

## Hannon Makes Case For Satellites To Caribbean Leaders

When it comes to markets where demand for telecommunications services is heating up, the Caribbean region is not to be ignored. A burgeoning information industry—including such communications-intensive fields as data processing, telemarketing and reservation services—is being actively promoted by the island governments, looking to breathe new life into local economies.

Traditionally, communications between the Caribbean and the U.S. have been via INTELSAT satellites. But developers of fiber optic cables—recognizing the Caribbean's market potential—have laid plans for under-sea links.

With businesses and competition heating up, COMSAT World Systems Division isn't about to let the Caribbean slip away. Which is why Division Vice President Jack Hannon made a presentation to the Caribbean Telecommunications Organization in Willemsted, Curaçao earlier this month.

"We want to be a major provider in this region," he told the gathered



Jack Hannon

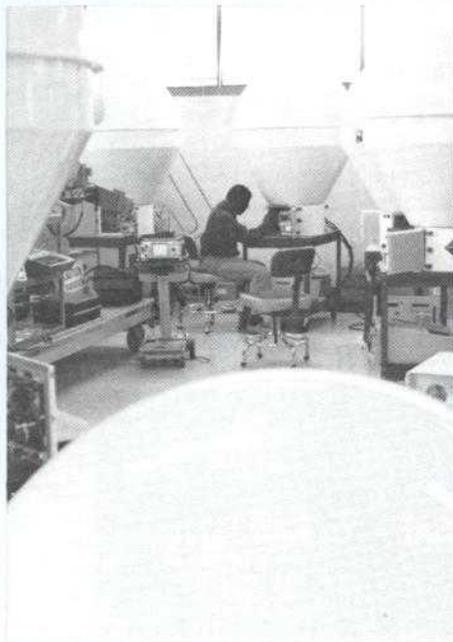
communications executives. "We'll compete with all types of service providers and facilities for the opportunity to serve you."

Hannon emphasized digital satellite services, stressing the high quality and low cost they bring. "Plus," he said, "digital satellite services are available now."

He detailed the two types of digital services—private or International Business Service, and public switched or International Digital Route. In the discussion of both services, Hannon underscored the attractiveness of their prices.

The advent of digital services has, in part, contributed to the increasing use of smaller earth station antennas, Hannon said. Smaller antennas increase the availability of international communications to a broader spectrum of people and, by being located closer to the customer, smaller dishes help to lower the costs of moving data by eliminating the need for land transmission to a larger, distant station. Already, he said, six smaller antennas are in place in Caribbean nations.

"COMSAT is not standing still," Hannon told the group. "Through our research and development efforts, our work to shape policy within INTELSAT and our promotion of digital services, we are working to enhance service offerings and make rates more attractive," he said. 



Business as usual for COMSAT Technology Products' Mobile Systems group.

## CTP: Mobile Group Alive and Well

COMSAT Technology Products' remaining 45 Mobile Systems employees report to work each day at Merrifield, Va., where they continue to produce and sell maritime and transportable satellite systems. But lately the reports of their demise have grown so loud that, at times, they must have felt they were hearing their own obituary.

"We're still out here, very viable, and making money" said Nina Britcliffe, CTP marketing representative.

So determined is CTP to demonstrate its viability that it has launched an advertising campaign in magazines serving customers who might use maritime or transportable satellite communications equipment.

"We have two products currently

being marketed," Britcliffe said. One is the MCS-9120, a new generation of the MSC-9100 Standard A maritime satellite terminal. The other is the TCS-9000 transportable suitcase unit. Manufacturing of both products is being transferred to Taiwan, but final assembly and testing are still being carried out by Merrifield personnel.

Employees in other COMSAT groups may have been confused about CTP's status because of reports of the sale of its VSAT operations to Contel last year. An initial plan to sell the mobile systems portion of CTP, announced last year, fell through. But plans to sell the business unit remain intact. And, for now, COMSAT is still in the portable and maritime satellite communications business. 

# COMSAT's Public Communication Policy

Corporate Affairs Vice President Richard L. McGraw, whose task it is to shape COMSAT's public posture, wants to make sure those speaking on behalf of the company do so in one voice.

Last month, McGraw reviewed the company's policy on dealing with the media, issuing releases and other materials to the media, public speeches and Congressional testimony.

### Clearance of releases and speeches

All audio, video and printed news releases intended for distribution to the news media, all public speeches and Congressional testimony prepared by any company unit must be submitted to the Corporate Affairs Department for review and approval before they can be issued.

### Handling media inquiries

If you receive a call directly from the media, you should refer the caller or the call to the person within your

business unit responsible for dealing with the press. If your group has no media relations person, contact Corporate Affairs at (202) 863-6800. Either transfer the caller to Corporate Affairs or take the question, the reporter's name and phone number, and immediately advise your unit's PR person or Corporate Affairs so they can respond quickly to the question. The press is always working against a deadline, so it is of utmost importance to get the reporter into the hands of the right media relations person as soon as possible.

After the proper coordination and clearances, you or some other knowledgeable person may be asked to respond to the inquiry. Going through the clearance process is important however, because even the most innocuous-sounding question from the media can result in gross misunderstandings and incorrect interpretations.



## Earth Station Expertise Lives On

So you thought that with last year's sale of its interest in the international earth stations COMSAT no longer was involved in earth station operations?

Not true, says Richard Skroban, director of World Systems Division earth station services. In fact, he said, some 35 COMSAT employees still work on location at the Andover, Maine, Etam, West Virginia and Paumalu, Hawaii earth stations, providing services critical to the continued successful operation of the INTELSAT system.

Services provided by COMSAT at the earth stations, under contracts with INTELSAT, are important for two reasons. For one, he said, they give COMSAT credibility as a Signatory to INTELSAT and they are profitable. "From the standpoint of the largest user of the INTELSAT system, we feel we should continue to play an active role in providing these services," Skroban said.

With the sale of its interests in the large multipurpose earth stations, COMSAT ended its role as an earth station manager. But it continues to provide such highly specialized services as Tracking, Telemetry, Command and Monitoring (TTC&M), which helps keep the satellites in correct position; TDMA Reference and Monitoring Station (TMRS) services, which control the TDMA network on several Atlantic Ocean satellites; and monitoring of SPADE, a voice-only system designed for small telecommunications users.

COMSAT is not about to let its special earth station expertise go unused, Skroban says. Already, his earth station services department has a major effort under way aimed at winning future INTELSAT contracts for these services.

## OTC Visitors Lured To Booth With Game, Chance To Win Cruise

Category: COMSAT.

Question: What innovative technique did the folks in Maritime Services use at the Offshore Technology Conference in Houston earlier this month to get people to visit their exhibit?

Answer: They came up with 1,200 questions & answers, hired former game show host Art Fleming, and sponsored "The COMSAT Challenge," a game fashioned after television's "Jeopardy." The grand prize: a week-long luxury Caribbean cruise for two on the S/S Norway.

According to Pat Whalen, World Systems Division director of marketing communications, the game resulted in an excellent turnout at the COMSAT booth and generated a great deal of media interest, including a mention in the *Wall Street Journal*.

"During each of the ten shows, we had very large crowds in and around the booth," Whalen said. "For the final challenge round, the aisles were packed. There was a lot of excitement associated with this event, and many of the contestants who hoped to be in

the final round came back show after show to study their competition," she said.

In staging the game, Maritime Services hoped to achieve two goals. At a trade show where attendees tend to be primarily interested in equipment for use off shore, the event was designed to bring even those without a keen interest in maritime communications to the COMSAT booth. Second, through the questions—many of which had to do with COMSAT and maritime communications—the event reinforced COMSAT Maritime Services' role in offshore communications.

Some 30 contestants entered the game, which ran throughout three days of the four-day conference. The winner was Charles Spisak, a senior staff engineer for Conoco Inc.

Questions covered categories from COMSAT/INMARSAT and Texas to space and baseball. World Systems' marketing communications staff—organizers of the event—compiled the 1,200 questions and answers used during the game.

## Wanted: Your Help With Travel, Time Policies

If COMSAT is to win contracts with the U.S. government, it needs the assistance of every employee. Specifically, it needs your help in reporting travel expenses and filling out time reports accurately.

Here's why your help is important.

Federal procurement regulations require that employees working for contracting companies follow certain policies in reporting their time and travel and entertainment expenses. COMSAT's existing policies have been OK'd by the government as meeting its requirements. The challenge, according to Dan Thomas, Corporate Controller, is to "make sure we comply with our own policies."

The reporting of travel expenses was complicated by changes in Federal Tax Laws and Federal Acquisition Regulations, according to Thomas. COMSAT revised its Travel Expense Voucher Form (CSC 51) in 1987 to reflect the changes. Instructions are included on the form to help you determine how to break down your expenses. It requires that you separate hotel, meal and entertainment expenses into three categories: allowable, excess and IRS disallowed.

The company is so intent on seeing that travel expenses are reported correctly that it has declared that, after May 31, travel forms will not be

processed if they are not correctly completed.

A training class on how to fill out the form will be held if there are requests for it, said Thomas.

In filling out time sheets, employees are reminded to report all hours worked, including overtime. Instead of counting on your memory at the end of the pay period, time charges should be recorded each day, Thomas said. Supervisors must assure and attest to the accuracy of the timesheets

they sign. SPI 40-9 on Time Reporting provides more of the policy's details.

"As COMSAT looks to expand into government markets, we must make sure we're adhering to government rules. I appreciate the degree of cooperation we've had from employees in the past. By strictly following the policies in the future, every employee can contribute to the company's success in winning government contracts," Thomas said.

## Separate Systems Advance In European Markets

Orion Satellite, the first company to propose a private international satellite system five years ago, this month announced an agreement with British Aerospace for building, launching and operating Orion's trans-Atlantic system. With the agreement, Orion teams with Europe's largest satellite manufacturer, which will apply to the British government to provide access for U.K. businesses to "high-powered satellites that would permit interconnection of a significant number of remote locations at realistic prices." Plans are to launch the first Orion satellite in 1991.

PanAmSat, which also is establish-

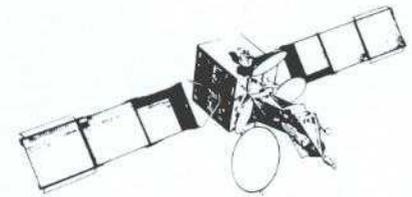
ing an international satellite network, recently announced an agreement with Comvik Skyport AB, a Swedish concern, to provide private network satellite services linking the U.S. and Scandinavia.

Under the FCC's policy, separate systems must be reviewed by INTELSAT to determine whether their proposed services would be technically compatible with INTELSAT or if they would represent a significant economic threat to the global system. Also, separate systems cannot interconnect with the public switched network.

## Short Takes

COMSAT recently declared its 71st consecutive quarterly dividend. The 30-cent-per share dividend is payable June 13, 1988 to shareholders of record on May 13 . . . PanAmSat detailed plans recently for its second satellite—a hybrid with 18 C-band transponders and 24 Ku-band transponders—to be launched in 1999 . . . The INMARSAT Council recently elected Hideo Nagata of Japan as chairman . . . The FCC has asked for comments by May 20 on proposed amendments to the INMARSAT Agreement that would allow INMARSAT to provide land mobile satellite communications services . . . The successful Ariane launch of the GTE

Spacenet III satellite in March will enable Geostar to equip as many as 40,000 vehicles with its radio-determination satellite service. The launch was the first in two years to put a U.S. commercial communications satellite in space . . . Nomura Research Institute has recommended purchase of COMSAT stock in a recent research report which pointed to the expectation of earnings improvement in the second and third quarters and \$3.00 per share earnings for the year. Value Line concluded its recent report on the company saying, "These neutrally-ranked shares appear to have less-than-average appreciation potential to 1990-92. However, sustained evidence that satellites can compete effectively with fiber optic cable for voice traffic might cause COMSAT's stock to



command a more generous multiple than we now project" . . . INTELSAT Signatories have adopted a resolution endorsing the organization's Planned Domestic Service program, under which countries buy or lease INTELSAT satellite transponders for domestic communications. INTELSAT said the resolution indicates the importance that the Signatories attach to the program.

## CVE Offers Pay-Per-View Programming To Cable

In a move designed to sell its pay-per-view programming to a greater number of hotels and motels, COM-SAT Video Enterprises (CVE) is turning to cable TV operators across the country.

Earlier this month, CVE introduced a new cooperative program—called Cable Ventures—to the cable industry at the National Cable Television Association meeting in Los Angeles.

Through Cable Ventures, CVE is hoping cable operators will market its three pay-per-view TV channels to hotels and motels in their operating areas in return for a chance at a new profit opportunity.

Under the program, CVE will equip cable TV operators to receive its Satellite Cinema channels. It will also install equipment at participating hotels, enabling computerized tracking of guest movie purchases.

In return for a share of revenues generated from the purchases of pay-per-view movies, cable operators will market the service and send the signals to hotels along with their existing basic and premium TV programming.

Fred Del Toro, CVE marketing vice president, called Cable Ventures “a great opportunity to reach the lodging industry,” one that combines the strengths of cable TV with CVE’s market proven pay-per-view service.

Del Toro said the combination offers the lodging industry “the very best service—standard cable and special pay-per-view programming.”

In addition to potential revenues from pay-per-view sales, cable operators are being given other incentives to join in the Cable Ventures co-op, Del Toro explained. CVE is offering market development funds to cable systems to cover sales and marketing costs incurred in signing hotels.

In addition, cable operators can elect to install and maintain the pay-per-view systems themselves, instead of relying on CVE for those services,

## THE PRINTED CIRCUIT

Editor: Jocelyn Ward

Send your ads to:  
Jocelyn Ward, Room 1105 (Plaza).  
DEADLINE: June 1

### FOR SALE:

'85 Nissan Maxima. With all luxury options. Showroom condition, one owner, very low mileage. \$9,975.

Call: x6657

'84 Mazda RX7. Grand Sport Luxury (GSL). Black, A/C, leather seats, sunroof, audio system, louvers, ski rack, new pirelli tires. 50,000 miles. Great shape and still great performance. Must sell due to medical problem. \$8,450.

Frank: (w) dial 6991, then ext. 6687, (h) 703/356-2366

1988/89 Ski House Shares. In Killington, Vermont. Five weeks at 3-bedroom, 1½ bath chalet beside mountain for only \$245/person. Weeks are distributed evenly every five weeks throughout the November to April season. Share with 9 other friends or meet new ones. An additional \$25 deposit holds a share in the house and full payment allows you to select your group.

For more information call Frank: (h) 703/356-2366

Diamond Set in Beautiful Engagement Band. Round, brilliant cut. 1.36 carat weight, “G” color, “VS1” clarity, GIA certified. On consignment at local jewelry store for over \$7,000, will sell at my cost after June 1st. \$5,900.

Frank: (w) dial 6991, then ext. 6687, (h) 703/356-2366

Rocker. Golden brown, stuffed platform rocker. \$40.

Call: x6042

Boat. 17-foot fiberglass Chris Craft runabout, 85 hp Mercury engine. New seats, trailer. \$2,150.

Call: x6101

Bicycle. Lady's 3-speed Schwinn bicycle. Blue, foot brakes, wire carrying basket, excellent condition, includes car carrier. \$85.

Donna: x6401

### FOR RENT

Foggy Bottom. Fully furnished one-bedroom. Color TV, microwave, linens, glassware, cookware, flatware. Teakwood bedroom suite (queen bed), rooftop pool, 24-hour security. Walk to Metro, Georgetown, Kennedy Center. \$1050/month, including utilities. Six months minimum. Available June 1.

Call Yasmin Mattox: (w) x6800; (h) 532-6904 (evenings)

continued

thus creating yet more potential for revenues.

CVE's programming—including two channels of early-release feature movies, one channel of “Late Nite” movies for mature audiences, an electronic program guide and preview channel—should make the service attractive to the hotels and motels cable operators will target. Additional

services such as video checkout, messages and room service menus, videoconferencing and broadcasts of live special events directly to guests on a pay-per-view basis will further enhance the package.

CVE hired Patrick C. Bohana, previously with Scientific-Atlanta, Inc., to direct Cable Ventures.



**THE PRINTED CIRCUIT** *(continued)*

**Townhouse.** Two-bedroom, CAC, washer/dryer, wall-to-wall carpeting and Montgomery Village Clubhouse. Conveniently located to schools, professional center, mall, recreational facilities and one block from the Giant. Seven miles from Labs. \$575/month. No pets.

Call Mario Controni, 428-7321 or Vicki Controni, 948-7151 x553

**Dewey Beach, Delaware.** Modern townhouse. 3-bedroom, 2 full baths, air conditioning. Dishwasher, W/D, TV, outdoor shower. Two blocks to the beach. 6 p.m. Sunday to 6 p.m. Friday. June—\$300, July—\$450, August—\$450; also available in May and September.

Call Tom Dunleavy: (h) 543-5092; (w) 436-8313

**New Home in Ocean Sands, N.C.** 4 bedrooms, 2 baths, sleeps 8. Lakefront, 200 yds from ocean, sundeck views of unspoiled dunes and beach, tennis privileges. Excellent birdwatching and surf fishing. TV, microwave, dishwasher, phone, A/C, W/D. NO PETS PLEASE.

Dana Beuglass (w) 944-7975; (h) 703/532-6639

**Whalehead Beach Home.** If you like a vacation at the beach and are looking for peace and tranquility . . . Whalehead is the place for you! Just 40 minutes north of Kitty Hawk, Whalehead offers scenic, unspoiled and uncrowded beaches. Lovely semi-oceanfront house (one lot back from ocean). Beautifully decorated with 5 bedrooms, 2 baths. Ground level has a washer and dryer. Second level: living room with color TV, VCR, stereo, cathedral ceiling with skylights & ceiling fan, wall-to-wall carpet, fully equipped kitchen with breakfast bar & stools, dishwasher, microwave, icemaker; dining area adjoins screened porch with picnic table; 2 bedrooms (1 with queen, 1 with 2 twins); bathroom with shower. Third level: 3 bedrooms (1 w/queen, 1 w/double, 1 w/1 set of bunkbeds); master bedroom opens onto deck facing ocean; bath with tub/shower. IBM PC on upstairs landing. There are several vacant lots on the beach which afford this house a magnificent ocean view. Gas grill, basketball goal, high chair, playpen, fish cleaning table, outside shower, central air/heat, telephone, water treatment system. Sleeps 10—limit 10. NO PETS.

May 14-June 11	June 11-Aug 27	Aug 27-Sept 24	Sept 24-May 13
Pre-Season	In-Season	Post Season	Off-Season
\$795	\$1095	\$795	\$625

Reservations are from Saturday to Saturday.

For more information call 703/830-5065

**Beach Condominium:** Ocean City, Beach Block 44th Street. 1 bedroom, TV, washer/dryer, air conditioning. Newly furnished. June—\$300/week, July and August—\$400/week.

Call: x6101

**Cape Cod Home:** Reserve Now. Cape Cod home for summer rental (by week or month) in Chatham, Mass. If you plan a trip to Cape Cod and want a fully equipped, super clean, new and roomy place to stay—cheaper than hotel/motels, call:

Mary Hunter (H) 978-9067 (O) 334-7671

**North Ocean City Cottage:** Three-bedroom, air conditioned home with a large screened porch. Fully equipped with cable TV, washer/dryer, dishwasher, microwave. Tie your boat to the dock or use rowboat provided. Short walk to beach in quiet community. Sunday to Sunday rental to avoid traffic. Sleeps 8. Call now for rates and availability.

Dan Forrester: (w) 428-4320; (h) 301/572-4744

**Praise For Job Done Well**

From Cheryl Ellington's point of view, planning and booking satellite time for the USA-USSR Youth Summit was part of her normal duties in the Operations group of COMSAT's Intelsat Satellite Services division.

But to Bob Keeton, the man charged with setting up the two-way videoconference for the Virginia Department of Information Technology (DIT), the fruits of Ellington's work bordered on the miraculous. Ellington had helped to plan and book satellite time for three videoconferences routed to and from the U.S. through Old Dominion University in Norfolk.

During three videoconferences linking Gosteleradio in Moscow with Old Dominion, Keeton reported that there had been only two trouble reports received at the Old Dominion complaint desk and both calls were related to a microwave interference problem between Richmond and Norfolk.

"I want you to know that your time, expertise and support over the past several months are sincerely appreciated. Thanks to your efforts and those of everyone else involved, the network was just what it should have been—transparent," he wrote to Ellington after the event.

He labeled the video "summit" "a complete success." Keeton reported that 150 million Russians and 110 million Americans had been able to watch the program live, that supporting educational materials were in their second printing, and that reactions from students on both sides were extremely positive.

Director of ISS Operations Mark Williams, referring to the letter of praise from Keeton, said, "This letter illustrates the tremendous contribution that Cheryl and the other members of the Operations Services team makes to the overall success of COMSAT's World Systems Division."

