

**Have ad, will travel.** San Francisco-based ADVAN, which places radio station billboards on local delivery vehicles, said it has renewed its contract with WNSR(FM) New York. A company spokeswoman said that eight stations are currently signed on, paying an average of \$400 per vehicle each month.

# Cablecastings

## RAB business: new officers elected

The Radio Advertising Bureau has elected three new officers: Carl Wagner, president of Great American Broadcasting, to a two-year term as chairman beginning Jan. 1; Steven Berger, president of Nationwide Communications, as vice chairman, and Richard Buckley, president of Buckley Broadcasting, as finance chairman. Newly elected RAB board members are: John Dille, president of Federated Media; Carl Hirsch, president/CEO of Legacy Broadcasting, and Frank Wood, president of Jacor. New RAB committee chairmen and executive committee members are expected to be appointed before year's end.

Additionally, RAB approved a \$6 million 1989 operating budget during their board of directors' annual fall meeting held at the Arizona Biltmore Hotel and Resort in Phoenix. Activities included approval of a plan to target 176 specific advertising prospects by increasingly hitting clients on home ground, such as conventions and trade publications; approval of a working outline for a new 12-minute RAB promotional video; a go-ahead for a monthly minimum dues increase from \$55 to \$60; a ceremony honoring 1986-88 RAB Chairman James P. Arcara, Capital Cities/ABC radio president, and a salute to David Morris, long-time RAB supporter



Wagner



Berger

and president of Texas Coast Broadcasters.

In other RAB business, headliners at the association's 12th annual Managing Sales Conference will include marketer Hugh Thrasher, educator Fred Friendly and motivational speakers Harvey MacKay and Og Mandino. RAB has scheduled this year's conference for Feb. 2-5 in Dallas. Tentatively scheduled features include an entrepreneur panel and a discussion on "Value-Added Selling," one of 18 workshops planned. □

## Aces showing

The National Academy of Cable Programming has announced the 10 nominees for its Golden ACE award, which will be presented at an awards ceremony Jan. 15 in Los Angeles: Arts & Entertainment for its CityVideos competition; Black Entertainment Television for its programming aimed at blacks; CNN for its election coverage; C-SPAN for its coverage of the House and Senate; The Disney Channel for its family entertainment programming; ESPN for its Sunday night NFL football; HBO for its wide variety of programming; HBO for its *Dear America: Letters Home from Vietnam*; Nickelodeon for its programming serving children, and the Weather Channel for its weather coverage.

## USA gets into news

Network will debut newsbreaks in its prime time and daytime schedules beginning in January. The programming addition has been called a first for a basic cable network dedicated to entertainment programming.

Other nonnews basic cable networks may soon join USA in the news business. Insiders say other basics that do not program news are currently considering the addition of such programming.

USA explained the addition of news to its schedule as a method of keeping viewers in touch with the world outside television as they view USA's schedule of movies, sports and off-network and original series.

In prime time, the one-minute *USA Updates* will offer viewers hard news and financial news headlines at 9 p.m. At 11 p.m., the insert will consist of hard news and sports news. There will be 30 seconds of news in each of the program inserts. Advertising will make up the other 30 seconds.

Group W Television will produce *USA Updates*. All American Television, which has syndicated the Group W-produced *Newsfeed Network* to more than 80 stations across the country (and represents Group W on *USA Updates*), approached USA about news programming in 1987, according to Monia Joblin, USA's vice president of original programming.

*USA Updates* will have different on-air talent than Group W's syndicated effort.

Joblin said the move into news programming is part of an overall transformation of USA's on-air look, which includes new graphics and new formatting of program transitions.

In addition to keeping viewers up to date, Joblin said *USA Updates* will help the network's sales effort. "There is sales pressure" to get into news programming, she said. "There is business to be done with programming with news content."

Joblin said USA's move into news

programming should not be taken as the beginning of a bigger news effort. "There is no overall plan at this point to move into the news business. . . . We're not providing this as a trial run," she said, and there will not be a separate news staff.

USA Network currently programs *The Wall Street Journal Late News* and *The Wall Street Journal Weekend Memo*, both two-minute inserts that appear at various times during the day.

## Helping hand

SelectTV said it has received an infusion of \$22 million from New York-based Interlink, which the company will use to expand its pay television and pay-per-view offerings. The monies will be used to convert SelectTV from a single channel to a multichannel pay television service in Los Angeles, and to retire debt.

In addition to its Los Angeles audience, SelectTV has been marketed to the TVRO, SMATV and wireless cable universe. Interlink, headed by brothers A. Frederick and Richard Greenberg, has spent more than \$200 million in funding motion pictures over the past several years, SelectTV said, and also has interests in banking, electronics and motion picture distribution.

An Interlink spokesman said SelectTV "is well positioned to be the nation's next pay TV leader." Interlink said in a release that with its "new proprietary technology," which it did not specify, SelectTV will "become a strong competitor in all program delivery marketplaces."

SelectTV has had a rocky existence since its inception in 1978. It was losing money in 1986 when a Japanese firm, Clarion Co., acquired it. SelectTV Chairman Gerald Bartell said Clarion has helped turn the company around, producing a positive cash flow of \$3 million on sales of \$34.4 million in 1987.

"In 21 months we've proven SelectTV to be a viable business," Bartell said, "But the real key to continuing this turnaround is the service's potential in multichannel delivery made possible by the financing from Interlink."

SelectTV carries movies and sports, primarily. It has recently added a second MDS channel in Los Angeles, carrying pay-per-view videos.

## Boxing at home

Reiss Media Enterprises said it has cleared 10 million addressable cable homes for a three-bout boxing card on Nov. 4 that includes WBA champion Thomas Hearns. RME and United Media Entertainment, a subsidiary of United Cable, own the television rights to the fight, including pay per view (RME operates Request TV),