

"Who Framed Roger Rabbit?" and "Ghostbusters II"

How CVE Brings The Movies to Hotel Visitors



Cutting up on the set of "Who Framed Roger Rabbit?", which played to big audiences on CVE in August.



CVE's September offerings include those Masters of Slime back for another round in "Ghostbusters II".

COMSAT Video Enterprises had another big hit on the air in August when the Disney blockbuster "Who Framed Roger Rabbit?" was at the top of the list of movies available to visitors at CVE affiliate hotels. "Roger" was the top box office hit of 1988 and had been held off until now for hotel and subsequent home video release.

Early indications were that the film would be as big a hit in hotels as it was

in the theaters last summer, and it may even top the record performance of the Tom Cruise-Dustin Hoffman smash "Rain Man," which ran in June and July. "August is traditionally a big month for family travel, and this is exactly the kind of movie that parents will want to watch with their kids at their hotel," says Frank Famariss, CVE's vice president of marketing and sales.

Already, CVE has plans to show one

of 1989's big hits, "Ghostbusters II", in hotels this month.

Al Norcott, CVE's vice president of network operations, says the selection process for all CVE movies involves a great deal of research.

"When a movie first appears in the theaters, we monitor its performance closely," he says. "We see how it does at the box office, and analyze reactions to the film from a statistical sampling of audiences as they are coming out of the theater. We also have ongoing communications with people in the film and pay-per-view industry."

We try to determine how a movie will do with our audience and take all these factors into account when we decide whether or not to show it and how to schedule it," Norcott adds.

How soon a movie appears on CVE after it's debut in the theater is often determined by how successful it is. Eventually, however, all major pictures become available, generally within a few months of their release. Movies that are shown on airline flights are available to CVE and other hotel pay-per-view distributors around the same time. After their run on hotel pay-per-view, they will be released on video cassette and then later seen on cable. ■

New Exhibit



Intelsat V and Intelsat VI are just part of the new "Beyond the Limits: Flight Enters the Computer Age" exhibit at the Smithsonian's Air and Space Museum. The new exhibit focuses on the impact computers have had on advances in aerospace technology since the 1940's.

Corporate Services Gets the Job Done

If you need to get it down on paper, no matter what it is, then you need to talk to Anne Windell's Publications group at Corporate Services. Windell, and about two dozen other people at Clarksburg (and one at the Plaza) can assist you with your publication needs. And they can get it done very quickly.

"We prepare large documents, proposals, marketing materials, and various types of reports, and that's just for starters," Windell says. "Not only that, but we do our best to meet our customers' needs."

"In the past month, the staff has logged many late nights and early mornings as well as temporary man-

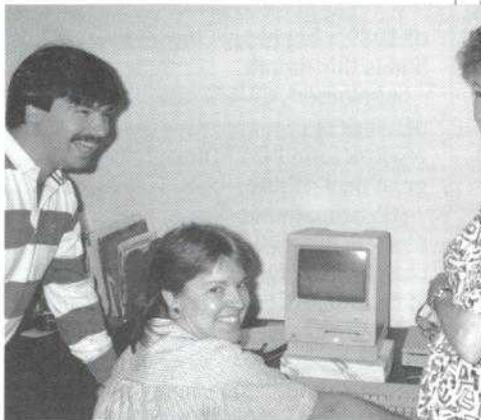
view.

"We use both the Wang and Macintosh word processing software packages to prepare documentation. Input is accepted in handwritten form, or via the DEC, IBM, Macintosh, or other Wang systems, either on-site or off-site," Ackermann says.

"We produce everything from telex input to proposals, reports, labels, alphabetized lists, and letters," adds Word Processing Coordinator Kay Flesher.

Margie McDonald, using the Macintosh and Microsoft Word software to prepare a scientific paper for delivery at a conference says, "The author wants it to look typeset, so I'm trying to get that look by using special styles and fonts."

The other specialists, Tracy Naylor, Carol Seib, and Patty Moore perform a variety of functions in addition to word processing, including communications with other systems, training, and Wang assistance.



Sharing a laugh are (l-r); electronic publishing administrator Bill Lemons, electronic publishing specialist Denise Blake, and coordinator Carolyn Daganhardt of the Publications department.



The four man crew at the COMSAT Copy Center top, (l-r); Repro Tech I Gregg Tobery, Repro Tech II Rodger Ullman, Repro Tech I Wayne Bess, and Copy Center manager Marvin Stanton.



Part of the team at Corporate Services' Publications department (l-r); production editor Margaret Savane, lead illustrator Ray Joiner, and senior illustrator Ginger Ingram.

power hours to get the work done," she added. "But this is a typical scenario for us."

Each of the three departments within Corporate Services plays a vital role in keeping information flowing inside and outside of the corporation. The Word Processing department, managed by Karen Ackerman, provides document preparation in professionally recognized formats and proofreading before it is returned to the originator for re-

Getting it down on paper are the Word Processing team of bottom, (l-r); Margie McDonald, department manager Karen Ackerman, and specialist Tracy Naylor.

Publications

The Publications Department is managed by Brent Jacocks, and serves both Plaza and Clarksburg customers. It offers document design and layout, technical and commercial illustration, photography, and editing. The department specializes in computer generated artwork as well as design, layout, and final page make-up of full color, commercial quality documentation, such as the COMSAT Labs Annual Report.

Ray Joiner, the department's Lead Illustrator, was putting the final touches on a piece of artwork for proposal.

"This illustration began as a quick sketch the customer gave me," he says. "I get a lot of requests for illustrations from people who can describe what they want or give me a rough sketch. Then it's my job to produce a drawing that is both technically accurate and graphically correct."

Barbara Wassell edits and coordinates corporate publications like the semi-annual COMSAT Technical Review.

"This is an ongoing project," she says. "While the Fall issue is going to press the Spring issue is well under way. I enjoy working with the technical staff and find every issue challenging."

Photographer Carrol Haugh is the most recent addition to the staff. He provides photography, processing and printing services for customers at both Clarksburg and L'Enfant Plaza.

Meeting COMSAT's Printing Needs

While all this activity takes place on Clarksburg's second floor, down on the terrace level Marvin Stanton manages a staff of three that operates printing presses, high-speed copiers, and engineering drawing copiers.

"We support the corporation by providing a full range of printing and copying services quickly and economically," Stanton says.

Rodger Ullman and Greg Tobery print the company's forms, stationery, and proposal and report covers.

"Some requests for printing can call for several colors," says Ullman. "Each one has a unique look."

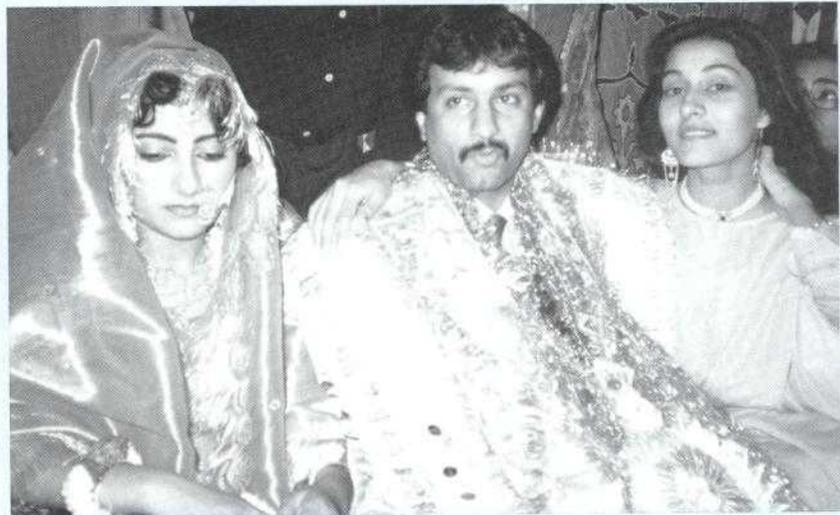
Wayne Bess handles copy requests for documents or drawings brought down to the Copy Center or sent via the express photocopy service.

"Requests sent in express envelopes from Clarksburg get the special three-hour turnaround treatment, and Plaza requests get next-day service," says Bess. "Of course some jobs are too big to be done in one day, but we get them finished as quickly as possible."

Plan Ahead

All this work takes takes hard work

A Wedding in Pakistan



Timmy Iqbal and his bride Aneela, left, celebrate with his cousin, right, and their families.

Tanveer "Timmy" Iqbal recently returned to his hometown of Lahore, Pakistan, for his sister's wedding. Before he returned to the United States, however, he too had been married. The July 10 wedding was arranged in advance by his family and the bride's.

Iqbal, who works as a building engineer at L'Enfant Plaza, had seen his bride before, but had never spoken with her. He admitted, "I wasn't so sure about it at first."

The traditional Pakistani wedding included a feast with all the newlyweds' relatives in attendance. That night the two experienced another Pakistani custom: they stayed apart at their own parents' houses.

"I didn't really speak with her until the next day when I went over to her

parents' house," Iqbal remembered.

"So here she is, sitting next to me, and we're married now!" he added, smiling. "But soon things started to open up, and by the time I left, I felt I had known her for a long time."

Iqbal's bride, Aneela, a recent college graduate, remained in Pakistan when he returned to the U.S. on July 17. She is awaiting the completion of her paperwork, and will join him in December after the two celebrate the second half of the traditional wedding ceremonies.

"It's hard to be apart now, but I speak to her every week by phone and write many letters," Iqbal said. "But I'm looking forward to December when she can return to the United States with me." ■

and pride in the finished product, Windell says.

"All this activity takes coordination, stamina and professionalism," she adds. "But more than anything else, it takes planning. I know sometimes last minute changes come up, but good planning makes our job a lot easier and less

expensive as well."

So if you are planning a job that may require the expertise available through the Corporate Services Publications Group, contact Anne Windell or one of the department managers. They can give any document that eye-catching look that is sure to pay off. ■

Wall Street Analysts

What They're Saying About COMSAT



In investment reports issued one day apart, two Wall Street brokerage firms analyzed COMSAT's earnings for the first half of 1989 and what those figures mean for the future value of the company's stock. The two firms, Shearson Lehman Hutton and the Nomura Research Institute, periodically review COMSAT's performance and share their analyses with investors.

While Shearson maintained its "neutral" rating of COMSAT shares, Nomura projected an increased value for the company's stock in the future, raising its target price per share from \$40-\$47 to \$47-\$55. "We continue to recommend aggressive purchase of COMSAT shares," said the report.

A strong performance in COMSAT's international segment accounted for what Nomura termed "stronger-than-expected second quarter earnings." International revenue growth of 19.5% for the last six months is attributed to higher traffic in both Intelsat and mobile communications groups.

Janine Anderson-Bays, COMSAT's manager of investor relations, says "Nomura is extremely bullish on the company, and they have two reasons for this.

"First, they came to the conclusion that COMSAT will benefit from an alternative to the current rate base regulation on our services in the future.

"Second, compared to other telecommunications company stocks, COMSAT's stock is undervalued," she added. "This leads analysts to believe that there is a real opportunity for growth in our stock."

Nomura and other analysts, like

Smith-Barney's Charles Schelke, doubt that the PanAmSat lawsuit will have any significant, long-term effect on COMSAT stock, which is traded under the call letters CQ on the New York Stock Exchange.

"The \$500 million claim made by PanAmSat appears outrageous," said the Nomura report, adding, "PanAmSat has only been operating since 1988, making the \$500 million seem even more out of line."

Nomura added "even if CQ were to reach a settlement with PanAmSat, we do not believe the amount of damages would be material to CQ. Accordingly, we re-emphasize our buy rating on CQ shares."

Anderson-Bays said, "After initial fluctuations in COMSAT stock following the announcement of the PanAmSat lawsuit, we anticipate that our stock will now return to a normal trading pattern." ■

More Honors For CVE Role in Mock Election



CVE "SkyBridge" operator Bob Mohan holds the Silver Anvil awarded to COMSAT for its role in the 1988 Student/Parent Mock Election held last November. The COMSAT contingent attended the awards ceremony, sponsored by the Public Relations Society of America, in New York in June. The Silver Anvil is considered by those in the profession to be the Academy Award of public relations.

The winners, from left to right above are: Frank Famariss, CVE's vice president of marketing and sales; David Beddow, vice president and chief strategic officer; Milton Critz, CVE technician; Bob Mohan, Carolyn Preston, principal of D.C.'s Bunker Hill Jr. High School; Richard L. McGraw, vice president of corporate affairs; Robert W. Hunter, director of corporate communications, and Richard A. Wasser, corporate communications manager.

TODAY'S MAIL

(COMSAT's corporate affairs office recently received this anonymous letter which we thought you would be interested in reading.)

To the editors,

What is COMSAT's position on the no-smoking policy? It seems as if there is no real policy in effect at all. I see signs plastered in every corner and on every wall of the building, but see COMSAT employees puffing away anyway. What is the purpose of having the policy if it is not enforced?

When I first started working here, I thought it was great to have a company that actually cared enough about its employees to ban smoking in the office. I am a non-smoker who feels that I should not be subjected to someone else's bad habit. It is not that I am against smokers; if they want to slowly kill themselves, it is fine with me. But when I am forced to share the same space with a smoker, it is not fair that I am allowing them to slowly kill me as well!

Not only am I worried about the long-term effects, but the short-term effects are just as bad. I hate going home at night, or for that matter walking around work all day, smelling like the bottom of an ashtray. The smoke gives me, and many other employees, terrible headaches. Because of my allergies and sinus condition, I oftentimes sit at work with terrible sinus headaches and have difficulty breathing.

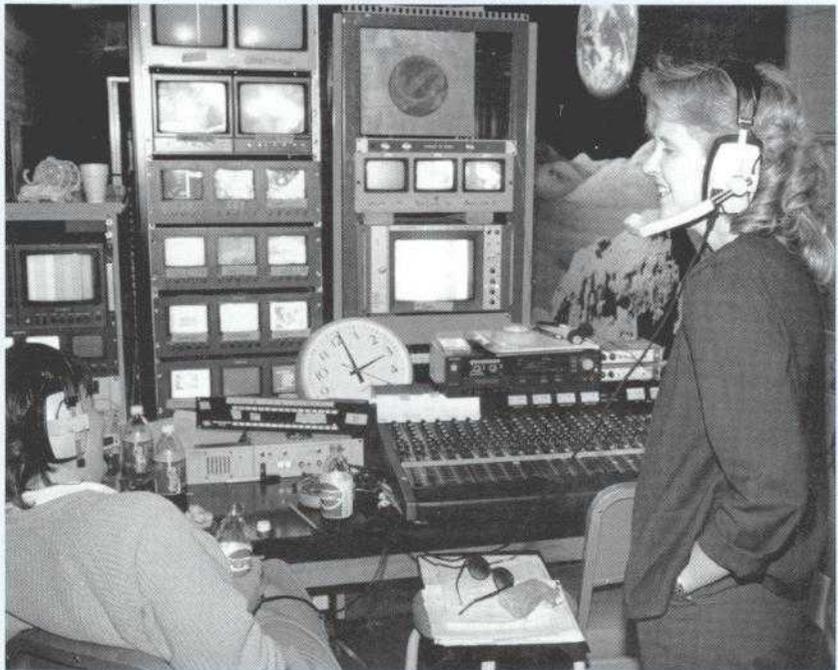
If the policy is just for show, then there is no need to pat ourselves on the back and claim COMSAT is a smoke-free environment when it is not. It seems COMSAT is wearing a false face on this issue, especially when we do so much work for the cancer society.

As a suggestion, why don't we designate a room (other than the lunch room) just for smoking, so people who want to smoke can do so. I think this suggestion is a good one because it is somewhat of a compromise. This way,

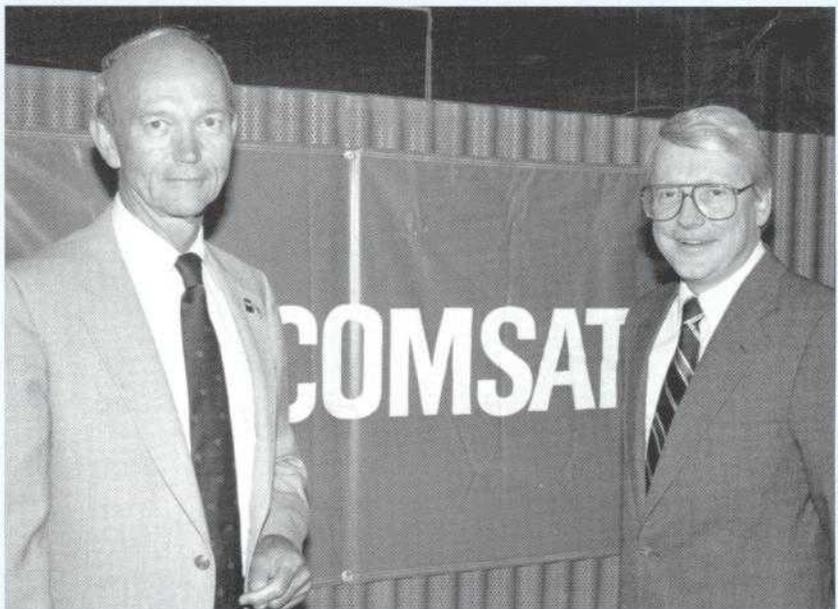
smokers can feel free to smoke at work in the designated areas, and non-smokers will be able to continue working in clean air.

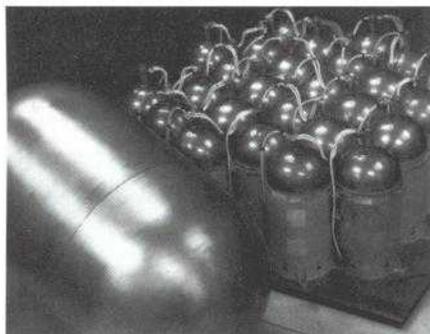
I hope you can do something about this problem. It is a very serious concern that I share with other COMSAT employees. ■

All Systems Go!



CVE's Cathy Waters, above, enjoys a light moment in an otherwise hectic week while preparing for the opening of the Challenger Center in July. The Greenbelt, Md. facility allows students to learn more about space, and science in general. Al Norcott, below, right, CVE's vice president of network operations, has a chance to talk things over with Michael Collins, command module pilot of the Apollo 11 mission twenty years ago. Collins was on hand to help the students make sure everything went smoothly during their mock moon mission.





*In Joint Effort with
Johnson Controls:*
**COMSAT
Announces
Aerospace
Battery
Breakthrough**

A new battery developed jointly by COMSAT and Johnson Controls may reduce the weight of batteries on future satellites by 50 percent. Under development at COMSAT Laboratories since 1982, the new battery also provides a reduction of nearly two-thirds in volume from existing nickel hydrogen and Nickel Cadmium batteries. The battery, a lightweight common pressure vessel (CPV) nickel hydrogen battery, is designed for aviation and aerospace applications.

"The old style batteries were a combination of many cells placed next to each other," said Stephen Day, vice president, Ventures Group of the COMSAT Systems Division. "This new technology will put the entire unit into one 'super cell', allowing incredible economies of scale."

"Weight and space on satellites cost money," Day continued. "Reducing what a battery contributes in these areas allows you to put other things onboard, such as fuel that could extend the mission."

Day added that preliminary test results indicate the new battery offers great promise, both for satellites in Geosynchronous and Low Earth Orbit. Testing will be continued at COMSAT Laboratories where the original nickel

**COMSAT Television Commercials
on the Air in September**

DATE	TIME	PROGRAM	CHANNEL
Tuesday, September 5	6:00-7:00 AM	News at Sunrise	WRC-4
	7:00-7:30 AM	Good Morning America	WJLA-7
	7:25-9:00 AM	Today Show	WRC-4
	6:00-7:00 AM	CBS Eyewitness News	WUSA-9
	6:30-7:00 PM	ABC Network News	WJLA-7
	7:00-7:30 PM	NBC Network News	WRC-4
	11:28-11:32 PM	News/Nightline	WJLA-7
Wednesday, September 6	6:00-7:00 AM	News at Sunrise	WRC-4
	7:00-7:30 AM	Good Morning America	WJLA-7
	7:25-9:00 AM	Today Show	WRC-4
	6:00-7:00 AM	CBS Eyewitness News	WUSA-9
	7:00-7:30 PM	NBC Network News	WRC-4
Thursday, September 7	6:00-7:00 AM	News at Sunrise	WRC-4
	7:00-7:30 AM	Good Morning America	WJLA-7
	7:25-9:00 AM	Today Show	WRC-4
	6:00-7:00 AM	CBS Eyewitness News	WUSA-9
	6:30-7:00 PM	ABC Network News	WJLA-7
	7:00-7:30 PM	NBC Network News	WRC-4
	11:28-11:32 PM	News/Nightline	WJLA-7
Saturday, September 9	7:00-7:30 PM	Inside Washington	WUSA-9
Sunday, September 10	9:00-10:30 AM	Sunday Morning	WUSA-9
	9:00-10:30 AM	Sunday Today	WRC-4
	10:30-11:30 AM	Meet the Press	WRC-4
	11:30-12:30 PM	David Brinkley	WJLA-7
	12N-12:30 PM	Face the Nation	WUSA-9
Tuesday, September 12	6:00-7:00 AM	News at Sunrise	WRC-4
	7:00-7:30 AM	Good Morning America	WJLA-7
	7:25-9:00 AM	Today Show	WRC-4
	6:00-7:00 AM	CBS Eyewitness News	WUSA-9
	6:30-7:00 PM	ABC Network News	WJLA-7
	7:00-7:30 PM	NBC Network News	WRC-4
	11:28-11:32 PM	News/Nightline	WJLA-7
Wednesday, September 13	6:00-7:00 AM	News at Sunrise	WRC-4
	7:00-7:30 AM	Good Morning America	WJLA-7
	7:25-9:00 AM	Today Show	WRC-4
	6:00-7:00 AM	CBS Eyewitness News	WUSA-9
	7:00-7:30 PM	NBC Network News	WRC-4
Thursday, September 14	6:00-7:00 AM	News at Sunrise	WRC-4
	7:00-7:30 AM	Good Morning America	WJLA-7
	7:25-9:00 AM	Today Show	WRC-4
	6:00-7:00 AM	CBS Eyewitness News	WUSA-9
	6:30-7:00 PM	ABC Network News	WJLA-7
	7:00-7:30 PM	NBC Network News	WRC-4
	11:28-11:32 PM	News/Nightline	WJLA-7
Saturday, September 16	7:00-7:30 PM	Inside Washington	WUSA-9
Sunday, September 17	9:00-10:30 AM	Sunday Morning	WUSA-9
	9:00-10:30 AM	Sunday Today	WRC-4
	10:30-11:30 AM	Meet the Press	WRC-4
	11:30-12:30 PM	David Brinkley	WJLA-7
	12N-12:30 PM	McLaughlin One on One	WRC-4
	12N-12:30 PM	Face the Nation	WUSA-9

hydrogen technology was developed in the 1970's.

"We've already built one battery, and we're in the process now of building a second one," Day explained. "We will

begin a one year test program of the new battery in October."

The best estimate for when the battery will be available commercially is 1992, said Day. ■