newscast, when Nashville's WTVF-TV hired her. She later moved to Baltimore to anchor the six o'clock newscast on WJZ-TV.

NAB's Distinguished Service Award is given annually to someone who "has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or on behalf of the industry," according to the organization's guidelines.

Additionally, the recipient must be available to attend the NAB's convention and be willing to make an address to the assembly.

Nominations for the Distinguished Service Award come from the membership. The process begins with a ballot mailed to members in the fall preceding the convention. The association's executive committee then "signs off on this," Mr. Wharton said. ■



### TRIBUTE Dr. Phil McGraw

I'd been doing litigation consulting for years and I was called on to help Oprah get ready for trial. She had dealt with the topic of mad cow disease on her show and was being sued by some Texas cattlemen, who in my opinion were trying to assassinate her character.

You learn a lot about people when you're in a foxhole with them, and what I saw in Oprah was her courage under fire, her commitment to the truth and doing right, even if spinning things a little bit might be more expedient. Oprah is all about the truth.

I have a lot of emotions about her, and gratitude is certainly foremost among them. It was her vision about me and what I could do that put me in the direction I've taken with my life. But as grateful as I am for that, I'm even more grateful for her observations and lessons. She's just a great resource, a great mentor, and I'm lucky to say, a very good and dear friend. ■

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# Oprah on the Record

Though she interviews many celebrities, Oprah Winfrey actually gives very few interviews herself. She prefers to keep the focus on her guests. However, as this year's recipient of the National Association of Broadcasters' Distinguished Service Award, Ms. Winfrey is the newsmaker. She agreed to talk about her life and career and spoke by phone from her home in Santa Barbara, Calif., with *TelevisionWeek* Editor Alex Ben Block. An edited version follows. For a longer version of the interview, go to [TVWeek.com](http://TVWeek.com).

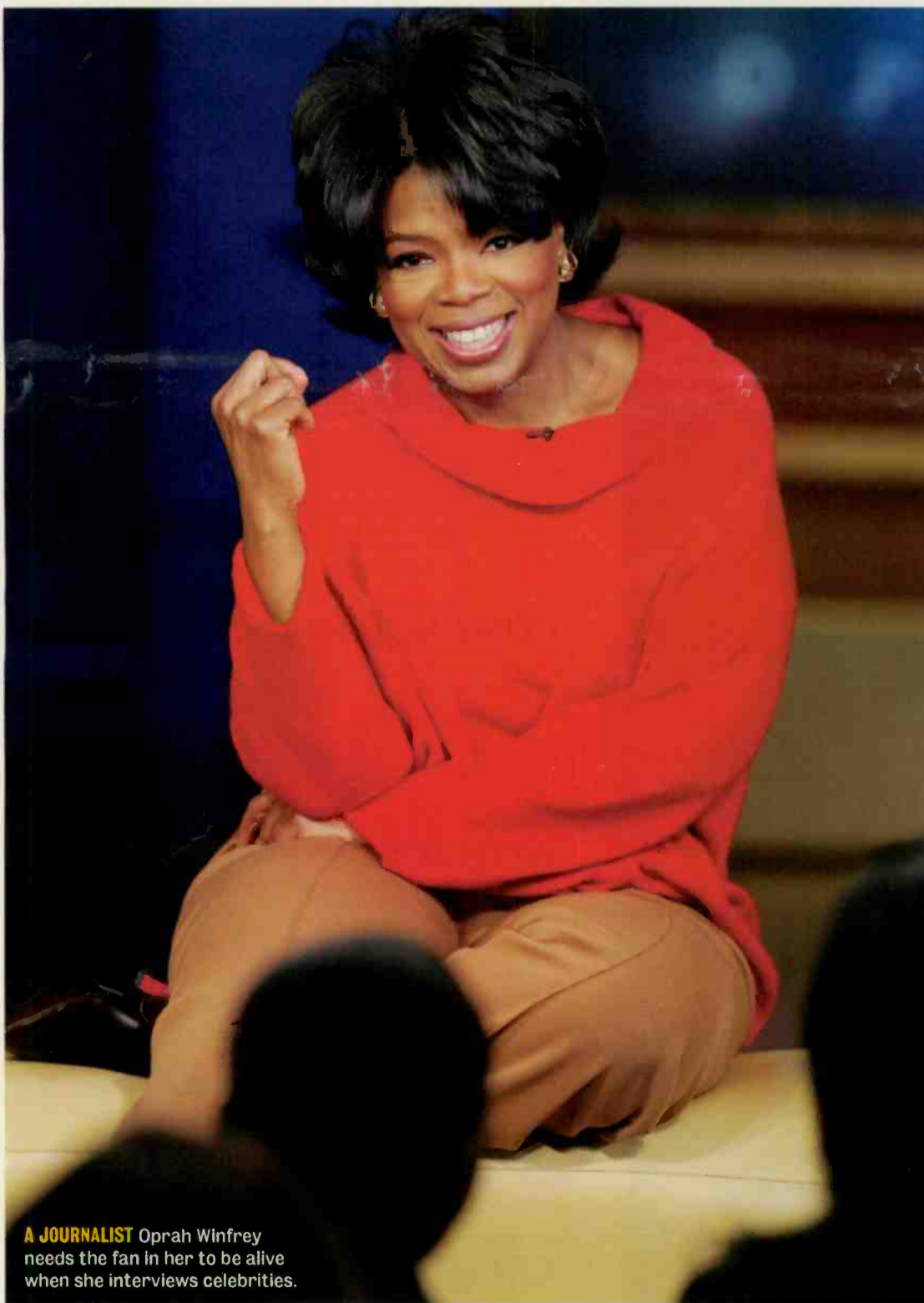
**TelevisionWeek:** In reading the background material on you, you don't really seem to want to call yourself a journalist. But to me, you are a journalist as well as a talk show host. Would you mind sharing with me how you would identify yourself in that sense?

**Oprah Winfrey:** That's such a profound, thoughtful question on your part. Do you know that whenever I go overseas and there is this space to fill out what you do, who you are, I'm standing there for five minutes. Like, what do I say? Do I say journalist, like maybe they're going to follow me around. Am I talk show host, chat show queen? [That's what somebody said in London.] I think journalist is good. I don't call myself a journalist because in the years when I did consider myself to be a journalist, in my TV years, I was often too involved and emotional and connected and engaged in the stories to really be called a journalist. I wasn't a good journalist and don't see myself as one because to me it means you have to define some really clear lines that you're not allowed to step over. Journalists don't cry with their guests. You know what I mean? So that's why I don't define myself as one. Because I think that I don't maintain that hard line. Sometimes I try to and other times I just go, 'Forget it.'

**TVWeek:** Although you've become a world-class celebrity yourself, I get the sense that the fan is still alive inside you somewhere.

**Ms. Winfrey:** Yeah, especially if it's like John Travolta. I mean John was on [the show] for my birthday recently. He did some toast to me. I swear I had to go back and look at the tape and see what he said. I'm like, 'Try not to go into the ugly cry.' And that thing where you're like, 'This is John Travolta and he's talking to me and I think he just said I was gorgeous.' So yeah, I think you need the fan in you to be alive. Otherwise, what is it? Otherwise you'd just be sitting there thinking it.

**TVWeek:** What do you think about celebrity culture—the way



**A JOURNALIST** Oprah Winfrey needs the fan in her to be alive when she interviews celebrities.

we in our society elevate celebrities?

**Ms. Winfrey:** I think I'm embarrassed by it. I think it is a step back in our own evolutionary process, because I think, first of all, adoration is unhealthy for

anybody.

**TVWeek:** For the person being adored it's unhealthy?

**Ms. Winfrey:** Yeah, it's unhealthy for the person who is adoring and it's unhealthy for

the person who is being adored. Because what it says is that there is something about you that is different or better than me. So for all the people who are fans, fans, fans, you know, 'Oh my God, oh my God, oh my God.' It's hard to have a relationship. All fans want to be a friend. It's hard to really be a friend with somebody who already thinks you're not like them.

**TVWeek:** Doesn't it also make it hard to know who to trust?

**Ms. Winfrey:** Yeah, it doesn't make it hard to know who to trust for me because I basically have the same friends that I started with, and I have 'bullshit radar.' I really do. I just can smell it, I can sense it, I can feel it. I guess it comes from talking to people all these years. It's a vibe; it's an energy thing that you get when people are trying to use you or want to be in your pres-

entered broadcasting there still were relatively few African Americans [in TV], certainly not in the position you are in today, either behind the scenes or in front of the camera. And yet you also came along at a time that I would guess you benefited so much from the Civil Rights Movement and what happened in the '60s and '70s. Did you benefit from that? How did it affect your career? Do you feel that timing was important?

**Ms. Winfrey:** Timing wasn't just important, timing played a major role. Timing was everything. I wouldn't be here without timing. First of all, had there not been a Civil Rights Movement, I would never have been able to be in broadcasting. I got my first job in broadcasting, unquestionably, with no doubt, because I was black and I was female. I was 19 years old in Nashville, Tenn. And there was in 1973 a concerted effort to look for minorities. I think there were five of us all hired at the same time. There was a photographer hired, and another reporter hired. ... There were five black people, and at the end I was the only one left standing.

You can have the door opened to you, but you have to be able to walk through it. You have to be able to withstand the work. Unquestionably it was the Civil Rights Movement that allowed that door to be opened to me.

The talk show door, we will never know, but I don't think that what I've been able to achieve in the business could have been accomplished had not Phil Donahue first walked through that door—because it was Donahue, and because he was white and male and saw women in a way that the networks had never allowed themselves to see women before then. Women were smart. The mothers at home want to do more than bake Toll House cookies. That's what Phil Donahue did. And he opened that door to the thinking, stay-at-home mom. And created opportunities and laid the groundwork that later became a bridge for me. So I'm very much aware that I wouldn't be here if No. 1, the Civil Rights Movement, and others like Phil, had not come before me. You know, Phil, Dinah Shore, all those people. If I had been the first jumping out of the box from where I came from, it probably wouldn't have happened.

I also believe that I wish to use television, not be used by television. In the beginning you have to be used by TV, because it's a game of numbers, viewership. We're trying to connect to as many people as possible. And you have to win the public trust in order to do that. And so I think now I'm in a position [to do that].

**TVWeek:** An African American friend said, 'Please ask Oprah why she doesn't do more specifically for other African Americans.'

**Ms. Winfrey:** Well I'm always pained, pained would be the word, pained when I hear that question.

ence for whatever it is they think it's going to do to them to validate themselves. So, no, I don't have an issue of who to trust. Never have had that.

**TVWeek:** When you first

continued on page S23



*Yes!*

No one deserves the ovation more than Oprah,  
Winner of NAB's 2004 Distinguished Service Award.





**A FAST START** In 1973, when she was 19 years old, Oprah Winfrey was hired as an anchorwoman at Nashville CBS affiliate WLAC-TV (now WTVF-TV).

# A Girl Who Became the Talk of TV

## Oprah Winfrey Found Her Way With Amazing Results

By Betty Goodwin  
Special to TelevisionWeek

Oprah Winfrey is the multi-hyphenate to end all multi-hyphenates: talk show host-actress-television producer-movie producer-magazine founder-columnist-philanthropist-cable television network owner-billionaire-fashion plate-bookworm-boss.

For a woman born 50 years ago in the poor, black farming community of Kosciusko, Miss., where people raised their own food, drew water from a well and emptied slop jars from an outhouse as part of their chores, hers is an American success story and then some.

Her parents, Vernita Lee and Vernon Winfrey, were never married, and in fact knew each other only for the duration of Mr. Winfrey's two-week Army leave. Ms. Winfrey was alternately raised by her grandmother, Hattie Mae Lee, in Kosciusko, her mother in Milwaukee and her father and his wife in Nashville.

In Kosciusko her early years were marked by deep faith and a love of the Bible, and those chores, none of which, she knew even then, would fit into her

agenda later in life. At age 3, she was reciting Bible "pieces" at the Presbyterian church, an activity she enjoyed and at which she excelled. Her grandmother taught her to read, and reading became a lifelong passion. But at age 9, life took a dark turn while Oprah was living in a boarding house in Milwaukee with her mother and half-sister. She was raped by a cousin and for several years after was sexually abused by friends of the family.

Ms. Winfrey launched herself into reading and school, and in the ninth grade won a scholarship to attend Nicolet High School in one of Milwaukee's white neighborhoods. But she got into so much trouble with misdeeds, such as stealing money from her mother to keep up with the rich kids, that Ms. Lee planned to put her in a home for juvenile delinquents.

Unwilling to wait for a space to open up, she instead sent her daughter to live with her father in Nashville, where again, young Ms. Winfrey was victimized. At age 13 or 14, she was sexually abused and impregnated by an uncle. She was so ashamed she kept the pregnancy a secret until she could no

longer keep it from her father. She has said this was the hardest thing she ever had to do.

When she was seven months pregnant, she prematurely delivered a baby who died shortly thereafter. Ms. Winfrey said she looked at the experience as a major opportunity to go on and do something positive with her life. And she has said that perhaps it explains why she never became a mother later.

Gayle King, editor-at-large of *O* magazine and Ms. Winfrey's



**CLASS OF '71** Ms. Winfrey had a job reading news in high school.

closest friend since the two worked together at Baltimore's WJZ-TV, said Ms. Winfrey credits her father, a disciplinarian, with guiding her and turning her life around.

In high school she excelled and won state championships in drama and speech and performed in plays. At 16 it was clear she possessed the elusive X factor when she became the first African American to win the Miss Fire Prevention title. Collecting her prize at the local black radio station, Ms. Winfrey was given a tour of the studio and a voice test, and the manager hired her on the spot to read the news after school.

At Tennessee State University, Ms. Winfrey majored in speech and drama with her sights set on becoming the next Barbara Walters. "She's always had big dreams," Ms. King said. "She always says, 'God can dream a bigger dream than you can dream for yourself.'"

At age 19 she was hired as an anchorwoman at Nashville's WLAC-TV, now WTVF-TV. She later joined the evening news program in Baltimore, where she found that her tendency to get emotionally involved in stories made her unsuited for the job. Instead, she reluctantly became co-host on the live morning talk show "People are Talking."

The rest is talk show history.

### Taking On 'Donahue'

Her now-legendary move to Chicago to host "AM Chicago," a struggling local talk show airing in the same time slot as the top-rated "The Phil Donahue Show," highlighted two important themes of her life: faith in God and belief in herself.

In the March 2004 issue of *O*, Ms. Winfrey revisited the day when her boss in Baltimore told her she was "committing career suicide" taking on "Donahue" and warned her, "You're going to fail."

"I didn't know if he was right," she wrote. "I didn't have the confidence at 29 to believe I could succeed against such an auspicious competitor. I did have the faith to know I could succeed in life. And if it wasn't in television, then I would be led to something else."

"The qualities you see on the air are the same qualities you see in her in real life," said Dennis Swanson, the Chicago station manager who hired her. "She's a hard worker. She has faith. She's generous. She's very loyal to those around her. When my son was struck by a car in Santa Barbara—how she found out about it I have no idea—the first huge bouquet of flowers was from her. That's the kind of person she is."

Asked to explain Ms. Winfrey's miraculous success in so many fields, Ms. King, who may know her better than anyone, said, "She never said, 'What can I do to top this?' There hasn't been a strategy or game plan, but something always presents itself."

Defeats have been rare. The 1998 box office disappointment "Beloved," a movie Ms. Winfrey produced and starred in based on Toni Morrison's best-selling novel, "was the only defeat I can recall," Ms. King said. Ms. Winfrey hasn't ventured into feature films since.

How did she get through that experience? "Macaroni. I'm telling you, macaroni and cheese. We sat around and ate all weekend long," Ms. King said.

**“She always had big dreams. She always says, ‘God can create a bigger dream than you can dream for yourself.’”**

Gayle King, editor at large, *O* magazine

"It took something out of her, no question. She really loved that movie. But she doesn't get too many lemons in life, and when she does, it doesn't bring her to her knees."

When she needs wisdom and guidance Ms. Winfrey picks up the phone and calls Maya Angelou who, like herself, has accomplished so much in so many areas—as a poet, educator, actress, director, activist and presidential appointee—that she has become a national treasure. "Maya always seems to have the answer for whatever it is. I've seen it in action," Ms. King said.

Ms. Winfrey has other close friends she counts on as well, but when the time comes to make important decisions, she's comfortable with her choices. "Oprah will seek the advice of others, but in the end she holds her own counsel," Ms. King said. ■



The image features large, 3D block letters. The word 'Oh!' is rendered in a bright yellow color with a slight shadow, positioned at the top. Below it, the word 'Oprah!' is rendered in a vibrant purple color, also in a 3D style with shadows. The background is a light purple gradient with curved, overlapping bands of slightly darker and lighter shades of purple. The overall aesthetic is celebratory and modern.

# Oh! Oprah!

Some of the best Oh! moments happen  
**"After The Show."**

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**HEAR THEM ROAR** Susan Sarandon, left, has Goldie Hawn and the host in stitches during a guest appearance by the two actresses on "Oprah."

# 'She Was the Best I Had Ever Seen'

## Winfrey's Boss at WLS-TV in Chicago Recalls Days Leading to 'Oprah Show'

By Dennis Swanson  
*Special to TelevisionWeek*

It was August 1983 and it was my first day on the job as the new general manager of WLS-TV Chicago.

The host of the station's morning show walked into my office about 7 a.m. and asked out of his contract so he could pursue an opportunity in New York.

A less-than-successful "AM Chicago" finished at 10 a.m., and I made the day for the host by giving him the out he wanted.

The problem for WLS-TV and "AM Chicago" was that we were head-to-head with the highly successful "Phil Donahue Show" being produced live across town at WBBM-TV, which at that time was the highest-rated CBS-owned station in the country.

I thought one of our problems was that we were trying to out-Donahue "Donahue," rather than provide an alternative. I urged the staff to look for someone totally different so we might give the viewing audience a dis-

tingent choice.

The next day Debbie DiMaio, a segment producer working on "AM Chicago," came down to see me. Debbie had a tape from her previous employer, WJZ-TV in Baltimore. She said it was hard to tell from this tape, but that the woman co-host was quite

good and that we should consider her as a candidate for our "AM" show. That was my first introduction to Oprah Winfrey.

We looked at many folks before the process was over, but the consensus was that Oprah was ahead of the field.

We brought her to Chicago on Labor Day weekend 1983 for a full-scale audition. As I sat in my office and watched a mock version of the "AM" show hosted by Oprah, I realized I was seeing something super-special. She was the best I had ever seen.

Oprah came down to visit afterward. She wanted to do this show and do it solo. She seemed to me to be almost desperate for the chance.

Oprah asked if I had concerns. "Not really," I said.

"I'm black," she said.

"Yes, I could see that," I said. "I'm in the win business, not the color business."

"I'm overweight," she said.

"So am I," I answered. I urged her not to lose weight, change her hairdo or dress style. I wanted Oprah just as she was.

But then I registered a concern. "Can you handle success?" I asked. "Big success. I've seen people in this business ruined because success went to their head."

Oprah became flustered—

something I had never seen before and rarely have since. Did I really think she would be that successful? My answer that September Saturday in 1983: "Lady, you are gonna shoot the lights out."

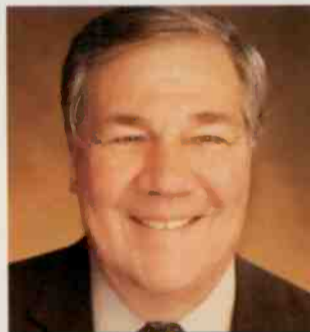
We had to wait for her Baltimore contract to expire at the end of that year, although her attorney back then, Ron Shapiro, got her out of a further two-month obligation.

We debuted Oprah Jan. 1, 1984. From last to first in just one month—victory in the February book of '84! A campaign song followed, "Everybody Loves Oprah," and they sure did.

I walked to City Hall with her one afternoon soon thereafter. People were shoving scraps of paper, various objects, dollar bills, anything you could write on to get an autograph. Oprah owned Chicago in a very short space of time.

We changed "AM Chicago" to "The Oprah Show" to get ready for a national release in the fall of 1986. She again shot the lights out, and she still does. It's good that she changed her mind about retirement. And as for my concern as to how she would deal with stardom, well, I need not have been concerned at all.

Everybody still loves Oprah, and so do I. ■



**DENNIS SWANSON** Brought Ms. Winfrey to Chicago in 1983



**TINA FOR TWO** Ms. Winfrey follows the lead of Tina Turner in February 1997.



TRIBUTE

## Joe Roth

When Oprah Winfrey introduced herself to movie audiences with her brave performance in Steven Spielberg's "The Color Purple," I, along with America's top critics and the Motion Picture Academy, sat up and took note. Here was a woman who gave a long, unblinking view into the depths of her core.

I waited 13 years for the honor of working with her on the brilliantly courageous "Beloved," and through the experience gained a true friend.

Oprah continues to give, not only by entering our living rooms every day with her television show but in a deeply personal way that has touched many lives. Oprah's truly an original and unstoppable force. It is an immense pleasure to be her friend.

Oprah, congratulations on your NAB Distinguished Service Award and thanks for making all of our lives brighter. ■



TRIBUTE

## Bill Cosby

Oprah has the same feelings about people that Sammy Davis Jr. had. She loves them, and she wants them to love and understand her and understand what she's doing.

Oprah cares very, very much, and her work over 20 years, her growth, her changes, are all adaptable, because they deal with her caring and love for all people.

Congratulations, Oprah! ■

PARAMOUNT

AND EVERYONE AT

DR. PHIL

WARMLY CONGRATULATE

OPRAH WINFREY

ON RECEIVING THE

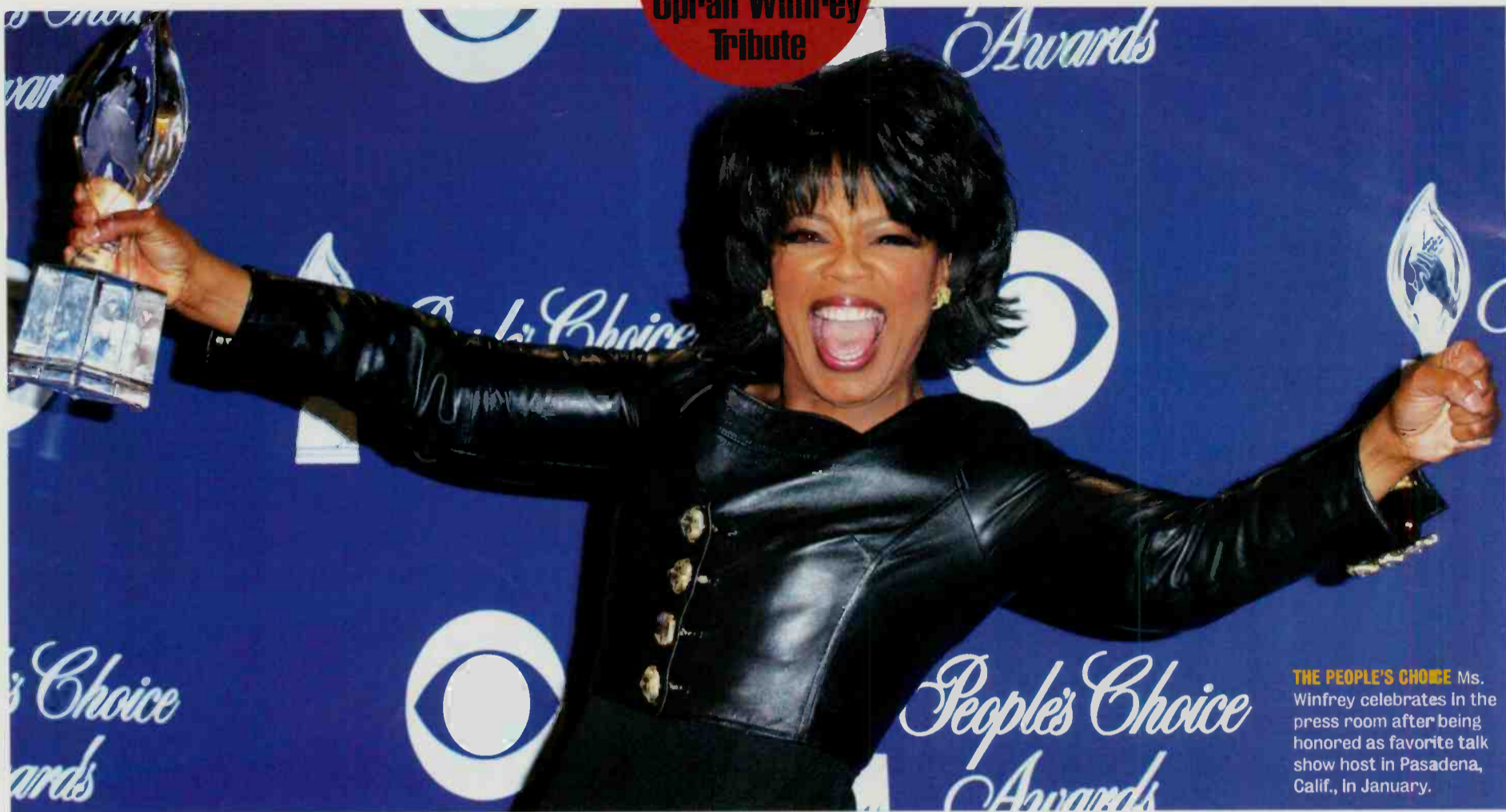
2004 DISTINGUISHED SERVICE AWARD

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NATIONAL ASSOCIATION OF BROADCASTERS



**SPECIAL REPORT**  
**Oprah Winfrey**  
**Tribute**



**THE PEOPLE'S CHOICE** Ms. Winfrey celebrates in the press room after being honored as favorite talk show host in Pasadena, Calif., in January.

# King World Treasures Its Crown Jewel

**Young Talk Show Gem Helped Build Syndie Empire**

By Lee Alan Hill  
Special to TelevisionWeek

Twenty years ago, when Oprah Winfrey became the host of "AM Chicago" on WLS-TV and promptly attracted more audience than longtime daytime ratings leader Phil Donahue in head-to-head competition, it was apparent that she would have a shot to go national.

There were many suitors offering to take her there, but Ms. Winfrey chose King World Productions and their fortunes have risen together ever since. When the news hit Wall Street that she signed a contract extension in 1995, King World's stock rose \$3.75 per share.

"We've done right by her and she's done right by us," said Roger King, CEO of CBS Enterprises and King World, who will be inducted into the National Association of Broadcasters Hall of Fame during the NAB convention the same day Ms. Winfrey receives the NAB's Distinguished Service Award.

"Her [Nielsen] ratings are higher now than they were eight



**MARKETING 'OPRAH'** Michael King, left, and Roger King made sure their target audience saw screenings of Ms. Winfrey's talk show.

to 10 years ago," Mr. King said. "We don't have to do a different marketing campaign every year to sell her. She has always been one to keep the eye of the tiger."

Back in 1984 King World might have been called the savior of WLS-TV, the ABC owned-and-operated station in Chicago. The station had been deeply mired in third place in 1983, when Dennis Swanson became VP and general manager. Mr.

Swanson bought "Wheel of Fortune" from King World and began airing it Jan. 1, 1984. He then bought "Jeopardy!" and put that on in September.

Those two game shows combined with the locally developed and produced morning talk show hosted by Ms. Winfrey, an import from Baltimore, to catapult WLS to the top spot in the market.

"We had sold our game shows to Dennis and so were doing a lot

of business with the station," Mr. King said. "He brought Oprah to our attention, telling us we had to look at her. People talk now about how she was a woman, and her color, and the other things and think it was some big thing that we launched her nationally. The truth is the way she talked to people as a person, the way she, as I always say, jumped through the camera—that was all that mattered."

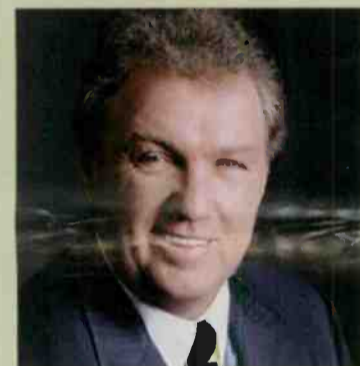
It didn't hurt that she was beating Mr. Donahue's long-running program in Chicago. But King World decided to hold off launching Ms. Winfrey's show until the 1986-87 season, after she was expected to draw national attention as a co-star of the motion picture "The Color Purple."

**An Easy Sell**

Mr. King now says Ms. Winfrey was an easy sell in morning time periods, though to sell her to stations where the only openings were in afternoon time slots "took more money for marketing than we were bringing in from sales to those stations—and Los Angeles [KABC-TV] was one of them."

Roger King and his brother Michael King, the company's primary owner-operators at the time, did not leave the decision to put a then-plump black woman on the air to the station managers, most of whom were white males over the age of 50. In most markets, when the Kings screened their tape of "The Oprah Winfrey Show," they insisted that secretaries and other women in the station offices be invited into the room.

"Oprah" went on the air on 130 stations and is now on 214, representing a 99.87 percent market penetration. Industry estimates indicate the show's revenues were \$125 million for its first season. Cumulative rev-



**TRIBUTE**  
**Roger King**

Oprah Winfrey is on a mission, and she is a gift to the world; everyone knows that. But you have no idea how much good this woman does outside the public eye, how much giving she does.

I'm not going to tell you the many, many things she does, because it's not my place to do so. But I'll tell you this—from the moment we saw a tape of her show, and the moment we met her, there was no doubt in our minds that Oprah was beyond extraordinary and special. She jumps through the camera. ■

enues are now certainly in the multiple billions. Ms. Winfrey's current contract runs through the 2007-08 season.

"Oprah worked her butt off to get that show going," Roger King said. "She would do the show in Chicago, then fly to Cleveland to do promos. The next day she would do the show, then fly to Detroit to do promos. No sacrifice was too great for her.

"We still have a great relationship," Mr. King said. "We speak on the phone frequently but never about what should be on the show. I wouldn't embarrass myself by telling her how to produce her show, and she still has confidence in us to sell it." ■

*OPRAH*  
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OPRAH**

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NAB DISTINGUISHED  
SERVICE AWARD  
& ON 20 YEARS  
OF GREAT TELEVISION.**

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**Hearst-Argyle**  
**TELEVISION**

# Inspired by a Real Wonder Woman

## Psychologist Pattered Her Approach After Example Set by Her Superhero

By **Patricia Raspberry**  
*Special to TelevisionWeek*

When I was a little girl I wanted to grow up to be Wonder Woman, an omniscient, unconquerable goddess with bullet-deflecting bracelets, a golden lasso and an invisible plane. I craved the power to fend off my fiercest opponents (or the neighborhood bullies), the skill to elicit the truth from the most adept prevaricators and, most important of all, the ability to fly.

As an adult I sometimes reflect on the fact that my childhood role model didn't look at all like me. It wasn't that I didn't know any smart, strong and beautiful black women—I was raised by the strongest, smartest and most beautiful one there is. But in the eyes of a child, a lady on TV with a tiara and a lasso is always going to trump the one who cuts orange slices for your soccer games and tucks you in at night.

Besides, there simply weren't many heroic black women on television, where my mid-1970s superheroes lived.

Just as I have grown up since then, so, to an important degree, has television, where images of strong black women are, though not exactly bountiful, definitely more prevalent.

Today, my most awe-inspiring superhero—on TV or off—is a black wonder woman named Oprah Winfrey.

And best of all, she's real. She may not be omniscient, but she is uncommonly wise. She may not have bullet-deflecting bracelets and magical powers, but she does have the power to change lives.

She has changed mine—inspired me to unshelve my childhood dream, polish it up and place it front and center for all the world to see.

Having been raised by a writer and an English professor, I inherited a voracious appetite for the written word and near reverent appreciation for education. Still, I was taught early on,

as most black children are, that I would have to work harder and be even smarter than my white peers to achieve the same goals. Naturally, I understood that if I wanted to move ahead of the crowd, I'd have to transcend the very best. But that proved to be a somewhat daunting mandate. That was, until Oprah.

### The Best

Journalist, activist, ambassador, warrior and sister-friend to millions, Oprah Winfrey is truly the best at what she does. Whether she is exposing the plight of AIDS orphans in Africa, encouraging the nation to rediscover reading, donating computers to inner-city schools or helping a middle-age mother of five realize her dream of becoming a pop star, Oprah's compassion and generosity inspire us all. She shows us worlds we may

**“Today, my most awe-inspiring superhero—on TV or off—is a black wonder woman named Oprah Winfrey.”**

*Patricia Raspberry, Ph.D., social psychologist and director of research analysis, PortiCo Research*

never otherwise see, even though they may exist in our own backyard. And she teaches us to look beyond the differences that separate us, to focus instead on our collective humanity.

I remember only bits and pieces of the day I defended my doctoral dissertation. It felt as if, under tremendous pressure, I'd blacked out from shock and out of necessity channeled Oprah. To my mind, for those three hours (for which I'd spent the better part of a decade preparing), I was brilliant, witty, quick on my feet, self-assured and resilient enough to overcome any obstacle thrown my way. In short, I was Oprah.

The reality was, of course, that I'd done it on my own. After

years of being inspired by the boldness with which Oprah approaches both her work and her life, I'd learned to recognize my own superpowers, rather than looking to be a fantasy person or expecting someone else to swoop in and save the day.

After earning my doctorate in social psychology, I embarked on a career as an ethnographer. Like Oprah, I make my living interviewing people and telling their stories. I travel throughout

the country speaking with consumers about what it is that connects them with certain products and brands, but these conversations often end up being about so much more. By asking the right questions, a conversation about what brand of baby food someone purchases can easily evolve into a deeper discussion about the meaning of family and life.

### Warmth and Respect

Each time I sit down with a subject, I make a conscious effort to mirror the warmth, compassion and respect Oprah shows her subjects. Following her example, I try to couple strength with sensitivity so I get the answers I'm after in a way that leaves my subjects feeling

enriched, embraced and empowered. And if I've done my job well, I'm left feeling as if I've provided a medium by which their voices can be heard.

I recently interviewed more than 60 young men and women for a study I designed with the objective of exploring what most matters in the lives of black Americans today. One thing I discovered is that when it comes to role models and personal heroes, the name “Oprah Winfrey” is at the top of most of their lists.

I sensed a great deal of excitement among a new generation of African Americans about where they are, what they have accomplished and where they hope to go. And it is not an exaggeration to say that I attribute the burgeoning self-confidence of young, black Americans to Oprah Winfrey's influence. When asked what they would say to this wonder woman if given the opportunity, respondents expressed the following sentiments:

“Tell her she makes me proud to be a black woman” ... “a full-figured woman” ... “a brown-skinned, full-featured, black woman” ... “a woman” ... “a human being.”

“Tell her that I said, ‘Thank you.’ For everything that she has given every little black girl who grew up facing adversity. She's shown us that we can beat the odds.”

“Because of her, I know anything and everything is possible.”

These messages, and many more like them, came from young women and men of all sexual orientations, educational

and income levels. And this, I believe, speaks to the impact Oprah has had on the world.

Oprah's greatest talent is, in my opinion, her ability to connect not only with different types of people but with all the different parts within each of us. And she does this without ever changing who she is. She's impacted my own life in such a profound way.

She's taught the psychologist/ethnographer in me to ask the deeper questions, both of others and of myself, and to recognize the truth when I hear it.

She's taught the woman in me that true beauty has nothing to do with dress size but rather with the size of one's heart and one's contributions to the universe. As important, Oprah has taught me that I don't need anyone's permission to succeed but my own.

As an African American, Oprah has shown me that it's possible to reach the highest heights without abandoning my roots. But the best part is she has proved to the little girl who still resides inside me, and to countless other little black girls around the world, that superheroes really do exist, and some of them look just like us.

Because of Oprah Winfrey, we now know that we don't need some hokey invisible plane. All we need is to put our minds to it and we, too, can fly. ■

*Patricia Raspberry, Ph.D., is a social psychologist and director of research analysis for consumer research firm PortiCo Research. She can be reached at raspberry@porticoresearch.com.*

**SPECIAL REPORT**  
**Oprah Winfrey**  
**Tribute**



**MIRRORING OPRAH** With Ms. Winfrey as her role model Patricia Raspberry learned to ask the deeper questions.

*Congratulations to*  
***Oprah Winfrey,***  
*esteemed recipient of the 2004*  
*NAB Distinguished Services Award.*

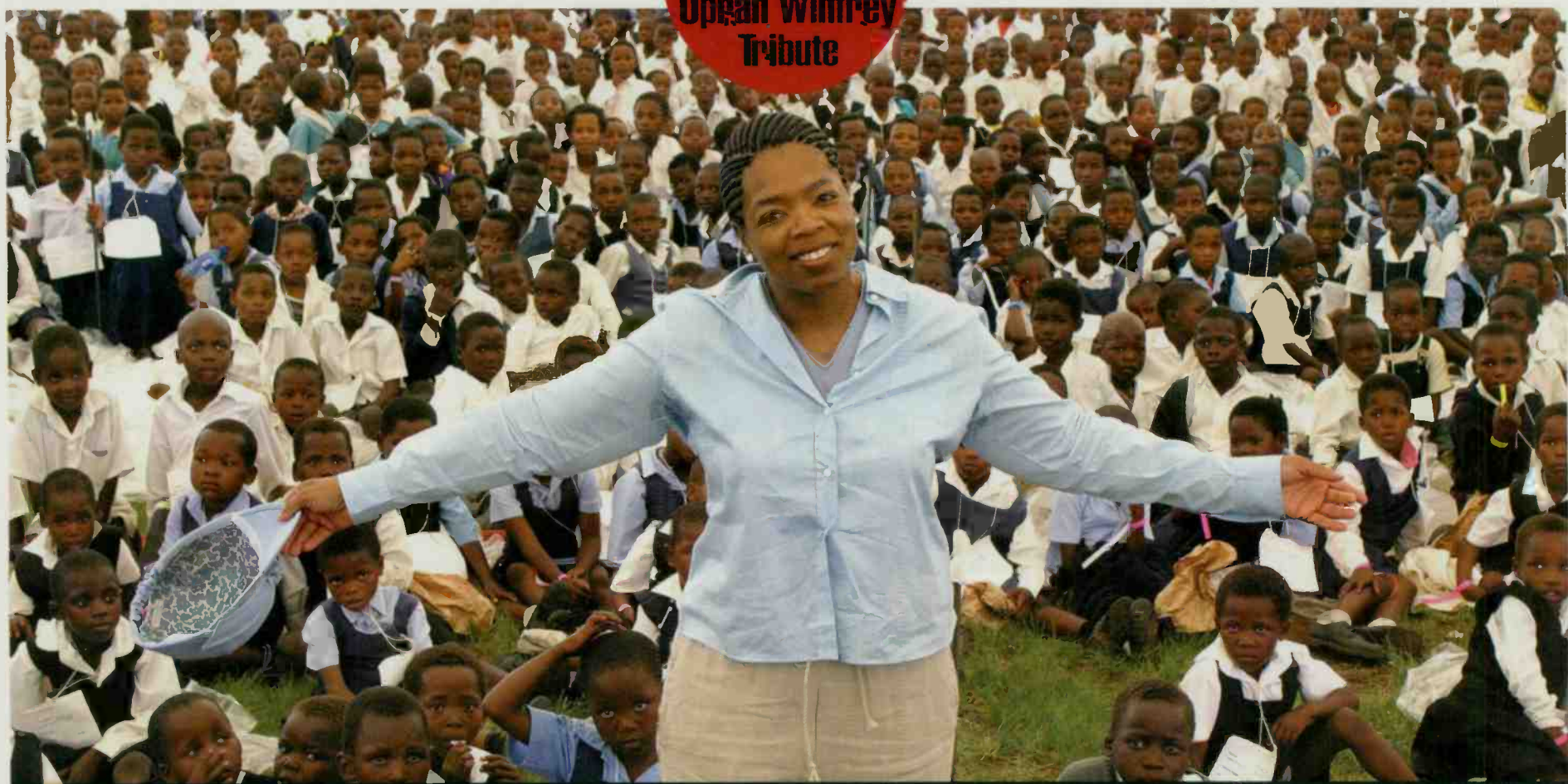
*Nielsen Media Research salutes*  
*Oprah's outstanding*  
*achievements and contributions within*  
*the broadcasting industry.*



**Nielsen**  
Media Research



a vnu business



**CROWD PLEASER** Through her ChristmasKindness campaign Oprah Winfrey distributes school books and supplies, clothing and food to children in South Africa in December 2002.

# Charity Begins With Oprah

## Donations of Clothing, Books, a School Are Just a Start to Her Philanthropy

By **Jacque Jones**  
*Special to TelevisionWeek*

With a yearly income said to be in the \$200 million range, Oprah Winfrey reached billionaire status in 2003. But while she may live large, she also gives large.

Ms. Winfrey has donated more than \$50 million to charity, according to the Chicago Sun-Times, landing her a spot on last year's prestigious Chronicle of Philanthropy as one of America's top donors. She became the first person to receive the Bob Hope Humanitarian Award from the Academy of Television Arts & Sciences at the 2002 Primetime Emmy Awards in recognition of her ongoing support of numerous human rights causes.

Ms. Winfrey's humble and at times traumatic background is what inspires her to speak for people, especially children, who don't have a voice, her friends and colleagues said.

"She's a real humanist," said

Dianne Hudson, former executive producer of Ms. Winfrey's talk show and current president of the Oprah Winfrey Foundation, which was established in 1987. "It's in her nature. She's always been this way, and her foundation is just a more formal philanthropic effort."

Ms. Hudson said Oprah is extremely clear about her goal—to educate as many children as possible. And she's wasting no time doing just that. Along with Free the Children, a nonprofit that builds schools around the world, her private foundation has already had a hand in launching 35 schools in countries including Haiti, India, China and many in South America and Africa. Her foundation has also worked with Help the Afghan Children, another nonprofit. The organization has built two schools in Afghanistan and is slated to build four more.

Her National Scholars Program awards scholarships to



**IN THE CLASSROOM** On her December 2003 visit to Cape Town, South Africa, Ms. Winfrey visited the Chris Hanl Independent School.

students who plan to use their education to give back to their communities. There's also the Oprah Winfrey African Women Fellowships, a partnership with New York University's Robert F. Wagner School of Public Service, an endowed program that helps educate African women for leadership positions in their home countries.

### Passion for Giving

Add to that list A Better Chance, a nonprofit that awards scholarships to students with merit, for which Ms. Winfrey is the national spokesperson.

Ten years after she began her private foundation, Ms. Winfrey decided to share with her viewing audience her passion for giving and announced the launch

of Oprah's Angel Network. The public charity, launched on "The Oprah Winfrey Show," is funded by viewer donations and celebrity sponsors and contributors who often match the dollars collected. The charities reflect Ms. Winfrey's values, and her large staff is constantly researching worthy charities spanning the globe. Frequent on-air updates let contributors know where their money is being directed.

To date, the Angel Network has raised \$17 million.

To reward those fighting the good fight with less than Ms. Winfrey's resources, there is the \$100,000 Use Your Life Award, which she established to give a helping hand to those who are working to improve the lives of

others. Winners are announced online.

Asked how directly involved the talk show hostess is with all this largesse, Ms. Hudson said, "Very. Remember, Oprah still signs all the checks herself."

Through all the years of giving, no gesture seems to have had quite the impact of her emotional trips to South Africa. In 2002 Ms. Winfrey told her audience that she was determined to give children orphaned by the AIDS epidemic the best Christmas of their lives. She and her team, including 40 Harpo employees who volunteered three weeks of their vacation time to travel to South Africa, brought gifts of clothing, shoes, books and toys.

After the "ChristmasKindness" special aired, viewers contributed \$6 million toward helping those children.

"I've been blown away by people's willingness to help and do good," Ms. Hudson said. "People wrote in and said, 'We'll pack up our family; I'll quit my job, just tell me where to go.' Oprah increases awareness through example. Most people have no idea of the AIDS pandemic because they don't realize the number of children who have been affected."

Recently Ms. Winfrey's foundation broke ground on a public school outside Johannesburg, South Africa, scheduled to open in 2006. The Leadership Academy for Girls comes directly from her belief that "women will change the world."

The foundation is also exploring partnering with groups that could offer satellite dishes, monitors and generators to provide educational tools to as many children as possible in the most remote areas.

Expect more projects to come. As Ms. Winfrey said at her recent 50th birthday party, "I'm just getting started." ■



# the eighth wonder of the world

**philosophy**: when she listens people talk.  
when she cries we cry with her. she can be  
anything she wants to be including our  
president. what she has chosen to be above  
all else is simply herself. this is her magic.  
many believe she is an earth angel. we  
believe she is the eighth wonder of the  
world. we thank you Oprah for everything  
you do for everybody, everyday of your  
beautiful life.

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**SPECIAL REPORT**  
**Oprah Winfrey**  
**Tribute**

# Oxygen: Oprah's in the Air

## Star's Committed With 20% Stake in Net

By Lee Alan Hill

Special to TelevisionWeek

Those who cannot get enough of Oprah Winfrey during the day can turn to "Oprah After the Show," a half-hour program taped specifically to run on Oxygen. That show is only a part of Ms. Winfrey's involvement with the cable channel geared for women. As a co-founder of the Oxygen network, she is immersed in its growth and development.

"We approached her about being involved," said Lisa Hall, chief operating officer, who worked with Oxygen CEO Geraldine Laybourne on the conception of the network.

"We thought, who was a better voice of women?" Ms. Hall said. "She liked the idea of Oxy-

gen, and though she is based in Chicago and we are in New York, she wanted to play a role in facilitating the concept. We were thrilled."

Ms. Winfrey became a key investor in Oxygen, along with Ms. Laybourne, the team of Marcy Carsey, Tom Werner and Caryn Mandabach, and Vulcan, venture capitalist Paul Allen's company. Additionally, Tim Bennett, president of Ms. Winfrey's Harpo Productions, sits on the Oxygen board of directors.

Though Ms. Winfrey's stake is less than 20 percent, her intrinsic value to the company is far greater because of her ideas and presence and the following she brings with her.

Oxygen launched in February 2000 and is available in more



**MORE LATER** "Oprah After the Show" is a half-hour taped especially for Oxygen network's evening schedule.

than 51.4 million homes, reaching 95 percent of them through expanded cable. Ms. Hall said the network brought in more than \$120 million in revenues during its last fiscal year and that, "We're profitable."

Ms. Winfrey, she said, contributed greatly to that rapid success, beginning by using the assets of Harpo, including O Magazine and Oprah.com, to reach the target audience of 18- to 49-year-old women, her core viewers.

But that is not all she has done. "She is not just a person

who can communicate with everyone," Ms. Hall said. "She is someone who does not get involved unless she will really be committed to the project."

"From the outset, she shared her ideas and her vision. We speak about projects and ideas frequently, and with Tim Bennett on our board, we have Oprah's presence always."

Mr. Bennett said Ms. Winfrey's input into the network is significant. "I don't think Oxygen's voice differs that much from what Oprah is trying to do at Harpo," he said.

In the early days Ms. Winfrey contributed one of the first successful series for Oxygen.

"Oprah was just becoming computer-literate," Ms. Hall said, "and she thought the audience would want to learn about computer things with her. So she did a show along with her friend Gayle King called 'Oprah Goes Online.' It was huge for us, but after 13 episodes [actually, 12], there was no place else to go with it, really."

That's when the idea of "Oprah After the Show" was

*continued on page S24*



## In celebration of the Oprah Show's 20<sup>th</sup> Anniversary

Congratulations on your  
prestigious honor, the NAB's  
**Distinguished Service Award**



ABC 7 CHICAGO

From your friends at WLS-TV...

*Where It All Began*

# Sharing Her Love for Books

## Reading Series Has Wide Impact

By **Jacque Jones**

*Special to TelevisionWeek*

In 1996, when Oprah Winfrey decided to share her love of books with her viewing audience, no one could have predicted the enormous impact she would have on readers—not to mention on booksellers, publishers and authors.

Always an avid reader, Ms. Winfrey chose books she loved and encouraged viewers to accompany her on literary journeys, which ended with on-camera discussions with the author and a few selected viewers. It was a simple process that exploded in popularity.

So great was her reach that book clubs, once made up mainly of retired folks meeting at the local library, seemed for a

while to become *the* leisure time activity for the in crowd.

In the first six years of the club, her selections included works of well-known authors such as Toni Morrison and Maya Angelou and previously obscure writers such as Andre Dubus III, author of "House of Sand and Fog"; Janet Fitch, who wrote "White Oleander"; and Jacquelyn Mitchard, who wrote "The Deep End of the Ocean." In a perhaps not coincidental burst of synergy, all three books became major studio films.

When Ms. Winfrey received the American Association of Publishers' Honors Award last year, she gave an acceptance speech that had audience members "literally on their feet screaming," according to former



**SPOTLIGHT** Ms. Winfrey welcomes Nobel Prize winner Toni Morrison, author of "Song of Solomon," to the book club.

Congresswoman and current association President Pat Schroeder.

It's hard to say whether the publishers' reaction was due more to Ms. Winfrey's legendary charisma or her ability to sell books. With 23 million viewers in 107 countries, that's a lot of potential readers.

"There are 3,000 new titles a week, so Oprah does everyone this big favor," said Ms. Schroeder.

"She gets people into bookstores and libraries, and maybe they'll look around and buy other books, make it a habit."

Authors and publishers love her and so do readers who had given up reading due to busy lives or intellectual laziness. Many of them have posted items on Ms. Winfrey's Oprah.com Web site saying they are indebted to her for their renewed interest in reading.

Ms. Winfrey's love of reading began at age 3 and never stopped. "Getting my library card was like getting American citizenship," she once reportedly said. While ratings for the book club's televised discussions aren't stellar, Ms. Winfrey has stuck with it.

Selected books sport her endorsement sticker on their covers—an endorsement sure to

*continued on page S26*



**Penguin Group (USA) Inc.**

*congratulates*

**OPRAH WINFREY**

recipient of the Distinguished Service Award  
from the National Association of Broadcasters

*and salutes*

*The Oprah Winfrey Show's 20th Anniversary*

**SPECIAL REPORT**  
**Oprah Winfrey**  
**Tribute**

# Her Life's Journey

## From Rural Hardship to Worldwide Fame

### 1954

► Born Jan. 29, in Kosciusko, Miss.

### 1970

► Begins broadcasting career when hired to read the news after school at local radio station.

### 1971

► Crowned Nashville's Miss Fire Prevention. Enters Tennessee State University in Nashville.

► Wins Miss Black Tennessee pageant.

### 1973

► Becomes first female anchor and first black TV news anchor at Nashville's WLAC-TV.

### 1976

► Joins Baltimore's WJZ-TV as co-anchor on "Six o'Clock News."



Young Oprah Winfrey

► Named co-host of "People Are Talking," a live local morning talk show.

### 1984

► Debuts as host of WLS-TV's "AM Chicago," a live morning show.

► Within a year, the program is renamed "The Oprah Winfrey Show" and expanded to one hour.



1986



**'THE COLOR PURPLE'** The successful 1985 feature film, which co-starred Danny Glover and Whoopi Goldberg, gave Oprah Winfrey her first film role; she earned an Oscar nomination for best supporting actress.

### 1985

► Makes acting debut as Sofia in Steven Spielberg's film "The Color Purple."

### 1986

► Nominated for best supporting actress Oscar for "The Color Purple." "The Oprah Winfrey Show" goes into national syndication.

### 1988

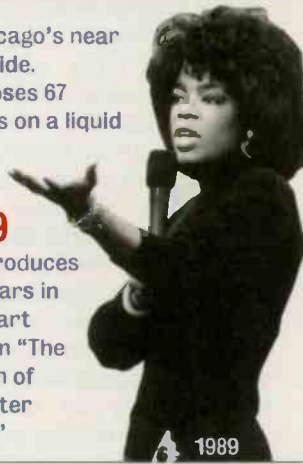
► Becomes full owner of her program; builds studio

on Chicago's near west side.

► Loses 67 pounds on a liquid diet.

### 1989

► Produces and stars in two-part telefilm "The Women of Brewster Place."



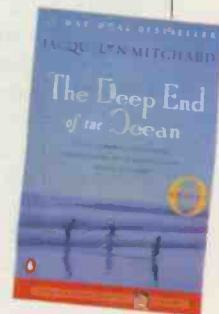
1989

### 1995

► First appearance on Forbes 400 list of wealthiest Americans; net worth reported as \$340 million.

### 1996

► Introduces monthly on-air book club with "The Deep End of the Ocean" by Jacquelyn Mitchard.



*Oprah*  
*Congratulations As This Year's Recipient of*  
**The National Broadcasters Association Distinguished Service Award**

*Thanks for 20 years  
of touching the lives  
of so many*

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*chauffeur*  
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**SPECIAL REPORT**  
**Oprah Winfrey**  
**Tribute**

**1997**

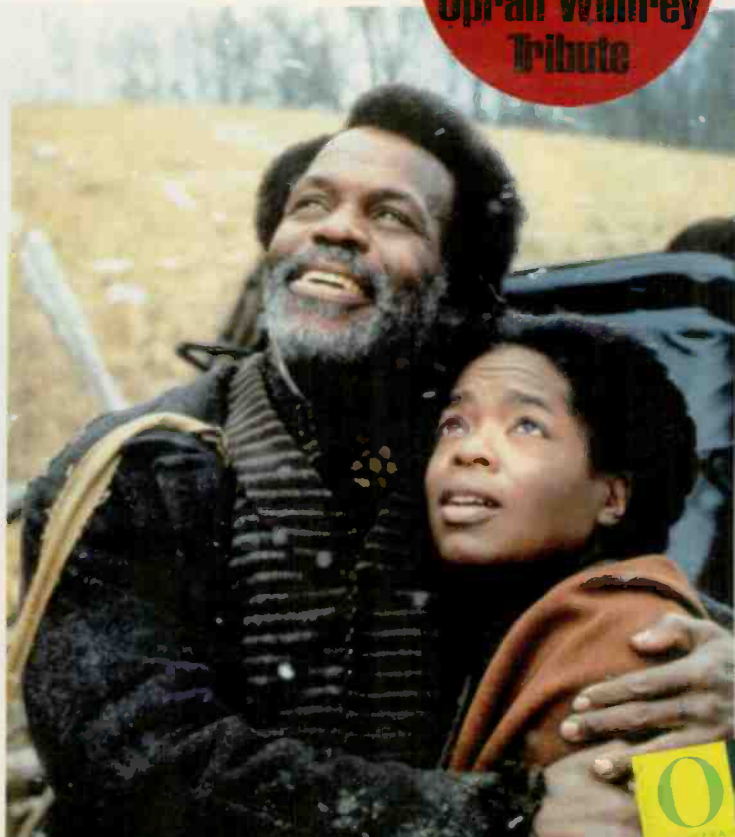
► Signs deal with ABC to produce six TV movies under the heading "Oprah Winfrey Presents." TV Guide names her Television Performer of the Year. Launches Angel Network campaign to encourage viewers to do good works.

**1998**

► Lifetime Achievement Award from the National Academy of Television Arts & Sciences.  
► Prevails in \$10 million defamation suit brought by Texas cattle industry.  
► Produces and stars in the feature film "Beloved."  
► Co-founds Oxygen Media.  
► Time magazine names her one of The Most Important People of the Century.



**TEXAS CATTLE INDUSTRY**  
"Moo. Don't mess with Ms. Winfrey!"



**'BELOVED'** Oprah Winfrey, in character as Sethe, with co-star Danny Glover, was disappointed by the public's lukewarm reception to the 1998 film.

**2000**

► Teams with Hearst to launch O, The Oprah Magazine.  
► Oxygen Network debuts.

**2001**

► Announces creation of the daily syndicated series "Dr.

Phil," starring Dr. Phil McGraw, a regular guest on her show.  
► Debut of unscripted Oxygen series "Oprah After the Show."

**2002**

► Receives first Bob Hope Humanitarian Award at 54th

Annual Primetime Emmy Awards.  
► Suspends her book club.  
► Launches ChristmasKindness, bringing gifts of clothes and food to orphanages and schools in South Africa.



"Dr. Phil"

**2003**

► Resumes book club with new format and emphasis on classics.  
► Earns Association of American Publishers' highest award, the AAP Honors.  
► Ranked second (after Sen. Hillary Rodham Clinton) among women Americans admired most in Gallup Poll.  
► First appearance on Forbes billionaires list.



**2004**

► Tests new magazine, O at Home.  
► Appears on International Best-Dressed List.  
► Celebrates 50th birthday with bashes in Chicago, Los Angeles and Montecito, Calif.  
► Sixth "Oprah Winfrey Presents" telefilm with ABC, "Their Eyes Were Watching God," starring Halle Berry, goes into production. ■



Halle Berry



**50TH BIRTHDAY** Oprah Winfrey is feted by Stevie Wonder, left, party host John Travolta and best friend Gayle King on "Oprah," January 28.

*Chicago Scenic Studios, Inc. salutes  
Oprah Winfrey on her Distinguished Service Award  
Thank you Harpo Productions for so many great years together*

**DESIGN BUILD MANAGE**  
**CHICAGO SCENIC STUDIOS**

# O: Part of the Oprah Mission

The Oprah Magazine Is a Runaway Publishing Hit Built on Personality

By Betty Goodwin  
Special to TelevisionWeek

There are plenty of one-name wonders out there—Cher, Madonna, Beyonce, Prince. But the individuals who can be identified by a single initial make up a short list indeed.

Welcome to O, the big eye-catching letter on the cover of Oprah Winfrey's 4-year-old monthly magazine. The full title is O, The Oprah Magazine, but either way you slice it, it doesn't require a "Winfrey" to achieve its current guaranteed advertising rate base of 2.15 million sub-

scribers. (Other titles originally considered: Aura and Spirit.)

When it debuted as bimonthly in April 2000 with an initial rate base of 500,000, it instantly made magazine history. It was Hearst Magazines' most successful launch ever and winner of Adweek's Start-Up of the Year 2001. Good Housekeeping, Hearst's largest magazine, has a 4.5 million circulation.

"From day one we knew we had a huge success because of who she is and what she stands for," said Hearst Magazines President Cathleen Black.



COVER GIRL Oprah Winfrey not only poses for every O cover but is actively involved with editorial decisions.

In print, Ms. Winfrey stands for a mix of health, fashion tips, book recommendations, personal movie star chats and her own "values and presence: positive, empowering, fun, substantive, heartfelt," said O Editor in

Chief Amy Gross. "Choose Happiness" is a headline you won't find in Vogue, though you might come across something like "Can New Shoes Make You Happy?" a recent O story. ("Yes, of course they can," is the O answer.)

"Oprah has a mission," Ms. Black said. "She really wants to help women live better lives, yet she loves beautiful homes, beautiful clothes, girly things."

The magazine's editorial offices are in New York, away from Ms. Winfrey's Chicago base, but she stays actively involved. "I probably set the theme for 10 or 11 out of 12 issues," said Ms. Gross, "but then the staff contributes a barrage of ideas. We come up with a lineup, assign them, edit them, send pages off to Oprah every night as they're complete, [and] send her stories, text when I've signed off on them."

Ms. Winfrey poses for every cover and gives important input to the design director on cover choices. Gayle King, a former television news anchor and Ms. Winfrey's closest friend, is editor at large.

A special issue of the magazine called O at Home, which started in October 2003 as a 48-page advertising supplement for subscribers, will be sold on newsstands only in May and October. "We're kind of testing the water," Ms. Black said.

"Oprah has a Pied Piper effect [on] her audience," said Steven Cohn, editor in chief of Media Industry Newsletter, of her magazine's success. "They follow her. They believe her. If Oprah endorsed Kerry or Bush for pres-

ident, either one would win."

Personality-driven magazines have their perils. After Martha Stewart's conviction last month for lying to government investigators, Martha Stewart Living Omnimedia is considering removing her name from the title of the Martha Stewart Living magazine. Rosie O'Donnell's Rosie folded after a short time, primarily because she and pub-

**“From day one we knew we had a huge success because of who she is and what she stands for.”**

Cathleen Black, Hearst Magazines president

lisher Gruner + Jahr had "quote, creative differences," Mr. Cohn said.

"There's a danger when egos are involved," he said. "To say this could never happen between Oprah and Hearst—I'm not saying it will—but suppose she wants to make herself less visible and drops her TV show, like Johnny Carson. What happens to the magazine? These are risks. If something happens to Ellen Levine (editor in chief of Good Housekeeping), the magazine continues. It's got its benefits, but its risks too."

"We hope O will have a long and healthy next half of a century. We are thrilled to work with her. We will keep our fingers crossed," Ms. Black said. ■



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**SPECIAL REPORT**  
**Oprah Winfrey**  
**Tribute**

**RECORD**

*continued from page S6*  
**TVWeek: Why?**

Ms. Winfrey: Because, just the fact that I am. I am. And I am on television speaking to millions of people around the world on a daily basis attempting to say something that is meaningful, that transcends race, creed, background, poverty, situation. To me it is one of the greatest testaments to the Civil Rights Movement and to doing something for African Americans, because what a lot of people don't understand, and perhaps maybe this person doesn't get that either, is that in order to succeed in the world, what Martin Luther King and everybody else who fought in the Civil Rights Movement was trying to do was, as he said in his 'I have a dream' speech, was that we would one day be known by the content of our character and not by the color of our skin. So to be seen as a human being first, that's the goal. That is the goal. That is doing more.

And I say the reason I'm pained by it is because I've had a lot of African Americans say, 'You should have more black people on your show,' because they want me to walk out with a banner announcing, 'This is the black show for black people.' And, to me, it is far more powerful to show a black family or

**TRIBUTE**  
**Phil Donahue**

People used to think no one would want to watch a bunch of talking heads in the daytime. I mean, talk shows, by their nature, are not very visually exciting. It took us a long time to re-orient the thinking of the decision-makers on that. Oprah was able to do in one year what took us 10—to get her program on the air from coast to coast in every major market.

I always looked at her with admiration for her achievements in every way. A little envy maybe, too, but I have a heart full of respect for Oprah. It's not possible to overstate that. This woman has used her power to very good effect. She's done just wonderful, wonderful work, calling attention to some very important issues. That's why she's earned not only all her success but the admiration of her viewers and those who know her. ■



African American family on with other families, and the black American family is there in the suburbs and they're driving their car and putting their kids to bed and you see the mother talking about her everyday stresses along with all of the other mothers talking about their everyday stresses. And you see the mother hugging her children and the father reading to the children at night without saying, 'Oh, they're the black family and they also read to their

children.' Far more powerful to be seen within the context of what is perceived as normal, what is perceived as good.

So this 'Why don't you do more for black people?' thing, that question just pains me. First of all, all the things that I do, including putting 200 black men through school at Morehouse University, including building schools in Africa and working with African children, and the millions of dollars I've given away to battered women shel-

ters, domestic violence, helping kids get through school, most of them minorities, \$10 million here and a million there. I don't go around telling people about that. I'm for transcending whatever barriers or restrictions and perceptions that the world might have had about what I could be or do as a woman and certainly as an African American woman.

**TVWeek: How important is it to you to be able to own your show, and own your studio? What has it really meant to you as a person? As a creative person?**

Ms. Winfrey: What has it meant to me?

**TVWeek: Yes.**

Ms. Winfrey: Beyond finance. The financial part of it is literally just some icing on the cake. It's not the cake. The cake is having the freedom to stand inside yourself and make decisions for yourself based on just, 'What do I want to do?' There is a most magnificent line in the book 'Beloved,' which was also in the movie 'Beloved,' where the former slave Sethe is asked what did it mean those 28 days when she was free before the slave master comes back to get her? And she says this: 'I could wake up in the morning and decide for myself what to do with the day.' That's what freedom is.

So for me the most powerful aspect of owning my own show

has been I could wake up in the morning and decide for myself what to do with any given show. I don't have a board, I don't have a network, I don't have a committee, I don't have anybody saying you can't do that, you should do that, or we think it's too much of this. When I decided to change the format of my show, I didn't go to anybody but myself. And then when I decided I wanted to call it something, I was going to call it 'Change Your Life,' I didn't go to anybody but myself. I didn't have anybody to have to answer to other than myself. To me that was the ultimate in freedom.

**TVWeek: You're associated with really wonderful TV and film projects but you seem to be more into crafting one at a time rather than building a big company that does a lot of stuff. Could you share with me your philosophy on producing and what you want to accomplish?**

Ms. Winfrey: I want to do good work that speaks to people in a way that lifts them up and entertains them. Sometimes that's not possible to find for three or four years. Sometimes you may find one good project that you want to really devote yourself to, or two, and it may take a while to develop those. And because I'm not trying to build a company, I'm not trying to make a name for myself or

*continued on page S25*

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## TRIBUTE

## Celine Dion

I had the pleasure and the privilege of meeting Oprah on various occasions, either as a guest on her show or on a more personal basis by singing at her recent 50th birthday bash. What strikes me is how wonderfully simple and easy-to-reach she is as a person. She has a fabulous talent for

listening. Her guests, her audience, the public that writes to her, her friends—we all benefit from that.

By listening to people, she can understand better. She becomes a captor of their hopes, fears and dreams. And by translating them to images and writings, she becomes a channel in which many of those dreams come true. People relate to and identify with her. She is a role model to many women.

The Indians have a lucky charm called a dream catcher. This concept describes Oprah perfectly. No doubt, she is America's dream catcher. ■



## OXYGEN

*continued from page S18*

born. Taped directly after the hour-long "The Oprah Winfrey Show," the half-hour may feature the guest from the syndicated program if he or she is available. It's a chance for the audience to ask Ms. Winfrey questions, discuss the topic of the day or just perhaps talk about movies or events, as friends do in conversation.

"It's really a pleasure to do it as an unscripted show," said Ellen Rakieta, the executive producer of both of Ms. Winfrey's shows, and an 18-plus-year veteran of Ms. Winfrey's team.

"We just change some graphics and some lights and keep going," Ms. Rakieta said. "We found that if we took a breather, the audience and everyone else lost the flow."

More often than not, the guest or guests of the day are more than willing to participate in "After the Show."

The more famous, syndicated talk show is timed at an hour and rarely needs to be edited down, but the half-hour "After" has been known to go longer than the allotted 30 minutes and must be edited before delivery to Oxygen.

"What we have found is that a lot of people tape Oprah's daytime show and watch the two together, or use their TiVo to do so," Ms. Hall said. "It also has increased Oprah's audience, particularly among males and others who can't watch her during the day."

Oxygen announced in March that "Oprah After the Show" is renewed for a third season.

Because Harpo has a pact with ABC to provide programming for the network, chiefly telefilms and specials, there is a limit to what it can supply to Oxygen. Mr. Bennett said in some cases Oxygen can be the first tier to run such Harpo productions after the ABC arrangements are fulfilled.

The network has had success this past year with two original series, "Girls Behaving Badly"

and "Talk Sex With Sue Johanson" as well as with the ongoing "Conversations From the Edge With Carrie Fisher," which has been renewed for two more years. In March the network announced an ambitious new slate of programs, increasing its programming spending by \$50 million this year.

Due to premiere June 4 is the network's first scripted sitcom, "Good Girls Don't Cry," which is from producers Carsey-Werner-Mandabach. That company has also licensed to Oxygen "Living Single," a sitcom starring Queen Latifah, which ran on Fox from 1993 to 1998.

From Cirrus Communications this summer will come another original comedy, "Naked Josh," joined on the Friday night lineup by "Show Me Yours" from Barna-Alper Productions. This fall Oxygen will premiere its third original telefilm, "Tempting Adam."

Additionally, it has ordered

**“A lot of people tape Oprah's daytime show and watch the two together.”**

Lisa Hall, chief operating officer, Oxygen, on the popularity of "Oprah After the Show"

"Snapped," a reality series about female criminals and what made them go bad, which will be paired on the schedule with "Women & The Badge," a reality series that focuses on female cops.

"We're involved in the marketing of the new shows," Mr. Bennett said. "We've also helped Oxygen form a relationship with Comcast in Chicago."

It all sounds good to Ms. Hall. "When Oprah walks into a room, charisma walks in first," she said. "Oprah is a force of nature. Her passion, her vision and her ideas are all incredible. She wants to make a difference in the world. Hers is a strong point of view that we not only listen to, we learn from." ■



# RECORD

continued from page S23

have lots of product, I just want to do movies that I want people to see. I want to tell the story.

Everybody asks me, will I act again? Probably not. Not unless something comes along that just so stimulates me that I feel like I've really got to do this. Because it's not about acting for me, it's about telling a story. 'The Color Purple' was about telling a story that I wanted to be heard, and so was 'Beloved.' 'Women of Brewster Place' was about telling a story that I wanted to be heard. It wasn't about how do I make money, or how do I build a name for myself in this business and what does my company say. It just really is about the process of the work for me. And that is why I'm probably happier than a lot of people are in the business, because I don't have the frustrations of trying to prove anything. The happiness is in the very moment of doing the work for me. It's in the very process of doing the work.

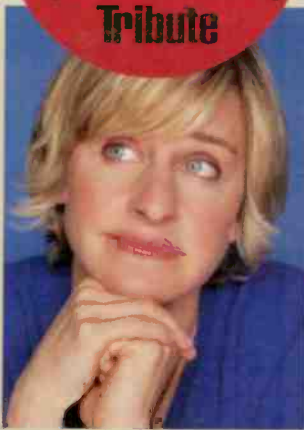
You know, I had a great conversation with my mentor, my love, Sidney Poitier, and he said to me, 'You know, whenever I was going to read for a role I never read for the role in anticipation of getting the role. I went into every reading with just a goal of doing a great read.' He said,

## TRIBUTE Ellen DeGeneres

What can I say? You've seen it all, you've done it all, and now, you have it all. You truly are a role model for women who want to make their own way in life, do things the way they think they should be done and use their successes to give back and make a positive change in our society.

"Congratulations" doesn't really cut it here, Oprah. I guess I'll just say thank you. ■

## SPECIAL REPORT Oprah Winfrey Tribute



'Nobody could decide whether it was a great read but me. It wasn't up to the director to decide for me because I would know inside myself whether or not that was a great read. I would leave either satisfied or dissatisfied that I was able to reach down inside myself and pull up whatever was necessary to bring to the character, in that moment, what the character needed, and if I left the place and thought, "That was good." And I said, 'I bet more often than not you got the callback.' He said, 'Yeah, because that's the way it works, but there were times when I didn't get the callback. There were times I didn't get the callback and I didn't deserve the callback, because I knew I wasn't as good as I could have been.'

So I feel that way too, and it

resonated with me so strongly because that's the way I feel. It's about the show. Was it a good show? Did I really do a good job? Was I 100 percent present there? OK, then that was good. OK, it may not have reflected that in the numbers, but that was really, really good. It may not have reflected it in the numbers, but I know I could feel in that particular show that people were moved.

**TVWeek:** Do you watch TV?

Ms. Winfrey: I don't watch TV.

**TVWeek:** You don't at all?

Ms. Winfrey: No, I so don't watch TV.

**TVWeek:** You're just too busy? Or you've made a conscious decision?

Ms. Winfrey: You know what it is? I think it's like the accomplished children have no shoes. You spend your life on TV, you walk in the studio every day. Your job is TV. To me, when I'm with myself, I don't want to be with whoever else is on the TV. So for the most part I will have to tell you I do TV, but I so don't watch TV that a while back when the All-Star Game was on, we're in a new house here in Santa Barbara and ... we've been in the house since January and the TVs haven't been put in yet, and I'm upstairs in my sitting room and there was one in the sitting room and Stedman had been going to visit friends to watch TV. He said, 'God, I'll be glad when you get a TV here.' I said, 'You know what? I think there is one in the house.' He goes, 'There's one where?' I go, 'I think I saw one in the cabinet.' And there was one. There was a TV in the cabinet that I had never turned on. He goes, 'You mean there's been a TV in this house? How long has it been here?' I go, 'You know when they were laying in the floor there was a guy here doing the sound thing and I think he put it in, but I forgot he put it in.' So Stedman sat up in my sitting room and watched it. We still don't have all the TVs in the house. I'm not a TV watcher.

**TVWeek:** What do you think

of the TV industry as a business, its impact on our culture and on our world? Do you approve? Disapprove?

Ms. Winfrey: Well, I think this: It's not for me to approve or disapprove. I think I'm not happy with the state of television. I think it's so misused.

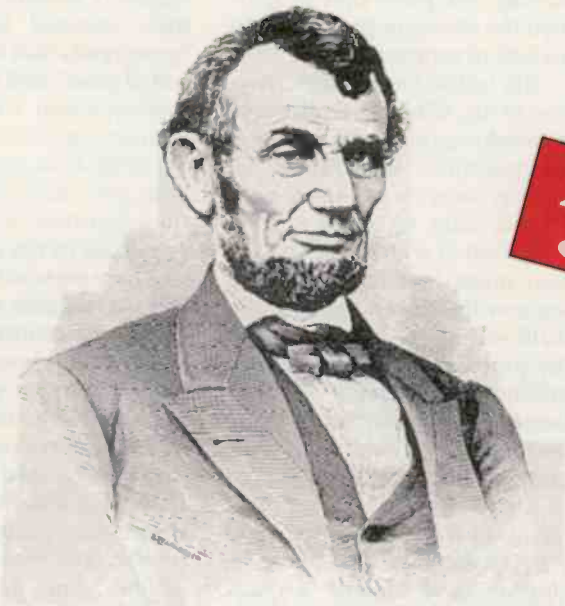
**TVWeek:** What do you mean by misused?

Ms. Winfrey: Oh, because I think it's the most powerful medium we have for communication at this time. I think [we have] the ability to use it for a higher good, and I don't mean for spiritual programming, I just mean [programming] with standards and with a sense of purpose. I think it lacks a sense of purpose. I think it's just whatever can get people to watch for any length of time and I just think that that's a misuse. How can it better be used to inform people's lives? I mean, look at the news. Is that really informative?

**TVWeek:** What do they say about local TV news? 'If it bleeds it leads.'

Ms. Winfrey: That's right, that's what I'm talking about. Is that informative or is that bombarding me with a bunch of violent facts for that particular day based upon whatever is that particular news agenda. No. I think that it's misused.

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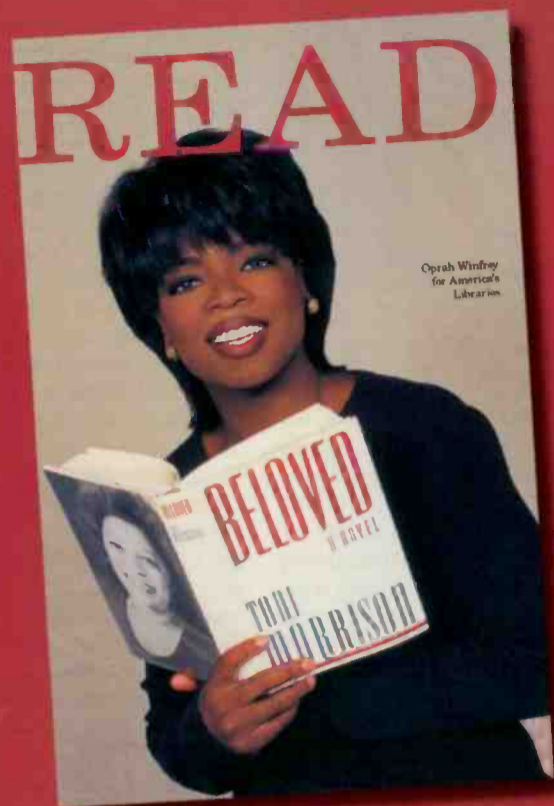
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**IT'S BACK** Ms. Winfrey readies to relaunch the book club in June 2003.

## BOOK CLUB continued from page S19

boost sales and prestige among readers. That sticker, in fact, created a sticky situation with "The Corrections" author Jonathan Franzen a few years back.

In a mild dustup, Mr. Franzen made it known that he was less than enthusiastic about his book being included as a selection of Ms. Winfrey's book club, implying that his book was in a different class than those typically chosen.

Those expecting Ms. Winfrey to strike back were disappointed. As always she took the high road, releasing a statement that said in part: "It was never my intention to make anyone uncomfortable or cause anyone conflict." The book remained a book club selection, but there was no dinner, televised or otherwise, with the author. Mr. Franzen has since stated through the press that he handled the situation poorly due to his lack of experience.

His initial standoffish reaction to Ms. Winfrey's embrace of his work was a rare exception to the gratitude that almost all authors show for her attention.

Still, after six years and 46 books (all of which reached the best-seller lists), Ms. Winfrey apparently began to feel the thrill was gone. Admitting that the pressure to select a book a million people might like had become overwhelming, she decided in April 2002 to officially end the book club.

There was some ambivalence. In a speech she gave to the AAP, she described the club's shuttering as "losing a really good friend." Then, during the 14-month break, Ms. Winfrey read "East of Eden" and was frustrated that she didn't have the club in which to discuss it.

So back it came.

In describing her reason for reinstating the club, she said to her audience about the John Steinbeck book, "I think this may be the best book I've ever read. I brought the book club back to share it with you."

In the end, she just missed the books.

So in June 2003 Mr. Steinbeck's epic became the book of the hour—literally. Within an hour of her announcement, "Eden" jumped from No. 2,356,000 on Amazon's Web site to No. 113. It hit No. 2 by the end of the day.

"We got the call on the Friday before Memorial Day weekend,

and I was so excited I ran around the office trying to find people to tell," said Maureen Donnelly, head of publicity for Penguin, the publisher of the paperback version of the classic chosen for the book club.

USA Today's headline proclaimed, "Oprah Helps Steinbeck Outsell Hillary."

The publishing house had to go to press three times to satisfy demand. "Typically, the title sells 50,000 copies a year, but we went up to 1.7 million. The Oprah effect was major," said Ms. Donnelly. "She really does a great service to literacy, investing her time and effort into selecting books."

### 'The Test of Time'

The Oprah Book Club relaunch arrived with a new standard. Instead of popular fiction, selected books will be "great reads that have stood the test of time," said Carly Ubersox, spokesperson for Harpo Productions, Ms. Winfrey's company. Publishers greeted the news with great enthusiasm, despite their fear that viewers might be turned off by the new criteria.

There were other changes as well. Rather than selecting a new book each month, Ms. Winfrey decided that choosing only three to five books per year would give readers more time to "steep themselves in a past classic."

Her enhanced Web site has a dedicated link that encourages discussion groups and study guides. And those who join the online club receive weekly e-mails from Ms. Winfrey. Currently, there are 330,000 members in the online club.

There is also a new travel component in which Ms. Winfrey takes a few viewers to visit an author's hometown or a place where a story was set. For "East of Eden," she and her guests—chosen through letters or e-mails they wrote to the Web site reflecting a deep understanding and caring for the material—journeyed to Monterey, Calif., and met with Tom Steinbeck, the author's son.

In January Ms. Winfrey announced her second selection since the relaunch—Gabriel Garcia Marquez's "One Hundred Years of Solitude." The AAP's Ms. Schroeder said, "I'm very impressed with her taste. She picks great books. Certainly not lightweight beach reading." ■

W

From all of us at Assignment Desk, Oprah, we congratulate you on receiving this prestigious honor from the NAB. You deserve it, girlfriend. And celebrating your 20 year anniversary, too? Again, congratulations from the bottom of our hearts. We can't wait for the next 20.

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W!

# RECORD

continued from page S25

*TVWeek: For a network like Oxygen, which I believe you're an investor in as well as someone who does a show for it, there are a number of shows that at least some of the time seem to be used in the right way. Do you agree with that?*

**Ms. Winfrey:** Yeah, I think not just Oxygen. ... If I'm going to turn on the TV [I'm going] to use it for information that is going to stimulate me in a way that I wouldn't have been. I think that Oxygen serves a purpose and I think that it hasn't yet reached its potential. I think the idea behind it was good, but I really do believe in television as a service to the public. And that doesn't mean it has to be public service television programming. If more programmers thought of it in terms of a service to the public you would also fulfill the ratings without having to have the pressure of fulfilling the ratings, because you're offering people what they need. When you provide a service, people respond to the service. So yeah, there are some that do it. I'm not saying that it's all bad. Certainly it's not all bad, but I think it could be used for a higher purpose. I think for the most part programmers don't think about purpose. They think about whatever is going to

## TRIBUTE Reuben Cannon

I first met Oprah on a cold Sunday afternoon in Chicago in 1985. Quincy Jones suggested that I interview Oprah for a role in "The Color Purple." He felt she had the perfect look for the character of Sofia. When Oprah arrived she seemed surprised but pleased to learn that Reuben Cannon the casting director was black. During that meeting we began a conversation and friendship based on mutual respect and common beliefs that has endured all these years.



It's ironic that Oprah's greatest career success has come from her talk show; I believe Oprah's greatest talent is not how well she speaks but how well she listens. Her ears are in her heart—this is Oprah's communication center. That's why we love her—not that she talks to us, but that she listens and hears us.

Oprah's spiritual beliefs give her the confidence to step out on faith and declare her destiny. Oprah may not know what tomorrow holds, but she knows who holds tomorrow. I love her for who she is, a praying child of God who knows her purpose. A precious sister-friend who uses her time, talent and resources to bring greater light to the world. To Oprah: Keep shining, my sister, please keep shining. ... The world needs your light! ■

make the money this moment.

*TVWeek: Do you feel there is an obligation among rich people to be a little more charitable?*

**Ms. Winfrey:** Do they have an

obligation? I don't think that there is an obligation. I think that there is reciprocity and that life is reciprocal, and everything that goes around comes around, so I feel like I live by that princi-

ple. If you were to ask me what is my creed, my creed would be I am responsible for my life. You are responsible for your life.

I don't think it is an obligation, because I think if I chose to just sit on the money, I could do that. There's nothing that says my hard-earned money or anybody else's hard-earned money has to go back into the public arena. No. 1, because Uncle Sam's already taken half of it. That's what people don't realize. When you make the Uncle Sam contribution, that is a major contribution. That's major and nobody gives you credit for it. I always say I don't even get a thank-you. I want to go, 'Did you get the check?' But no.

Do you have an obligation? No. I think there are laws working in the universe that work to your benefit if you acknowledge your responsibility as a human being. And that responsibility may not be because I made a million dollars I'm now supposed to give you 20 percent. It may be other ways that I can extend myself that don't have anything to do with money. That's why I love your question about obligation because a lot of people think since I've got a million I'm supposed to give it to you. It doesn't mean that.

For me, the whole celebrity trip doesn't mean a thing unless you have something meaningful to say. What does it mean to be celebrated and have nothing that

is worthy of celebration? What does it mean to be put in a position where everyone knows your name and is going gaga over what you have to say if you have nothing meaningful to say? That's what is embarrassing about the celebrity society, because it just becomes lessons in egotism.

*TVWeek: Are you a believer in psychiatry and in young people getting these anti-depression drugs and all this stuff? Do you think that's the way to address these problems?*

**Ms. Winfrey:** I don't think that's psychiatry. I think that's drugs. I think I could talk forever about this because I have witnessed it from my little home base perch centered right there in the heart of America and watched the deterioration of families and children, and the reason is disconnection.

*TVWeek: Explain.*

**Ms. Winfrey:** I meant that everybody's so busy trying to make a personal name for themselves—whether it's in your personal community, a name with your car, a name with your square footage, a name with what your street address is, a name with what you are wearing, with your pocketbook, your Gucci bag. Everybody is so busy trying to make a name for themselves that they have lost sight of

continued on page S28

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## RECORD

continued from page S27

what is real and what is the truth. That's just a fact. And so you have these kids that need to be on anti-depressants because they are over- and understimulated by a society that is demanding unrealistic expectations.

I'm not a regular viewer of television but several months ago when I was on vacation during Christmas break, I was flipping through the channels and trying to imagine what it would be like to have been myself, my younger self, growing up with television as it is today. What do you begin to think about yourself? Everywhere you look you're told that whatever it is you look like, it's not good enough. I mean you look at the channels with the girls in the music videos. The standard for what is normal is so exceedingly abnormal that of course all the kids are on drugs. How are you going to live up to that?

When I first started doing the magazine ... I was just standing there and someone was doing my makeup and I just looked around and started counting the people. Twenty-seven people on the shoot. And at the end of the shoot the photograph comes out and I look fabulous, and I realized that this is what happens for every other woman that's on the pages of these magazines. And all these years I've looked through magazines thinking, 'I love that dress. I wish I had that. Oh, look at her complexion, I love that lipstick.' Well you know what? You'd look good too if you had 27 people working on you. And so I wanted to say to people this is what it took to get this photograph. ...

So how is the average woman thumbing through a magazine not to feel bad about herself because she doesn't know they've got two fans, four lights, two makeup guys, all there to create this illusion that you too could be like this. So I understand that's the reason why you have a generation of young kids [on anti-depressant drugs]. I'm for reconnecting and finding out what is the truth and real in your family in your life, [but] you can't do that

if you're so obsessed with yourself, with 'How do I make a name for myself in this celebrity-driven society?' It's going to get worse before it gets better.

*TVWeek: I came to the conclusion a while back that the secret of being happy after studying much philosophy is when you accept what you have then you can be happy. But there are very few people in society who can accept what they have.*

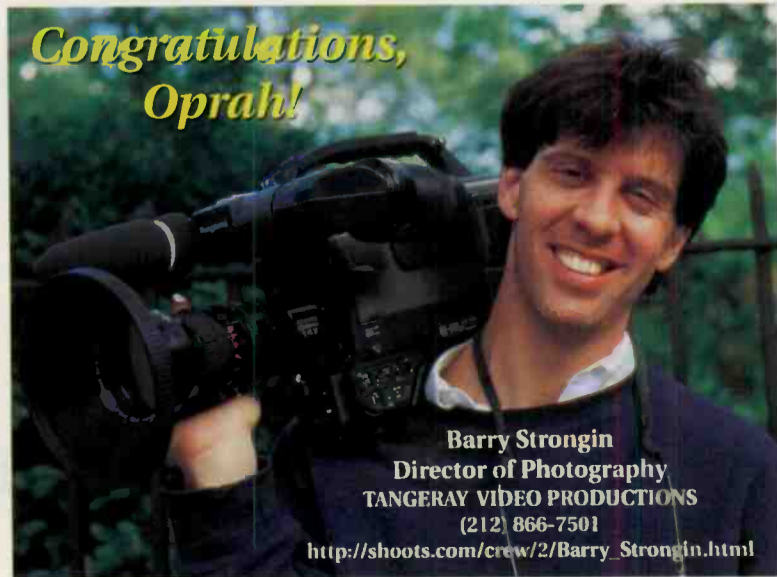
**“I can get happy because I choose to and have always chosen to accept the moment, accept this moment for what it is.”**

Oprah Winfrey

Ms. Winfrey: Well, I came to that conclusion too. ... I would venture to say that I am certainly the happiest person I know. ... This morning I went for a two-hour hike up in the mountains in Santa Barbara and I was beside myself with joy. ... But I can get happy because I choose to and have always chosen to accept the moment, accept this moment for what it is and be grateful for this moment. On this hike this morning this woman was saying to me, 'How do you stay in the now? There's just so much going on.' I said, 'Well, you know, why do you choose to leave the now to go to wherever, to worry about the past or to fixate on the future, whatever. I feel that when I was a reporter for WJZ-TV in Nashville I was already a happy person. And my goal, just like Sidney Poitier said, is, 'How do I do the best job today?' And that has been my philosophy since I was in the third grade: How do I turn in the best book report today? And the way I can turn in the best book report is choosing a book that I really like because that's going to

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Congratulations,  
Oprah!



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10 good  
reasons to  
have faith in  
the future

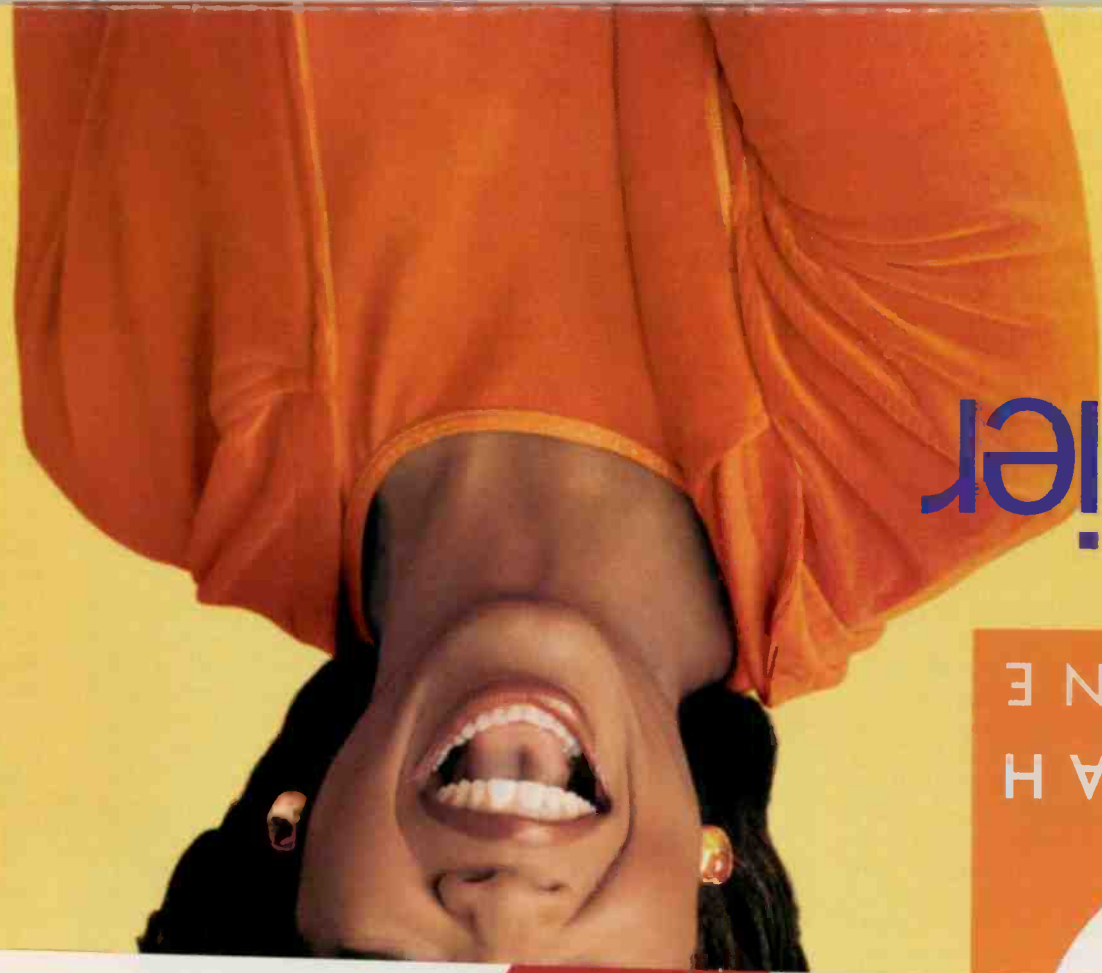
## COVER MODEL. MODEL CITIZEN.

By examining our shared humanity, Oprah Winfrey has changed how we think about magazines, and each other. We are proud to call her a member of Hearst's family, as the Founder and Editorial Director of O, The Oprah Magazine. We congratulate her on her 20th anniversary in Chicago, and on receiving the NAB's 2004 Distinguished Service Award.

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happier  
how to be

THE OPRAH  
MAGAZINE



**SPECIAL REPORT**  
**Oprah Winfrey**  
**Tribute**

MONDAY, APRIL 19, 2004 **TelevisionWeek**

**RECORD**

TRIBUTE

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my foundation is going to be my legacy, and Maya Angelou said,

**TRIBUTE**

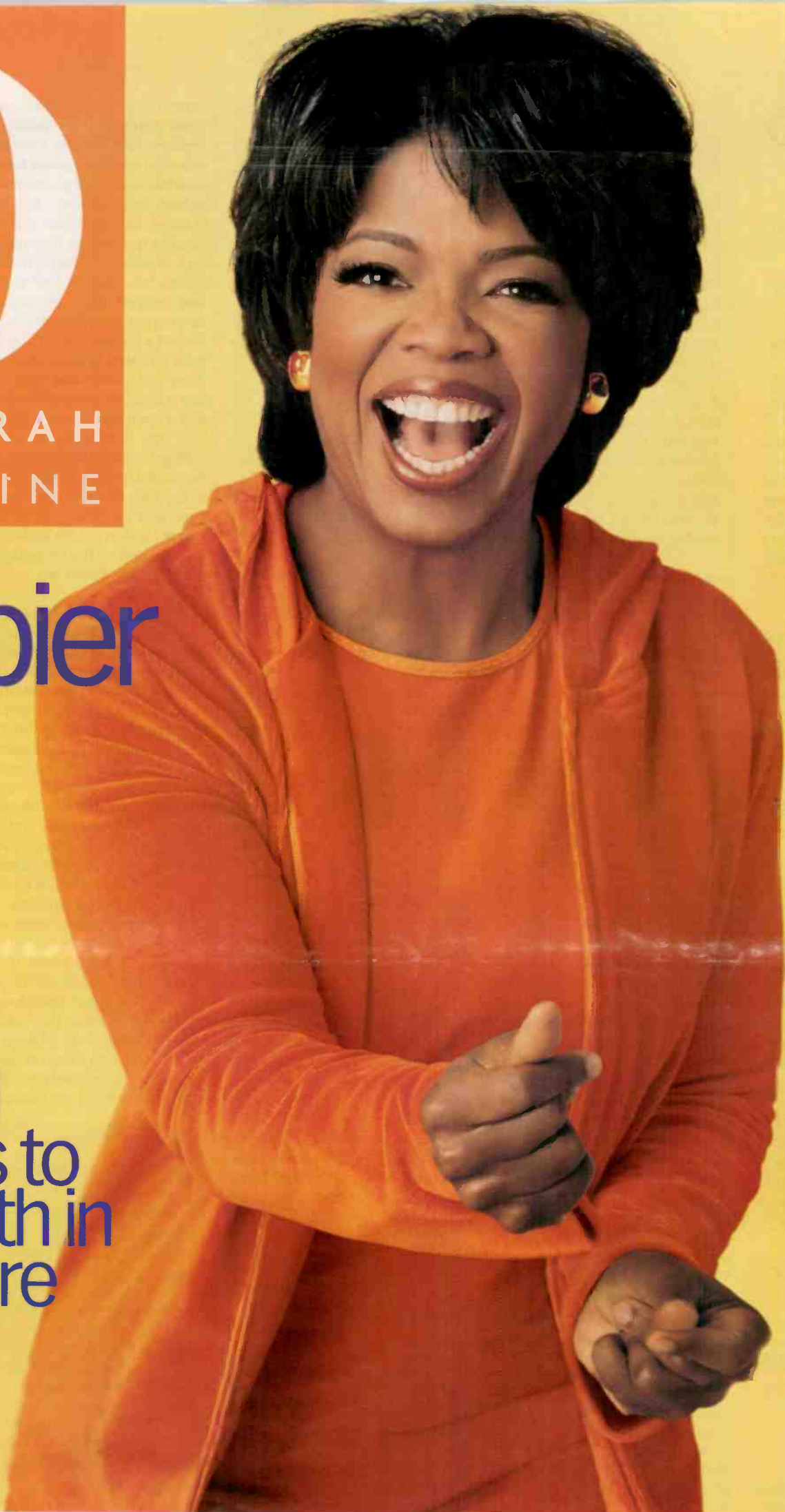
S30

# O

THE OPRAH  
MAGAZINE

how to be  
**happier**

10 good  
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**Hearst Magazines. We read America.™**

# RECORD

continued from page S28  
make it easier to read.

**TVWeek:** How do you choose the books for the book club? Do you read them yourself first?

**Ms. Winfrey:** Yeah, I always read them.

**TVWeek:** Do you take suggestions from other people?

**Ms. Winfrey:** I'm always taking suggestions from other people. For the first three years it was only all the books that I had already read and liked and then after a while it got harder and harder and then I'd start taking suggestions from other people. But even if I take a suggestion I have to then read it and really like it myself enough to recommend it to other people.

**TVWeek:** One of the wonderful things about your book club is it's almost a form of public education. It encourages people to read. How did your own education inspire you, and do you think your education is important?

**Ms. Winfrey:** I think education is everything. Education is freedom, and education is the difference between a life that is lived and a life that is just existing.

**TVWeek:** And is education something that happens only in college?

**Ms. Winfrey:** No, I'm constantly being educated. I try to be in a constant state of taking in all experiences for what they have to teach me. That is my No. 1 question for all of my life experiences, especially those that are challenges. The moment a difficult situation comes to me I say, 'What is it here to teach me?' Because if you can get the lesson first you don't have to be bogged down in the minutiae of 'Why is this happening to me?' See, I know nothing is happening to

**“Education is the difference between a life that is lived and a life that is just existing.”**

Oprah Winfrey

punish me or to make me feel bad or because life is unfair, nothing. Nothing is out of order. I know everything, every experience is here to teach me something about myself. That's why it is in your life, because of what you need to know and what you need to learn from it. But in the broader sense of education, the reason I spend so much of my money on educating young black children—\$10 million to Better Chance, which takes inner-city children out of the ghetto and puts them in private schools—is because I know that lives will then forever be changed.

Early on in my career, when I first came to Chicago, I had my

## TRIBUTE Bernie Mac

The first time I was on Oprah's show our meeting was polite and general. The second time on her show, we began to connect and evolve a mutual friendship chock full of respect. Third time, we got down with the get-down. Our friendship was full-fledged. Me and Oprah ... Oprah and me. We go waaaaay back!

Seriously, though, I've come to admire her accomplishments, her worldwide care and sponsorship of people's welfare. In embracing a nation with sheer, vulnerable emotion, she seems to express no fear of sharing her pain to save a soul. This fearless heart she has gives many courage to take a look at their own lives. The message tells someone they too can get back up. That's the bravest thing any human being can do for another. Go 'head, girl—you've got a tribute worth people writing about. Love you to the highest power. ■

## SPECIAL REPORT Oprah Winfrey Tribute



own big sisters club where myself and the producers would go into the projects. Didn't tell anybody about it, it wasn't publicized, but I would take young girls out of the projects and try to work with them on a weekly basis. We'd take them to the library and we'd take them skiing and we'd take them on trips and we'd have pajama parties and whatever. And it was always so taxing for all of us to have to go back into the projects to take the girls back and they had to go back to their environment. You could never really change anybody as long as they are in a fixed environment that doesn't speak to the change. We'd be telling them, 'It's very important to read and here are the books you read,' and then you go home and someone says, 'What the hell are you doing with those books?'

After a couple of years I gave up on that. I even tried taking people out of the projects. I had a program once where I was going to physically move people from the projects and give them new housing and try to support them. That didn't work. Because you are who you are wherever you move them. And people say when you're going to buy them a new house, they all cry and say: 'Oh, my God, I can't believe this is happening.' But you bring your same self to that situation.

**TVWeek:** I have a quote here. You said, 'The universe is always trying to get your attention.' Could you explain what you meant by that?

**Ms. Winfrey:** I meant that there is nothing happening out of order. I don't believe that there is anything that doesn't happen for a reason, and the reason you see it, experience it, know it, is for the reason. You and I can be in the same accident and what that accident has to tell you might be completely different from what the accident says to me. And so the universe is always trying to get your attention before you have the major accident. It's always whispering to you.

**TVWeek:** You mentioned that when you wanted to change the show and change the mission of the show that you did what you thought was right. And the mission has evolved. You went

through a very spiritual period, and this past season has been a little more fun at times and the ratings have responded very nicely. I'm just wondering, is the mission to transform liars? Is it to make people better? Is it to be socially active? Or is it just to have fun?

**Ms. Winfrey:** The mission has evolved as I have evolved. I started out as a girl trying to keep a job on TV. So in the early years I did what I thought would work well on TV that would also allow me to maintain my own integrity. I wasn't willing to lose myself or what I believed in the name of television, but I certainly was interested in doing a good job for the stations and doing good television.

That is still my ultimate mission: to do good television. Because I am in the business of television and it's a business. I respect that it's a business. For me, it is my life's work and my mission. So I have the extraordinary blessing of having the walk that is the most natural for me. It's as natural as standing up in front of a TV [audience] and being able to connect on a personal level, and I really do feel a personal connection to the people who come to my show every day. They say to me, 'Gee, you look just like you do on TV.' And I go, 'Y'all look just like you do at home.' It is a blessing to be able to have both.

I taught at the Kellogg School of Business [at Northwestern University] as an adjunct professor there and one of the things that I was teaching the class of MBAs is that real power comes when you can use your personality to serve your soul. Use your personality to serve what your soul came here to do. For me to be able to have a business that's built around, really, what my soul came here to do—my soul, I think, came here to inspire. ... So I'm in the business of doing good television. Good television that comes from a really pure place inside myself and because I'm now, in my own personal life, not searching for answers, because I think I found a lot of them.

During the years of 'Remember Your Spirit' and 'Change Your Life Television' I was in the process of doing that for myself and I feel like I found a lot of the answers—the answers I realized lie within myself as they do with

every other person. And so I'm more interested in taking the answers that I know now to be true: You are responsible for your own life, nothing's gonna change unless you choose for it to change, you have the power to change. It all comes through your own decision. Nothing happens unless you decide. You want to lose weight? It's a decision. You want to get out of a bad marriage? It's just a decision away. You want your children to grow up and be more connected and not watching television every minute and not responsive? That's a decision that you have to make and be willing to follow through on it. So because I am at a different place in my own life, and the show has been over the years a reflection of where I was in my life and where I was headed ... the show is just a reflection of where I am.

**TVWeek:** And you're being honored. Will you share with me why you've chosen to accept the NAB honor and what it means to you?

**Ms. Winfrey:** I get the opportunity to get a lot of awards, and sometimes that's a good thing and sometimes not. Sometimes I'm like, 'Why do you want to give me this award?' I do feel that what the 'Oprah' show has been able to exemplify and actually give to its audience for the past 18 years is remarkable. It's worthy of attention. It's worthy of a broadcasting diploma.

There have been times when they've asked me before that I've thought, 'I don't know if we're there yet. I could do more.' I received the Bob Hope Humanitarian Award [from the Academy of Television Arts & Sciences] and I knew that I was on my way to doing some pretty profound things in Africa. So I accepted

## TRIBUTE Gayle King

I'm divorced, and Oprah says she feels like she was divorced. I've been to five therapists and nobody's been better than Oprah in terms of marriage/life counseling.

I'll call her and say, 'So and so is going through such and such. What should she do?' She says, 'I don't even know them.' And I say, 'But you're so good.' I try not to sound like a Moonie when I'm talking about her. But she has a gift. ■

the award because I knew what was coming. But just based on what I had done, I thought 'Well, I don't know. These people don't even know what I intend to do.'

I feel that we are deserving of the award. ... I agree with whoever the committee is, and should we decide not to do the show in years to come it will be missed. Because what it stands for in the television arena is really more powerful than any of us will ever know at this particular time. ...

I'm working on building my foundation and having my foundation be a stronger force nationally and internationally, because

my foundation is going to be my legacy, and Maya Angelou said, 'The foundation will be a part of your legacy. But your legacy is every woman who's ever watched the show who had been battered and decided, "I'm not gonna let that happen to me again." Your legacy is the woman who is 100 pounds overweight but saw you lose weight or saw you say something about health or heard somebody else say something and decided, "I'm gonna take care of myself and create better health for myself." Your legacy is the father who saw the daughter who was abused and realized the abuse that he had caused had caused someone else to feel that way, and he went back and he made an apology. So your legacy will come in ways that people have been affected but you will never even know.' Which is true. I thought, OK, then, I just will have a big legacy. I'll have a foundation, and then I'll have a legacy of a whole bunch of other people.

**TVWeek:** There's been some talk that in 2006 you might walk away from the show. Would you share with me any current thinking on that direction?

**Ms. Winfrey:** We are now scheduled to go to 2008. And I haven't thought a day beyond that, because I look at it as election terms. I've been elected for four more years and so it's like high school. Let's on any given day try to keep your finger on the pulse of happening, what's current, what's not overdone, what's been said but not said so many times that people are sick of hearing it. How do you keep yourself vibrant and vital at the same time? That's a constant. That's a thing about this business, especially this daily strip business. You're only as good as the last show. You can have a marvelous day and then there's tomorrow.

**TVWeek:** Well, I have to disagree with you on that one. Whether you do one great show or not, I think the legacy or body of work that you've created is a very important one.

**Ms. Winfrey:** I would agree with you on that. This is the thing: I remember when Geraldo first came on the scene; I remember when everyone was talking about Ricki Lake, is she the new queen of talk? And every year would happen and every time another show would come out and we're like, 'We've got to work harder.' The truth of the matter is we maintained our No. 1 status all these years with ourselves being our greatest competition. We raise the bar for ourselves because we are our own standards. So for me it's, 'We had a really great show. We had a really great season. How do we top that? Now what? What's next?'

**TVWeek:** You are an excellent interviewer. Is there a question that you would've asked that I failed to ask you?

**Ms. Winfrey:** No. I thought this was a great interview. You know why? Because it evolved from an interview into a conversation. ■



# END PAGE

## Oprah Winfrey Tribute



**SOUL TO SOUL** The writer and poet Maya Angelou appears on "Oprah" in 1996, around the time of the release of feature film "Down In the Delta," which Ms. Angelou directed.

# Continue

*A Poem by Maya Angelou*

Dear Oprah,  
On the day of your birth  
The Creator filled countless  
storehouses  
With rich ointments,  
Luscious tapestries,  
Jewels worthy of a queen's dowry  
And antique coins of incredible  
value  
They were set aside for your use  
And yours alone

Without knowing of your wealth  
Armed with faith and hope  
You broke through dense walls  
Of poverty  
And loosed the chains of  
ignorance  
To walk a free woman  
Into a world which needed you

My wish for you  
Is that you continue

Continue  
To be who and how you are  
To astonish a mean world  
With your acts of kindness

Continue



To let humor lighten the burden  
Of a tender heart  
In a society known for cruelty  
To let the people hear the  
grandeur  
Of God in the peals of your  
laughter

Continue  
To let your eloquence  
Elevate the people to heights  
They had only imagined

Continue  
To remind the people that  
Each is as good as the other

And that no one is beneath  
Nor above you

Continue  
To remember your own young  
years  
And look with favor upon  
the lost  
And the least and the lonely

Continue  
To put the mantel of your  
protection  
Around the bodies of  
The young and defenseless

Continue  
To take the hand of the despised  
And diseased and walk proudly  
In the high street  
Some might see you and  
Be encouraged to do likewise

Continue  
To plant a kiss of concern  
On the cheek of the sick  
And the aged and infirm  
And count that action as  
Natural and to be expected

Continue  
To let gratitude be the pillow  
Upon which you kneel to  
Say your nightly prayer  
And let faith be the bridge  
You build to overcome evil  
And welcome good

Continue  
To spare no vision  
Which comes to enlarge  
your range  
And increase your spirit

Continue  
To dare to love deeply  
And risk everything  
For the good thing

Continue  
To float  
In the sea of infinite substance  
Which set aside riches for you  
Before you had a name

Continue  
And by doing so  
You and your work  
Will be able to continue  
Eternally  
Happy Birthday!  
I Love You Girl. ■

*Dr. Maya Angelou is an educator, historian, best-selling author, actress, playwright, civil rights activist, producer and director. She wrote this poem in celebration of Oprah Winfrey's 50th birthday. Dr. Angelou is only the second poet in U.S. history to write and recite original work at a presidential inauguration. She has authored 12 best-selling books, including "I Know Why the Caged Bird Sings."*



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