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BROADWAY FINANCIAL CORP \DE\
 Form SC TO-C
 March 19, 2004

SECURITIES AND EXCHANGE COMMISSION
 WASHINGTON, D.C. 20549

SCHEDULE TO
 (Rule 14d-100)

TENDER OFFER STATEMENT UNDER SECTION 14(d) (1) OR 13(e) (1)
 OF THE SECURITIES EXCHANGE ACT OF 1934

(Amendment No.)*

BROADWAY FINANCIAL CORPORATION

 (Name of Subject Company Issuer)

BROADWAY FINANCIAL CORPORATION

 (Names of Filing Persons (Identifying Status as Offeror, Issuer or Other Person)

Common Stock, \$0.01 par value

 (Title of Class of Securities)

111 444 105

 CUSIP Number of Class of Securities

Alvin D. Kang
 Executive Vice President and
 Chief Financial Officer
 Broadway Financial Corporation
 4800 Wilshire Boulevard
 Los Angeles, California 90010
 (323) 556-3224

With a copy to:

James R. Walther, Esq.
 Mayer, Brown, Rowe & Maw, LLP
 350 South Grand Avenue, Suite 2500
 Los Angeles, California 90071
 (213) 229-9597

 (Name, Address and Telephone Numbers of Person
 Authorized to Receive Notices and Communications on Behalf of Filing Persons)

CALCULATION OF FILING FEE

Transaction		Amount of Filing Fee
Valuation	Not Applicable	Not Applicable

*Set forth the amount on which the filing fee is calculated and state how it was determined.

Check the box if any part of the fee is offset as provided by Rule 0-11(a) (2) and identify the filing with which the offsetting fee was previously paid.
 Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing

Amount Previously Paid: _____ Filing Party: _____
 Form or Registration No.: _____ Date Filed: _____

X Check the box if the filing related solely to preliminary communications made before the commencement of a tender offer.

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Check the appropriate boxes below to designate any transactions to which the statement relates:

- Third-party tender offer subject to Rule 14d-1.
- X Issuer tender offer subject to Rule 13e-4.
- Going-private transaction subject to Rule 13e-3.
- Amendment to Schedule 13D under Rule 13d-2.

Check the following box if the filing is a final amendment reporting the results of the tender offer

This Tender Offer Statement on Schedule TO relates to pre-commencement communications, in connection with the planned tender offer by Broadway Financial Corporation, a Delaware corporation (the "Company"), to purchase up to 183,251 shares of its common stock, par value \$0.01 per share (the "Shares"), or such lesser number of Shares as is properly tendered and not properly withdrawn, at a price of \$14.00 per Share, net to the seller in cash, without interest. This Schedule TO is intended to satisfy the reporting requirements of Rule 13e-4(c) (1) of the Securities Exchange Act of 1934, as amended.

Item 12. Exhibits

- (a) (5) (i) Press Release, dated March 18, 2004, incorporated by reference to Exhibit 99.1 to the Company's Form 8-K filed March 18, 2004.

EXHIBIT INDEX

EXHIBIT NUMBER	DESCRIPTION
(a) (5) (i)	Press Release, dated March 18, 2004, incorporated by reference to Exhibit 99.1 to the Company's Form 8-K filed March 18, 2004.

SIGNATURE

After due inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

/s/ Alvin D. Kang

(Signature)

Alvin D. Kang

(Name and Title)

March 18, 2004

(Date)