

# BLUE NETWORK COMPANY

On January 9th, David Sarnoff, President of the Radio Corporation of America, announced the formation of the Blue Network Company, Incorporated, a separate, wholly-owned subsidiary of RCA. Incorporation papers were filed at Dover, Delaware.

The new company will operate the Blue Network and will own and manage Stations WJZ in New York, WENR in Chicago and KGO in San Francisco. It will continue to furnish program service to more than one hundred independently owned, affiliated radio stations throughout the country.

Blue Network Company, Inc., will continue, without interruption, the programs and business heretofore carried by the Blue Network Division of the National Broadcasting Company and will be supervised by experienced personnel which, over a fifteen year period, has made the Blue one of America's great Networks.

The President of the Blue Network Company, Inc., is Mark Woods, heretofore Vice President and Treasurer of NBC. The Executive Vice President will be Edgar Kobak, previously NBC Vice President in charge of Sales for the Blue Network.

In his first statement as President of the Blue Network, Mr. Woods said, "In 1938, the first steps were taken toward setting up the Blue Network as an independently operated broadcasting unit. One by one, during the three years which followed, separate departments have been established to supervise Blue Network operations.

"The formation of a separate company comes at a time when radio is playing a vital role in the life of our country at war. The heaviest responsibilities which rest today upon all broadcasters provide the highest incentive to the management and personnel of the Blue Network to maintain and, if possible, to improve the standards of public service.

"For the past fifteen years the Blue Network has pioneered in the fields of public service, education and entertainment. Such programs as the Farm and Home Hour, the American Town Hall Meeting of the Air, and the Music Appreciation Hour, developed and presented by this network and the stations affiliated with it, have established high broadcast standards.

"To maintain and enhance its

program standards, the Blue Network will avail itself of the counsel of an Advisory Committee, representing seven regions into which the United States has been divided for broadcast purposes. Members of the committee, all of whom are thoroughly conversant with broadcasting, its problems and its responsibilities, have been elected by the independent stations affiliated with the network.

"Members of the committee are: Harry Wilder, Station WSYR, Syracuse; Allen Campbell, Station WXYZ, Detroit; Earl May, Station KMA, Shenandoah, Ia.; Henry P. Johnston, Station WSGN, Birmingham; Harold Hough, Station KGKO, Fort Worth; Tracy McCracken, Station KFBC, Cheyenne; Howard Lane, Station KFBK, Sacramento."

Niles Trammell, President of the National Broadcasting Company, who will continue in that capacity, was elected Chairman of the new company's Executive Committee, which includes Mark Woods and Edgar Kobak as members.

In commenting on the formation of the new company, Mr. Trammell said, "The Blue Network will continue to be housed in its present locations, pending the establishment of permanent quarters elsewhere and certain of its routine operations will be carried on by the National Broadcasting Company until the new company has established its own facilities.

"The segregation of the Blue Network from the National Broadcasting Company will occasion the transfer of approximately 500 employes, practically all arrangement for this transfer having been completed.

"The National Broadcasting Company will continue, uninterrupted, the maintenance of its Red Network broadcasting services, which includes the operations of Stations WEAJ, New York; WRC, Washington; WTAM, Cleveland; WMAQ, Chicago; KOA, Denver, and KPO, San Francisco; and its service to 136 independently owned affiliated stations.

"The National Broadcasting Company will also maintain its International Broadcasting Service, its Radio Recording Service and its development in the fields of Television and Frequency Modulation.

"The vital and essential services of network broadcasting in this period of war will continue to serve the American listeners, the affiliated stations and the advertisers. The National Broadcasting Company and the new management of the Blue Network have rededicated themselves to this objective."

The newly elected President of the Blue Network, Mark Woods, has been associated with the National Broadcasting Company since its inception.

One of the youngest top-ranking executives in network broadcasting, Mr. Woods comes to his new post with an unusually broad background in the industry.

Since 1926, he has had an important part in determining the financial and operational policies of NBC as Administrative Officer, Vice President and Treasurer.

President Woods was a network broadcasting executive prior to joining NBC and, earlier, was a financial and sales executive for Southern construction firms.

Born in Louisville, Kentucky, Mr. Woods was raised and schooled in Florida. Married and the father of two children, his chief interests, away from the office, are, first the youngsters, then sailing, swimming and golf.