

**UCSD CONNECT**  
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March 9, 1998

To:  
Bob Ferguson, Pacific Bell 231-0758  
Bill Geppert, Cox Communications 266-5555  
Bill Stensrud, Enterprise Partners 454-2489  
Dan Sullivan, QUALCOMM 651-3255

From:  
Barbara Bry

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Re: CONNECT TV Show

Attached please find a draft list of the issues and questions that we'll discuss on the March CONNECT Show. Shannon Bradley, the producer, will be sending you information about parking.

**Do's and Don'ts of What to Wear:**

DON'T wear a black suit!  
DON'T wear a white shirt!  
DO wear a blue or gray solid or pinstripe suit.  
DO wear a colorful tie.

Please review the questions and let me know if there are any others that you would like to add. I don't expect everyone to answer every question. It should be apparent which questions are for you.

My last day at OKbridge is March 13. I then have three weeks off until I start a new and exciting position. So the best place to reach me is at home, 619-794-8410, or e-mail me at [bbry@proflowers.com](mailto:bbry@proflowers.com). It will also be forwarded to me at home ([bbry1@san.rr.com](mailto:bbry1@san.rr.com)). Please feel free to contact me. I welcome your thoughts.

*Telecom.fax*

What's Hot in Telecommunications  
Taping Date: Saturday, March 21  
UCSD Campus, Price Center  
11 a.m.-Noon

**Show Summary:**

The Telecommunications Act of 1996 promised lower prices and new and more services for both businesses and individuals. What has happened in the last two years and what does the future hold?

**Background:**

The Information Technology field (computing and electronics industries) is rated the largest US industry, according to a study by the American Electronics Association and Nasdaq Stock Market.

- \$866 billion industry, grew by 57 percent during the 1990s
- employed 4.3 million people; workers in this field earn 73 percent more than the average wage worker in the overall private sector
- generated 6.2 percent of the nation's output of goods and services in 1996

**General Themes for the Show:**

- Industry trends—deregulation, mergers
- New technologies and the new services and business opportunities that they've created
- Job opportunities in telecommunications—variety/diversity of jobs; skilled needed to succeed; training and re-training
- What telecom deregulation means to the consumer

**INDUSTRY TRENDS**

What was in the Telecommunications Act of 1996? What were the goals of the act?

How has it impacted your company?

What's been the most unexpected outcome of telecom deregulation?

What new competitors do you have?

What's happened to prices? Businesses? Consumers?

How has the landscape of your industry changed? (mergers??)

What are the regulatory issues for wireless communications?

**Telephone Service:**

What's happening with long distance? New competitors? Market Share? Prices

Can Pacific Bell offer long distance service?

What's happening with local telephone service? New competitors? Market Share?

Prices

Is Cox offering local telephone service?

Internet:

How will the Internet impact telephone service over the long run? Prices? Quality?

Everyone wants high speed access—fast modems, cable modems, DSL

Explain all the different technologies/pros and cons of each. Prices of each.

## NEW TECHNOLOGIES

What are venture capitalists investing in?

(competitive local exchange carriers)

What do the new technologies in wireless communications offer?

(wireless data, bandwidth, speed)

## JOB OPPORTUNITIES

What kinds of skills does your company need?

What kinds of skills are needed at emerging technology companies?

Are you hiring?

How do you get a job at your company?

Is your company finding the people it needs?

How do you handle the ongoing training needs of your company?

(educational assistance program, web site, corporate library, flex time)

## IMPACT ON THE CONSUMER

Who has benefitted the most from the telecom deregulation act?

Who has been the major loser?

What's happened to prices? What will happen over the next five years?

Do you think consumers are happy with all of these choices?

What will your industry look like in five years? What will your company look like in five years?

What skills will be required to succeed?