

Parade *of* Quartets

55 years of Gospel TV

*The Longest Running Gospel
Program in Television History*



Established 1954

Began in April of 1953 in the transition of WJBF radio to WJBF television.

•Began by showcasing talent and advertising sponsors who were unusual to TV

•**Original groups:** Abraham Brothers, Swanee Quintet, Veteran Harmonizers

•**National recording artist that have appeared:** The Mighty Clouds of Joy, Shirley Caesar, Williams Brothers, Dorothy Norwood, Christianaires, CBS Trumpeteers, James Brown, Dixie Hummingbirds, Al Green, and the Five Blind Boys of Alabama

•**National, state and local political leaders include:** Reverend Jesse Jackson, Phil Graham, Georgia Governor Roy Barnes, Mayor Ed McIntyre

•Recognized in **National Black Music Journal**

•Tapes of Programs archived in **University of Georgia Library as a part of the Walter J. Brown Media Archives & Peabody Awards Collection**
(see student dissertation upon request)

For a more information and a detailed history go to www.paradeofquarterns.com

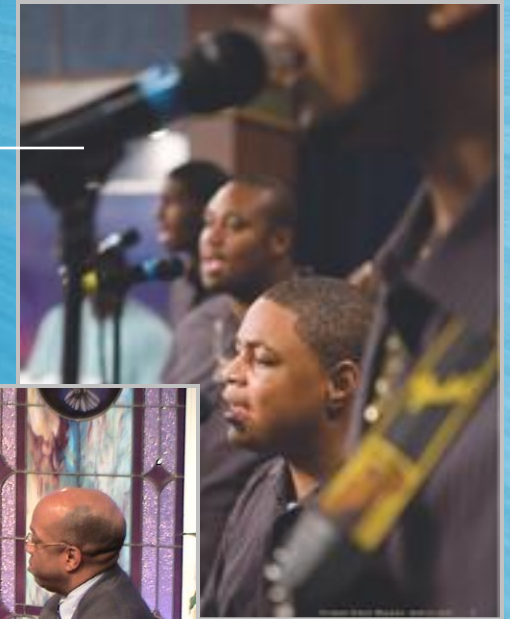
Just a few that have appeared



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Mission and Vision

- Maintaining a means for gospel artists to display their talents
- Informing our audience of community awareness
- Promoting church events to empower spiritual growth in the community



Why Support POQ?

- We capture the attention of South Carolinians and East Georgians of the **Central Savannah River Area** region for their morning inspiration and information.
- Thousands of viewers tune in every Sunday morning.
- Maintains a loyal audience and stable family home viewers
- Targets new audience
- Has maintained business and sponsor advertising relationship for over 50 years



How you can support?

A decorative graphic consisting of a series of overlapping, dark blue squares arranged in a descending staircase pattern from the top left towards the center of the slide.

Annual Partnership

A decorative graphic consisting of a series of overlapping, dark blue squares arranged in a descending staircase pattern, positioned between the 'Annual Partnership' and 'Three Month Campaign' options.

Six Month Co-Partnership

A decorative graphic consisting of a series of overlapping, dark blue squares arranged in a descending staircase pattern, positioned to the left of the 'Three Month Campaign' option.

Three Month Campaign

Annual Partnership

52

30 second commercials

4

4 minute interviews

26

10 second sponsorship promos

26

1 minute promos inside program

Total Value

Total Investment

\$3500.00

\$5620.00

Six Month Co-Partnership

26

30 second commercials

2

4 minute interviews

Weekly listing in credits as co-sponsor

Production of two 30 second spots

Total Investment

\$1800.00

Total Value

\$2445.00

Three Month Campaign

13

30 second commercials

1

4 minute interview per quarter

1

Production cost for one 30 second spot

Total Investment

\$1000.00

Total Value

\$1195.00



in partnership with
WJBF News Channel 6

Thank you.

Also visit us @ www.paradeofquartets.com

You may reach us at

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