



News from

Office of the City Administrator

FOR IMMEDIATE RELEASE
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City of Oakland Inaugurates New Mayor and Other Elected Officials

Oakland, CA – On Monday, January 3, 2011, Jean Quan will be publicly sworn in as the 49th Mayor of Oakland, California. The swearing-in ceremony, to be conducted as part of a special meeting of the Oakland City Council at the Fox Oakland Theater, will also include the installation of seven other elected officials.

MEDIA INSTRUCTIONS

- Advance Walk-through:** **Sunday, January 2** **2:00 – 3:00 pm**
Fox Oakland Theater, 18th Street/STAGE DOOR entrance
Opportunity to learn about media set-up and view camera angles.
- Inauguration Day Media Check-in:** **Monday, January 3** **9:00 – 10:15 am**
Fox Oakland Theater, MAIN ENTRANCE on Telegraph Ave.
Media check-in required for entrance/ticket
Look for Media Check-in table in front of theater on Telegraph

On-site check-in is required to obtain entrance ticket and press kit, secure camera positions, plug in to audio/video pools and access reserved seating. **Media arriving after 10:15 a.m. are not guaranteed the above accommodations. Media requiring no accommodations other than a seat in the theater must arrive at the media check-in table no later than 10:30 am to obtain an entrance ticket/seat.**

There will be no formal interviews during the Inauguration Ceremony at the Fox Theater. **To arrange interviews with Mayor-elect Quan, contact Sue Piper at (510) 499-8933 or spiper@oaklandnet.com.**

Reporters covering Mayor-Elect Quan's *Remembering & Making History Walk*: meet at 8:30 am at the Pacific Renaissance Plaza or join the walk along the designated route (visit www.oaklandnet.com for map).

TELEVISION

KTOP TV-10, Oakland's government cable television station, will provide a **live, four-camera switched feed via audio/video press pool** located outside theater on 18th Street. Hand-held cameras will be allowed in left and right aisles only. No cameras allowed in front of stage. No media microphones or cameras allowed on stage. No live or taped reporting allowed from inside the theatre during the actual ceremony.

RADIO

Direct feed from house sound system via audio pool located at house mix position. Reserved seating for radio reporters located next to audio pool. No media microphones or cameras allowed on stage. No live or taped reporting allowed from inside the theater during the actual ceremony.

PRINT/ONLINE MEDIA and STILL PHOTOGRAPHY

Limited, first-come, first-served reserved seating for print and online reporters and still photographers is available in Orchestra Center and Orchestra Rear. **Check-in is required at theater entrance to obtain tickets to access reserved seating.** Still photo positions available in designated areas only (media hosts will be on hand to assist). No photographers allowed on or directly in front of stage.

MEDIA PARKING

For television trucks accessing switched feed using audio/video output outside theater: limited parking is available on 18th Street adjacent to Fox Oakland Theater. Additional media parking is available in parking lot on 18th Street at San Pablo Avenue. Enter lot from 18th Street. Place media identification on dashboard.

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