

TODAY

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COMSAT, Jefferson Jr. High Form Million Dollar Alliance to Create A School of Distinction



As D.C. School Board Vice President R. David Hall (l) looks on, D.C. Superintendent of Schools Dr. Andrew Jenkins, Jefferson Principal Vera White, COMSAT Chairman and CEO Irving Goldstein, and Chairman of the D.C. Committee on Public Education Terence Golden (l-r) work together to plant a "Learning Tree" in Jefferson Junior High.

PHOTO: CARROL HAUGH

As hundreds of students released brightly colored balloons that soared high into the Washington sky, COMSAT and Jefferson Junior High School announced their five-year, \$1.1 million program to make Jefferson a "School of Distinction." The program, the first of its kind in the District, is a team effort

between COMSAT and the school designed to foster excellence in the study of math and science by Jefferson students.

District School Superintendent Dr. Andrew Jenkins and Jefferson Principal Vera White joined COMSAT Chairman Irving Goldstein and several other

prominent Washingtonians onstage to give the program a big send-off.

In the audience, hundreds of students, parents, and community members cheered as the ambitious project was announced.

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Reach the Unreachable

In greeting the crowd, White said, "I am indeed pleased that COMSAT has joined with us to help us reach our goals.

"Here at Jefferson, we strive to teach the unteachable and reach the unreachable," she said. "I know COMSAT will help us do this."

Echoing the words emblazoned on the banner hanging over the stage, Jenkins urged those in the school's auditorium to "Catch the spirit!" Praising the innovative new project, the Superintendent added enthusiastically, "We want to spread that spirit throughout the community and the city."

Jenkins said that the project will contribute greatly in making the resources available to improve teacher training and enhance student skills.

"We're very pleased that COMSAT's commitment is a long-term one, and we're grateful to them for their enlightened leadership," Jenkins continued. "This is a banner day for Jefferson and for the entire school district."

Goldstein's Challenge

COMSAT Chairman Irving Goldstein told the crowd that he has been looking out his window at the school since he moved into his office at L'Enfant Plaza on Memorial Day weekend, 1966.

"We've been in your backyard all this time," Goldstein said, "But I really didn't know very much about the school until now."

"In the last several weeks, it has been wonderful to meet the people at the school and in the D.C. government in putting this project together," he added.

COMSAT will use its best efforts to build a program of corporate volunteerism, Goldstein said. The company will provide access to its facilities for Jefferson students, and encourage employees to get involved with the school in mentoring programs and in other ways.

Goldstein also issued a challenge to other Washington-area corporations to follow COMSAT's lead. "This first-of-its-kind, public-private educational alliance in the District goes far beyond a simple commitment of monies. We hope this alliance will be the first of

many.

"I urge other corporations to get involved with the District public schools," he added.

Terence Golden, co-chairman of the D.C. Committee on Public Education, and one of the authors of that group's recently released and widely acclaimed report on ways to improve the District's schools, praised both COMSAT and Jefferson Jr. High.

"Jefferson is fortunate to have a top quality principal in Vera White," said Golden to loud applause. "If we had one thousand Vera Whites across the country, we wouldn't have any education crisis."

Golden also praised COMSAT as a "pathfinder" in corporate initiatives to aid education.

"Jefferson will be a much better school five years from now, and we should be grateful to COMSAT for that," he added.

'The Wind Beneath My Wings'

After an enthusiastic greeting from student body president Krystal Adair, the students heard from D.C. School Board member Hilda Mason, who introduced herself as "the grandmother of

every child in the D.C. schools." She affectionately admonished the students to "make the most of the possibilities" that the COMSAT-Jefferson program will provide.

Before heading outside to witness the planting of a "learning tree," the assembly was treated to an inspiring rendition of "The Wind Beneath My Wings," sung by 8th grader Mya Watson-Davis.

After the song, White told the audience COMSAT "will be the wind beneath our wings. Thanks to you, we will be able to fly higher than an eagle."

Balloons, Hats and Tee Shirts

Outside, the students lined up along the fence, wearing their COMSAT baseball caps and tee shirts. As the first shovels of earth were placed around the learning tree, a twenty foot willow-oak, students let go of hundreds of balloons that floated high and sailed off into the west.

Watching the orange, red and blue balloons take off, one ninth-grader said to no one in particular, "This is going to be good." ■

More on the School of Distinction. See pages 4-5

Jefferson Teachers Have Big Plans

Pattie Spady has a list. Inside an inch-thick notebook are her plans for the \$1.1 million dollars that COMSAT will donate to Jefferson Jr. High School. As head of Jefferson's science department, she believes that the project will allow the school to buy things they have needed for a long time.

"We have three labs that are in need of supplies," she says. Equipping a biology lab, a life sciences lab and a physical sciences lab are all near the top of her list of priorities.

State of the art satellite dishes and computers are also on her list. This equipment will allow the school to hook up with programming that is broadcast nationally, as well as tapping into computer networks.

Transportation for field trips is another item on the science department

wish list. "We could use a bus or a van to take the students to field trips locally, or even outside the area," says Spady.

Teacher training and new courses, like meteorology, will be in Jefferson's future too, she hopes.

Spady, who has spent 15 of her 21 years as a District school teacher at Jefferson, says the excitement level at the school is high.

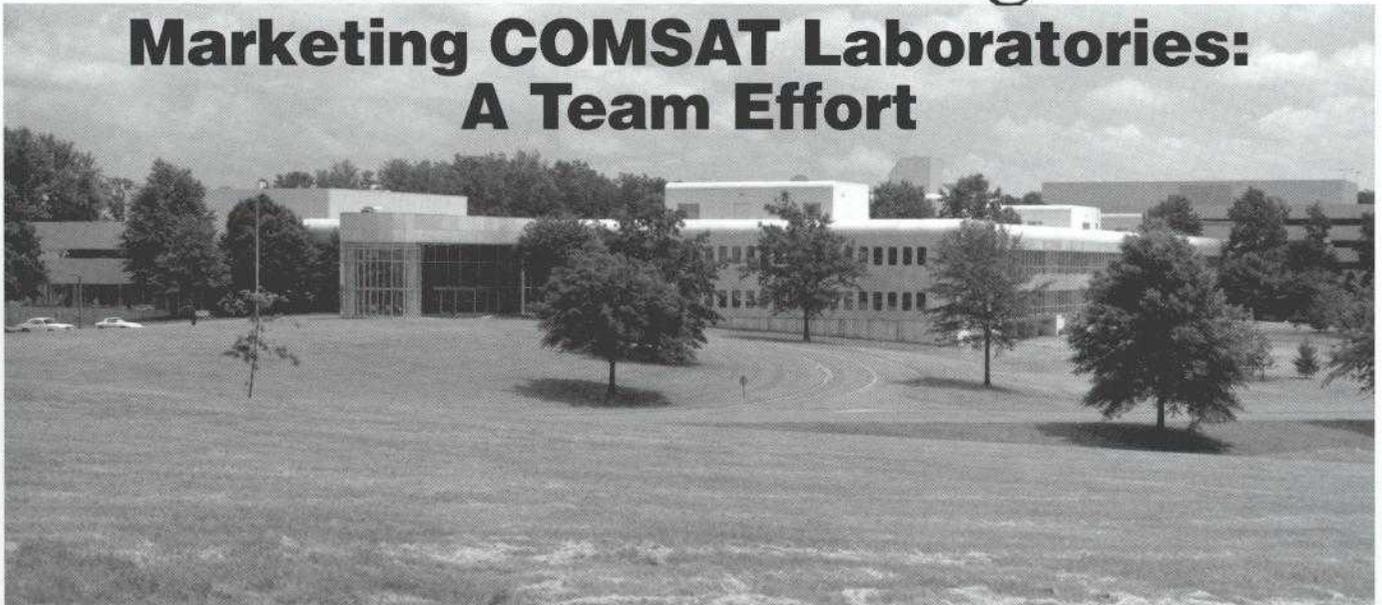
"We're very excited and enthusiastic," she says. "We want to know when it's all going to start."

Among the students, the ninth graders in particular are in a hurry to get the new equipment to the school.

"They keep asking me "Is this going to be for us, or is it going to be for our younger brothers and sisters,'" she says, laughing. ■

Second Front Page

Marketing COMSAT Laboratories: A Team Effort



"The best salesmen we have here at the Labs are the scientists who work here," says Fred Gould, director of business development for COMSAT Laboratories. "The scientists must prove they can create what the customer wants, and time and again, they do it."

Gould, who coordinates marketing for the Labs' six technical divisions, says that while the Laboratories has an excellent reputation both in the public and private sectors, "many times prospective customers don't really know what we can do for them."

"So I have to go out and knock on their doors," he says. "I invite them to see what we can do at the Labs, and give them a tour and arrange a presentation."

COMSAT Labs, which was founded in 1967 and has been at the present Clarksburg location since 1969, receives its funding from three sources. First, there is jurisdictional funding which originates with Intelsat or Inmarsat, and goes through the World Systems Division to COMSAT Labs. Second, there is proprietary funding, which funds research for the competitive businesses of COMSAT. Finally, there are outside customer contracts. And that's where Gould comes in.

Since the corporation reorganized in 1987 and sold many of its competitive businesses, the Laboratories has faced a need to increase its outside contract revenues every year.

"We have many different outside customers, including large aerospace firms and other scientific companies," Gould says. "Over the past few years, we've made an increased effort to penetrate government agencies where there is available Research and Development funding. Our customers are a pretty diverse group."

NASA, the Defense Communications Agency, the Air Force, and the Defense Advanced Research Project Agency (DARPA) are just some of the federal agencies that currently do business with the Labs.

Surveying The Landscape

Finding customers for the Labs requires a mental analysis of where the market is, Gould says.

"You have to look and see who is a potential match, who needs what you do, and who has money available," he adds. "When you find these things out, you arrange a presentation for the appropriate people."

Because of the Labs' diversity, Gould's job is a difficult one.

"We have a multiplicity of technologies here that need to be funded in order to maintain a critical mass in them," he says. "You just can't be in touch with people when the possibility of a near term contract arises. We have to have a talking relationship with a pro-

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These are just some of the companies and agencies who are clients of COMSAT Labs:

Aerospatiale	General Electric	NRL
Contel	GTE	Rome Air Development Center
Defense Advanced Research Projects Agency	Hercules	Scientific Atlanta
Defense Communications Agency	Hughes Aircraft	Selenia-Spazio
Erno	Inmarsat	Telespazio
Eutelsat	Intelsat	TRW
Ford Aerospace	Matra	Unisys
	NASA	WRDC ... and others
	NIST	

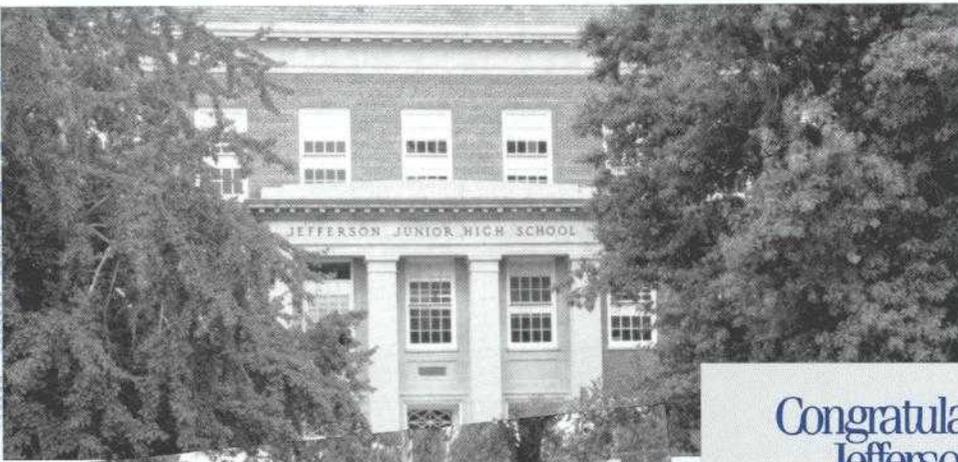
Washington Times
Comsat donated
to nearby school

Mr. Goldstein, whose COMSAT is the U.S. representative to the Washington Convention of the American Psychological Association, which is located at 14th Street NW near the Lincoln Center.

Mr. Goldstein's donation is a continuing trend since 1976 when he donated \$50,000 to the school which was then known as Jefferson Junior High School. He has since donated \$100,000 to the school in 1983 and \$100,000 in 1984. He is also a member of the school's board of trustees.

Mr. Goldstein said that he was "pleased to be able to help the school in any way possible."

Jefferson Junior High School is located at 14th Street NW near the Lincoln Center. The school is one of the best in the District of Columbia.



A School of Distinction right in COMSAT's backyard.



Jefferson students enjoy the day's events.

Congratulations Jefferson!

This week an "Alliance for Science" was formed between Jefferson Junior High School and COMSAT Corporation. Jefferson became the first school in the District of Columbia to pursue status as a "School of Distinction" in math and science. With private sector help.

Over the next five years, COMSAT and Jefferson Jr High will build a unique model of corporate involvement in public education. One that may inspire other businesses to follow. We at COMSAT are proud of this first-of-its kind alliance and we congratulate all those committed to its success.

- We owe special thanks to:
- Dr. Andrew Jenkins, D.C. Superintendent of Schools
 - Vera White, Principal, Jefferson Jr. High
 - Terrence Golden, Co-Chair, D.C. Committee on Public Education
 - Carmen Turner, Co-Chair, D.C. Committee on Public Education
 - Linda Cropp, President, D.C. Board of Education
 - David Hall, Vice President, D.C. Board of Education
 - James Jones, President, Federal City Council
 - John Wilson, Ward 2 City Council Representative
 - Dayle Walden-Hall, President, Jefferson Jr. High PTA
 - Theodore Carter, Jefferson Jr. High PTA Executive Board

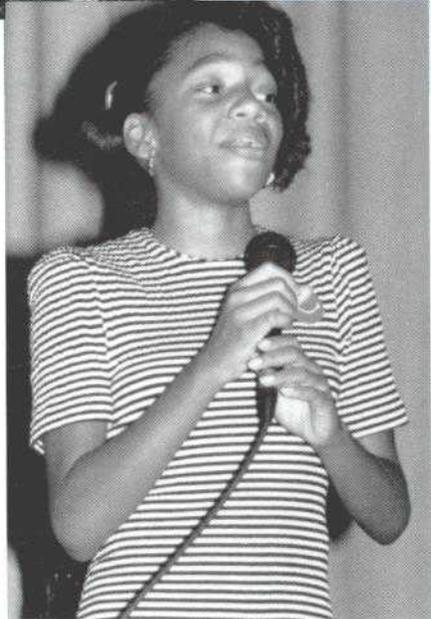
"Catch the Spirit of the School of Distinction"



Jefferson Students Catch the Spirit

Many famous singers have performed at New York's legendary Apollo Theater. Mya Watson-Davis isn't famous (yet), but the Jefferson eighth-grader has already sung at the Apollo several times, and has won awards for her performances there.

That Mya's singing has impressed folks at the famous New York venue will come as no surprise to the COMSAT employees who heard her sing "The Wind Beneath My Wings" at the ceremony announcing the COMSAT-



Mya Watson-Davis

Jefferson alliance. Her beautiful voice had many of those in the audience using words like "amazing" and "unbelievable" to describe what they had heard.

Since singing her first solo at age 2, Mya has enjoyed performing gospel songs.

"I like gospel the most," she says. "You can do a lot with it, and it really means something."

The poised and articulate 12-year old has met many famous people in her travels, including World Heavyweight Boxing Champ Mike Tyson.

"He was so big that when he shook my hand, he almost took my arm off," she remembers.

Mya plans to be famous "at least by the time I'm 25," but these days she sings regularly at churches in the area and works hard at her studies.

"My mother told me that if my grades started coming down, I wouldn't be able to sing until they came up again," Mya says. "But there's nothing to worry about, because I've always liked school anyway."

The Washington Post

Comsat's Grand Commitment

OVER THE past few years, several of Washington's public schools have been "adopted" by various local and federal agencies and by business. Employees have served as mentors, tutors and role models for students lacking in positive contacts with successful adults. Now, one corporation has committed itself to a much larger role. Comsat—the Communications Satellite Corp.—pledges to invest \$1.1 million over the next five years in Jefferson Junior High School in Washington.

Comsat recognizes the need for a new model of corporate involvement in improving education. And we know an important place to begin is in public schools like this one," said Comsat president Irving Goldstein.

The firm will buy state-of-the-art equipment for the Jefferson's science labs, begin training programs for the school's teachers and offer a number of educational programs at Comsat's headquarters just a few blocks from the school.

School Superintendent Andrew Jenkins said that under an agreement with Comsat, Jefferson will become the city's first "School of Distinction."



At a reception held later in the evening at COMSAT's Early Bird Room, Dr. Jenkins and Chairman Goldstein discuss future plans for Jefferson.



Jefferson's Vera White and COMSAT's Irving Goldstein shake hands on the school's front steps.

The Washington Post

THURSDAY, SEPTEMBER 14, 1989

Comsat to Invest \$1.1 Million in Math at SW

The D.C. school system, facing a major partnership with a private company, announced yesterday that Comsat, a communications satellite corporation, will spend \$1.1 million over the next five years to improve math and science programs at Jefferson Junior High School in Southwest Washington.

The agreement, reported in the Washington Post, is the first of its kind in the city's public schools. It involves a number of education programs, including the purchase of state-of-the-art equipment for the school's science labs, and the training of its teachers, and will be a model of corporate involvement in improving education.

Jefferson's principal, Vera White, said she was "thrilled" to have the company's support. "We need the extra resources to help our students succeed," she said.

Comsat's president, Irving Goldstein, said the company's investment in Jefferson was a "test case" for other schools. "We want to see if we can make a difference in the lives of these kids," he said.

Comsat to Boost D.C. School's Technical Programs

Jefferson, Page 21



Aspiring television anchorwoman Krystal Adair made her on-air debut on Channel 5's 10 O'Clock News the day after the announcement of the COMSAT-Jefferson alliance. She looked right into the camera and explained how Jefferson could now be considered a "state of the art school."

There was only one problem, though. Krystal didn't get a chance to see herself on TV.

"I just missed it," said Jefferson's student body president. "I didn't even get a chance to see it!"

But the future journalist did give an accurate account of how her fellow students feel about the project.

"Many of the kids are calling us a state of the art school. A lot of them really like science, and this will give them an even greater chance to excel," she added.

While the Jefferson ninth-grader en-



Krystal Adair

joys science, her main interest is in public affairs. Recently, she attended a Congressional Black Caucus program where she and other students heard discussions about health, race relations, and education issues.

At the assembly to unveil the alliance, the well-spoken 13-year old welcomed COMSAT employees in the audience to the school, and expressed the gratitude of her fellow students.

Afterward, Krystal said that the program will help her understand science better.

"It will help me and the rest of the kids excel," she added. ■