



Highway Mission Tabernacle

NINETEENTH and GREEN STREETS
PHILADELPHIA, PA.

"The Church with a Warm Heart and a Welcoming Hand"

REV. WALLACE S. BRAGG, PASTOR
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NOTES OF THE OFFICIAL BOARD MEETING OF HIGHWAY MISSION TABERNACLE, SUNDAY, December 27th, 1953 at 1:00 p.m.

The pastor, Wallace S. Bragg called the Board together to explain to them a recommendation made by Mr. Fred Dienert of this city, relative to REVIVALTIME, the religious broadcast heard every Sunday morning at 8:00 to 8:30 o'clock over the Gimbel station, WIP. Mr. Dienert is the contact man between station WIP and our general office in Springfield, Missouri.

Mr. Dienert had informed the pastor that the National Broadcasting Station, KYW, owned by Westinghouse of this city, is prepared to offer REVIVALTIME, 10:30 to 11:00 o'clock every Sunday night. This is considered to be a remarkable offer inasmuch as KYW has not catered to religious broadcasts heretofore, and has never sold time for this purpose.

KYW is a 50,000 watt station in comparison to WIP which is but a 5,000 watt station. KYW is likewise a 'clear-channel' station, which WIP is not. KYW kilocycles is 1060.

The two apparent objections to accepting KYW's offer are namely, - Changing from the 8:00 to 8:30 hour in the mornings to the 10:30 to 11:00 hour at night, but Mr. Dienert informed us that if WFIL, which is an ABC station had cleared its time for REVIVALTIME, we would have been forced to accept that time anyway, or go off the air entirely. The other objection is that the program will come to us over KYW one week late instead of being a 'live' program as it will be on most of the other stations.

As a result of the action taken at General Council Last September in Milwaukee, Wisconsin, when the body voted in favor of putting REVIVALTIME on a network basis, and making it a live broadcast, our men at Springfield, Missouri, approached the American Broadcasting Company (ABC) asking them if they would sell us a spot on their chain for this purpose. Accordingly REVIVALTIME signed up with them for \$350,000 annually, for a weekly half hour nation-wide over approximately 300 stations.

After a short time of discussion there was a motion made and seconded that we continue to support REVIVALTIME over station KYW as we have done in the past over station WIP. The Board voted in favor of the motion. (The meeting was opened and closed with prayer.)

Sincerely,

Pastor, Wallace S. Bragg