

The most inspiring story of Oprah Winfrey

By
Ramki
Oct 10

The one and only Oprah Winfrey

- *PAST*
 - *SHE WAS BLACK*
 - *SHE WAS OVERWEIGHT*
 - *SHE CAME FROM DIRT POOR MISSISSIPPI*
- *NOW*
 - A BILLIONAIRE (richest woman in Entertainment in the World- Forbes)
 - NO. 6 IN THE MOST POWERFUL WOMEN LIST –FORTUNE
 - 21 SEASONS, 46 M VIEWERS, NO.1 IN DAY TIME TALK SHOW IN THE WORLD FOR 16 YEARS IN A ROW- ‘THE TALK SHOW OF ANY MILLENNIUM’-KING WORLD; AIRS IN 146 COUNTRIES!
 - LAUNCHED THE MOST SUCCESSFUL MAGAZINE EVER- 2.5 M READERS IN 2 YEARS
 - NOW STARTING HER OWN CABLE NETWORK “OWN: THE OPRAH WINFREY NETWORK” AS A 50:50 PARTNERSHIP WITH DISCOVERY CHANNEL ON JAN 1. 2011
 - 15 EMMY AWARDS!
- That is OPRAH WINFREY



THE INITIAL STRUGGLES

- Born to unwed teenage parents in 1954
- In Mississippi
- Mother 18 year old housemaid
- Father was a 20 year old doing duty in army
- Till the age of 6 brought up by grandmother in a farm

The initial struggles contd.

- At age 6 she joined her mother
- She underwent unprintable miseries
- She repeatedly ran away and got into trouble.
- Mother decided to put her in a detention home; but there were no openings and so she did not join!
- She became pregnant and gave birth to a still born child
- The death of the baby devastated her and she vowed to turn her life around
- She was sent to live with father

The positive signs

- **She was taught to read** at a very early age by the grand mother
- At age 3 she started reading aloud and reciting sermons to the church congregation
- Grand mother always said she was gifted and she knew she was ‘special’
- Her father laid down strict rules and discipline
- He encouraged her to do her best.
 - She had to read a book each week and complete a report on the book.



The first job and further studies

- At 19, Oprah landed her first job as a reporter in a radio station in Nashville
- Later she entered Tennessee state University to pursue a career in radio and TV
- In TSU she won many pageants.

The later jobs and break-throughs

- In 1976 she moved to Baltimore where she hosted a TV show called *People are talking*.
- This show was a hit and she stayed there for 8 years.
- Next recruited by a TV station in Chicago to host her own morning show, *A.M Chicago*.
- She got a role on Steven Spielberg film 'The color Purple' and was nominated for an Academy award.
- In 1986 she started the Oprah Winfrey show and the rest, as they say, is History.

THE PREDICTIONS FOR OWN

- OWN WILL ATTRACT MORE THAN \$145 MIO IN AD REVENUE IN YEAR 1 OF OPERATIONS
 - IN THE LEAGUE OF ANIMAL PLANET
- COULD TURN A PROFIT OF \$100MIO IN YEAR 3 AND GROW SIGNIFICANTLY FROM THERE
- ONE OF THE MOST SUCCESSFUL MEDIA LAUNCHES THIS PAST DECADE
 - RIVALLING THE INTRODUCTION OF O, THE OPRAH MAGAZINE

ALREADY A HIT

- GM AND NISSAN HAVE STRUCK DEALS
- LARGEST AD DEAL HAS COME FROM P&G-
\$100MIO

THE STARS WHO WILL BE ON THE SHOW

- SARAH FERGUSON , THE DUCHESS OF YORK
- SIMON COWELL, JAY-Z, CONDOLEEZA RICE
- JULIA ROBERTS AND MANY MORE
- APART FROM 70 HOURS OF OPRAH HERSELF
- DISCOVERY'S CEO DAVID ZASLOV WHEN HE MADE THE PROPOSAL FOR PARTNERSHIP SAID,
 - "I DON'T WANT YOUR MONEY; I WANT YOU!"