

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
- Hiring Your Future
- Springboard
- Going Public: Knowing When the Time is Right
- Potential Profits and Pitfalls in the Multimedia Industry
- 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
- Technology Theft
- How to Sell Your Idea
- The Human Genome Project & The Health Care Revolution

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
- Building Capital Through Women
- 1997-98
- The Future of Software
- The Story of Agouron
- Manufacturing Issues For High-Tech Companies

VIDEOTAPE ORDER FORM

Name/Title: _____

Company: _____

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I am a CONNECT member/sponsor

Number of tapes: _____

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CONNECT USE ONLY

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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 Athena for CONNECT, Chief Operating Officer for OKbridge 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.

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CONNECT

The UCSD Program in Technology and Entrepreneurship