



MONDAY, MARCH 30, 1998  
 7:00 P. M. & 9:00 P. M.

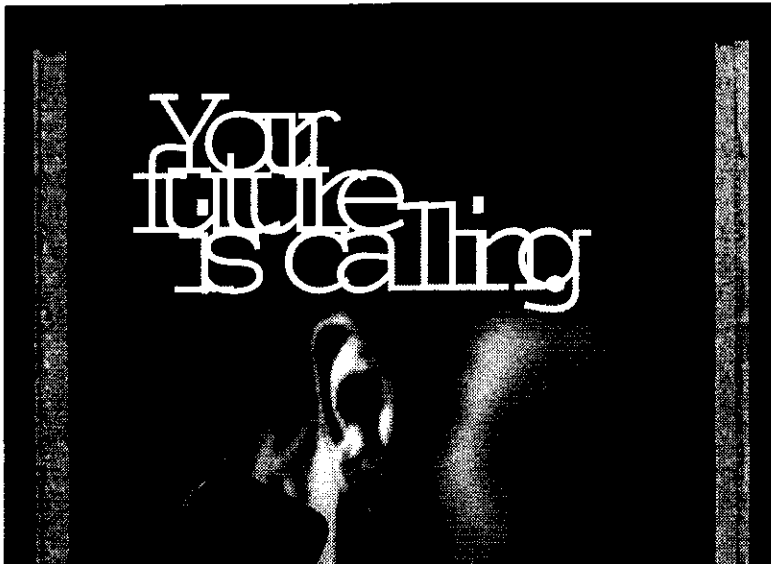
UC  
 SD  
 TV 18  
 35

## WHAT'S HOT IN TELECOMMUNICATIONS

**T**elecommunications is San Diego's fastest growing and most rapidly changing industry with nearly 80 telecommunications companies collectively employing over 12,000 professionals. Filmed before a live audience, "What's Hot in Telecommunications" will look at how this industry is changing and the critical challenges to the future growth of San Diego's "Telecom Valley." Please join us for what promises to be an exciting program.

- **Robert Ferguson**  
 Regional President of Pacific Bell
- **Bill Geppert**  
 Vice President and General Manager, Cox Communications
- **Bill Stensrud**  
 General Partner of Enterprise Partners in La Jolla
- **Dan Pegg**  
 Senior Vice President of Public Affairs, QUALCOMM Inc.

**BARBARA BRY**, CONNECT's Executive Director of Athena and is the moderator and executive producer of The CONNECT Show. **Shannon Bradley**, UCSD-TV, is the producer. For information about purchasing a copy of this episode of The CONNECT Show, please call UCSD CONNECT at (619) 534-6114.



Attendees will receive the most up-to-date technological and marketplace information about the industry. Keynote speaker and futurist, George Gilder, along with some of the biggest companies in telecommunications, will be delivering breaking news bound to ring true in the Southern California market.

*So if there's ever*

*been a call you*

*needed to take,*

*this is it. There*

*simply isn't a*

*better time than*

*the present to*

*meet your future.*

February 17, 1998

Bill Fantozzi  
Curriculum Design  
111 Elm Street  
San Diego, CA 92101

Dear Mr. Fantozzi:

I appreciate your interest in helping underwrite and participate in a proposed CONNECT TV Show that would focus on how the martial arts relate to businesses. The CONNECT Show is a monthly program focusing on issues that impact businesses, particularly technology companies in California and across the nation.

The format would be as follows:

In early April (tentatively set for April 2 in the late afternoon or early evening), we would tape you and the other participants doing various karate moves. Then, on either April 14 or 15 in the morning, we would tape a roundtable discussion. We would watch the karate moves on a monitor and then discuss how each move relates to a particular aspect of business. This would all be edited together into a program that would air for the first time on Monday, April 20 at 7 p.m. and 9 p.m. on UCSD-TV, which can be seen on Channel 35 over-the-air, Channel 18 on Southwestern Cable, and either Channel 58 and 76 on Cox Cable.

The benefits of underwriting include:

- 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.
- 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 on the program.

We have already raised \$5,000 from the Human Resource Group, which is headed by Stan Sewitch, an expert in karate, and we need to raise an additional \$5,000. I will call you to answer any questions that you might have. Thank you for your consideration.

Sincerely,

Barbara Bry

*tv. fur*

## **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 UWTV 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.

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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.

# CONNECT ON TV

A monthly production focusing on issues that impact high-tech and biotech companies in California and around the nation, "The CONNECT Show" has brought CONNECT into the television media limelight. Since its first show, "How to Start a Software Company", in January 1994, the program has continued to target entrepreneurs, service providers, business students, government officials, and people who dream of starting their own business.

## THE CONNECT SHOW

The CONNECT show is broadcast on UCSD-TV (which reaches 800,000 homes) the third Monday of the month at 7 and 9 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. It also airs in Seattle on UWTV, which reaches 500,000 homes, and in Palo Alto on Stanford TV, which reaches 26,000 homes.

Long term plans for the show call for national distribution to other television stations like UCSD-TV around the country. CONNECT offers programs available for purchase at \$25.00 plus postage and handling. If you would like to purchase tapes of the show, please use the order form on the reverse side.

Barbara Bry, Director of Programs for CONNECT, and a former business and political writer with the Los Angeles Times, is moderator and executive producer of The CONNECT Show. Shannon Bradley, who spent five years covering national politics for the MacNeil/Lehrer NewsHour on PBS, is the producer.

UCSD-TV, which has been broadcasting for three years, provides 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.

### PREVIOUS SPONSORS

Baker & McKenzie

Campbell & Flores

Chubb Group

Coopers & Lybrand LLP

Deloitte & Touche LLP

Drake Beam Morin, Inc.

Foundation for Enterprise Development

Gray Cary Ware & Freidenrich

High Tech Resource Center

Human Resource Group (HRG)

The Kauffman Foundation

Knobbe Martens Olson & Bear

Marsh & McLennan

Pacific Communication Sciences, Inc.

Proxima Corp.

QUALCOMM Inc.

San Diego County Water Authority

San Diego Daily Transcript

Science Applications International Corp.

Stelcom Technologies



CONNECT

The UCSD Program in Technology and Entrepreneurship

# The *CONNECT* Show on UCSD-TV

Tapes of the following programs may be purchased for at \$25.00 each, plus postage and handling. Please mark the number of tapes you would like for each show in the box provided.

## 1994-95

- How to Start a Software Company
- How to Finance a Biotech Company
- The Art of Entrepreneurship
- When Saying "I Do" Means Doing Without: The Role of a Spouse in the Life of an Entrepreneur
- Hiring Your Future
- Springboard
- Going Public: Knowing When the Time is Right
- Potential Profits and Pitfalls in the Multimedia Industry: Licensing and Intellectual Property Issues

- On the Road to Greatness: Young Scientists in San Diego
- Making Money In Multimedia

## 1995-96

- Water: The San Diego Story
- Risk Management
- Employee Ownership
- Strategic Partnering
- Mergers & Acquisitions
- Crisis Management
- Dancing on the Glass Ceiling: Women who've reached the height of their professions
- Faculty Inventors

## 1996-97

- Technology Theft
- How to Sell Your Idea
- The Human Genome Project & The Health Care Revolution
- Class Action Lawsuits
- Open Book Management
- The New Era of Telecommunications
- The Politics of Water
- Women Capital
- Manufacturing

## VIDEOTAPE ORDER FORM

Name/Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

I am a **CONNECT** member/sponsor

Number of tapes: \_\_\_\_\_

Total Payment: \_\_\_\_\_

*Payment Type (circle one):*

Check/Visa/Mastercard/Discover Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

**CONNECT USE ONLY**

MAILED  PROCESSED

Return-Path: <Centergrp@aol.com>  
From: Centergrp <Centergrp@aol.com>  
Date: Sat, 24 Jan 1998 18:31:35 EST  
To: bbry@ucsd.edu  
Cc: Centergrp@aol.com  
Subject: TV Program with Stellcom and HRG  
Organization: AOL (<http://www.aol.com>)

Barbara,

This past week I happened to see a portion of the TV program with you as moderator along with representatives from Stellcom and HRG. I only saw about 15 minutes of it and found it very interesting especially the discussion on open book management. Is the tape available? If so, how would I go about obtaining a copy to view?

Thanks!

Jean Center  
email: centergrp@aol.com  
phone: 226-8543

fax:

*Tanya  
I don't have a copy  
so please order.  
Thanks  
Barbara*

Return-Path: <bbry@ucsd.edu>  
X-Sender: bbry@popmail.ucsd.edu  
Date: Wed, 28 Jan 1998 15:54:14 -0800  
To: sbradley@smtp.ucsd.edu  
From: Barbara Bry <bbry@ucsd.edu>  
Subject: march connect show  
Cc: thincapie@smtp.ucsd.edu

March tv show guests:

Dan Sullivan, Senior VP, Human Resources  
QUALCOMM  
6455 Lusk Blvd.  
SD 92121  
658-4274  
651-3255 fax

Bill Geppert, VP & Gen Mgr  
Cox Communications  
5159 Federal Blvd.  
SD 92105  
266-5359  
266-5555 fax

Robert Ferguson, Regional President  
Pacific Bell  
101 W. Broadway, Suite 1440  
SD 92101  
237-4358  
231-0758 fax

4th guest not yet confirmed.  
Barbara Bry, Chief Operating Officer  
OKbridge  
4655 Cass St., Suite 204  
San Diego, CA 92109  
(619) 490-4336  
(619) 490-6771 FAX  
barbara@okbridge.com  
www.okbridge.com



Return-Path: <bbry@ucsd.edu>  
X-Sender: bbry@popmail.ucsd.edu  
Date: Wed, 28 Jan 1998 15:20:10 -0800  
To: sbradley@smtp.ucsd.edu  
From: Barbara Bry <bbry@ucsd.edu>  
Subject: connect show schedule  
Cc: thincapie@smtp.ucsd.edu

Schedule for next few months:

February: re-run of manufacturing

March: What's Hot in Telecommunications  
Taping Date: Sat. March 21/Price Center/11 am  
First Air Date: Mon. March 30

April: I don't think I will be able to raise the other half of the underwriting for a show with Stan. If I don't have it by mid-March, let's do a re-run.

May: Athena show (if no new April show or re-run if we do a new April show)

June: Hiring, Retaining, Training, Retraining  
Taping Date: Wed. June 10 6 p.m./Price Center  
First Air Date: Mon. June 15

July & August: Re-runs

September: SanMEC sponsored show  
Barbara Bry, Chief Operating Officer  
OKbridge  
4655 Cass St., Suite 204  
San Diego, CA 92109  
(619) 490-4336  
(619) 490-6771 FAX  
barbara@okbrdige.com  
www.okbridge.com

Return-Path: <bbry@ucsd.edu>  
X-Sender: bbry@popmail.ucsd.edu  
Date: Wed, 28 Jan 1998 15:08:18 -0800  
To: sanderson@smtp.ucsd.edu  
From: Barbara Bry <bbry@ucsd.edu>  
Subject: connect show  
Cc: hastern@smtp.ucsd.edu

Hi Shannon & Harvey:

I'm looking forward to the March 21 taping. The catalogue ad looks great, and I'm sure all the companies represented on the show will help in publicizing the event.

I have another opportunity for you...one that is already PAID FOR.

On June 10, the CONNECT Show will be taped before a live audience at the Price Center. The topic is "Recruiting, Retaining, and Training...(when QUALCOMM is hiring everyone in sight!)" (new sexier title to come) The sponsor of the show is the San Diego Manufacturing Extension Center (SanMEC). They would like to have an ad in the catalogue in order to help attract an audience. Would Extension like to have exhibits and participate in some way?

Please let me know. Thanks.

Barbara  
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