

## Roanoke stations on block

Landmark Communications Inc., Norfolk, Va., newspaper-broadcasting firm, has reached agreement to acquire Times-World Corp., Roanoke, Va., publisher of *Roanoke Times* and *World-News* and owner of WDBJ-AM-FM-TV there. But broadcast properties are to be spun off and sold to third parties, due principally to overlap between WDBJ-TV and Landmark's WFMY-TV Greensboro.

Landmark is acquiring Roanoke newspapers, semi-weekly newspaper in Galax, Va., and Towers Shopping Center.

No figures were given on purchase price. In broadcasting financial circles, off-cuff value of Roanoke stations was placed at about \$10 million.

There was no agreement for sale of WDBJ stations at week's end, but it's understood TV will be sold separately and AM, and presumably FM, as second package.

Landmark owns WTAR-AM-FM-TV Norfolk, in addition to Greensboro television outlet, and Telecable Corp., owner of CATV systems in Alabama, North Carolina and West Virginia. Landmark newspapers are *Norfolk Virginian-Pilot* and *Ledger-Star* and *Greensboro Daily News* and *Record*.

Agreement is subject to favorable tax ruling, as well as FCC approval in disposition of Roanoke TV and radio stations.

Agreement calls for Landmark to find buyers for stations.

WDBJ-TV, on channel 7, serves Roanoke-Lynchburg market. It began broadcasting in 1955. WDBJ was second radio station in Virginia, founded in 1924, operates fulltime on 960 kc with 5 kw. WDBJ-FM began in 1948 and is on 94.9 mc with 14.5 kw. All are affiliated with CBS.

## Agenda set for affiliates

CBS's activity and projected plans in programming, sales, news and sports are on agenda of CBS Television Affiliates board meeting in Kamuela, Hawaii, which starts today (Nov. 18) and concludes Thursday (Nov. 21).

CBS executives expected to attend are TV network's Thomas H. Dawson, president; Michael Dann, senior vice president, programming; William B. Lodge, vice president, affiliate relations, and Frank M. Smith, vice president, sales; and Frank Stanton, CBS Inc. president; John Schneider, CBS/Broadcast Group president, and Richard Sallant, president of CBS News. Future program development and details of

Merv Griffin late-night talk show that starts in August are to be discussed, officials indicated Friday (Nov. 15).

Thomas C. Bostic, KIMA-TV Yakima, Wash., is chairman of affiliates group.

## Sonderling posts gains

Sonderling Broadcasting Corp., New York, reported increase in gross revenues and earnings for nine months ended Sept. 30:

	1968	1967
Earned per share	\$0.89	\$0.82
Gross revenues	9,514,068	8,218,022
Operating income	2,659,421	2,074,015
Earnings before income taxes	1,883,866	1,677,725
Net earnings	858,760	787,937

Notes: 1968 figures include gross revenues of approximately \$1,277,500 and net income of about \$88,000 applicable to purchase of WLKY-TV Louisville, Ky., Jan. 1, 1968. 1967 figures are restated to reflect merger of Modern Teleservice and Trim Telefilm companies acquired since Jan. 1, 1968 on pro forma pooling of interest basis.

## Asks delay on AML

Sterling Information Services Ltd., one of three CATV franchise holders in New York, has asked FCC to withhold action on Teleprompter Inc.'s application to employ radical new CATV system in New York, Farmington, N. M., and Eugene, Ore. (BROADCASTING, Oct. 21).

Sterling said commission should not act until Teleprompter provides "satisfactory reply" to questions concerning offer to participate in test of new system.

Commission last May had invited Teleprompter to request permission to test Amplitude Modulated Link over-air system, using 18 gc (18,000 mc band) in place of cable trunk lines for short-haul CATV relay service, in New York and rural areas. But one condition was that Teleprompter afford franchise holders in New York (Sterling and CATV Enterprises Inc.) opportunity to participate.

Sterling said that Oct. 11 letter from Teleprompter invited its participation. But offer, Sterling added, was "vague and devoid of enough facts to establish that it was a reasonable one."

Sterling said its president, Charles F. Dolan, wrote Teleprompter on Oct. 30 raising specific questions. But that letter has not yet been answered, Sterling added.

## NAB role for news gripes?

Lee Loevinger, former FCC Commissioner, restated before broadcasters attending National Association of Broadcasters Dallas regional meeting Nov. 14-15 his belief that industry should

have grievance machinery to restore public confidence in broadcast news (BROADCASTING, Oct. 21). But he extended his proposal of "American Broadcast Council on Fairness and Accuracy in Reporting" to suggest it be put under auspices of NAB as separate operation.

In addition Mr. Loevinger said provisions of NAB codes that deal with fairness and accuracy in news should be scrapped because "it would be a mistake to make it cope with measuring journalistic performance." Proposed council would serve to hear public complaints about broadcast journalism that otherwise would be directed to government agencies, such as FCC, he said.

## Farrand leaving Y&R

George N. Farrand, financial vice president and treasurer of Young & Rubicam, is retiring from agency after 20 years of service. He joined Y & R in accounting department in 1948 and was named financial vice president in 1964.

## Politics and ratings mix

For week of Nov. 4-11, in which entertainment programming for first two nights was almost all pre-empted by political buys and election coverage, NBC-TV topped Nielsen MNA ratings with 20.3, CBS-TV had 18.7 and ABC-TV had 14.6.

Nielsen MNA for election night, 7 p.m.-1 a.m., gave NBC 21.1, with 43% of three-network audience, CBS 19.2 and 39%, and ABC 8.5 and 18%.

Usual top-ranking shows *Laugh-In* and *Julia* on NBC and *Guns Smoke* and *Red Skelton* on CBS, victims of political pre-emption, made way for such shows as NBC's *Dragnet* and *Virginian*. CBS' *My Three Sons* and ABC's *Land of the Giants*.

### Top 20:

1. Saturday Movie, "To Kill A Mockingbird" (NBC)	29.1
2. Bob Hope Special (NBC)	28.7
3. Dean Martin (NBC)	26.2
4. Mission: Impossible (CBS)	25.9
5. Dragnet (NBC)	24.3
6. Bonanza (NBC)	24.1
7. FBI (ABC)	23.3
8. Gomer Pyle (CBS)	23.1
9. Bewitched (ABC)	23.0
10. Election 7:30-11 (NBC)	22.9
Smother's Brothers (CBS)	22.9
12. My Three Sons (CBS)	22.4
13. Carol Burnett (CBS)	22.2
14. Outsider (NBC)	22.1
15. Jackie Gleason (CBS)	21.7
16. Mayberry RFD (CBS)	21.6
17. Virginian (NBC)	21.2
18. Thursday Movie, "The World, the Flesh and the Devil" (CBS)	21.1
19. Land of the Giants (ABC)	20.9
20. Walt Disney (NBC)	20.7