



CONNECT®

The UCSD Program in Technology and Entrepreneurship

FAX TRANSMISSION

DATE: July 22

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FROM: Barbara Bry, Tanya Hincapie
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COMMENTS: Please find attached information
on The CONNECT Show, per Barbara
Bry's request.
Thank you.

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COPY MAILED YES ___ NO X

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THE CONNECT SHOW

The CONNECT Show is a monthly television show focusing on issues that impact high-technology and life sciences companies, both in California and across the nation.

WHAT IS CONNECT?

CONNECT, known informally as an incubator without walls, was started in 1985 as a partnership between the University of California, San Diego and the business community. Its mission is to link high-tech and life sciences entrepreneurs with the resources they need for success-- money, markets, partners, management, technology, and government. CONNECT is completely self-supporting and relies on dues from its 500 members and on fees from its conferences, seminars, forums, and television show.

VIEWERS

Our viewers include:

- Entrepreneurs who want to learn from the experience of others
- Service providers-- the professionals around entrepreneurs who help make their ventures successful and who want to learn how to better serve their clients
- Business students who want to learn how to start and operate a technology-based company
- Government officials who want to learn about technology based industries so that they can make more effective policies and better support them
- People who dream of starting their own business!

WATCHING THE CONNECT SHOW

The CONNECT Show is broadcast on UCSD-TV the third Monday of the month at 7:00 and 9:00 p.m. and the following Sunday at 6 p.m. It can be seen on Southwestern Cable Channel 18, Cox Cable Channel 76 in San Diego and Channel 58 in North County, Coronado Cable Channel 16, and Channel 35 over-the-air. The CONNECT Show is also currently aired in Seattle on UWTW and in Palo Alto on Stanford-TV. Plans underway call for distribution to other major metropolitan areas including Los Angeles, Orange County, New York, and Silicon Valley because of the significant value of the programs to entrepreneurs everywhere.

UCSD-TV, which has been broadcasting for three years, reaches 800,000 San Diego area viewers with locally produced, regionally focused television programs that enrich the public's awareness of new ideas and key issues. The station is committed to reaching the widest possible audience with programs which provide exposure to experts in many diverse fields, drawing from the cutting edge concepts and research generated by the faculty of the University of California, San Diego and important sectors of the San Diego community.

PROGRAM TOPICS

Past programs have focused on diverse topics including mergers and acquisitions, crisis management, class action lawsuits, hiring and firing, employee ownership, strategic partnering, making money in multimedia, technology theft, and risk management.

BENEFITS OF SPONSORSHIP

- Acknowledgment of your company for making **The CONNECT Show** possible at the beginning of the show. As the announcer says your name, the company logo fills the screen.
- Recognition at the end of the show with the announcer also briefly describing your company.
- Use of the tapes as a marketing tool by your company. They can be marketed on your home page on the World Wide Web and in mailings to your customers.
- Recognition in the *San Diego Daily Transcript* in a full-page ad that promotes the show.
- Recognition in CONNECT's Weekly Newsletter and on CONNECTNet, our home page on the World Wide Web.
- Participation by a representative from your company on the program

KEY PERSONNEL

The producer of **The CONNECT Show** is Shannon Bradley, a 1980 UCSD graduate. After receiving her masters degree in journalism and public affairs from The American University in Washington, DC, she covered national politics for nine years, the last five for The MacNeil/Lehrer NewsHour on PBS. She returned to San Diego in late 1993 to develop public affairs programming for UCSD-TV.

The executive producer of **The CONNECT Show** is Barbara Bry, director of programs for UCSD CONNECT, a position she has held since 1993. Ms. Bry was the first associate director of CONNECT from 1986-1989. From 1990-1993, she served as director of public service programs for UCSD's Division of Extended Studies and Public Service. Before joining CONNECT, Ms. Bry spent eight years as a business and political writer with the Los Angeles Times and the Sacramento Bee. She has a bachelors degree in sociology from the University of Pennsylvania and a masters in business administration degree from Harvard University. Ms. Bry currently serves on the board of the San Diego Data Processing Corporation. She is a past president of The Children's Museum of San Diego and a past trustee of La Jolla Country Day School.