



TODAY

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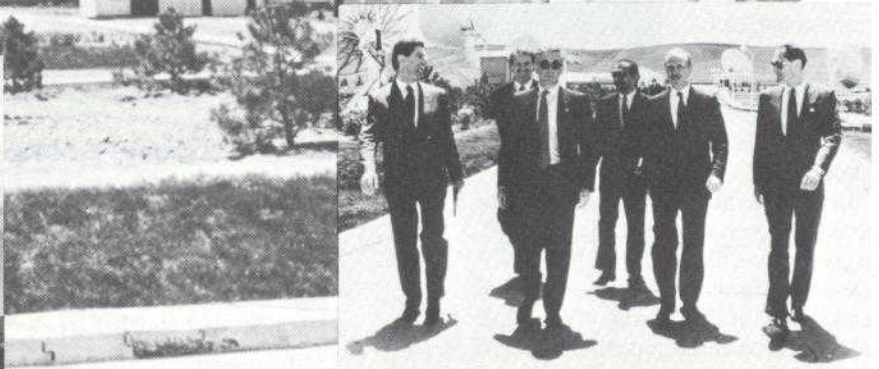
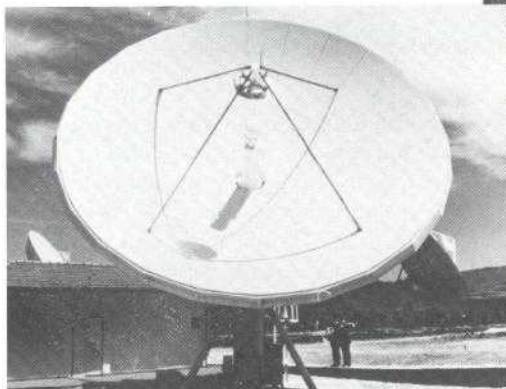
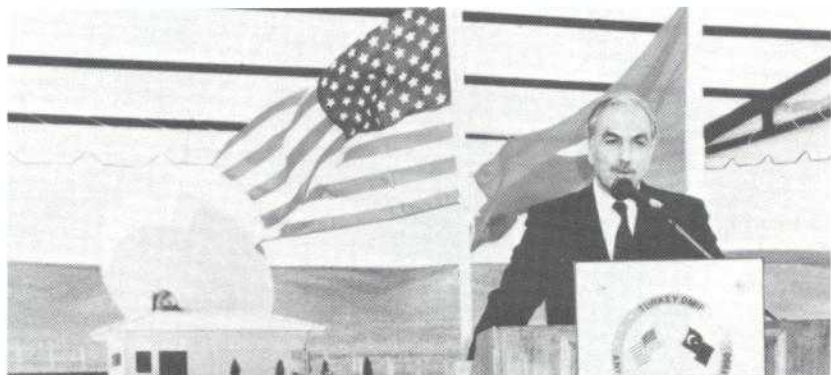
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COMSAT
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CSD Celebrates First Link In New U.S./Turkish Military Communications Network

COMSAT Systems Division (CSD) in May marked an important benchmark toward completion of a new state-of-the-art communications system for U.S. military interests in the Mediterranean region.

On May 22, CSD activated the first satellite link in the DCS Mediterranean Improvement Program (DMIP), a digital wideband communications system located in Turkey and designed to provide high-speed voice and data transmission services.



CSD was selected as the project's prime contractor by the Turkish PTT in March 1989. Funding for the new system, the first in a series of planned improvements to U.S. military communi-

(continued next page)

Above, Turkish PTT Director General Baser speaking at the ceremony. Left, The 11-meter C-band antenna and RF building at the Golbasi hub of the DMIP network. Right, Present for the May 22 ceremony were Osman Gozum, Deputy General Director, TPTT; Vedat Yelkenci, Chairman, Yelpro; Alper, Sevki Develioglu, Head of Research Projects and Investment Dept., TPTT; Baser; and Cade.

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cations capabilities in the region, is provided by the U.S. Defense Communications Agency.

Present at a ceremony marking the system's first satellite connection were CSD President Joel Alper; Turkish PTT Director General Emin Baser and Brig. Gen. Phillip Bracher, USAF, director of communications, United States European Command, Vaihingen, Germany. Also attending from CSD were David Cade, vice president, marketing and business development; Vic Clavelli, DMIP program manager; John Ozols and Santiago Romero, engineers instrumental in DMIP system design and integration, and Dr. Michael Richards, responsible for field implementations.

During the ceremony, the network's earth station in Incirlik was dedicated in memory of Col. Byron (Brad) Bradbury, a former DMIP program manager. Col. Bradbury's son Taggart, a guest of COMSAT, unveiled a plaque in his father's name.

In remarks at the ceremony, Alper noted the special contributions of the organizations that make up the DMIP team. Citing specifically the "inspired leadership" of the Turkish PTT, Alper said, "The past one and a half years have given us ample opportunity to learn about one another. I personally have come to know a skilled, committed group dedicated to the continued improvement of telecommunications in Turkey."

"What makes us at the PTT particularly gratified is that the United States of America, as a world leader in telecommunications, and its armed forces,

"I have come to know a skilled, committed group dedicated to the continued improvement of telecommunications in Turkey."

CSD President Joel Alper

which is also in the front rank of the communications world, has entrusted the Turkish PTT with this project," said Director General Baser, referring to DMIP.

The first satellite link connects the Golbasi Satellite Communications Center, the network's hub located near Ankara, with the Incirlik military air base at Adana.

When the system is completed over the next five years, six additional DMIP earth stations will have been built. Only they will be located at Sinop, Cakmakli, Izmir, Marmaris, Erzurum and Pirincli. All will be

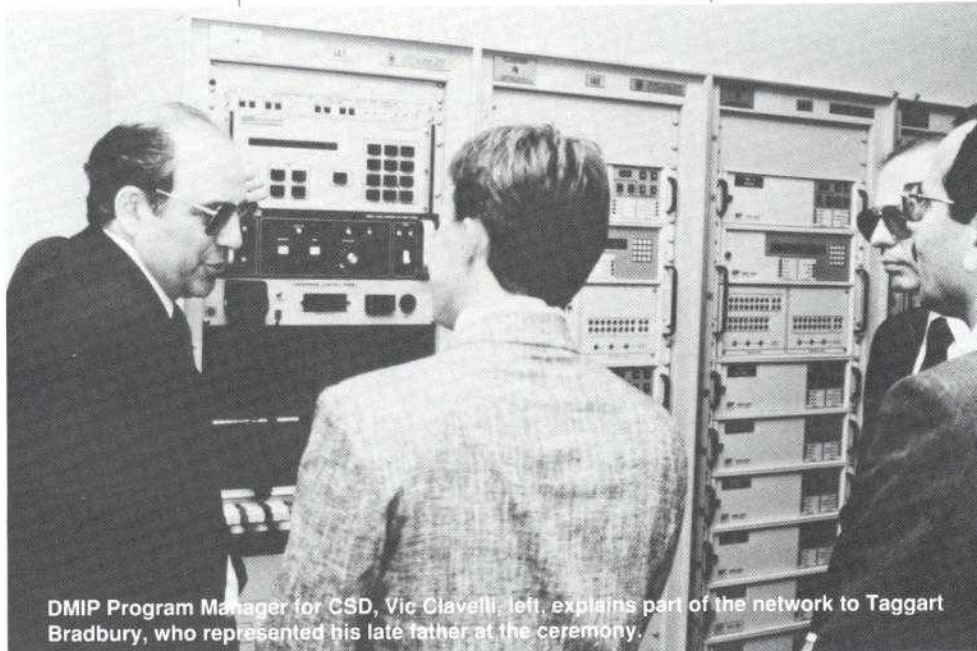
linked to the Golbasi "hub" earth station, where the Turkish PTT will have responsibility for monitoring and controlling the network.

Relying on INTELSAT satellite capacity, the network will enable high-speed digital voice and data transmissions. It replaces a terrestrial

system built in the 1960s. The U.S. Air Force is expected to make greatest use of the network, which will also be shared by the U.S. Army and Navy.

As prime contractor, CSD is responsible to the Turkish PTT for designing the network, selecting and procuring equipment, implementation and testing, and associated civil works.

Three Turkish firms, Endem, Toker and Yelpro, are working with COMSAT, supplying installation, construction, logistical and administrative services. Satellite Transmission Systems, Inc., Hauppauge, N.Y., is providing sheltered radio frequency terminals and network monitoring and control portions of the system. ■



DMIP Program Manager for CSD, Vic Clavelli, left, explains part of the network to Taggart Bradbury, who represented his late father at the ceremony.

"What makes us particularly gratified is that the United States, as a world leader in telecommunications, and its Armed Forces, which is also in the front rank of the communications world, has entrusted the Turkish PTT with this project."

Director General Emin Baser

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ISS Sales Team Gets Industry Honors

COMSAT's Intelsat Satellite Services (ISS) unit is distinguished as having "America's best sales force in the telecommunications industry," according to Sales & Marketing Management magazine.

ISS General Manager Betty Alewine, the sales and marketing staff and representatives from Operations and Tariffs gathered at New York's Waldorf Astoria Hotel June 29 for the awards ceremony.

In an interview in its June issue with Alewine and Sales Vice President Stephen Carroll, the magazine detailed the strategy that has turned the sales team from a "virtual no-show in sales and marketing activities" to the industry's best in just three years.

Starting with a sales force of four in 1987, Alewine told the magazine, one of the first steps was to overcome the "every-salesman-for himself approach" and instead "make virtually every employee a partner with the salespeople, offering his or her expertise in making the sale." Another was to instill a strong customer orientation throughout the division, not just the sales force.

Training for veterans and newcomers became a priority, aimed at teaching techniques of effective sales and beefing up technical knowledge.

Carroll explained another important ingredient of the team's success: regular contact with customers, whether or not a sale is in the works. One goal is to reach a level of interaction so that "the customer thinks of us as an employee of theirs," he said.

Other steps cited by Alewine and Carroll that have contributed to the sales team's development:

- Creation of a speakers' bureau to give COMSAT a greater presence at industry events;

- Introduction of a first-ever sales incentive compensation program;

- Teaming of sales and technical employees during customer calls;

- Adding to direct sales staff, which today numbers about 25.

Alewine said in the magazine interview that ideas for developing the sales team were inspired, in part, by IBM, which expresses its philosophy toward people — customers and employees — through its "Respect for the Individual"

program. It's a philosophy that Alewine said the division has tried to follow.

The three years since ISS began focusing on sales have been tumultuous for its customers with shifting corporate ownerships and heightened competition. "What we've undertaken is meant to let us get — and stay — closer to our customers as they themselves change due to mergers and other trends in the industry," Alewine said. ■

Members of the Winning ISS Sales Team

Steve Carroll
Vice President

Tom Barr

Ray Dongelewicz

Nancy Nolting

Joanne Popkin

Nancy Salvati

Joanne Tanner

Bob Twining

Homero Belmar

Tom Chow

Ed Weisbrot

Bill Carver

Jim Kasik

Bob Kinn

Maria Siravo

Tim Thompson

Liz Davis

Dave Farmer

John Kopinski

Amy Park

Alice Tierney

Sylvia Walker

Howard Witt

Lisa Ballard

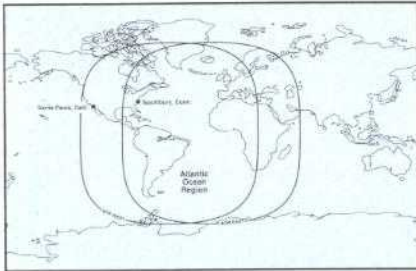
Tish Fonda

Evette Fulton

Cheri Hart

Providing secretarial support to the team are Kelly Blackwell, Kim Brown, Charlotte Glenn, and Margo Reeder.

Atlantic Is Divided To Create New Ocean Region



In an effort to relieve congestion on the INMARSAT satellite system in the Atlantic Ocean Region (AOR) until its second-generation satellites are launched in late 1990 and 1991, INMARSAT has divided the Atlantic into two regions — AOR West and East. Satellites serving the AOR West and East will be at 55.5 and 18.5 degrees west, respectively. The new configuration will also enable INMARSAT to fill a small coverage gap that has existed with the three ocean-region system.

With the reconfiguration, COMSAT will be able to offer maritime, aeronautical and international land-mobile customers better service. The number of telephone channels will increase and global coverage will be improved, enhancing service to Eastern European locations previously on the fringe of INMARSAT's coverage area.

Moving the AOR-West satellite further west will allow INMARSAT to serve all points in North America directly. Previously, there had been a coverage gap in the central U.S. A stronger satellite signal and more complete coverage resulting from the move provide greater opportunities for the use of land-mobile services.

To provide expanded services and access to the new fourth region, COMSAT Mobile Communications is upgrading its Southbury, Conn., earth station. Station improvements should be completed this fall. ■

June Launch Successful; NASA to Rescue Satellite Stranded In Low-Orbit



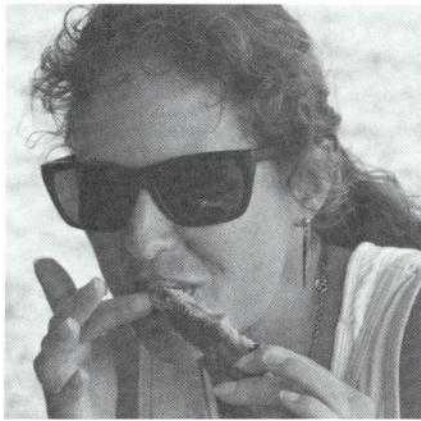
The INTELSAT VI (F-4) satellite was successfully placed in geosynchronous orbit following launch aboard a Martin Marietta Titan 3 commercial launch vehicle on June 23.

Once it has completed in-orbit testing, the satellite will be deployed to the Atlantic Ocean Region as a spare, where it will back up the region's primary satellite while at the same time carrying preemptible leases. Service is scheduled to begin in September.

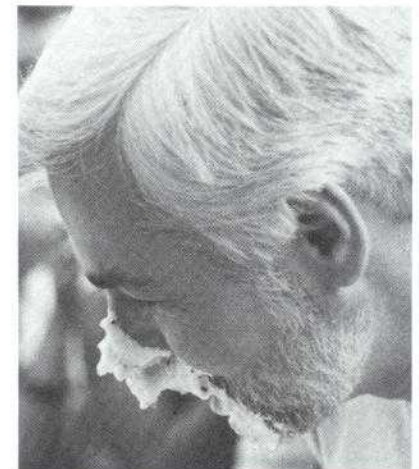
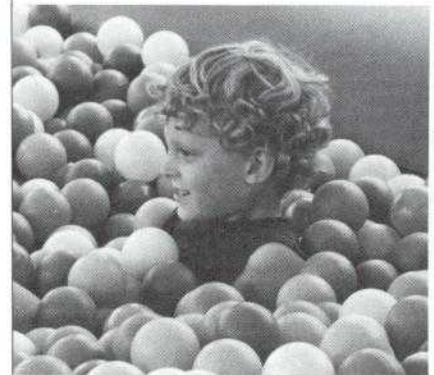
At its June meeting, the INTELSAT Board of Governors decided to contract with NASA to rescue and reboost the INTELSAT VI (F3) satellite left in low-orbit during a March launch. The \$150 million mission, scheduled for 1992, will require a NASA space shuttle crew to attach a new perigee motor and associated hardware to the satellite for reboosting to geosynchronous orbit.

The June 23rd launch of the INTELSAT VI (F4) satellite.

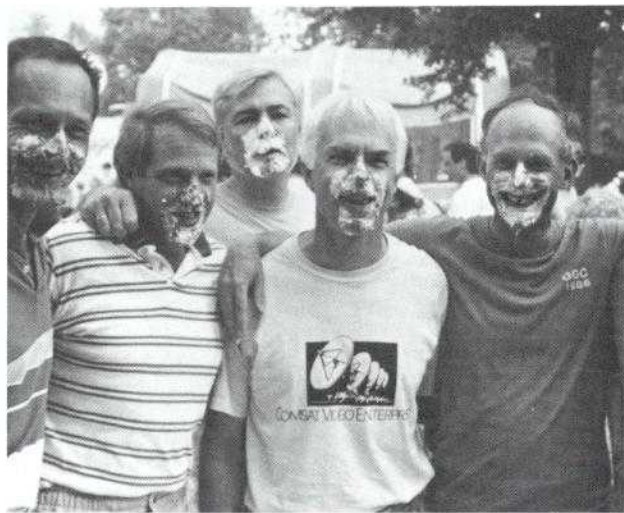
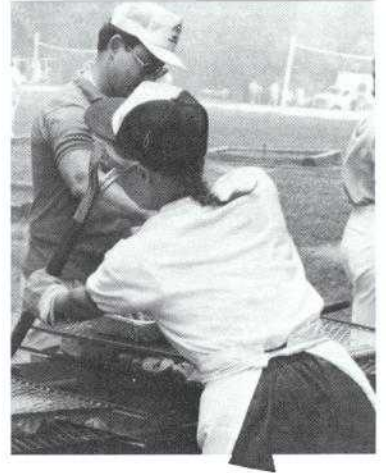
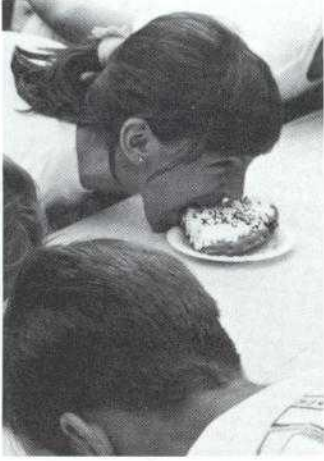
TODAY



It was picture perfect! With nearly 3,000 people enjoying the food, games and scenery, this year's picnic at Smokey Glen Farm was looked upon as the best in recent memory. Topping last year's head count by over 500, employees, family members and friends spent a fun-packed afternoon getting fed and entertained. Many employees took part in a diverse range of "sports" events . . . from throwing a softball to tossing an egg! But even with handfuls of egg yolk and faces full of chocolate pudding, there were no complaints!



TODAY



No Summer Vacation for COMSAT/Jefferson Alliance

School's out, but the COMSAT/Jefferson Junior High School alliance is not taking a break in activities aimed at helping Jefferson become a school of distinction in science and math education. A new crop of summer programs, funded under COMSAT's five-year, \$1.1 million grant to the school, promises to bear fruit for both teachers and students.

In an effort to promote a desire to excel in math and science among students just entering the school, Jefferson will invite 100 seventh graders to a summer workshop. Four Jefferson science and math teachers will introduce the students to junior high level science, mathematics and critical thinking through a range of academic and enrichment activities.

In another program, three Jefferson science teachers will receive stipends to attend the Lawrence Livermore National Laboratory's "hands-on" science workshop, held in the D.C. area from mid July to early August. One focus of the workshop is identifying and using teaching methods to increase scientific literacy among minority students. Plans also call for the teachers to spend time at COMSAT Laboratories, learning more about the research going on



Jefferson faculty gathered at the Plaza for the first segment of a course on student learning and motivation — one of a number of summer activities the COMSAT/Jefferson alliance has planned.

there and exploring ways to share Labs' expertise with students during the upcoming school year.

For 15 students who are older than most junior high students, Jefferson will offer a Summer Science and Technology Institute. Those attending will use computerized instruction to improve science and math skills. The Institute also will stress communication and social interaction to bolster self-

esteem and enhance academic performance. Field trips to COMSAT facilities will be part of the three-week program.

Through a Teenage Girls' Summer Self-Esteem Program, a counselor and volunteer mentors will work with 40 students at Jefferson who are below the legal age for employment and are considered to be at-risk of dropping out of school.

As part of ongoing staff development, funding will be provided for all 55 Jefferson faculty to receive three hours of graduate credit through D.C.'s Trinity College for a course on learning styles and student motivation, to be taught over the next several months. The first classes were held at COMSAT headquarters in June.

"We're proud to be able to fund these worthwhile summer activities," said COMSAT Communications Director Robert Hunter. "We expect to see benefits from them as soon as fall semester. We're also working on putting into effect a draft five-year strategic plan that the school has submitted.

"We've got a lot going on. We're not about to let up just because the summer is upon us." ■

Board Member Robinson Speaks To Jefferson Grads

COMSAT Board Member Roscoe Robinson Jr., stressed the importance of values, goals and integrity in remarks to Jefferson Junior High ninth graders during the school's June promotion ceremonies.

Robinson, a keynote speaker, urged students to commit to excellence. "Knowledge is essential to excellence. Be committed to learning," he said. "When we dream the great dreams, anything is possible." But, he added, special knowledge and skills are required to make dreams come true.

"Success does not just happen. It takes hard work," Robinson said. "Set goals and have dedication to accomplishing them and dedication to others. Always be aware of how you are perceived, sticking to high standards of honesty."

Robinson joined D.C. School Board Member David Hall in presenting promotion certificates to more than 200 ninth graders who advance to high school in the fall.

A retired four-star U.S. Army general, Robinson was first elected to the COMSAT board of directors in 1988. ■

Goldstein, Fabiano Join Anti-Drug Effort

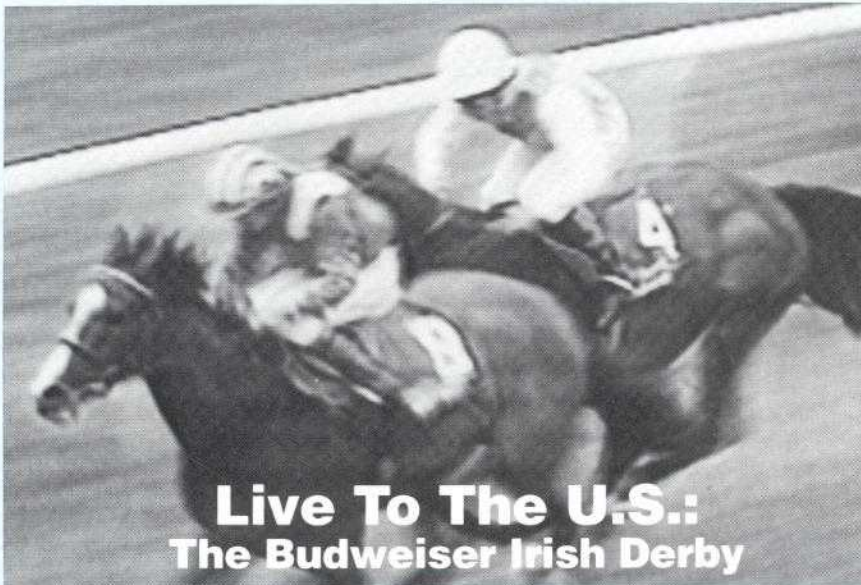
COMSAT Chairman Irving Goldstein has been named to the board of directors of the Corporation Against Drug Abuse (CADA), a local non-profit organization addressing issues related to drugs in the workplace.

In addition, COMSAT's Employee Relations Director, Joseph M. Fabiano, is serving on CADA's Workplace Committee. The committee recently announced an initiative to help area businesses develop workplace drug abuse policies and programs.

Recent CADA surveys of area employers showed that many of Washington's smaller employers — whose employees make up more than half of the area's workforce — are much less likely to have drug policies and employee assistance programs than larger employers.

CADA's new Workplace Program Initiative brings together CADA members who have experience in drug program development with companies in need of developing policies and programs. CADA offers its assistance to companies free of charge.

CADA's initiatives in the workplace are aimed at helping companies stem drug-related costs, such as absenteeism, accidents, lost productivity and escalating health and unemployment claims. ■



Live To The U.S.: The Budweiser Irish Derby

In its continuing effort to bring innovative live TV events to its subscribing hotels, COMSAT Video Enterprises (CVE) delivered the excitement of the Budweiser Irish Derby to the U.S. on Sunday, July 1. The broadcast to CVE's subscribing hotels was the first time in 18 years that the Derby, one of the annual highlights of horseracing in Great Britain and the Republic of Ireland, had been seen live here.

Arthur Sando, CVE's vice president of marketing and communications, described the live telecast as "just the beginning. It is one of many exciting events we plan to offer our affiliates in the very near future," he said.

CVE produced the program with Budweiser as host and General Motors as sponsor. In selected hotels, a brunch event raised funds for the Irish Children's Exchange Program.

CVE offered the program free to hotels and to guests in hotel rooms. Rights to broadcast the Derby were obtained just two weeks in advance. Normally, CVE would prefer to announce a special event at least six weeks ahead to give hotels time to advertise and promote it, said Sando. ■

Crockett Elected Chairman of INTELSAT Board

World Systems Division President Bruce L. Crockett was elected chairman of the INTELSAT Board of Governors at a meeting of the Board in June. Crockett will serve a one-year term. He had served as vice chairman since June 1989.

Elected vice chairman was Mohamed Jamil Mulla of the Kingdom of Saudi Arabia. Mulla is an official in the Ministry of PTT, Saudi Arabia.

As chairman of the Board of Governors, Crockett will oversee Board decisions relating to the design, development, construction, procurement, establishment, operation and maintenance of INTELSAT satellites and approving many of the organization's other activities. Twenty-nine governors representing 106 of INTELSAT's 119 signatories serve on the Board.

Crockett became president of World Systems in 1987. Previously, he had been the Corporation's chief financial officer. Crockett joined the company in 1980 as vice president, finance, and treasurer. ■

COMSAT Hosts Challenger Board

The board of the Challenger Center was hosted by COMSAT at L'Enfant Plaza June 27-28. Chairman Irving Goldstein serves as a member of the board.

Organized after the Challenger Space Shuttle disaster in 1986 to establish a memorial to its victims, the Challenger Center is in the process of building a series of hands-on educational facilities with a focus on space. The hub of the Challenger Center educational network is to be built on property next door to Jefferson Junior High School in Southwest D.C. ■