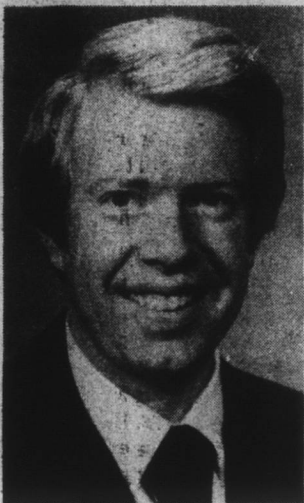


Programming Changes

VIRGINIA BEACH, Va.—In a dramatic move sure to reverberate throughout the exploding cable industry, CBN Satellite Network this fall is unwrapping a bright new programming package that boosts it out of the narrow "specialty" field into competitive, broad-spectrum entertainment. "We've Got It All" is the theme of a major marketing campaign to be launched by



Tom Rogeberg

the network, one of the nation's largest cable TV programming suppliers and a pioneer in the use of satellite transmission.

The expanded programming lineup—ranging from "soaps" to stocks to sports—reflects the marketing theme.

The 1981-82 lineup of shows signals a major departure from the network's former specialty role as an all-religious programmer, and marks its official entry into the consumer advertising dollar sweepstakes.

As it shifts programming strategy, CBN Satellite Network is looking to become advertiser-supported, said Tom Rogeberg, network director.

"The enormous cost of television today makes it necessary that we accept advertising in order to compete in the marketplace," said Rogeberg.

CBN Satellite, second largest in the industry, is seen on some 2,500 of the nation's approximately 4,600 cable TV systems and has a potential viewing outreach to 11 million of the 18-million-plus U.S. cable TV households. The satellite network is a division of The Christian Broadcasting Network, headquartered in Virginia Beach, Va.

CBN will continue to carry strong programming with religious content, but the network's new approach will expand into what officials call "total,

Workshops Are Slated

Continued From Page 4-B federal funds allocated to North Carolina, and administered by GHSP.

Other meetings on the schedule are: Sept. 16 in Charlotte at the Ramada Inn-Coliseum; September 22 in Winston-Salem at the Hyatt House; September 24 in Raleigh at the Sheraton-Crabtree; and September 29 in New Bern at the Ramada Inn.

Any law enforcement agency interested in attending the workshops should contact Floyd Bass, GHSP, Division of Motor Vehicles Building, Raleigh, North Carolina or call (919) 733-3083.

wholesome programming" and will include a wide variety of shows, from children's to women's interests, from soap operas to news from Wall Street, plus sports.

"We are integrating our new, highly entertaining shows into our schedule as we compete for the first time against other sponsored programming," Rogeberg said. "We are seriously entering the cable marketplace."

The satellite network's parent organization—CBN—was at the forefront among broadcasters in satellite transmission and technology when, in 1977, it leased a transponder on an RCA Satcom satellite on a long-term basis and built its own transmit-receive earth station.

With the magnet of CBN's popular TV show, "The 700 Club," hosted by CBN president Pat Robertson, and the inducement of no-cost programming to cable operators, CBN even in those early days soon outstripped its commercial competitors in sheer volume of households reached.

With the shift in programming posture, CBN officials expect even more dramatic growth in the months ahead as original, first-run programming is added to the satellite schedule.

CBN has little competition on the cable as it reverses its field from an all-religious network to a variety format. Except for the so-called "Superstations"—in reality local TV stations whose signals are beamed to a wider audience via satellite—most cable programming lacks diversity of content.

"We're bucking the trend," Rogeberg admitted. The trend, he explained, is toward what is known in the industry as "narrowcasting," or specialty programming—all-sports, all-movies, all-news, all-religious programming, even a proposed all-weather channel."

Airman Free Is Graduate

Airman Michael E. Free, son of retired Air Force Tech. Sgt. and Mrs. Virgil L. Free of Tyner, has graduated from the U.S. Air Force munitions maintenance course at Lowry Air Force Base, Colo.

Graduates of the course learned how to inspect, assemble and dispose of explosive munitions, and earned credits toward an associate degree in applied science through the Community College of the Air Force.

Free will now serve at Seymour Johnson Air Force Base.

He is a 1979 graduate of West Montgomery High School in Mount Gilead.

Kids Complete Swimming Classes

Continued From Page 4-B of the test receive a Record of Learning indicating skills mastered and others needed.

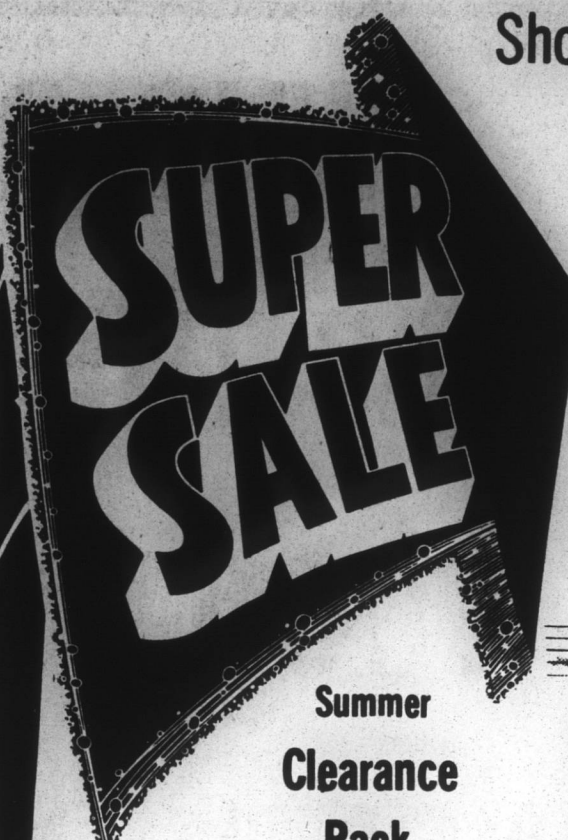
Instruction for the classes was given by Elizabeth Zarbock. Gary Anderson is president of Chowan County Chapter, American Red Cross.

Shop Weekdays 9-9

1-6 Sunday

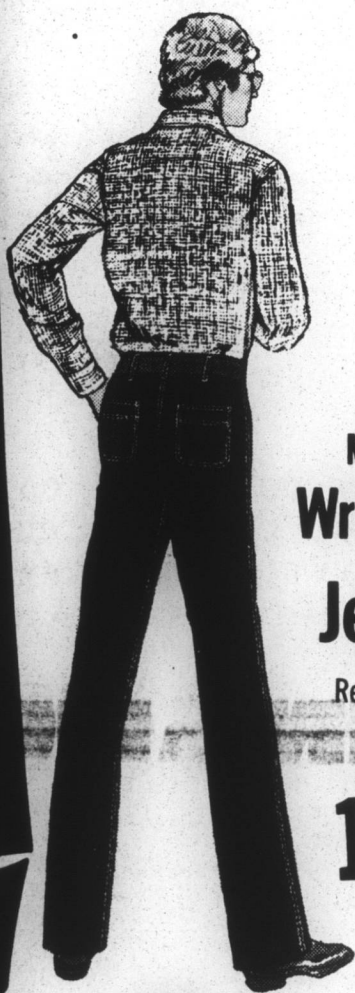
Edenton Village Shopping Center

The Pictures On This Ad Are Of Similar Descriptions.



Summer Clearance Rack

3⁰⁰ 4⁰⁰ Ladies' Tops 5⁰⁰ 6⁰⁰



Men's Wrangler Jeans

Reg. 15.97 Sale 10⁰⁰



Ladies' Fashion Jeans

Size 5-15 Reg. 12.97 9⁸⁸



Boys' "Student Size" Wrangler Jeans

Reg. 13.97 Sale 8⁰⁰

The Button Land Camera by Polaroid 16⁸⁸

MR. COFFEE® Mr. Coffee II 22⁹⁹

MAGIC MOUNT Photo Album \$2⁷⁷

20" Breeze Box Fan 17⁸⁸

Brach's Circus Peanuts 89[¢]

21 piece 1/4" & 3/8 Drive Ratchet Socket Set 8⁹⁸

16 oz. 20 ct. The Big Cool Foam Cups 77[¢]

Wicker Laundry Hamper 15.97

T. G. & Y. Oil Filter 1.57

Sweet-N-Low 100ct. 99[¢]

Hamilton Beach Corn Popper 14.95

48" Florescent Shop Light 14.29



TG & Y family center

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In fact...We'll buy anything made of Gold: Watch Cases, Rings, Jewelry, Pins, Brooches, Chains, Gold Coins, Etc. Regardless of Condition...! We will buy your Unmarked Gold...We can test your unmarked items and pay you top market prices.

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203 S. BROAD ST. EDENTON, N.C. 919/482-4680 OPEN 10-5 EXCEPT CLOSED WED.

We also buy other jewelry, coins, sterling, glassware, cut glass, silverplate and antiques.