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 programing offers a selling advantage in marketing pay services, and added, "it represents an incremental viewing advantage for a segment of the audience attuned to nonprime-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 Meister, in charge of programing 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 programing awards

Sparked with the comedy of master of ceremonies Steve Allen and the entertainment of country singer Barbara Mandrell, the NCTA rewarded excellence in cable programing 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, Scripss Howard Cable.
- Brian Lamb, president, C-SPAN.
- Brian Conboy, Washington general counsel, Time Inc.
- H.J. 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, AFC ○ Idee Kaitz Award.
- Frank M. Drendel, senior vice president, MIA-COM ○ Jerry Greens Memorial Award.
- Nicholas E. Worth, vice president, engineering, Telecable ○ Engineering award for outstanding achievement in operations.

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

William J. Ryan, vice president, general manager, Palm City 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, Wavecable ○ Engineering award for outstanding achievement in development.

**ACE Awards**

- Cable Television, Hayward, Calif. Marquerite Johnson, local origination manager ○ Programing 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., David Stein, producer ○ Football '80 ○ Excellence in sports programing.
- Suburban Cablevision, East Orange, N.J. Greg Vandervort, director for June Day ○ Excellence in entertainment programing.
- Warner Ames, Reston, Va., Thomas Bartell, director for The International Children's Festival at Wolf Trap ○ Excellence in children's programing.
- Golden Triangle Communications, Denton, Tex. Joan Young, director for Out of the Mysterious Past ○ Excellence in educational programing.
- Warner Qube, Columbus, Ohio, Jon Steinberg, producer for QUBExumers Menus 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 Bringing 'It All Back Home ○ Excellence in entertainment program series.
- Syracuse Cable, Syracuse, N.Y. Abbe Lazas, producer for Kid Stuff ○ Excellence in children's program series.
- Martin 11, San Rafael, Calif. Christopher Coughlin, producer for Innersight ○ Excellence in educational program series.
- Warner Qube, Columbus, Ohio, Leigh Dannam, 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 Conn, producer for Time Was... the 40's ○ Excellence in documentary for national program.
- HBO, Marty Caliner, producer for SRO Diana Ross ○ Excellence in musical general entertainment for national program.
- Showtime, New York, Bill Siegel, producer for Little Johnny Jones ○ Excellence in national uncategorized general entertainment program.
- Showtime, Burt Dubrow, producer for Boulevard on Shoutime: Portrait of Dracula ○ Excellence in national dramatic program.
- ESPN, Bristol, Conn. Bill Filts, executive producer for WCT Tennis: McEnroe and Cossins ○ Excellence in national program sports event coverage.
- HBO, Michael Fuchs, executive producer for Thrill Sports ○ Excellence in national program about sports.
- C-SPAN, Arlington, Va., The Presidential Transition with Jack Watson ○ Excellence in national special audience 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.