

*Trade Shows on Two Continents*

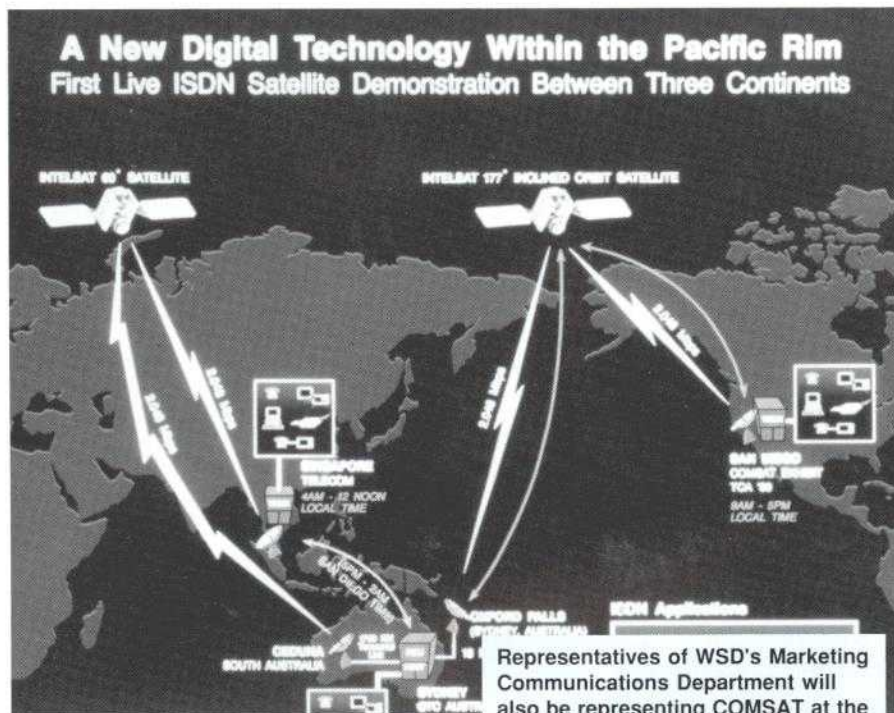
# World Systems Division Hits the Road

WSD's Marketing Communications Department will hit the road in October, attending five trade shows to let potential customers know what COMSAT can do for them.

In September, WSD's Tish Fonda attended the Tele-Communications Association show in San Diego. At the show, WSD featured the first live ISDN demonstration via satellite between three continents in the Pacific region, linking Sydney, Singapore, and San Diego. When the show ended September 28, Fonda headed for Europe and the ITU-COM '89 exhibition in Geneva.

The Geneva exhibit's theme is "A new generation of satellites and services." During the show, which will run from October 3-8, the COMSAT booth will feature information on the Intelsat-K and new Intelsat VI. The first spacecraft of the VI generation is scheduled for an October 5 launch from the Arianespace facility in Korou, French Guiana. COMSAT plans to celebrate the launch with a champagne reception in its exhibit booth on the afternoon of October 6.

Back in the United States, Fonda will attend Fish Expo, scheduled for October 18-21 in Seattle. This will feature a replay of a smash hit from recent shows, "The COMSAT CHALLENGE." The Challenge, a spin-off of the popular TV game show "Jeopardy!", features the show's long-time



...featured at the Geneva ITU-COM '89 exhibition

host Art Fleming as MC.

"This has been a big favorite in the past, and I think it will be at this show, too," says Fonda.

At the Fish Expo, COMSAT Maritime Services will let fisherman know how satellite technology can make their lives at sea more profitable, easier and safer. ■

Representatives of WSD's Marketing Communications Department will also be representing COMSAT at the following shows in October and November:

- The National Business Aircraft Association exhibition will be held October 3-5 in Atlanta;
- The American Society of Travel Agents will meet in Miami October 22-28;
- The CaribeCom Conference will be held October 24-26 in San Juan;
- Amsterdam will host the Europort exhibition and conference November 14-18.

## Mikulski Leads the Fight to Fund ACTS

The Senate Appropriations Subcommittee on HUD, VA, and Independent Agencies approved a \$62 million appropriation for the Advanced Communications Technology Satellite (ACTS) at its September 12 "mark up" meeting. Subcommittee chairman Sen. Barbara Mikulski (D-Md.) was instrumental in getting approval for the funding which is critical to keeping the ACTS program in operation.

In July, the House Appropriations subcommittee with jurisdiction over

ACTS had voted not to include monies for the project, thus putting it in jeopardy. With the recent Senate vote in favor of the program, the difference will be worked out at a House and Senate conference on the bill, probably in late September.

"We are back in the ballgame," says Ernie Kelly, director of Government Relations. "Now we must convince the House conferees to accept the Senate position on ACTS."

In appreciation, over 100 COMSAT

employees involved in ACTS signed a "thank you" letter to Sen. Mikulski for her efforts on behalf of the project. In the days before the conference committee meets, COMSAT personnel, including Chairman Irving Goldstein, will meet with House committee members to give them an understanding of the ACTS project and its importance to United States satellite technology development. ■



## COMSAT's United Way Campaign Could Send You Packing

It's time for the COMSAT United Way Campaign again, and last year's popular travel prizes are back. COMSAT employees who give to the campaign, scheduled for November 6-17, could find themselves on one of several cruises being awarded at drawings throughout the two week period.

"Everyone knows that giving to the United Way Campaign provides important help to those in need, but at COMSAT, it can also help you escape from winter for a few days," said David Cade, chairman of COMSAT's 1989 campaign.

Cade, CSD's vice president of marketing and business development, will be leading the company's efforts with the help of vice chairpersons Margarita Dilley (Plaza) and Benjamin Pontano (Clarksburg).

After setting records for participation in last year's campaign, COMSAT has set even higher goals for this year's effort.

"I'm confident we can meet our goals," said Cade. "COMSAT employees have a reputation for being generous to the United Way and we've put together an outstanding team to tap that generosity again this year.

"Besides helping our community, each donation could turn out to be a ticket to the Caribbean in the middle of winter, just when you need it most," he added. ■

## Two More Satisfied Customers Say 'Thanks'

The Telemedicine Spacebridge came to an official end July 28 after operating for three months. The Spacebridge linked American doctors via satellite with their Soviet counterparts who were struggling to treat thousands of victims of December's Armenian earthquake. In June, after hundreds of Russians were injured in a natural gas explosion, the Spacebridge aided doctors treating victims of that disaster as well.

In letters to WSD's Vice President and Deputy Division Manager Jack Hannon, Soviet and NASA officials thanked COMSAT for donating satellite time and expertise to this humanitarian effort.

NASA Associate Deputy Administrator Samuel W.

Keller wrote Hannon that "Besides the benefit derived by the casualties from the Spacebridge medical consultations, we believe this cooperative effort with the Soviets fostered good relations between our two countries.

"All of this certainly would have been impossible without the superb ef-

fort put forth by you and members of your staff," he added. "On behalf of NASA, I wish to express my deepest appreciation to you and those members of your staff who worked so diligently to ensure its success."

### Soviets Express Gratitude

Alexander A. Kiselev, General Director of Soyuzmedinform in Moscow, also expressed "deep gratitude" for COMSAT's role in the Spacebridge.

"Participation of your leading specialists in this project is not only a demonstration of your professional skills but also a true example of how an international humanitarian effort is carried out," Kiselev continued.



National Aeronautics and Space Administration



Министерство здравоохранения СССР

COMSAT's role in this program is the latest in the company's contributions to disaster relief efforts worldwide. Prior to the Soviet project, the company combined with Intelsat to provide assistance after the Mexico City earthquake in 1985, and Hurricane Gilbert last year. ■

## MARIPRESS Reduces Rates, Improves Service

Cruise ship passengers can keep up with news, weather, stock prices, and the National Football League thanks to the MARIPRESS news distribution service, a team effort of COMSAT and USA Today.

Now in the process of being upgraded, the service will soon give customers more for their money. An agreement with Gannett, Inc., USA Today's publisher, will replace the old system with a telex-based information service that provides a daily news di-

gest of 2400 words, 600 more than before. MARIPRESS will be offered on a five-day-per-week schedule, with weekend delivery to be added soon. In addition to expanded service, the subscription price has recently been reduced by more than 28 percent.

"We believe that the changes in pricing and content, especially the addition of the NFL service, will result in a better product for our customers," said Sam Farrar, who is responsible for MARIPRESS sales. ■

*New Campaign Already Under Way*

## COMSAT's Spring Ad Campaign: Getting the Satellite Message Across

A recent survey conducted by the opinion research firm The Wirthlin Group has shown that in most instances, COMSAT's advertising campaign last spring got the company's message across. The two-part survey of approximately 100 Washingtonians influential in the communications field was conducted in February prior to the ads being shown, and again in May to determine their effect.

The campaign, begun in March on behalf of COMSAT by the ad agency DDB Needham Worldwide, was designed to reinforce the need for satellites, and correct any misperception that may have existed about fiber optic technology making satellites obsolete. Primary target audiences included Congressional members and staff (with emphasis on those who most directly follow COMSAT), the Defense Department, and other agencies such as the Federal Communications Commission. The May survey paid close attention to determining what effect, if any, the advertisements had on attitudes about satellites and fiber optic cables.

The survey also sought to determine the level of advertising awareness. In the May sample, three-fourths (74%) of the respondents were aware of satellite communications advertising, and, on an aided basis, 73% recall being aware of the ads being for COMSAT.

### **Satellites, Fiber Optics: Complementary Technologies**

A large majority of those sampled (71%) continue to think of satellites and fiber optics as complementary technologies. Very few (16%) consider them to be competitors.

Most respondents indicated the following attitudes and perceptions about the relative strengths of satellites:

- Some locations can only be reached cost effectively by satellite.
- Satellites are essential for live, on-the-scene international TV broadcasts.

- Commercial satellite communications are an indispensable part of our defense system.

Those questioned also indicated they believed:

- Fiber optics have a greater message capacity than satellites.
- You can transmit data more rapidly using fiber optics than with satellites.
- The satellite industry has fallen behind because of the slowdown in the space program after the Challenger disaster.

On a scale of 10, those surveyed indicated that they believed the likelihood of satellite technology being an important part of the country's international communication system to be a

9.0. This figure, up from 8.4 in February, now surpasses the fiber optics score of 8.6.

### **Pleased With the Results**

The results of the survey indicate that the ad campaign achieved most of what it was designed to do, says COMSAT's vice president of Corporate Affairs Richard L. McGraw.

"We needed to reach a certain audience, and make sure they had a good understanding of satellite technology and its relationship to fiber optics," said McGraw. "I think these results show that our ads went a long way towards achieving that, but we still have a lot of work to do." ■

## COMSAT Acquires Satellite Support Group

The Satellite Support group of Harris Corporation has become part of COMSAT Systems Division. The acquisition, announced last month by CSD President Joel Alper, means 54 people at the Melbourne, Fla.-based group will remain there and continue their outstanding support to COMSAT.

Presently, the Satellite Support group provides assistance in the operation and maintenance (O&M) support of a satellite-based network for distributing NBC television signals to network affiliates nationwide.

"Satellite Support group personnel now in Melbourne will remain there, and no organizational or structural changes are planned other than a name change to COMSAT," said Larry Westerlund, vice president and general manager of COMSAT General, the telecommunications sys-

tems operations arm of CSD. The group will be a part of COMSAT General.

The new addition to CSD also provides integration and installation services to the satellite and fiber-optics communications markets. Currently, the group serves 200 customer sites across the United States, providing full network management, on-site maintenance, extended service plans, implementation services, trouble reporting and spare parts support.

"The group's knowledge and skill in the O & M field have been consistently demonstrated in the quality of their support to us on the NBC network," Alper said. "This expertise will substantially enhance our capabilities in pursuing opportunities in the telecommunications systems marketplace." ■

## COMSAT Files for Promotional Rate Reduction

COMSAT World Systems Division has filed with the FCC for a promotional rate reduction which offers customers a 50 percent discount for a three month period. The reduction is available to customers committed, or who commit, to multi-year voice circuits for international satellite telephony traffic. To take advantage of the reduction, customers must designate a specific region— Europe, the Pacific or Latin America— for their multi-year leases. Scheduled to go into effect October 18, the offer is available to customers through November 30, 1989.

In its proposal, COMSAT said that the discount applies to all new and existing, analog and digital, multi-year voice circuits. According to Betty Alewine, vice president and general manager of ISS, this gives COMSAT even more flexibility to accommodate dynamic regional requirements since its investment in international satellite capacity is done on a regional or ocean area basis.

"This promotional rate reduction is intended to stabilize the committed traffic base geographically, and to facilitate better regional planning," Alewine said. "For customers who know where their traffic commitments are, the discount offers a significant savings without any loss of flexibility.

"COMSAT continues to offer its customers a global flexibility option," she added. ■



## COMSAT, ARINC Announce Aeronautical Agreement

COMSAT and Aeronautical Radio, Inc. (ARINC) last month announced the signing of a long-term agreement under which ARINC will use aeronautical satellite capacity supplied by COMSAT for the provision of operational and passenger communications to airlines of the world.

Beginning in late 1989, COMSAT will provide ARINC with low gain cockpit data services in the Atlantic and Pacific regions. Comprehensive data and voice services will commence in these two regions on January 1, 1991, and in the Indian Ocean region on January 1, 1993.

The Atlantic and Pacific region services will be provided via COMSAT's ground earth stations at Southbury, Conn. and Santa Paula, Calif., respectively. Provision of service to the Indian Ocean region will be via Japan's Kokusai Denshin Denwa Co., Ltd. (KDD) facility.

The agreement is non-exclusive, and it does not preclude either company from doing business with other parties. ARINC has withdrawn all of its legal challenges in the federal courts and at the Federal Communications Commission relating to COMSAT's authority to provide Inmarsat aeronautical services. ■

## Goldstein Speaks at Management Series

"Irv's talk was frank and reassuring."  
"Really enjoyed Irv's interaction with the group."

These were two of the many responses to Chairman Irving Goldstein's recent conversation with COMSAT managers in the 1989 Management Training Series. In the two-hour segment held August 10 at COMSAT Labs, Goldstein discussed his vision for the company, changes in corporate culture, how to improve communications at all levels, and what he expects of COMSAT managers.

"This kind of direct involvement by the CEO is invaluable," said Bren White, head of Corporate Training.

"The potential positive impact of top management being active in this kind of training is tremendous.

"Our Management Series really provides an excellent forum to improve the flow of communications across the or-

ganization, and most of our corporate officers have agreed to participate in this way," White added. "We are very lucky to have this kind of commitment and support from the top."

Goldstein will be the keynote speaker at the new Leadership Development Program scheduled for November 27 and 28. Bruce Crockett, president of World Systems Division, Joel Alper, president of COMSAT Systems Division and CVE's new president and CEO Robert Wussler will also be featured speakers at the two-day off-site meeting designed for vice-presidents and directors. In addition, Larry Miller, a well-known author and management consultant, will address the group.

If you would like information about this, or any of the 65 other courses being offered by Corporate Training, contact Bren White at X6407. ■

Virginia resident who wish to vote in their state's November 7 gubernatorial election must register by October 7. For more information, call the toll free voter information number, 1-800-552-9745.

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spective customer from program conception, through its evolution and Request for Proposal issuance."

"I really need more arms and legs and hands than I have," Gould adds.

Technical papers presented by Labs' scientists at conferences are another way COMSAT Labs is marketed. These papers, when published and circulated, give prospective customers an idea of the kinds of research under way at the facility, and the high quality of the Labs work.

**Keeping Skilled People**

Making sure there is enough business for the Labs is also an important function of keeping skilled people on hand, says Gould.

"It is difficult to get highly skilled people like those we have here every time you get a new contract," he says. "So there have to be enough contracts to keep everyone gainfully employed on a continuing basis. Otherwise, the start-up time is just too long."

Whenever funding for one project begins to "mature," Gould actively seeks new customers and projects.

"When a future funding void is anticipated I work very hard to fill it well in advance," he says.

In fact, keeping the skilled COMSAT people on hand is one of the big motivators that drives Gould to seek out more business for the Labs.

"I have to be out with the customer and create a rapport at several different management levels," Gould says. "It's a multi-level selling job."

And, he adds, "at whatever management level the sign-offs are, that's where I have to show the customer that we can do a good job." ■

**See For Yourself**

COMSAT Laboratories will celebrate its 20th anniversary with an Open House for all employees and their families on Saturday, October 7 from 9:30 a.m. to 2 p.m. at the Clarksburg, Md. facility. Exhibits will feature each of the Labs' divisions and a complimentary snack lunch of hamburgers and hot dogs will be served between 11 a.m. and 1 p.m.

*COMSAT Scholarships Available*

**Wanted: High School Scholars**

Do you have a child starting college in 1991? Could you use \$2,000 a year to help pay for tuition?

If you answered yes to those questions, then you should know about the 1991 COMSAT Merit Scholarship Program. Under the program, two scholarships will be granted to the children of eligible employees. Awarded on a competitive basis to finalists in the National Merit Scholarship Program, the scholarship amounts will range from a minimum of \$500 up to \$2,000. The four year scholarship will be offered for any full-time course of study at a regionally accredited, degree granting college or university in the United States.

In order to be eligible, students must meet the following criteria:

- complete secondary school and enter college in 1991;
- be a United States citizen;
- be a natural or legally adopted child of a full-time, retired, or deceased employee of COMSAT or one of its subsidiaries.

Applications for the scholarship should be returned to COMSAT no later than Friday, December 8, 1989.

Application forms for the COMSAT Scholarships have been distributed throughout the company. If you did not receive one, or need more information, contact Joseph Fabiano at Corporate Human Resources, X6296. ■

**Don't Let Cholesterol Break Your Heart**



Bruce Kibler, above right, was one of over 100 COMSAT employees to get their cholesterol level checked at an August 29 screening in the COMSAT Theater. Sponsored by the COMSAT Fitness Center, the five-minute tests revealed that about 40 percent of the attendees had readings that were too high, said Fitness Center Director Michele Tennery. High blood cholesterol levels have been linked to increased risk of heart disease.

"After we knew the test results, we counseled our employees on ways to modify their blood cholesterol level," Tennery said.

The three main elements that affect cholesterol are diet, exercise, and heredity, she added.

For those who missed this screening, another one has been scheduled for February, which is American Heart Association Month.