

on the successful launch of Satcom 3-R, in late October. When cable program services are shifted from Satcom 1 to Satcom 3-R, he said, HBO will shift its Western time zone feed to transponder 13 on the new satellite, which HBO has leased 24 hours a day.

Heyworth said 24-hour programming offers a selling advantage in marketing pay services, and added: "it represents an incremental viewing advantage for a segment of the audience attuned to non-prime-time viewing."

The announcement of HBO's expansion to 24-hour service came after some bullish announcements about Cinemax. Tony Cox, senior vice president for sales and marketing, said Cinemax, designed to complement the basic service of HBO, had "exceeded expectations." It is now being carried by 300 affiliates with some 400,000 subscribers, about twice the number taking the service at the end of 1980.

More than that, David Meiser, in charge of programming for the new service, announced a large new film package—over 175 new motion pictures from Metro-Goldwyn-Mayer Film Co., Warner Bros. Television and United Artists. The films are to be shown through 1983. Cinemax will initiate a festival of MGM musicals in June with Gene Kelly's "Singin' in the Rain."

NCTA deals its ACES

With entertainment from Allen and Mandrell, association bestows its many cable programming awards

Spiked with the comedy of master of ceremonies Steve Allen and the entertainment of country singer Barbara Mandrell, the NCTA rewarded excellence in cable programming with its ACE awards, in a gala closing the 1981 convention.

Outgoing chairman Douglas Dittrick presented individual program, national and special awards. Home Box Office won the distinguished achievement award, while Nickelodeon and the California Cable Television Association won special recognition awards.

The other winners follow:

President's Awards

Richard Loftus, president, Scripps Howard Cable.

Brian Lamb, president, C-SPAN.

Brian Conboy, Washington general counsel, Time Inc.

H.I. King, former president, TV Signal Co. of Aberdeen, S.D.

National Awards

William J. Bresnan, president, Teleprompter Cable □ Larry Boggs Award.

June E. Travis, senior vice president, administration, ATC □ Idell Kaitz Award.

Frank M. Drendel, senior vice president, M/A-COM □ Jerry Greene Memorial Award.

Nicholas E. Worth, vice president, engineering, Telecable □ Engineering award for outstanding achievement in operations.



Top of the line. NCTA's distinguished achievement award was presented to Gerald Levin, group vice president of Time Inc., for HBO's "continued pioneering and outstanding achievements in the pay TV industry;" and particularly for its creation of the first pay cable service in 1972. Levin received the award from Dr. Vivian Horner, chairman of the NCTA cable services committee. At right: Jim Heyworth, president of HBO.

Nathaniel M. Marshall, president, Systems Communications Cable □ Outstanding committee chairman award.

William J. Ryan, vice president, general manager, Palmer Cablevision □ Walter Kaitz Award for outstanding contribution through state or regional association.

Robert E. Turner, chairman, Turner Communications □ Robert H. Beisswenger Memorial Award.

Sydney Fluck Jr., engineering division manager, Waveteck Cable □ Engineering award for outstanding achievement in development.

ACE Awards

Continental Cable, Lansing, Mich., R. Paul McConaughy, program director □ Excellence in overall format and content in community programming.

UA-Columbia Cablevision, Oakland, N.J., Lenny Melamedas, studio director □ Excellence in community involvement in community programming.

Cable Television, Hayward, Calif., Marquerite Johnson, local origination manager □ Programming for special community audience.

Warner Qube, Columbus, Ohio, David Feingold, executive producer for *For the Sake of Clean Air* □ Excellence in documentary or public affairs.

Total CATV, Baton Rouge, La., Daniel Stein, producer for *Football '80* □ Excellence in sports programming.

Suburban Cablevision, East Orange, N.J., Greg Vandervort, director for *June Day* □ Excellence in entertainment programming.

Warner Amex, Reston, Va., Thomas Bartelt, director for *The International Children's Festival at Wolf Trap* □ Excellence in children's programming.

Golden Triangle Communications, Denton, Tex., Joan Young, director for *Out of the Mysterious Past* □ Excellence in educational programming.

Cablevision of Emporia, Emporia, Kan., Sam Dicks, director for *Blessed, Blessed Mama: A Chase County Life*; **Suburban Cablevision**, East Orange, N.J., Greg Vandervort, director for *Conference on Literature and the Urban Experience*; **Warner Qube**, Columbus, Ohio, Fred Barzyk, program producer for *Lulu Smith: The Chicken Who Ate Columbus* □ Excellence in single program, unclassified.

Warner Qube, Columbus, Ohio, Jon Steinberg, producer for *QUBEsumers Mean Business* □ Excellence in public affairs program series.

Warner Qube, Columbus, Ohio, Allie Sherman, executive producer for *Ohio State Football* □ Excellence in sports program series.

Sunflower Cablevision, Lawrence, Kan., Randy Mason, producer for *Bringin' it All Back Home* □ Excellence in entertainment program series.

Golden Triangle, Denton, Tex., Candice Liepa, news

director for *News 25* □ Excellence in news program series.

Syracuse Cable, Syracuse, N.Y., Abby Lazar, producer for *Kid Stuff* □ Excellence in children's program series.

Marin 11, San Rafael, Calif., Christopher Coughlin, producer for *Innersight* □ Excellence in educational program series.

Warner Qube, Columbus, Ohio, Leigh Denham, producer for *Columbus Alive* □ Excellence in program series.

Home Box Office, New York, *Consumer Reports Presents Food Show* □ Excellence in national public affairs program.

HBO, Bruce Cohn, producer for *Time Was... the 40's* □ Excellence in documentary for national program.

HBO, Marty Callner, producer for *SRO Diana Ross* □ Excellence in musical general entertainment for national program.

Showtime, New York, Bill Siegler, producer for *Little Johnny Jones* □ Excellence in national unclassified general entertainment program.

Showtime, Burt Dubrow, producer for *Broadway on Showtime: Passion of Dracula* □ Excellence in national dramatic program.

ESPN, Bristol, Conn., Bill Fitts, executive producer for *WCT Tennis: McEnroe and Connors* □ Excellence in national program sports event coverage.

HBO, Michael Fuchs, executive producer for *Thrill Sports* □ Excellence in national program about sports.

Warner Amex, New York, *Livewire* □ Excellence in national children's program.

C-SPAN, Arlington, Va., *The Presidential Transition with Jack Watson* □ Excellence in national special audience program.

HBO, John Korty, executive producer for *Stepping Out: The DeBolis Grow Up* □ Excellence in national unclassified program.

C-SPAN, Arlington, Va., *1980 Election Program* □ Excellence in national public affairs program series.

Cable News Network, Atlanta, *Investigative Report on Cancer* □ Excellence in national news program series.

HBO, Tim Braine, producer for *Wimbledon 1980* □ Excellence in national sports event series.

USA Network, Glen Rock, N.J., Sanford Fisher, executive producer for *Sports Probe* □ Excellence in national sports program series.

Warner Amex, New York, *Livewire* □ Excellence in national children's program series.

B.E.T., Washington, Robert Johnson, executive producer for *BET Sports Presents Black College Basketball* □ Excellence in special audience for national program series.