



CONNECT®

The UCSD Program in Technology and Entrepreneurship

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.fan