

to demonstrate a capability in space for broadcasting either aural or television program material more directly to the user.

The possible application of Apollo hardware and astronaut participation in these communications areas is being studied by the Office of Space Science and Applications. A TV broadcast satellite could relay broadcasts to local distribution stations and enable television viewers in North America, South America, Europe and Africa to observe developing weather patterns on their home television sets (fig. 87, MC66-5200). Narrower beams could broadcast television direct to conventional TV receivers equipped with directional antennas and possibly preamplifiers.

These experimental, automated, earth orbiting communications satellites, capable of broadcasting voice or television directly to home or specialized community receivers, could provide worldwide coverage of events and entertainment. These stations could also provide access to educational facilities through transmission of educational programs, and could be of great use for broadcasting to a nation's entire population.

Earth orbiting communications satellites could accomplish much more. They could show how advanced space technology might help speed up the socioeconomic development in critical areas of the world. They could further associate the U.S. with the peaceful exploration of space. At the same time, in a striking way, they could project U.S. concern with helping the developing areas of the world. They could bring the advantages of modern mass communications to regions lacking ground telecommunications or broadcast networks. They could bring modern teaching techniques to areas where educational facilities are limited or non-existent, promote health and hygiene, and population control. They could provide news and informational facilities previously lacking in underdeveloped regions. They could fortify tendencies toward national unity, provide more widespread cross-cultural fertilization and promote the utilization of a single language in areas where multiple languages or dialects are used. During emergencies, they could provide vital services as a supplement to terrestrial communications systems.



FIGURE 87