



There's no business like . . . NCTA staged its own mini-spectaculars in Dallas last week, the first during the opening session on Sunday and



again, with the same cast of singers and dancers, at the "Big Event" awards ceremony Tuesday night. Steve Allen (at left) was the M.C.

plus 35% of any retail rate in excess of \$7. There also will be volume discounts.

Discussion of the price brought from Irving Kahn, of Broadband Communications, who was in the audience, the observation that pay cable operators are not charging enough. He said he thought Cinemax "can be terrific," and plans to offer it "at \$12.50 a month or more. All of us," he added, "have underpriced our pay service."

But he also had a word of advice for the HBO officials present, including Chairman Nick Nicholas. Don't offer Cinemax and HBO as a "brother and sister act," he said. Cinemax, he said, "is different; it will pick up a different part of the audience. But tie them together, and you're defeating your own best interest." Kahn noted that Cinemax would be offered as a third tier on his systems—presumably atop both HBO and Showtime—and he didn't want to be forced to tie two of those offerings together.

Industry honors

Steve Allen helps NCTA hand out individual and Ace awards; UA's Rosencrans gets DAA

NCTA's own "Big Event" last week was the Tuesday night awards presentation with Steve Allen as M.C. There was some tension in the air after a late-arriving Dionne Warwick showed up minutes before she was due on stage and had a tiff with her producer, and some weariness as the event wore on, but all in all, the evening was adjudged a success.

NCTA presented its first Distinguished Achievement Award, bestowed upon one whose achievements have revolutionized the cable television industry through a programming mode. It went to Robert Rosencrans, president of UA-Columbia, for his achievements in connection with the development of satellite programming for cable, and for his role in creating C-Span.

There were eight National Awards presentations, then the President's Awards, followed by the Awards for Cablecasting Excellence, or Ace Awards.

The national awards and their winners:

Walter Kaitz Award—**Spencer R. Kaitz**, general counsel and executive secretary of the California Community Television Association.

Outstanding Committee Chairman Awards—**Kenneth S. Gunter**, executive vice president of UA-Columbia Cablevision Inc., San Angelo, Tex.

Engineering Award for Outstanding Achievement in Operations—**Harold Rosen**, vice president, engineering, Hughes Aircraft Co. Space and Communications Group, El Segundo, Calif.

Engineering Award for Outstanding Achievement in Development—**Kenneth S. Gunter**.

Robert H. Beisswenger Memorial Award—**Sidney Topol**, president and chairman of the board, Scientific-Atlanta Inc., Atlanta.

Jerry Greene Memorial Award—**Brian P. Lamb**, president and chief operating officer, C-Span, Arlington, Va.

Idell Kaitz Award—**Gail F. Sermersheim**, regional director, Home Box Office Inc., Atlanta.

Lary Boggs Award—**Robert Rosencrans**, president, UA-Columbia Cablevision Inc., Westport, Conn.

President's awards were given to Ted Turner, chairman of the Turner Broadcasting System, William B. Strange, vice president of Sammons Communication and Charles S. Walsh, partner in the law firm of Fleishman and Walsh.

The Ace awards and their winners:

Excellence in community programming—**Suburban Cablevision**, East Orange, N.J., Greg Vandervort, program director.

Excellence in community involvement in programming—**Berks Cable Co.**, Reading, Pa., Bruce Shaak, program director.

Excellence for a single program: documentary or public affairs—**Marin II**, San Rafael, Calif., *Point Bonita: The Last Manned Lighthouse*, Peter Rafalow, director of community programming.

Excellence for a single program: sports—**Warner Qube**, Columbus, Ohio, *The All-American Soap Box Derby*, Janice Hines and Peter Tours, producers, Scott Kurnit, executive producer.

Excellence for a single program: entertainment—**Durham Cablevision**, Durham, N.C., *Channel 86 News Fest*, David Reid, program director and **TeloFrance-USA**, New York, *Ladies and Gentlemen: The Legendary Josephine Baker*, Jean-Claude Baker, vice president and executive producer.

Excellence for a single program: educational or in-

structional—**Marin II**, *Things Father Never Told You*, Peter Rafalow.

Excellence for a single program: unclassified—**Marin II**, *Christmas in Marin*, Peter Rafalow.

Excellence in a program series: documentary or public affairs—**Warner Qube**, Columbus, *Qubesumers Mean Business*, John Steinberg, producer.

Excellence in a program series: sports—**Suburban Cablevision**, *Action Arena*, Greg Vandervort.

Excellence in a program series: entertainment—**Marin II**, *Showcase II*, Peter Rafalow and **Warner Amex Satellite Entertainment Corp.**, New York, *America Goes Bananas*, Sandy Kavanaugh, program director.

Excellence in a program series: news—**Guam Cable TV**, Agana, Guam, *Cable News*, Lee Holmes, president.

Excellence in a program series: children's—**Warner Amex**, *Pinwheel*, Sandy Kavanaugh.

Excellence in a program series: educational or instructional—**Continental Cablevision of New Hampshire**, Concord, N.H., *I Like Kids Creating*, Gregory Uhrin, program director.

Excellence in a program series: unclassified—**Warner Qube**, Columbus, Ohio, *Someone Wants to Know*, Carole Stevenson, producer.

Excellence in a pay cable program: general entertainment—**Home Box Office**, New York, *Standing Room Only: Here It Is, Burlesque!* Michael Brandman, producer.

Excellence in a pay cable program: music entertainment—**Showtime Entertainment**, New York, *On Tour: Willie Nelson Plays Lake Tahoe*, Charles Braverman, producer.

Excellence in a pay cable program: sports—**Home Box Office**, *SportsScene*, Tim Braine, producer, Michael Fuchs, executive producer.

Excellence in a pay cable program: unclassified—**Home Box Office**, *Time Was . . . the 1930's*, Bruce Cohn, producer.

There were two special recognition awards. The first was presented to those men and women whose efforts went into the production and distribution of *A Conversation with the President*, between participants at last year's NCTA convention in Las Vegas and President Carter at the White House. The executive producer for that program, involving 12 cable and communications companies, was Bob Luff, vice president of engineering, UA-Columbia Cablevision.

The second special recognition award went to Whaling City Cable TV of New Bedford, Mass., for *Panorama De Portugal*, Joseph Langhan, program director.